

THE BUSINESS OF RACING STARTS HERE

# EXHIBITOR KIT 2023

**PRI**



PERFORMANCE RACING INDUSTRY  
TRADE SHOW & MEDIA COMPANY

DECEMBER 7-9, 2023 • INDIANAPOLIS, IN

# PRI IS HARDCORE RACING

## A UNIQUE AND POWERFUL MARKET

The racing market delivers some of the world's most motivated buyers. And they are looking for the best technology to keep the competitive advantage. For more than 30 years, PRI has brought together all forms of racing, all under one roof. In fact, racing professionals benefit by discovering new ideas from other segments of motorsports at PRI. As a trade-only event, PRI targets the racing industry's distribution pipeline.

### RACING REPRESENTATION

MODIFIEDS

STOCK CAR

MARINE PERFORMANCE

**STREET/STRIP**

TRUCK /  
TRACTOR  
PULLING

OPEN  
WHEEL  
SHORT  
TRACK

**DRAG  
RACING**

**ROAD RACING**

OFF-ROAD

**DIRT LATE MODELS**

KARTING

MOTO

EV

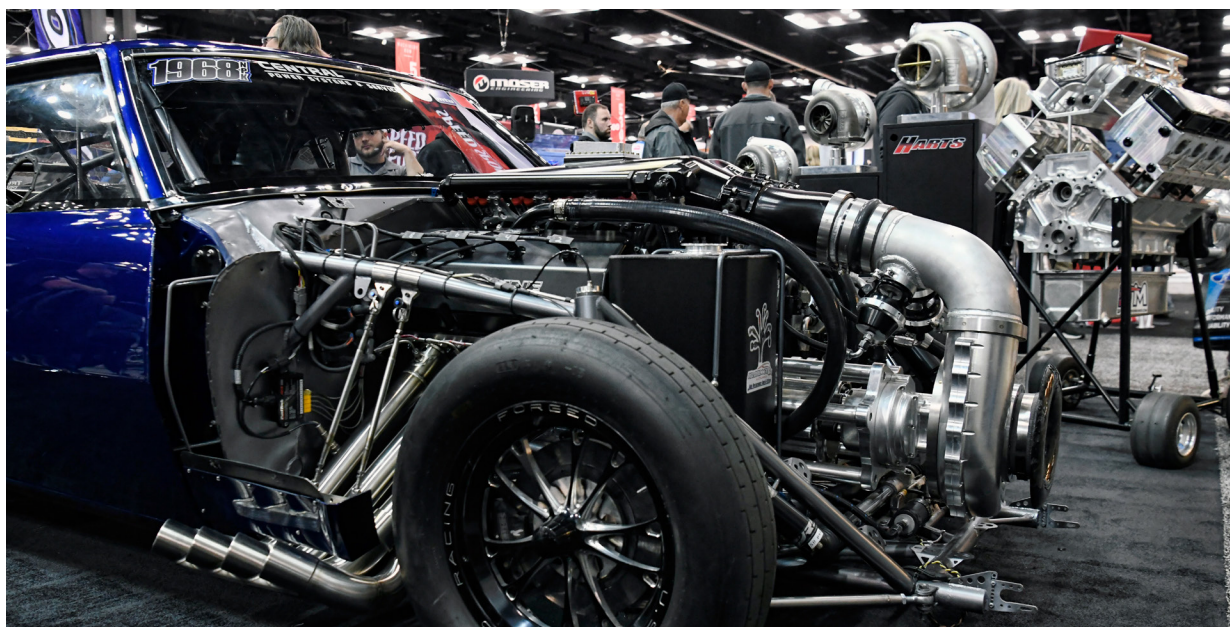
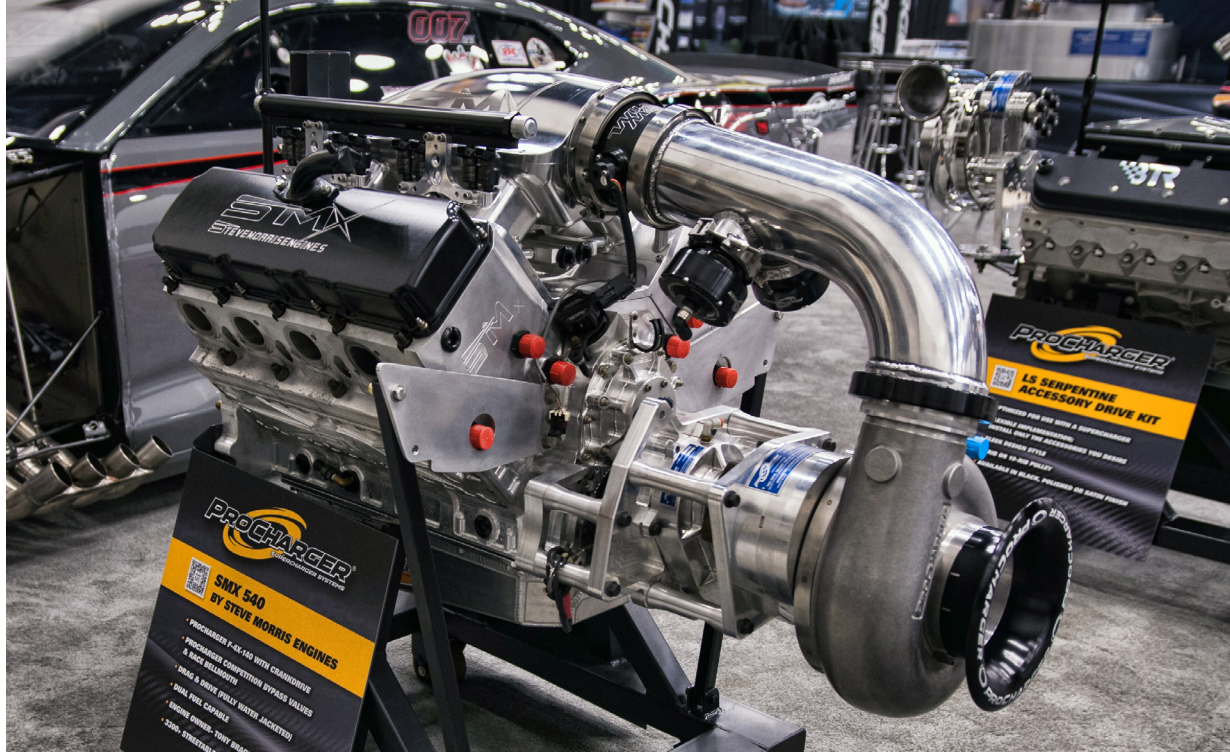
RALLY RACING

UTV

DIESEL

DRIFT

## COMPETITION DRIVEN MARKET



# PRI IS THE GLOBAL MARKETPLACE

## FOR NEW RACING TRENDS AND PRODUCTS

PRI attendees come from all 50 states and 70 countries, conducting business as volume buyers of racing products, technology, shop equipment and services. PRI is the source for new racing trends and products.

**PRI IS TRADE ONLY.** Attendees must provide identification confirming that they are members of the racing trade. At PRI, you're selling to a prequalified, targeted market. This is where the motorsports industry meets to conduct business.

