

PRI

THE BUSINESS OF RACING STARTS HERE



**PRI SHOW**

DECEMBER 10-12, 2026 | INDIANAPOLIS

S P O N S O R S H I P   K I T



# 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.



# TURNKEY SPONSORSHIP PACKAGES

## DRIVE TRAFFIC TO YOUR BOOTH.

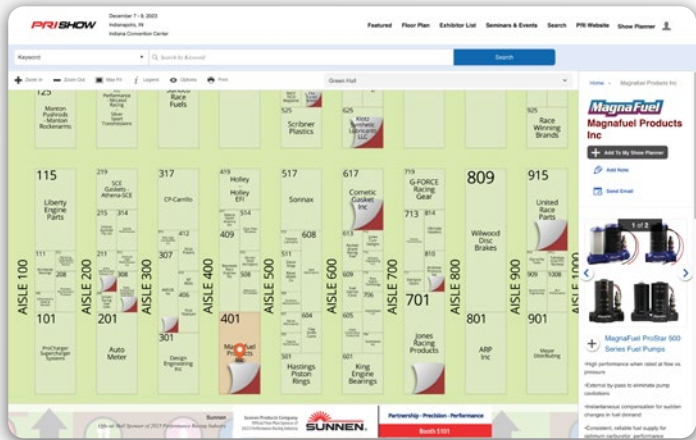
Integrated marketing packages combining print and onsite signage. Guide buyers to your booth and build brand awareness.

### ONLINE PROMO TOOL

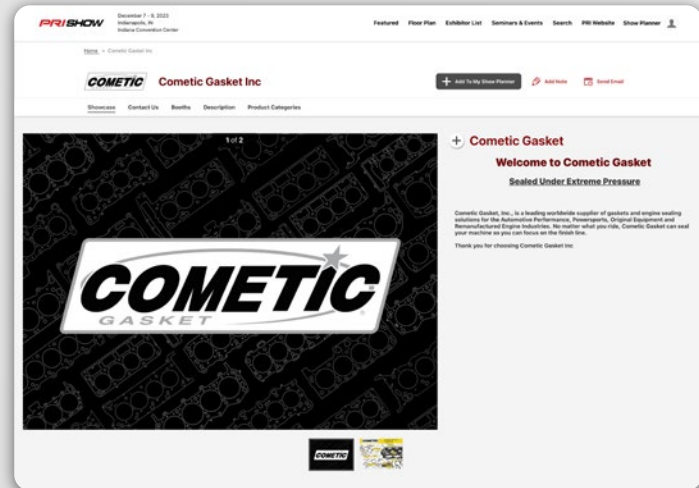
PRICE: **\$575**

#### INCLUDES:

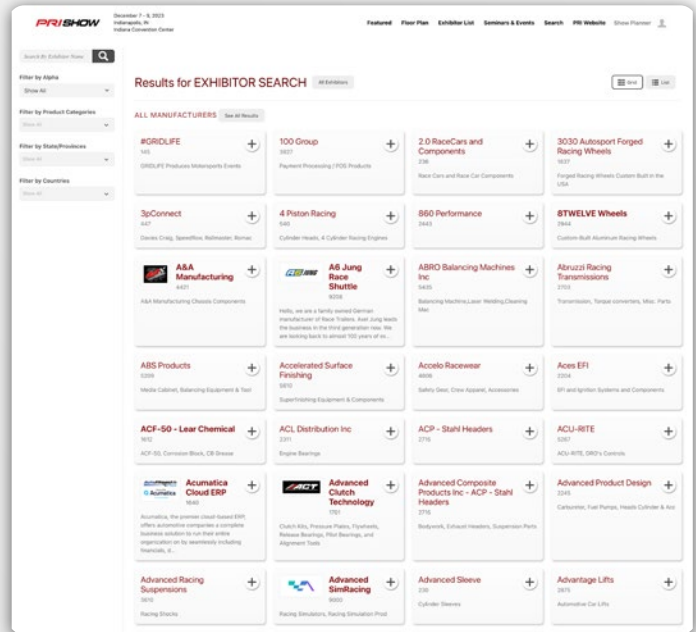
- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Show Floorplan
- Links to press releases
- Floorplan “corner peel graphic”
- Listing as “Featured Exhibitor”



