

PRI

THE BUSINESS OF RACING STARTS HERE

2026



PRI SHOW

DECEMBER 10-12, 2026 | INDIANAPOLIS

SPONSORSHIP KIT

FLOORPLAN UPGRADE

STAND OUT PRIOR TO THE PRI SHOW.

Enhance your online floorplan listing by adding photos and video to engage buyers ahead of the PRI Show.



ONLINE PROMO TOOL

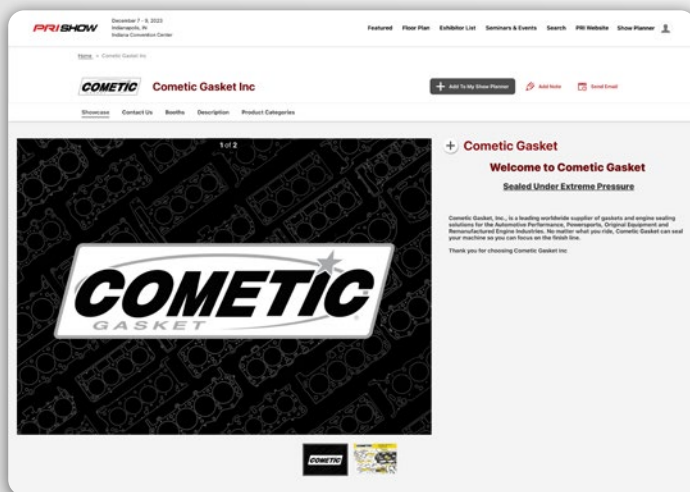
PRICE: **\$575**

INCLUDES:

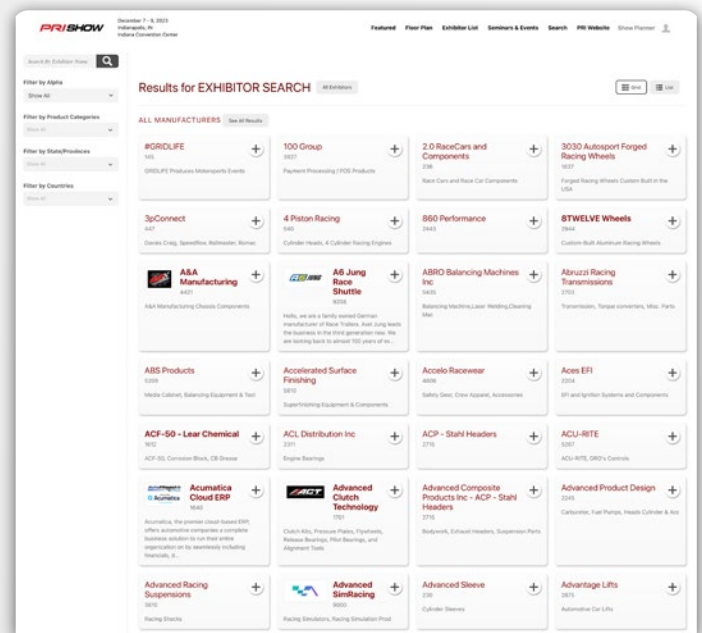
- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Show Floorplan
- Links to press releases
- Floorplan "corner peel graphic"
- Listing as "Featured Exhibitor"



Floorplan View



Online Showroom (Photos)



Exhibitor Listing

TURNKEY SPONSORSHIP PACKAGES

DRIVE TRAFFIC TO YOUR BOOTH.

Integrated marketing packages combining print and onsite signage. Guide buyers to your booth and build brand awareness.

EXHIBITOR ESSENTIALS PACKAGE

PRICE: **\$4,750**

INCLUDES:

- 2 digital newsletter ads to run October/November pre-show
- (1) ½ page ad November PRI Magazine (Show Issue)
- (1) ½ page ad December PRI Magazine (Buyers Guide)
- (1) Online Floorplan Upgrade
- (1) Carpet Ad
- (1) Double-sided meter board

FLOORED PACKAGE

PRICE: **\$4,200**

INCLUDES:

- (1) Double-sided meterboard
- (2) Carpet ads
- (1) ½ page ad November PRI Magazine (Show Issue)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Meterboard Sample



Aisle Sign Sample

SIGNAGE

PUT YOUR MESSAGE IN FRONT OF BUYERS.

Drive traffic to your booth and build brand awareness.



CARPET ADS

PRICE: **\$1,000** EACH

- Finished size: 48" W x 48" H

WINDOW CLINGS

PRICE: starting at: **\$30** SQ. FT.

