



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



THURSDAY DEC. 11

Morning Coffee by:



ROOM A (242)

TIME		TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
9:00 AM	9:45 AM		TOPS HQ Room A				
10:00 AM	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 AM	12:30 PM		TOPS HQ Room A		TBA		
1:00 PM	2:00 PM	DRAG RACING	TOPS HQ Room A		5th Annual DRAG RACING TRACK OPERATOR- PROMOTER -AND SANCTIONING BODY MEETING	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 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 AM	10:15 AM		TOPSHQ Room B		TBA		
10:15 AM	11:15 AM	ALL	TOPSHQ 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!	
11:30 AM	2:00 PM	DIRT SPRINT CARS	TOPSHQ Room B		Sprint Car Racing Council	(Invite only) - 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	TOPSHQ 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	TOPSHQ 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.	Joe Skotnicki

ROOM C (240)

TIME		TYPE	ROOM		HOST	TOPIC	PANELIST / MODERATOR
9:30 AM	12:00 Noon	ROAD COURSE	TOPSHQ Room C		5th Annual Road Course Racing Industry Forum	Panel for Road Course Facilities focusing on operations for facilities	Mike Gritter, Autobahn - Host , Moderator Tim Frost, RTBC
1:00 PM	2:00 PM	ROAD COURSE	TOPSHQ 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	TOPSHQ Room C		5th Annual Road Course Racing Industry Forum	Road Racing Membership Club Tracks Meeting	Moderator Tim Frost, RTBC
4:00 PM	5:00 PM	ALL	TOPSHQ Room C		Industry Leadership Forum <i>Attracting the Next Generation</i>		Joey Denewitz - NASCAR, John Doonan - IMSA, Evan Joant - NHRA, Michael Cobb - SCCA, Jason Smith - USAC

FRIDAY DEC. 12

Friday Continental Breakfast 8:30 AM –

compliments of



Track Walk



ROOM A (242)

TIME		TYPE	ROOM	HOST	TOPIC	NOTES	PANELIST / MODERATOR
9:00 AM	9:45 AM	DRIFTING	TOPSHQ Room A		The DRIFTING Effect: How to Capture a Growing Motorsport Audience	Opportunities, Operations, and Outreach	Jim Liaw, Moderator
10:00 AM	11:00 AM	DRAG RACING	TOPSHQ 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 AM	12:30 PM	ALL	TOPSHQ 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 Hader - Eagle Raceway / Chuck Deery
1:00 PM	2:00 PM	DRAG RACING	TOPSHQ 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	TOPSHQ Room B		The Beneficial Uses of AI in Grassroots Promotion	A hands-on demonstration session outlining the pros and cons of AI tools	Scott Kosak - GITS. Panelist: Drew Kreibich, Midwest Truck Tour
3:30 PM	4:30 PM	DRAG RACING	TOPSHQ Room A		5th Annual DRAG RACING TRACK OPERATOR- PROMOTER- AND SANCTIONING BODY MEETING	Countdown to Race Day: Planning 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 AM	10:30 AM	ALL	TOPS 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 Wiesenbach
11:00 AM	12:30 PM	ALL	TOPS 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 Wiesenbach
1:00 PM	3:00 PM	ALL	TOPS Room B	 Electric Vehicle Racing Safety	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 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	Pat Moore - NFPA / Tom Wiesenbach



Additional Events during the PRI Show				
Tuesday December 9 & Wednesday December 10, 2025				
Check Schedule www.womenwithdrivesummit.com		 		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 AM	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 AM	5:00 PM	T.O.P.S. HQ. Room 240		RTBC - Race Track Business Conference Separate Registration Fee Contact Tim Frost 847-778-9475 or www.racetrackbusinessconference.com
5:00 PM	7:00 PM	Omni Hotel		NHRA - Member Track Kick off Reception
Thursday December 11, 2025				
8:00 AM	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 AM	4:00 PM	Room 210		SFI Committee Spec Review Meetings (SFI Schedule)
Friday December 12, 2025				
8:00 AM	5:00 PM	500 Ballroom		Race Track Safety Program -
8:00 AM	9:00 AM	Room 210		Motorsports Forum for Sanctioning Body Officials
10:00 AM	2:30 PM	Room 210		SFI Committee Spec Review
RTSP Advanced Scenario Training that will cover Crews, Chiefs, Command and Teams. Separate Registration Fee. Contact Tom Weisenbach: Tom@theICMS.org				
Annual review, report and discussion of SFI service to the Industry				
SFI Component Committee Meetings - for schedule visit www.sfifoundation.com				