Floorplan View



Online Showroom (Photos)



Exhibitor Listing

### 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**

**VARIES 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)



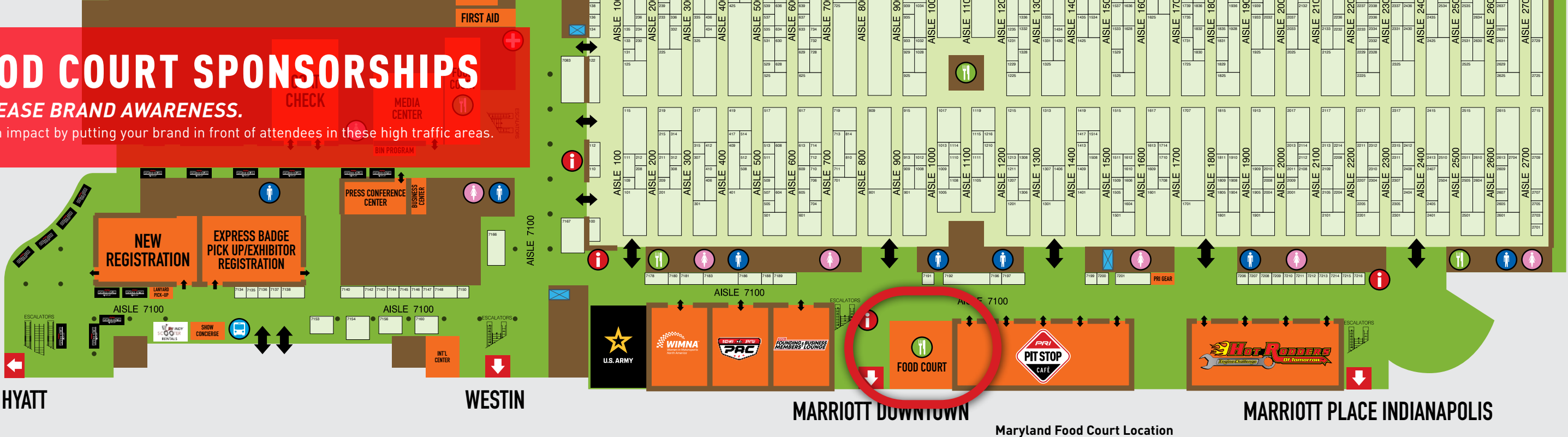
Drive traffic to your booth and build brand awareness.



# 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

## 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)





# 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 6<sup>TH</sup>–DECEMBER 12<sup>TH</sup>  
(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

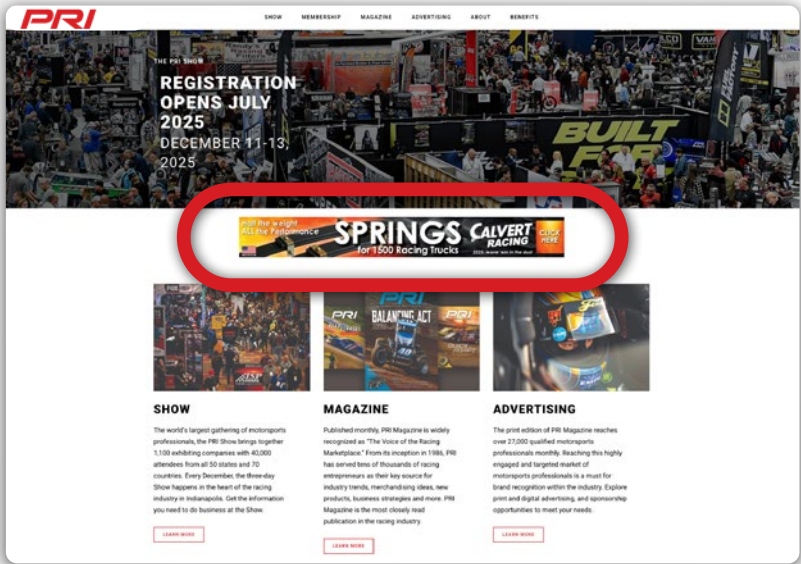
Specs:

- 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

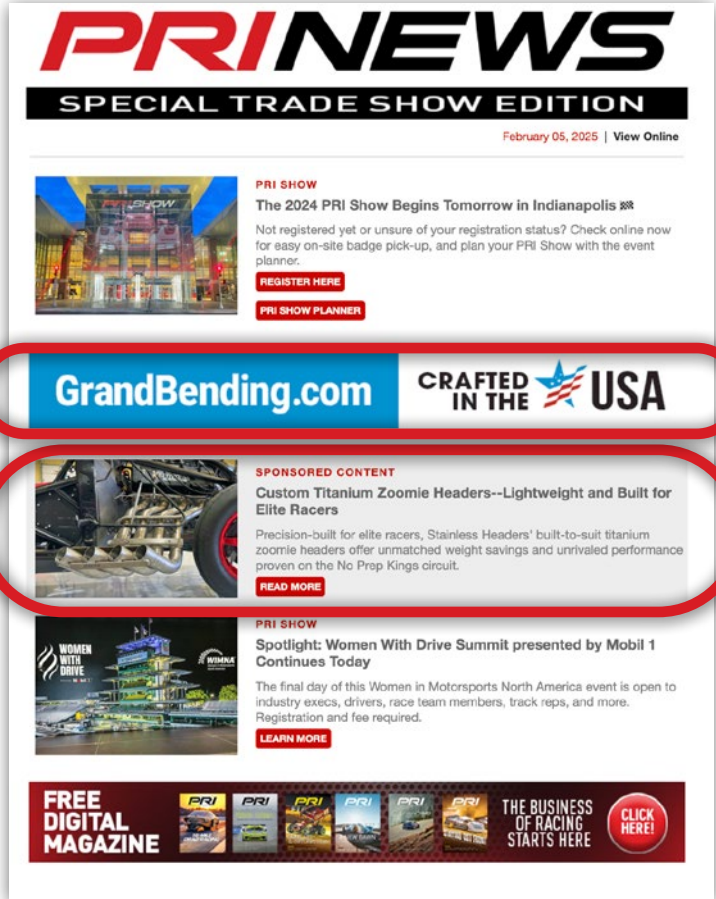
### PRI eNEWSLETTER SPONSORED CONTENT

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

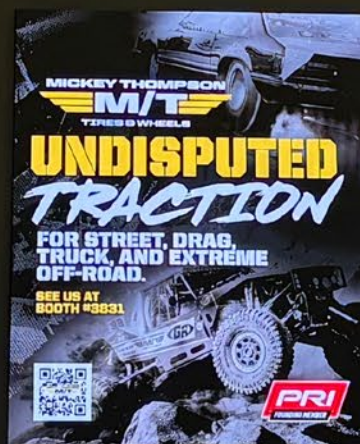


# PREMIUM SPONSORSHIPS

(CONTINUED)

**GOODYEAR**  
MORE DRIVEN

Goodyear celebrates drivers and teams that move beyond what's possible to reach their highest potential.