**BUYERS FROM ALL  
50 STATES  
AND MORE THAN  
70 COUNTRIES**



## TOP COUNTRIES

### 1. UNITED STATES



### 2. CANADA



### 3. AUSTRALIA



### 4. UNITED KINGDOM



### 5. MEXICO



### 6. ITALY



### 7. SWEDEN



### 8. CHINA



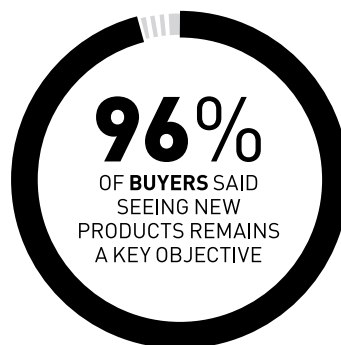
### 9. NEW ZEALAND



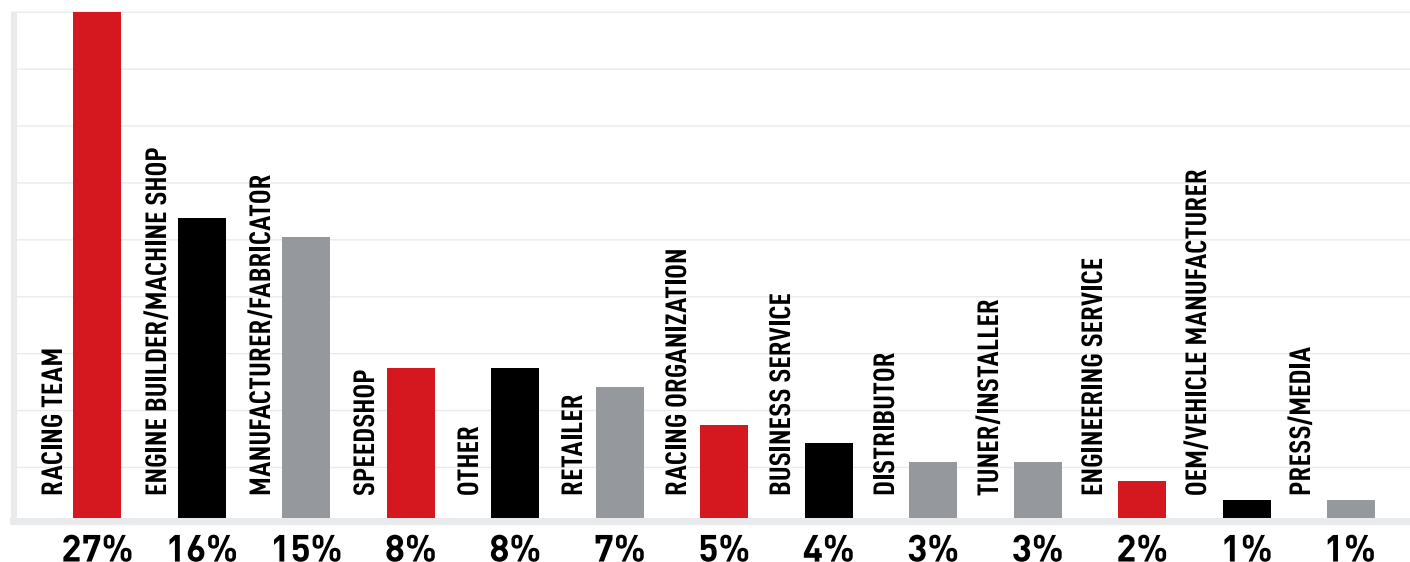
### 10. NETHERLANDS



## PRI DELIVERS QUALITY BUYERS



## BUYERS BY BUSINESS TYPE



\*Statistics from 2019 PRI Trade Show registration and Show Survey results.

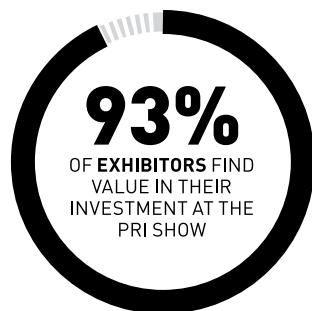
# SPECIAL PRODUCT SECTIONS

## THESE SPECIAL SHOW SECTIONS PROVIDE ADDED VALUE EXCLUSIVE TO THE PRI TRADE SHOW

**MACHINERY ROW:** More than 100 race shop machining manufacturers all in one place, side by side & fully operational for live demonstrations on actual race parts.

