



2025 PRI | Track Operator | Promoter | Sanctioning Body (T.O.P.S.) SHOW SCHEDULE

THURSDAY DEC. 11

Logos for Gearhead, PJH, and Race Pass are displayed on either side of the date.

Morning COFFEE by: GEARHEAD						
ROOM A (242)						
TIME	TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
10:00	11:00 AM	DRAG RACING	TOPS HQ Room A	5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Track Prep Basics: Building a Consistent, Safe and Fast Surface	
11:15	12:30 PM	State Coalition	TOPS HQ Room A	Tennessee Coalition Roundtable	All Tennessee Motorsports Facilities Invited .. Open discussion on Introduction of Nuisance Legislation and forming a Tennessee Coalition	Christian Robinson, PRI/SEMA Washington Office
1:00 PM	2:00 PM	DRAG RACING	TOPS HQ Room A	5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING a	Making Money Off-Track: New Revenue Streams for Drag Strip Operators	
2:15 PM	3:00 PM	ALL	TOPS HQ Room A	Updates in Technology for Ticketing, Scoring, and Event Management	Learn how the new technology fits in your business making your operation more efficient.	
3:15 PM	4:00 PM	ALL	TOPS HQ Room A	Motorsports PRI Economic Report and Legislative Update	Mastering Your Political Universe. Paths to incubating the Nuisance Law in your state AND Understanding the PRI Economic Report and how to use for your business	Christian Robinson PRI Washington Office and Gavin Knapp - PRI/SEMA Dir. Of Marketing Research
ROOM B (241)						
TIME	TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
9:15	10:15	ALL	TOPS HQ Room B	T.O.P.S for LADIES	A networking and sharing roundtable focused on the business and opportunities	Moderator: Michelle Lackey, Alaska Raceway Park
10:15	11:15	ALL	TOPS HQ Room B	Content That Works for Increasing Fan Engagement..	A complete review of actual grassroots content that made an impact and kept more fans engaged with tracks across the nation!	Scott Kosak - GITS
11:30	2:00 PM	DIRT SPRINT CARS	TOPS HQ Room B	Sprint Car Racing Council	Annual gathering of stakeholders in sprint car racing. Contact Tom Devitt for information - 704-778-7296	Tom Devitt - 704-778-7296
2:15 PM	3:15 PM	ALL	TOPS HQ Room B	A Digital Marketing Boot Camp	A Rule Book Approach to Digital Marketing. From the simplest free tactics to the platforms that offer paid advertising opportunities.	Scott Kosak - GITS Bryan Robb - Digital Throttle
3:30PM	4:30PM	DIRT OVAL	TOPS HQ Room B	Dirt Track Panel and Roundtable	Discussion of issues facing dirt tracks. From dust to dirty diapers, this session will be ready to discuss every aspect of the business.	Moderators: Joe Skotnicki - RPM and Chris Kearns - USAC Panelists:
ROOM C (240)						
TIME	TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
9:30	12:00 Noon	ROAD COURSE	TOPS HQ Room C	5th Annual Road Course Racing Industry Forum	A participatory panel discussion for Road Course Tracks focusing on operations for facilities looking at track operations and current Industry Challenges Moderator Tim Frost, RTBC - Host	Host: Mike Gritter - Autobahn, Moderator Tim Frost, RTBC
1:00 PM	2:00 PM	ROAD COURSE	TOPS HQ Room C	5th Annual Road Course Racing Industry Forum	Road Racing Sanctioning Body Breakout Session	Moderator Tim Frost, RTBC
2:30 PM	3:30 PM	ROAD COURSE	TOPS HQ Room C	5th Annual Road Course Racing Industry Forum	Road Racing Membership Club Tracks Roundtable	Moderator Tim Frost, RTBC
4:00 PM	5:00 PM	ALL	TOPS HQ Room C	INDUSTRY LEADERSHIP FORUM	Attracting the Next Generation	Panelists: Joey Denewitz - NASCAR, John Doonan - IMSA, Evan Johant - NHRA, Michael Cobb - SCCA, Jason Smith - USAC Moderator: Mike Good - PRI

FRIDAY DEC. 12

Friday Continental Breakfast 8:30 AM –

Logos for BRUGG, DYZB, TECPRO, TrackWalk, and F&D are displayed.