- Finished size: 18" W x 18" H



Carpet Ad Sample



Window Cling Sample

METERBOARD

PRICE: **\$2,500** EACH

- Finished size: 38" W x 88" H
please keep artwork 6" from bottom to avoid the base

AISLE SIGN

PRICE: **\$1,500** EACH

- Finished size: 60" W x 27.5" H
- Includes 1/4 page ad November PRI Magazine (Show Issue)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Meterboard Sample



Aisle Sign Sample



LUCAS OIL STADIUM SCOREBOARDS & RIBBONS

PRICE: **\$7,500**

ONLY (5) SPONSORSHIPS AVAILABLE

All (5) sponsors will display on all screens for 2 minutes on a rotating schedule

- (1) 1/2 page ad in November PRI Magazine (Show Issue)

**Does not run during the Happy Hour event.*

STAIR SIGNAGE

PRICE: starting at: **\$7,500**

VARIABLES ON STAIR RISER, SOME LARGER THAN OTHERS



Stair Signage Sample

PRI FULL THROTTLE SOCIAL SPONSORSHIP

PRICE: starting at: **\$2,500**

- Branding on Lucas Oil Stadium scoreboards & ribbons (branding does not run during show hours)
- Full Throttle event on Thursday, Dec. 10, 2026
- Scoreboard branding runs for duration of happy hour. All sponsors will display on screens for 2 minutes at a time on a rotating schedule.
- Opportunity for additional branding including but not limited to: providing cups, providing koozies, on-site display to engage with attendees, etc. Inquire for custom sponsor package pricing.

PRI FULL THROTTLE SOCIAL PRESENTING SPONSOR

PRICE: **\$25,000**

- Branding on Lucas Oil Stadium Scoreboard & ribbons (branding does not run during show hours)
- Branding on cups for PRI Happy Hour
- Opportunity for signature cocktail, to provide koozies to giveaway, and setup small display
- (2) PA announcements during Happy Hour
- Live Social post from Happy Hour
- (2) eNews banner ads leading up to PRI Show
- 1 Full page ad October PRI Magazine (Pre-Show Issue)
- 1 Full page ad November PRI Magazine (Show Issue)

SIGNAGE

PUT YOUR MESSAGE IN FRONT OF BUYERS.

Drive traffic to your booth and build brand awareness.



HANGING BANNERS

PRICE: starting at: **\$5,000**



Hoosier Lobby Sample
20' W x 18' H



Crossroads Lobby Sample
13' W x 6' H



Crossroads Lobby Sample
20' W x 7' H



Green Hall Sample
20' W x 15' H

MICKEY THOMPSON

M/T

TIRES & WHEELS

COLUMN BANNERS

PRICE: **\$5,500**

8 LOCATIONS AVAILABLE - INSIDE LOBBY AREAS
INCLUDES:

- (1) Column banner – sizes vary
- (1) 1/2 page ad in PRI Magazine



Column Banner Sample

FOOD COURT SPONSORSHIPS

INCREASE BRAND AWARENESS.

Make an impact by putting your brand in front of attendees in these high traffic areas.



MARYLAND FOOD COURT

Locations D1, D2, D3, D4

- (4) Opportunities for LED screens above concession stands
Finished size: 960px W x 1188px H
- Static image only

