

PRI SHOW

DECEMBER 11-13, 2025 | INDIANAPOLIS



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

THURSDAY DEC. 11

T.O.P.S. HQ Supporting Sponsors



Morning COFFEE by:



ROOM A (242)

TIME		HOST	TOPIC	TOPIC	PANELIST / MODERATOR
10:00 AM	11:00 AM		5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Track Prep Basics: Building a Consistent, Safe and Fast Surface	Panelists: Larry Crispe - Bandimere, Bryan Teed - PJ, Kurt Johnson - TVC, Sam Peterson - US 131 Dragway
11:15 AM	12:30 PM		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		5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING a	Making Money Off-Track: New Revenue Streams for Drag Strip Operators	Scott New - Firebird (ID), Justin Keith - Boost & BBQ, Chuck Sundstom - Firebird (AZ), Tim Huddleson - Famoso Dragstrip
2:15 PM	3:00 PM		Updates in Technology for Ticketing, Scoring, and Event Management	Learn how the new technology fits in your business making your operation more efficient.	Moderator: Jim Sweener - MyRacePass.com
3:15 PM	4:00 PM		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		HOST	TOPIC	TOPIC	PANELIST / MODERATOR
9:15 AM	10:15 AM		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 AM	11:15 AM		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 AM	2:00 PM		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		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 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		HOST	TOPIC	TOPIC	PANELIST / MODERATOR
9:30 AM	12:00 Noon		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 Panelist: Aurora Strauss - P1 Motor Club, Fred Ferguson - Palmer Motorsports Park, Glenn Conser - High Plains Raceway
1:00 PM	2:00 PM		5th Annual Road Course Racing Industry Forum	Road Racing Sanctioning Body Breakout Session	Moderator Tim Frost, RTBC
2:30 PM	3:30 PM		5th Annual Road Course Racing Industry Forum	Road Racing Membership Club Tracks Roundtable	Moderator Tim Frost, RTBC
4:00 PM	5:00 PM		Industry Leadership Forum <i>Attracting the Next Generation</i>		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 –



Morning Coffee By:



ROOM A (242)

TIME		HOST	TOPIC	TOPIC	PANELIST / MODERATOR
9:00 AM	9:45 AM		The DRIFTING Effect: How to capture a growing Motorsports Audience	Opportunities - Operations - and Outreach	Moderator - Jim Liaw Panelists: Edgar Sarmiento - Drift Group
10:00 AM	11:00 AM		5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Understanding Insurance in Drag Racing; What every Track Operator Should Know	Joesph Laskowski - Gallagher, Alen Cisijsa - NHRA, Tina Kendall - Gallagher
11:15 AM	12:30 PM		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		5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Operating an Efficient TRACK: Proven Practices for Today's Drag Strips	Mark Dawson - NHRA, Brad Cannon - WWTR, Jeff Foster - The Strip at LV, Dan VanHorn - Rockingham
2:15 PM	3:15 PM		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		5th Annual DRAG RACING TRACK OPERATOR-PROMOTER - AND SANCTIONING BODY MEETING	Countdown to Race Day: Planning and Promotions That Drive Fans and Racers	Kevin Ness - Mission Raceway Park, Jon O'Neil - WDRA, Tom Bailey - Sick Week, Wes Buck - Drag Illustrated/WOSPM
4:30 PM	6:30 PM	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". MyRacePass.com, RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice, Gearheadevents.com and PJH Trackbite are your hosts for this popular event.		

ROOM B (241)