Morning Coffee By: GEARHEAD							
ROOM A (242)							
TIME	TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR	
9:00	9:45	ALL	TOPS HQ Room A	The DRIFTING Effect: How to capture a growing Motorsports Audience	Opportunities - Operations - and Outreach	Moderator - Jim Liaw Panelists: Edgar Sarmiento - Drift Group	
10:00	11:00 AM	DRAG RACING	TOPS HQ Room A	5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Understanding Insurance in Drag Racing: What every Track Operator Should Know		
11:15	12:30 PM	ALL	TOPS HQ Room A	Making Weekly Racing Work	What does it take to keep weekly racing successful. A panelist of Paved and Dirt Oval Tracks, Drag Strips, Go Karts, 3/4's and Micro 600's	Panelists: Veronica Steder - Byron Dragway, Roger Haden - Eagle Raceway, / Moderator Chuck Deery	
1:00 PM	2:00 PM	DRAG RACING	TOPS HQ Room A	5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Operating an Efficient TRACK: Proven Practices for Today's Drag Strips		
2:15 PM	3:15 PM	ALL	TOPS HQ Room A	The Beneficial Uses of AI in Grassroots Promotion	A hands-on demonstration session outlining the pros and cons of AI tools	Moderator: Scott Kosak - GITS. Panelist: Drew Kreibich, Midwest Truck Tour	
3:30 PM	4:30 PM	DRAG RACING	TOPS HQ Room A	5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Countdown to Race Day: Planning and Promotions That Drive Fans and Racers		
4:30 PM	6:30 PM	ALL	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice, PJH Trackbite and MyRacePass.com are your hosts for this popular event.		  	
ROOM B (241)							
Trends and Tactics of Motorsports Safety by ICMS							
TIME	TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR	
9:30	10:30 AM	ALL	TOPS HQ Room B	Trends and Tactics of Motorsports Safety by ICMS	Finding and Keeping and Training Safety Crews - EMTs - Wreckers	Where to find?, What to Pay?, Panel presentation and idea session for developing a team	Tom Weisenbach
11:00	12:30 PM	ALL	TOPS HQ Room B	Trends and Tactics of Motorsports Safety by ICMS	How Inconsistent Practices Threaten Motorsport's Future	Explore practical, scalable strategies to improve driver safety, reduce liability, and dramatically improve operational efficiency	Tom Weisenbach
1:00 PM	3:00 PM	ALL	TOPS HQ Room B	 Electric Vehicle Racing Safety	Learn from experts and other voices of experience in areas of EV event organization, vehicle systems and technology	Eric Huhn	
3:15 PM	4:30 PM	ALL	TOPS HQ Room B	Trends and Tactics of Motorsports Safety by ICMS	What is new in safety equipment, NFPA 610, the regulations, the responsibility and enforcement	Panel discussion on the new trends and equipment, PLUS NFPA and how it effects your operation	Moderator: Tom Weisenbach, Panelist: Pat Moore - NFPA,