PRICE: **\$5,000** EACH

Location 500

- (12) Window clings custom fit to all 12 panes

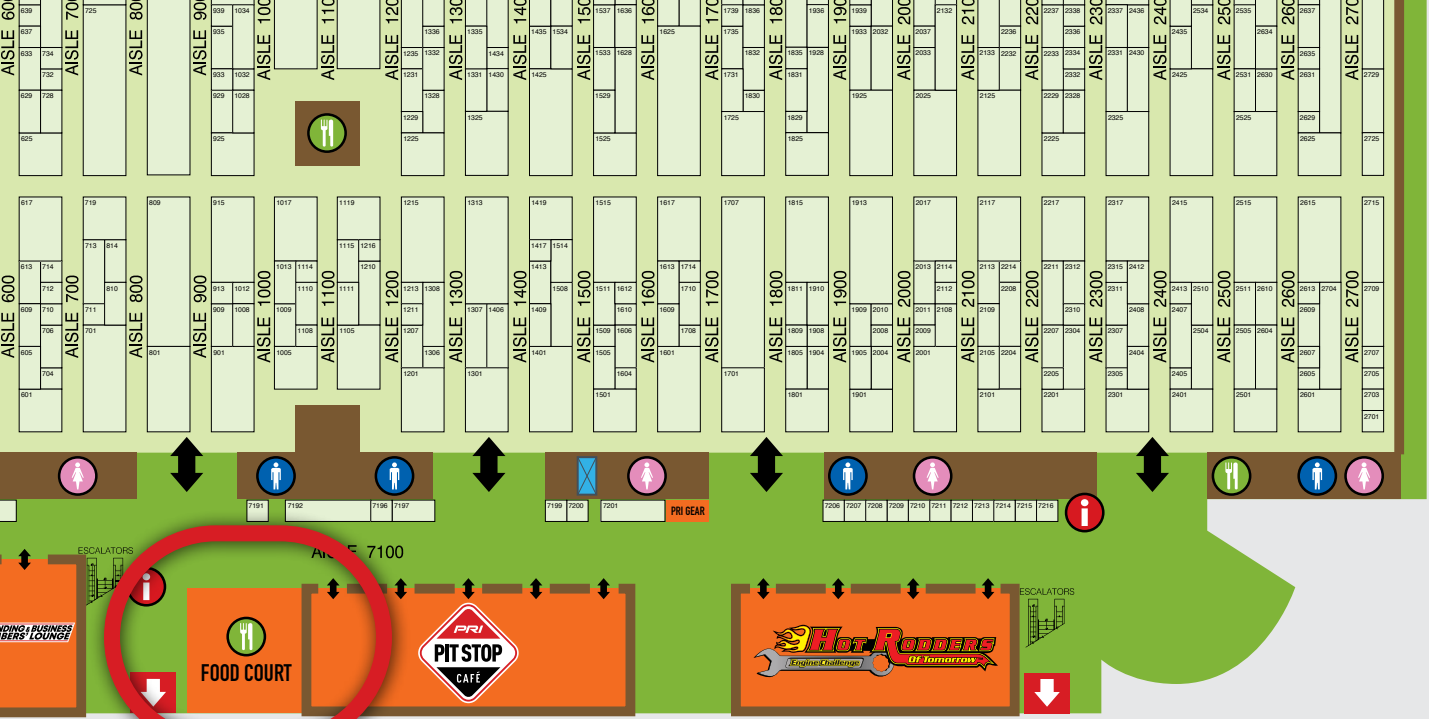
PRICE: **\$7,500**



Locations D1, D2, D3, D4



Location 500



MARRIOTT DOWNTOWN Maryland Food Court Location **MARRIOTT PLACE INDIANAPOLIS**

MARYLAND FOOD COURT

Location 501

- (12) Window clings custom fit to all 12 panes

PRICE: **\$10,000**

Location 502

- (50) Concession stand table top clings
Finished size: 20" W x 20" H

PRICE: **\$4,000**



Location 501



Location 502

FOOD COURT SPONSORSHIPS

INCREASE BRAND AWARENESS.

Make an impact by putting your brand in front of attendees in these high traffic areas.

CAPITOL FOOD COURT

PRICE: **\$14,000**

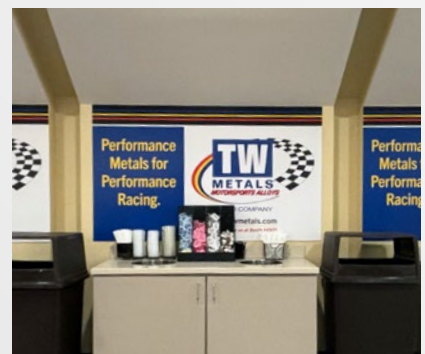
- (3) Vertical banners along back wall of seating area
Finished size: 84" W x 216" H
- Concession stand table top clings
Finished size: 20" W x 20" H
- (4) Large window ad clings
Finished size: 49.5" W x 82" H,
(2) 31.5" W X 82" H
- (20) Regular window clings
Finished size: 18" W x 18" H
- (1) Full-page ad November PRI Magazine (Show Issue)
- LED Screen, One static image - specs: 1120x720 pixels