**INDOOR TRAILER EXHIBITS:** The indoor trailer area on the field at Lucas Oil Stadium provides ample space for PRI's large-scale display of state-of-the-art race trailers, haulers, RVs and accessories.

**FEATURED PRODUCTS SHOWCASE:** The best way to highlight your top products and direct buyers to your booth. Take advantage of the 96% of PRI attendees looking for new products! Learn more or submit products at [pri2023.com/fps](http://pri2023.com/fps).



\*Statistics from 2019 PRI Trade Show registration and Show Survey results.

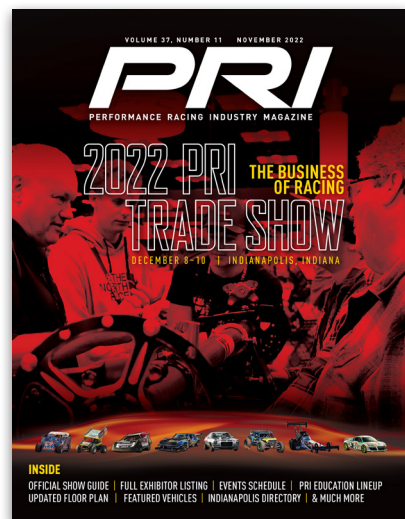
# SPONSORSHIPS

PRI PROVIDES EXTENSIVE MARKETING OPPORTUNITIES

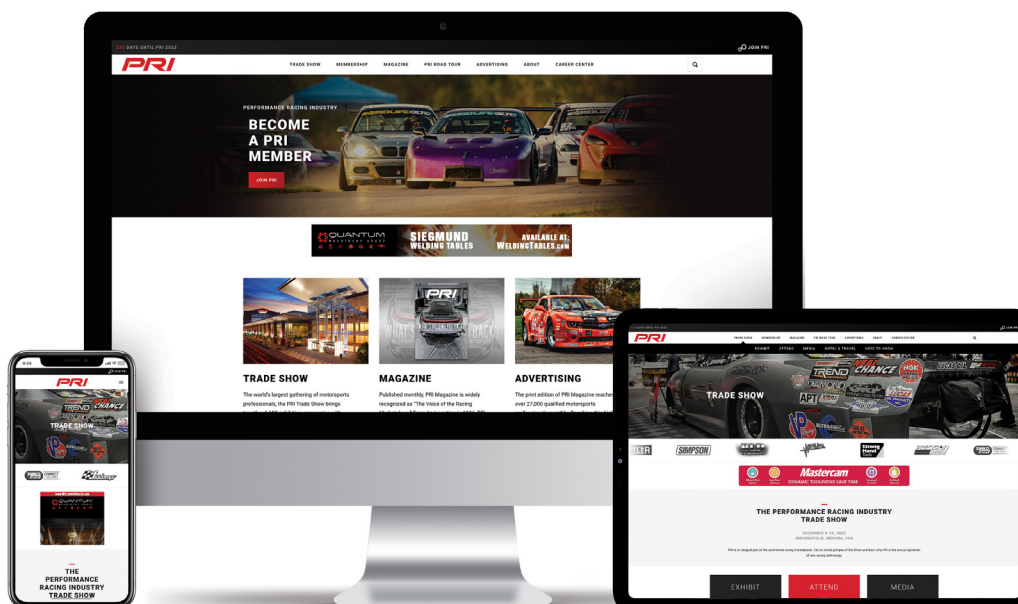
- **DRIVE TRAFFIC**
- **CREATE BRAND AWARENESS**
- **COMMUNICATE YOUR MESSAGE OUTSIDE OF THE BOOTH**



