

# EXHIBITOR DEADLINES

**PRI**SHOW

USE THIS HELPFUL LIST TO KEEP TRACK OF IMPORTANT DEADLINES.

## APRIL 10

- Booth Application Deadline - 2026 PRI Show | Exhibit Application

## APRIL 21-23

- Booth Plotting

## APRIL 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 16

- 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.), Indiana 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