CROSSROADS FOOD COURT

PRICE: **\$15,000**

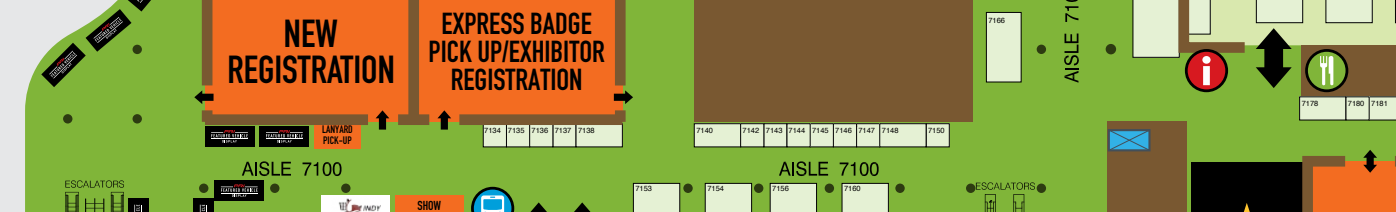
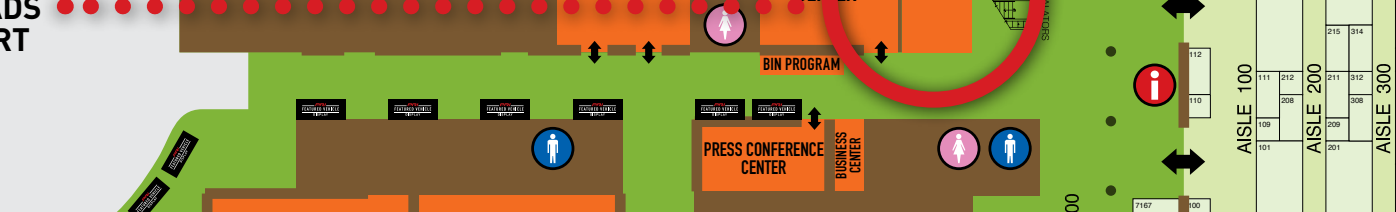
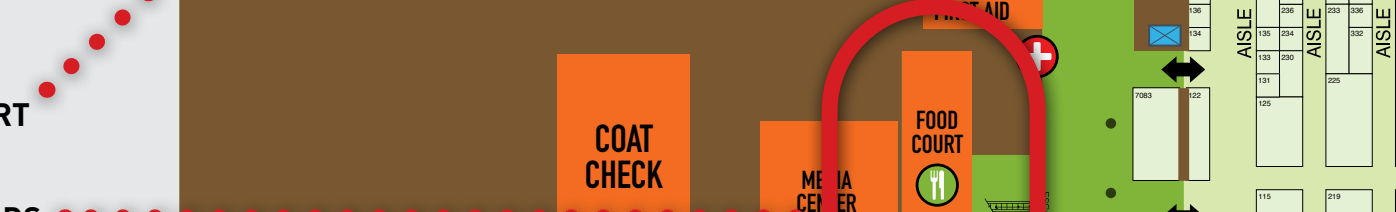
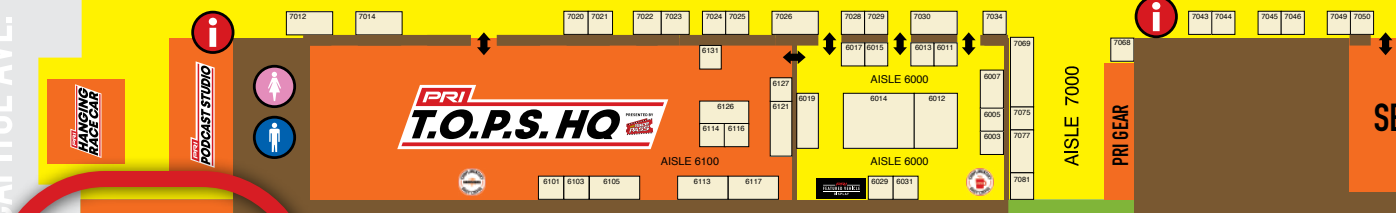
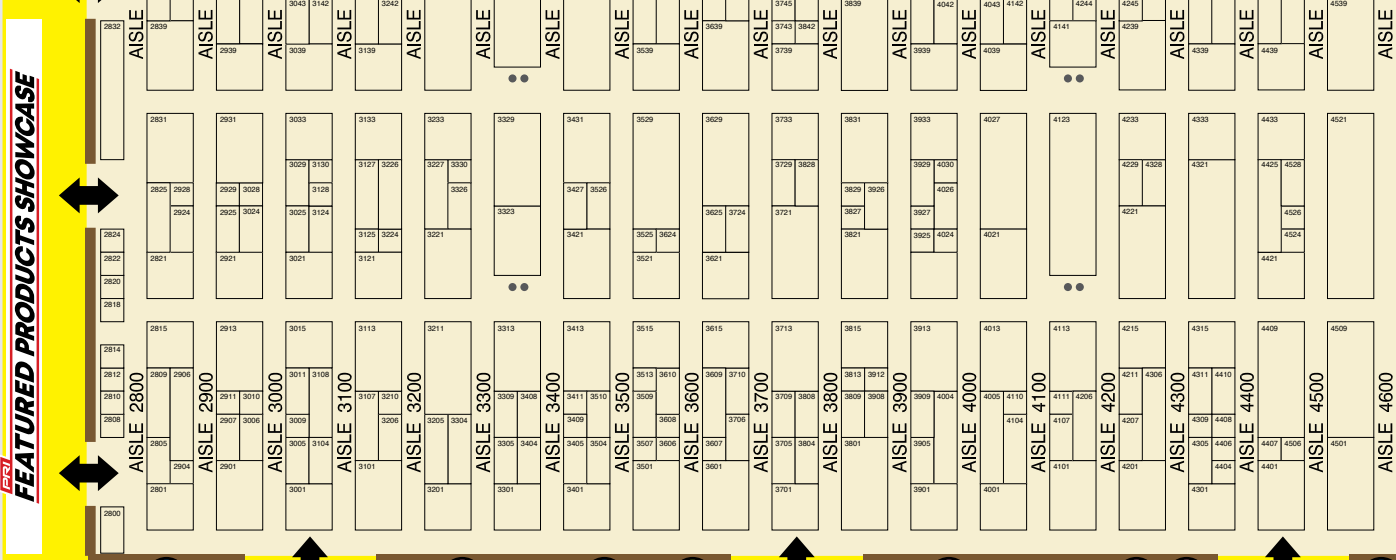
- (1) Large mural along back wall
Finished size: 312" W x 60" H
- (10) Footer laminate clings to food court
Finished size: 18" W x 18" H
- (3) Wall boards across from concession stand
Finished size: 71" W x 42" H
- (12) Foam core wall images
Finished size: 32" W x 41" H
- Concession stand table top clings
Finished size: 20" W x 20" H
- (1) Full-page ad November PRI Magazine (Show Issue)



