

# EXHIBITOR DEADLINES

**PRI**SHOW

USE THIS HELPFUL LIST TO KEEP TRACK OF IMPORTANT DEADLINES.

## **APRIL 25**

- Booth Application Deadline - 2025 PRI Show | Exhibit Application

## **MAY 20-22**

- Booth Plotting

## **MAY 27**

- Booth confirmations sent out
- Exhibitor Services Manual (ESM) goes live on PRI website
- Floorplan live on PRI Website
- Exhibitor Badge Registration opens

## **JUNE 10**

- Housing Opens at 10am ET - Hotel & Travel | Performance Racing Industry

## **JULY 11**

- 2nd Deposit Due

## **JULY 15**

- Attendee Registration Opens

## **AUGUST 6**

- 3rd Deposit Due

## **SEPTEMBER 3**

- Final Payment Due

## **SEPTEMBER 17**

- Deadline to submit Exhibitor Seminars to be included in printed November Show Directory - Exhibitor Seminar | Meeting Room Request
- Deadline for name changes or updates to the Exhibitor List that will print in the November Show Directory

## **OCTOBER 17**

- Deadline to cancel hotel room to avoid penalty

## **NOVEMBER 13**

- Final day to secure "Early Bird Pricing" for orders placed through Fern (furniture carpet, etc.), Indianapolis Convention Center (electric, air, gas, water, etc), Smart City (Internet), Markey's (A/V), etc.

## **NOVEMBER 14**

- Exhibitor Registration Deadline for badges to be mailed
- Last day to book hotel rooms at discounted PRI rates

## **NOVEMBER 21**

- Domestic Exhibitor Badges mailed. International Exhibitor Badges must be picked up onsite.

## **DECEMBER 5**

- Final day to secure "Early Bird Pricing" for Featured Products Showcase