Trends and Tactics of Motorsports Safety by ICMS




TIME		HOST	TOPIC	TOPIC	PANELIST / MODERATOR
9:30 AM	10:30 AM	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	Moderator: Tom Weisenbach, Panelist: Jake Kruse - Eagle Speedway, Jon Sears - Salem Speedway, Martin Price - Impact Rescue, TBA - Dragway
11:00 AM	12:30 PM	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	Moderator: Tom Weisenbach, Panelists: Tyler Bachmann - WRG, Ryan Staub - EPIC Ins., Brian Hughes - SRO, Eric Parnalis - Ignition Advisory
1:00 PM	3:00 PM	Trends and Tactics of Motorsports Safety by ICMS	Electric Vehicle Racing Safety. Learn from experts and voices of experience. Moderator: Eric Huhn,	EV event organization, vehicle systems and technology	Panelists: Rickard Johansson - Rally Sweden, Danny Bocci - Formula SAE, Robert Bosworth - IMSA, David Vodden - Thunderhill, Matt Busby - Thunderhill,
2:00 PM	3:00 PM				Panelists: Danny Bocci - Formula SAE, Glen Bower - U of Wisconsin, Blake Fuller - Electric Performance, Tyler Joy - Team Arc Blast
3:15 PM	4:30 PM	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, Martin Price - Impact Rescue, Tom Devitt, WRG
4:30 PM	6:30 PM	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". MyRacePass.com, RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice, Gearheadevents.com and PJH Trackbite are your hosts for this popular event.		

ROOM C (240)

TIME		HOST	TOPIC	PANELIST / MODERATOR
9:30AM	10:30 AM		Making Your Big Event Bigger Roundtable Discussion	Moderator: Jeff Hachmann, Panelists: Jim Stannard - IMCA, Dave Schultz - Pulltown, Mark Dismore - New Castle,
10:30 AM	11:30 AM		3 rd Annual Go-Kart Racing Industry Gathering	Oval Track - DIRT and PAVED and Race Series panel discussion
11:45 AM	12:45 PM		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
1:00 PM	2:00 PM		Paved Racing Panel	A roundtable discussion of the Pavement Racing Tracks and Series discussing creative ideas to grow the sport
3:30 PM	4:30 PM		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	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". MyRacePass.com, RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice, Gearheadevents.com and PJH Trackbite are your hosts for this popular event.	     
---------	---------	-----------------------	---	---

ROOM D (239)


TIME	HOST	TOPIC	PANELIST / MODERATOR
10:30	11:30	 Pulling Groups Roundtable	Moderator; Chuck Deery, Panelist: Dave Schultz - Pulltown,
11:45	1:00 PM	Ohio Coalition Roundtable	Christian Robinson, PRI/SEMA Washington Office
1:30 PM	2:30 PM	Making Small Tracks / Small Facilities Great again	Moderator Larry Boos, Panelists; Steve Sinclair IRA Sprints, Kolten Gouse - BAPS Speedway, Jonathon Eckelberg - HSRA, AJ Moore - Lake Erie





4:30 PM	6:30 PM	B.S. and Brews	Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". MyRacePass.com, RPM - Racing Promotion Monthly, Professional Motorsports Solutions, Ticket Spice and PJH Trackbite are your hosts for this popular event.
---------	---------	-----------------------	---

SATURDAY DEC. 13


Morning Coffee By:
 **ROOM A (242)**

TIME	HOST	TOPIC	TOPIC	PANELIST / MODERATOR
9:30AM	10:30 AM	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	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	Understanding Racing Insurance	A Detailed Review of Motorsports Insurance for tracks, Promoters and Teams Companies	Moderator: Chuck Deery, Panelist: Dave Laber - SIS, Steve Sinclair - K&K, Bob - Safehold
1:30 PM	2:30 PM	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	HOST	TOPIC	TOPIC	PANELIST / MODERATOR
9:30	10:15 AM	 Announcers Panel	At track - On the Stream - Podcasts - Social Connecting with the fans	Moderator: Chris Graner,
10:30 AM	11:15 AM	 Race Track Officials Panel	Managing the event, making the tough calls and tips to succeed	Moderator: Kelly Carlton, Host Joe Skotnicki, Panelists:
11:30 AM	12:15 PM	 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	 Sponsorship Success for Grassroots Tracks	Where to Start and Steps to Success	Moderator: Scott Kosak, Host: Joe Skotnicki, Panelist: Chelsie Riddle - Hunt the Front Series, Adam Stewart - Talladega ST, Greg Miller - Keystone Raceway, AJ Moore - Lake Erie Speedway

ROOM C (240)

TIME	HOST	TOPIC	TOPIC	PANELIST / MODERATOR
10:00	2:00 PM	 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