PRISM FEATURED PRODUCTS SHOWCASE

FEATURED PRODUCTS SHOWCASE CHECK-IN

CAPITOL AVE.



DIGITAL SPONSORSHIP

EXPAND YOUR REACH.

Reach members of the PRI community year-round outside of the PRI SHOW through digital sponsorship.



WEEKLY eNEWSLETTER BANNERS

PRICE: **\$625** PER eNEWSLETTER,
\$1,250 PER eNEWSLETTER
NOVEMBER 6TH–DECEMBER 12TH
(PREMIUM PRI SHOW LEAD UP)

Advertisers who purchase four or more regular PRI eNewsletter banner ads qualify to keep their pricing for premium weeks.

Specs:

- 728 x 90 pixel banner ad.
- File format: .jpg, .png or .gif. (2mb max file size)
- Includes banner tracking (impressions and clicks).

Please provide banner and URL link for clickthrough traffic.

WEB BANNERS

PRICE: **\$580–\$760** PER MONTH
BASED ON FREQUENCY

- Banner ads rotate with other advertisers on landing pages of performanceracing.com

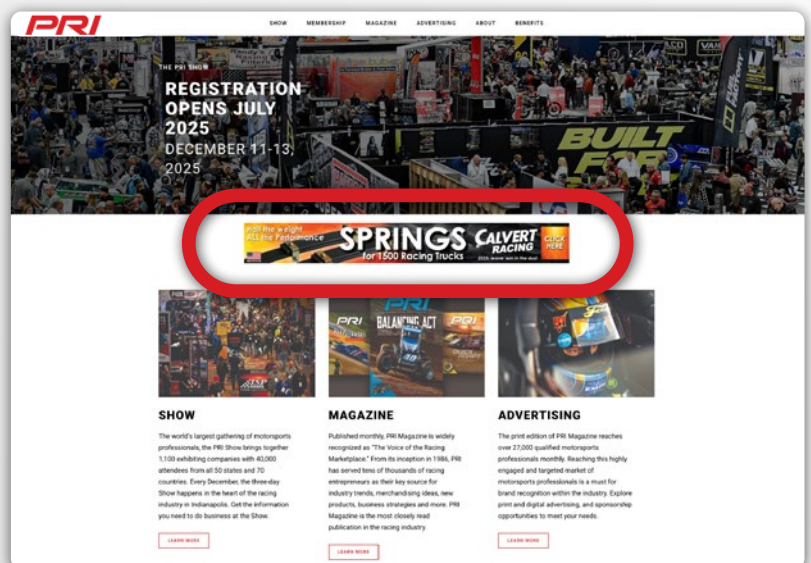
Specs:

- 728 x 90 pixel banner ad (Desktop)
- 300 x 250 pixel banner ad (Mobile)
- Includes banner tracking
- (impressions and clicks).

Please provide banner and URL link for click-through traffic.

Ad Preparation:

- File format: .jpg, .png or .gif. (40k max file size)
- Animated .gifs ok up to :15 seconds