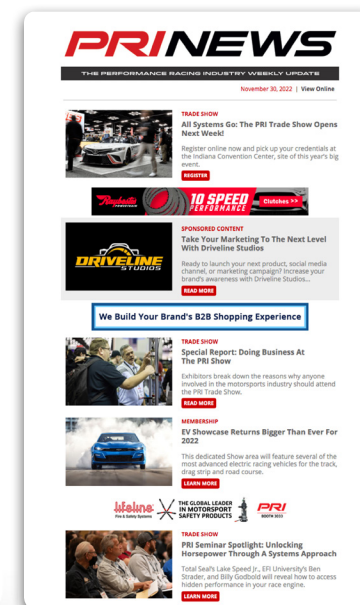
**SIGNAGE**



**PRI MAGAZINE**



**WEBSITE**



**eNEWSLETTER**

# NETWORKING

- **GRAND OPENING BREAKFAST**
- **EDUCATION**
- **INDUSTRY RECEPTIONS**
- **AFTER HOURS EVENTS**



# BUSINESS MEMBERSHIP

Become a PRI Business Member today and join Performance Racing Industry with the first-ever membership of its kind. By joining PRI, we will advocate together to unite the racing industry. This is our best chance to overcome the challenges our industry faces now and in the future.

Business Members who exhibit at the PRI Trade Show receive a 10% discount on booth space and will also gain access to exclusive discounts and benefits including:

- 5.11 Tactical – 40% discount off MSRP
- Fifth Third Bank – Access to Membership Advantage Financial Education
- First Data by Fiserv – Preferred payment process solutions
- Hyatt Regency of Indianapolis – 10% off prevailing rates (excludes blackout dates)
- JMS Chip – 15% off First JMS Chip and Performance Product Order
- Oakley – Discount on Oakley fashion brand eyewear
- Costa – Discount on Costa fashion brand eyewear
- Performance Plus Global Logistics – Preferred pricing on shipping and logistic solutions
- PIT Instruction and Training – 10% off any 2- or 5-day welding workshops
- PRI – 15% Discount on PRI gear \*Valid on website only
- PRI Career Center – Connecting Automotive employers and candidates
- PRI Education – Professional Development Training
- RevPro by Alliant – Insurance Solutions
- SEMA Data – Access to industry database and reseller data exports
- SEMA Garage – SEMA Garage Training Rooms
- SEMA Market Research – Access to Industry Research Reports
- SPEEDiagnostix – 10% discount to all PRI Members through website [www.SPEEDiagnostix.com](http://www.SPEEDiagnostix.com)
- Trader Tim's Tie-Downs – 20% discount
- Trim Illusion – 10% discount to new wholesales on first order
- Complimentary PRI Membership and access to the show for employees (\*quantity determined by company size)
- Support of PRI Advocacy at the local, state, and federal level
- Exclusive advertising opportunities in PRI Magazine (published monthly print/digital)
- Legal Counsel Best Practices
- PRI Legal Support Hotline
- Marketing Opportunities with comprehensive directory of racetracks, sanctioning organizations, and sponsors/members

To learn more about PRI Business Membership, visit the [www.performanceracing.com/membership](http://www.performanceracing.com/membership) or contact [membership@performanceracing.com](mailto:membership@performanceracing.com)

\*PRI Business Membership ranges from \$295 to \$995 annually depending on the size of your business and how many employees you have.





**PERFORMANCE RACING INDUSTRY**

## **PRICING**

10x10 ————— \$1,800  
MULTIPLE 10x10s ————— \$1,700 each  
TRAILER EXHIBIT SPACE ————— \$1,300 per 10x10

**MAKE PLANS TO EXHIBIT!**

**PRI2023.COM • 949.499.5413**

---

### **Address**

27081 Aliso Creek Rd, Suite 150  
Aliso Viejo, CA 92656

### **Phone & Fax**

Phone: +1 949 499 5413  
Fax: +1 949 499 0410

### **Online**

Email: [mail@performanceracing.com](mailto:mail@performanceracing.com)  
Web: [performanceracing.com](http://performanceracing.com)