4:30 PM	6:30 PM	ALL	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice, PJH Trackbite and MyRacePass.com are your hosts for this popular event.			  
ROOM C (240)							
TIME		TYPE	ROOM	HOST		TOPIC	PANELIST / MODERATOR
9:30AM	10:30 AM	ALL	TOPS HQ Room C	Making Your Big Event Bigger Roundtable Discussion			Moderator: Jeff Hachmann, Panelists: Jim Stannard - IMCA, Dave Schultz - Pulttown, Mark Dismore - New Castle,
10:30	11:30 AM	KARTING	TOPS HQ Room C		3 rd Annual Go-Kart Racing Industry Gathering	Oval Track - DIRT and PAVED and Race Series panel discussion	Moderator: Larr Boos Panelists: Dan Roche - B&S, Bear Tamasovich - Bear Trax Raceway, Xander Clements - Race Chaser
11:45	12:45 PM	KARTING	TOPS HQ Room C		3 rd Annual Go-Kart Racing Industry Gathering	Road Course Karting Tracks /Concession Karting Panel focusing on enhance the karting experience for both operators and customers	Moderator: Larr Boos Panelists: Dan Roche - B&S, Tony Eckrich - Kart Nation, Dan Breuer - Trackhouse Motorplex, Michael - USAir Raceway
1:00 PM	2:00 PM	PAVED OVAL	TOPS HQ Room C		Paved Racing Panel	A roundtable discussion of the Pavement Racing Tracks and Series discussing creative ideas to grow the sport	Moderator: Gregg McKarns, Host Joe Skotnicki - RPM, Panelists: Scott Menlen - CRA, Marty Melo - ASA, Kip Childress - CARS Tour
3:30 PM	4:30 PM	ALL	TOPS HQ Room C			Successful Auto Racing Promotion - Panel of master promoters discussion of the things learned.	Chuck Deery and Chris Kearns Moderators - Plus Panel of Industry Veterans - Bill Bader - Summit MP, Jeff Streigle - Berlin, Chris Blair - WWTR
4:30 PM	6:30 PM	ALL	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice, PJH Trackbite and MyRacePass.com are your hosts for this popular event.			  
ROOM D (239)							
TIME		TYPE	ROOM	HOST		TOPIC	PANELIST / MODERATOR
10:30	11:30	PULLING	TOPS HQ Room D		Pulling Groups Roundtable	Panel and Roundtable of the Pulling Business, working together and supporting the sport	Moderator: Chuck Deery, Panelist: Dave Schultz - Pulttown,
11:45	1:00 PM	State Coalition	TOPS HQ Room D		Ohio Coalition Roundtable	All Ohio Motorsports Facilities Invited .. Open discussion on Introduction of Nuisance Legislation and forming an Ohio Coalition	Christian Robinson, PRI/SEMA Washington Office
1:30 PM	2:30 PM	ALL	TOPS HQ Room D		Making Small Tracks / Small Facilities Great again	Panel discussion for the mis-labeled "small" tracks - ideas for limited resources	Moderator Larry Boos, Panelists: Steve Sinclair - IRA Sprints, Kolten Gouse - BAPS Speedway, Jonathon Eckelberg - HSRA,
4:30 PM	6:30 PM	ALL	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice, PJH Trackbite and MyRacePass.com are your hosts for this popular event.			
SATURDAY DEC. 13							
Morning Coffee By: 							
ROOM A (242)							
TIME		TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
9:30AM	10:30 AM	State Coalition	TOPS HQ Room A		Indiana Motorsports Coalition	All Indiana Motorsports Facilities and businesses Invited - Open discussion on Introduction of Nuisance Legislation and Coalition discussion	Christian Robinson, PRI/SEMA Washington Office
10:30	11:30 AM	OFFROAD	TOPS HQ Room A		Off Road Racing Roundtable session	Tracks - Series - Promoters discuss the growing Off-Road business	Moderator: Jim Liaw - PRI, Panelists: Matt Martelli - Unlimited Off Road, Mike Reusche - AMSOIL Off Road
12:00 noon	1:00 PM	ALL	TOPS HQ Room A		Understanding Racing Insurance	A Detailed Review of Motorsports Insurance for tracks, Promoters and Teams Companies	Moderator: Chuck Deery, Panelist: Dave Laber, Steve Sinclair
1:30 PM	2:30 PM	ALL	TOPS HQ Room A		Anything Goes Discussion	Help PRI Learn what we can do to help your business, Resources Available and where, Improve TOPS, How can we help you?	
ROOM B (241)							
Track Operations Breakout by RPM Promoters Workshop 							
TIME		TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
9:30	10:15 AM	ALL	TOPS HQ Room B	Track Operations Breakout by RPM	Announcers Panel	At track - On the Stream - Podcasts - Social Connecting with the fans	Moderator: Chris Grainer,
10:30 AM	11:15 AM	ALL	TOPS HQ Room B	Track Operations Breakout by RPM	Race Track Officials Panel	Managing the event, making the tough calls and tips to succeed	Moderator: Kelly Cartton, Host Joe Skotnicki, Panelists:
11:30 AM	12:15 PM	ALL	TOPS HQ Room B	Track Operations Breakout by RPM	Making Concessions and Food Service profitable	Fulfilling the event experience at the refreshment stand	Host: Joe Skotnicki - RPM Workshop
12:30 PM	1:30 PM	ALL	TOPS HQ Room B	Track Operations Breakout by RPM	Sponsorship Success for Grassroots Tracks	Where to Start and Steps to Success	Moderator: Scott Kosal, Host: Joe Skotnicki, Panelist: Chelsie Riddle - Hunt the Front Series, Adam Stewart - Tallafada ST, Greg Miller - Keystone Raceway, AJ Moore - Lake Erie Speedway
ROOM C (240)							
TIME		TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
10:00	2:00 PM	ALL	TOPS HQ Room C		What's happening with Crate Engines for Tracks and Sanctions. 10AM - Welcome. 10:15 - "602"engine updates, panel discussion and Q & A. 11:15 - "604" engine updates, panel discussion, and Q & A. 12N - Lunch Break (provided), 12:30 - "DC18 525" engine updates, panel discussion, Q & A		Host: Don Blackshear, Moderator: Larry Kemp, Panelists