Web Banner Ad Sample

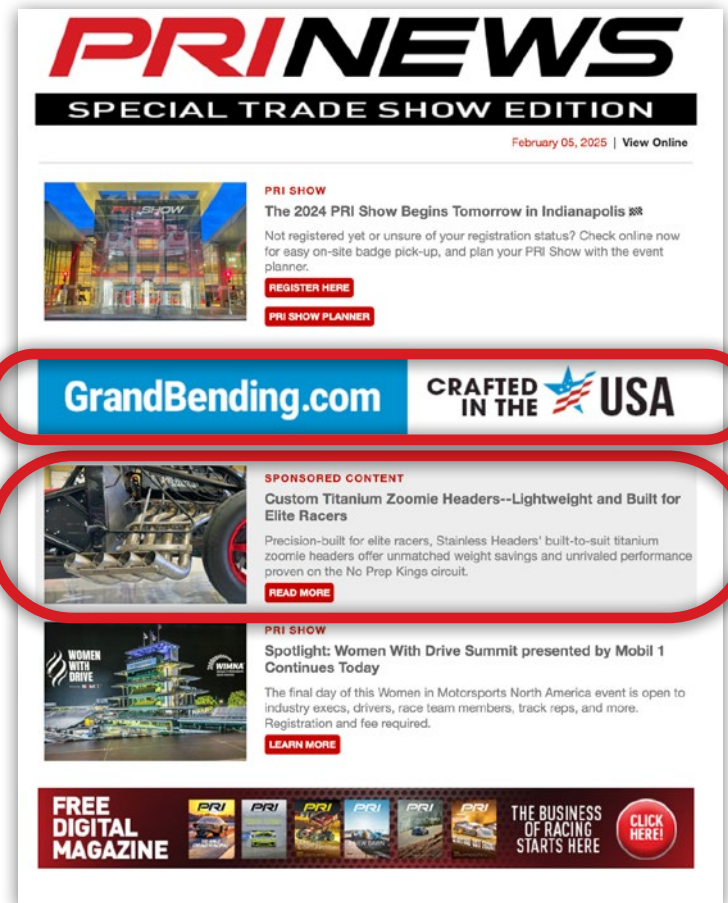
PRI eNEWSLETTER SPONSORED CONTENT

PRICE: **\$2,500** EACH

Custom article featured prominently in the eNewsletter of your choice.

INCLUDES:

- Headline (around 50-65 characters).
- Subhead/article summary (around 140-160 characters).
- Up to 1,000 word article on PRI's website.
- Up to five high-res images, including one main/lead image sized to 1410x790px.
- [Up to five captions to accompany each image, around 200 characters each].
- [Optional] One YouTube video URL to be embedded into the article body.
- One teaser/lead image sized to 322x220px for the eNews email.
- Sharing on PRI's Instagram and Facebook pages



PRI eNewsletter Ad (top) and Sponsored Content (bottom) Samples

OFFICIAL SHOW APP SPONSOR

PRICE: **\$10,000**

- Includes 1940x180 pixel & 600x500 pixel banner ads
- Includes link to landing page with sponsor location on floorplan.

OFFICIAL FLOORPLAN SPONSORSHIP

PRICE: **\$5,000**

(4) SPONSORSHIPS AVAILABLE

- 1456x180 pixel banner ad on all landing pages of the PRI Online Floorplan
- Includes link to landing page with sponsor location on floorplan



Official Show App Sponsor



Official Floorplan Sponsorship

PREMIUM SPONSORSHIPS

GAIN MAXIMUM EXPOSURE.

The most innovative ways to reach attendees of the PRI SHOW.



MEDIA CENTER

PRICE: **\$15,000**

INCLUDES:

- Company logo on the entrance unit to Media Center
- (2) Double-sided meterboard panels with company logo and information inside the Media Center
- (1) 4' x 8' banner inside Media Center
- Logo on media back drop
- Placement of sponsor's literature in the Media Center
- Recognition of sponsor on signage outside the Media Center and on all double-sided meterboard directional signage
- Placement in all printed and web-based PRI Show Media Center marketing efforts
- (1) Full-page ad October PRI Magazine (Pre-Show Issue)
- (1) Full-page ad November PRI Magazine (Show Issue)





LANYARDS

SPONSOR TO SUPPLY

PRICE: **\$7,500** EACH

PRI TO SUPPLY

PRICE: **\$20,000** EACH

QUANTITY: 5,000 LANYARDS FOR EACH SPONSOR

(4) SPONSORSHIPS AVAILABLE

INCLUDES:

- Single color image prints on both sides of the lanyard
- (1) Full-page ad in PRI Magazine



Lanyard Sample

SHOW BAGS

SPONSOR TO SUPPLY

PRICE: **\$10,000** EACH

Quantity: 7,500 bags for each sponsor

(4) SPONSORSHIPS AVAILABLE

INCLUDES:

- Distribution of sponsor bags at show
- (1) Full-page ad in PRI Magazine



Show Bag Sample

SPONSOR VEHICLE

PRICE: **\$1,000** EACH



Sponsor Vehicle Sample

PREMIUM SPONSORSHIPS

(CONTINUED)



CROSSROADS DIGITAL SCREEN

PRICE: **\$5,000**

- Finished size: 1176 x 672 Pixels
- Static image or video, 10 seconds long. Rotates with other sponsors.



Crossroads Digital Screen

GEORGIA STREET CUBE DIGITAL SCREENS

PRICE: **\$7,500**

- All 3 screens.
- Finished size: 1760 x 1800 Pixels.
- 15 seconds, static image ONLY. Rotates with other sponsors.