## 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**

- Locations D6 (left) & D8 (right) ONLY
- 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

### 2/3-PAGE

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

### 1/2-PAGE

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

### 1/3-PAGE

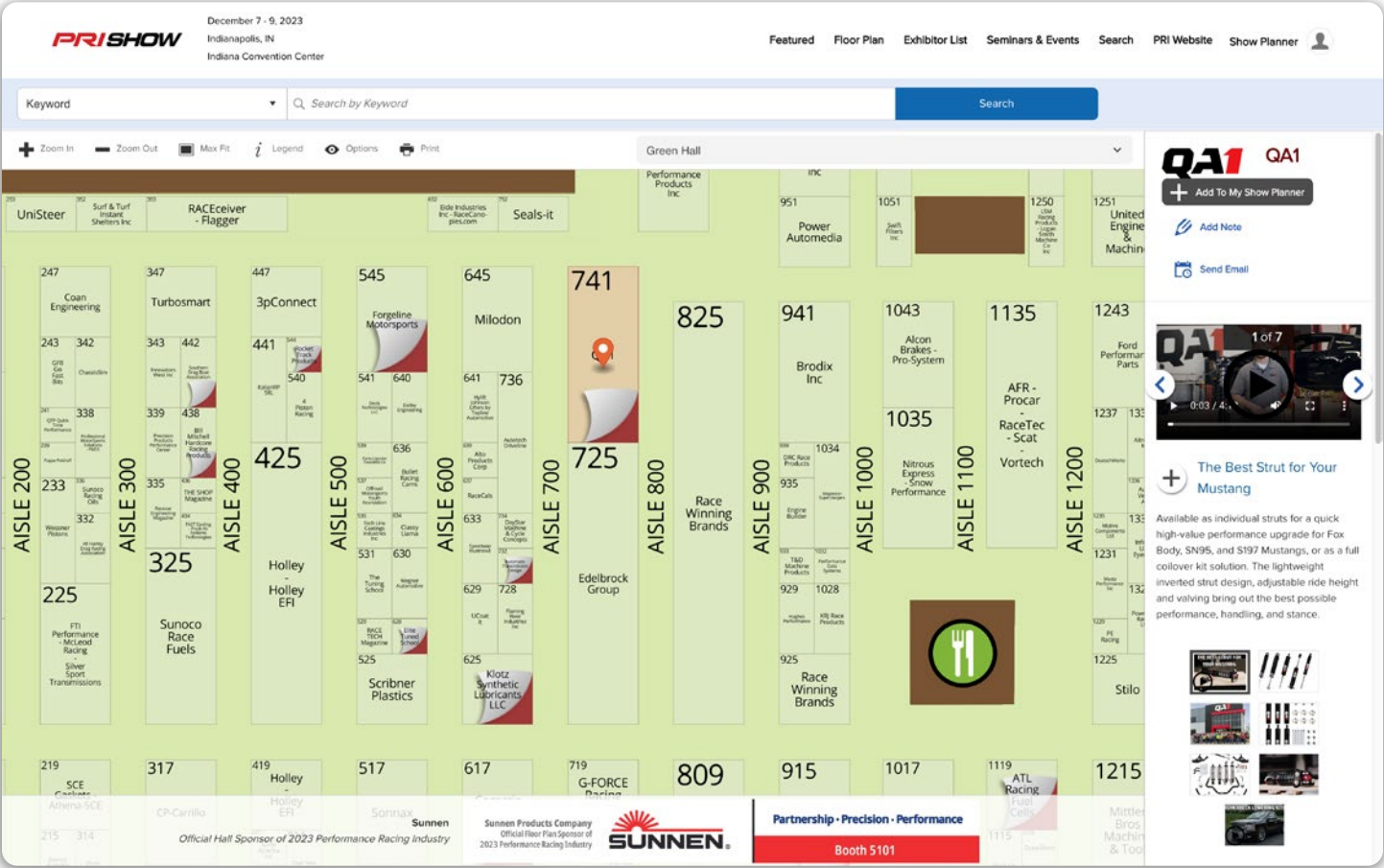
PRICE: **\$1,474.75**  
VALUE: \$1,619.25

### 1/4-PAGE

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

### 1/6-PAGE

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



## 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**