Additional Events during the PRI Show

Check Schedule www.womenwithdrivesummit.com			 	Tuesday December 9 & Wednesday December 10, 2025		
				Women with Drive V - Driven by Mobil 1 brings together the most successful and influential people in motorsports to discuss the current issues and needs to advance opportunities for a more diverse and inclusive environment to help grow the motorsports industry. For Information Contact Tina Barnes-Budd - 386.405.7674 or tina.budd@womenwithdrivesummit.com. www.womenwithdrivesummit.com		
Wednesday December 10, 2025						
8:00	5:00 PM	Meeting Rooms 231 - 234		ICMS Annual Congress: Expert presenters will share their knowledge and scientific study results, fostering engaging discussions and valuable Q&A sessions. Separate Registration Fee. Contact Tom Weisenbach: Tom@theICMS.org		
9:00	5:00 PM	T.O.P.S. HQ. Room 240		RTBC - Race Track Business Conference Registration Fee Contact Tim Frost 847-778-9475 or www.racetrackbusinessconference.com	One-day event for industry leaders to collaborate, analyze, and conceptualize around the business of motorsports. The 14th annual RTBC will feature eight educational sessions and a keynote,	
5:00 PM	7:00 PM	Omni Hotel		NHRA - Member Track Kick off Reception		Member Track Kick off Reception
Thursday December 11, 2025						
8:00	5:00 PM	Meeting Rooms 231 - 234		ICMS Annual Congress: Expert presenters will share their knowledge and scientific study results, fostering engaging discussions and valuable Q&A sessions. Separate Registration Fee. Contact Tom Weisenbach: Tom@theICMS.org		
9:00	4:00 PM	Room 210		SFI Committee Spec Review Meetings (SFI Schedule)		SFI Component Committee Meetings - for schedule visit www.sfifoundation.com
Friday December 12, 2025						
8:00	5:00 PM	500 Ballroom		Race Track Safety Program -		SFI Certified RTSP Jump Medic Training. Eight Medical Stations with hands-on training. Separate Registration Fee. Contact Tom Weisenbach: Tom@theICMS.org
8:00	9:00 AM	Room 210		Motorsports Forum for Sanctioning Body Officials		Annual review, report and discussion of SFI service to the Industry
10:00	2:30PM	Room 210		SFI Committee Spec Review		SFI Component Committee Meetings - for schedule visit www.sfifoundation.com