Georgia Street Cube Digital Screens

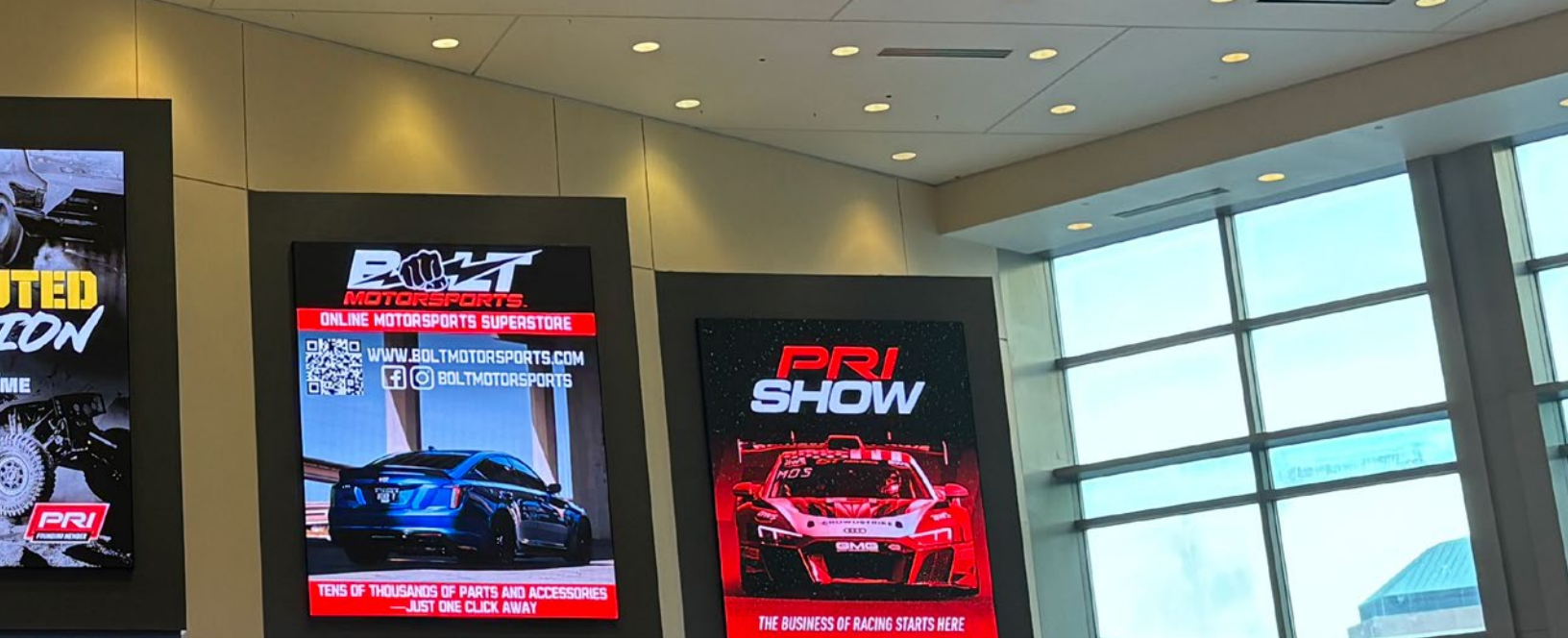
SCAN & GO SPONSORSHIP

PRICE: **\$25,000**

- Full-page ad in Show Directory
- (2) free-standing floorboards will be strategically placed in high traffic locations where attendees can scan a QR code to pick up their PRI Show Badge.
- Sponsorship includes your logo, booth number and a QR code on the scan and go board and on the floorplan.



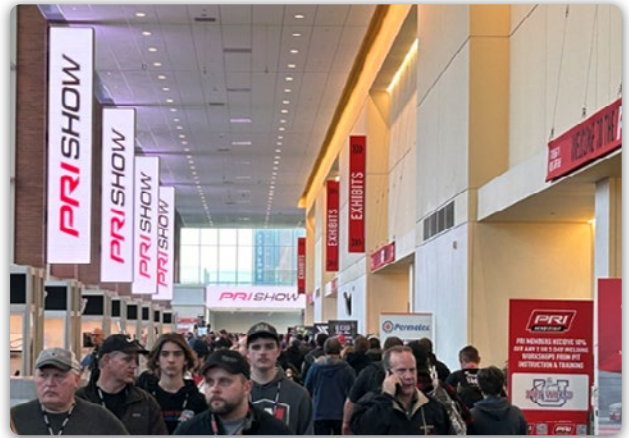
Scan & Go Sponsorship



CAPITOL CORRIDOR DIGITAL SCREENS PACKAGE

PRICE: **\$30,000**

- (8) Digital Screens, (1) Bulkhead Digital Screen
- Finished size: 400 x 2340 Pixels, 2720 x 540 Pixels
- Includes Full page ad November PRI Magazine (Show Issue)



Capitol Corridor Digital Screens

YOU ARE HERE FLOORPLANS

PRICE: **\$7,500** (5 SPONSORSHIPS AVAILABLE)
\$30,000 (FOR 1 SPONSOR)*

- Includes half page ad in November Show Directory
- Multiple free-standing floorboards will be strategically placed around the show in high traffic locations. Sponsorship includes your logo, booth number and a QR code on the board.
- Includes Full page ad November PRI Magazine (Show Issue)*



You are Here Floorplans

BIG 3 SPECIAL

PROMOTION BEFORE, DURING AND AFTER THE SHOW.

Promote Your Company and Products in the BIG 3 Issues of PRI Magazine.

OCTOBER PRI SHOW PREVIEW

ARTWORK DUE: **AUGUST 24**
Bonus distribution at the SEMA Show.

NOVEMBER PRI SHOW ISSUE

ARTWORK DUE: **SEPTEMBER 21**
Bonus distribution at the PRI Show.

DECEMBER PRI BUYERS GUIDE

ARTWORK DUE: **OCTOBER 23**
Bonus distribution at the PRI Show.



MAXIMIZE YOUR EXPOSURE - BUY 3 GET 1 FREE

When you purchase an ad in each of the BIG 3 issues, you will receive a complimentary ad* and a PRI Show online promo tool.

*Complimentary ad must run in September 2025 or January 2026. Must be of equal or lesser value.

SEPTEMBER ARTWORK DUE: **JULY 22** JANUARY/FEBRUARY ARTWORK DUE: **NOVEMBER 25**

SPECIAL BIG 3 ADVERTISING RATES PRICE PER ISSUE

1-FULL PAGE

PRICE: **\$3,034.50**
VALUE: \$3,259.75

1/2-PAGE

PRICE: **\$1,942.25**
VALUE: \$2,095.25

1/4-PAGE

PRICE: **\$994.50**
VALUE: \$1,075.25

2/3-PAGE

PRICE: **\$2,363.00**
VALUE: \$2,486.25

1/3-PAGE

PRICE: **\$1,474.75**
VALUE: \$1,619.25

1/6-PAGE

PRICE: **\$824.50**
VALUE: \$901.00



PRISHOW December 7 - 9, 2023 Indianapolis, IN Indiana Convention Center

Featured Floor Plan Exhibitor List Seminars & Events Search PRI Website Show Planner

Keyword Search by Keyword Search

Zoom In Zoom Out Max Fit Legend Options Print

Green Hall

UniSteer Surf & Turf Install Shelters Inc. RACeceiver - Flagger Elite Industries Inc. - RaceCenter-pen.com Seals-it Performance Products Inc. Power Automedia South Flyers Inc. USA Army Proving Grounds 2023 Race Machine Inc. United Engine & Machine

247 Coan Engineering 347 Turbosmart 447 3pConnect 545 Forgeline Motorsports 645 Milodon 741 825 941 Brodix Inc 1043 Alcon Brakes - Pro-System 1135 AFR - Procar - RaceTec - Scat - Vortech 1243 Ford Performer Parts

243 342 343 442 441 540 541 640 641 736 725 809 915 1034 1035 Nitrous Express - Snow Performance 1100 1200 1237 1332

233 338 339 438 425 438 438 500 531 630 633 728 728 728 809 915 1017 1119 ATL Racing 1215

225 FTI Performance - McLeod Racing Silver Sport Transmissions 325 Sunoco Race Fuels 425 Holley - Holley EFI 525 Scribner Plastics 625 Klotz Synthetic Lubricants LLC 725 Edelbrock Group 925 Race Winning Brands 1028 V8 Race Products 1225 Stilo

219 SCE Caterpillar 317 CP-Carrillo 419 Holley - Holley EFI 517 Sonnax Sunnen Sunnen Products Company Official Floor Plan Sponsor of 2023 Performance Racing Industry 719 G-FORCE Racing 809 Partnership - Precision - Performance Booth 5101 915 1017 1119 Middle Bros Machin & Tool

QA1 QA1 Add To My Show Planner Add Note Send Email

The Best Strut for Your Mustang Available as individual struts for a quick high-value performance upgrade for Fox Body, SN95, and S197 Mustangs, or as a full coilover kit solution. The lightweight inverted strut design, adjustable ride height and valving bring out the best possible performance, handling, and stance.

RECEIVE A FREE ONLINE PROMO TOOL WITH PURCHASE OF BIG 3

- Company information
- Booth number
- Product images/video
- Links to press releases
- Access to pre-show sales leads and statistics generated from your listing on the PRI Show Floorplan
- Floorplan "corner peel graphic"
- Listing as "Featured Exhibitor"

PRI SHOW

DECEMBER 10-12, 2026 | INDIANAPOLIS

RESERVE YOUR SPONSORSHIP TODAY!

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PRI