

THE BUSINESS OF RACING **STARTS HERE**

2020 SPONSORSHIP OPPORTUNITIES

PRI

PERFORMANCE RACING INDUSTRY
TRADE SHOW

DECEMBER 10-12, 2020 • INDIANAPOLIS, IN

FLOOR PLAN UPGRADES

Stand out prior to the show.

Get photos integrated into your expanded digital floor plan listing.



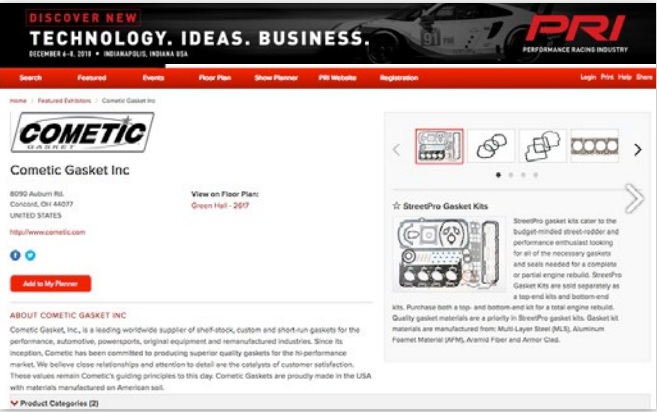
FLOOR PLAN: UPGRADE

PRICE: **\$495**

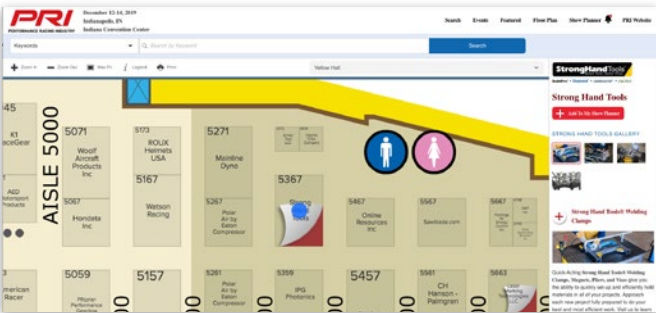
INCLUDES:

- Company name, address and phone numbers
- Web link*
- Booth number
- Upload press release
- Logo*
- Email link*
- Company description (Up to 500 characters)
- (4) Showroom panels: Image and text
- (4) Additional showroom panels: Video and text
- Floor plan “Corner Peel” graphic
- Priority listing as Featured Exhibitors
- Thumbnail image on product category search results
- PRI Show Issue product description (Up to 44 characters)
- Highlighted in printed November Show Issue exhibitor listings
- Access to pre-show sales leads and statistical data generated from your listing on the PRI Floor Plan

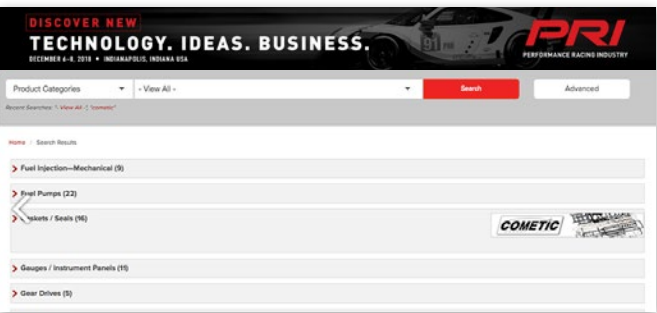
*Logo and weblink to be added by exhibitor through dashboard



Online Showroom (Photos)



Floor Plan View



Exhibitor Listing

PRODUCT CATEGORY SPONSOR

PRICE: **\$800**

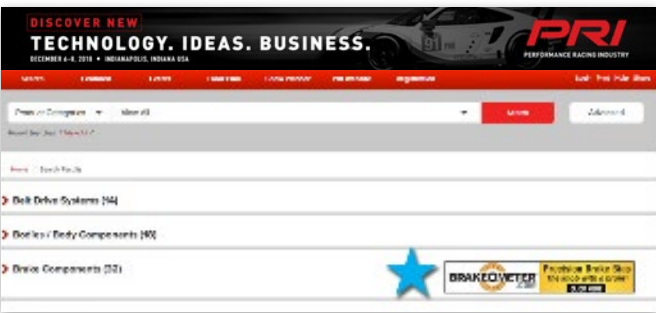
INCLUDES:

PRODUCT CATEGORY SEARCH RESULTS:

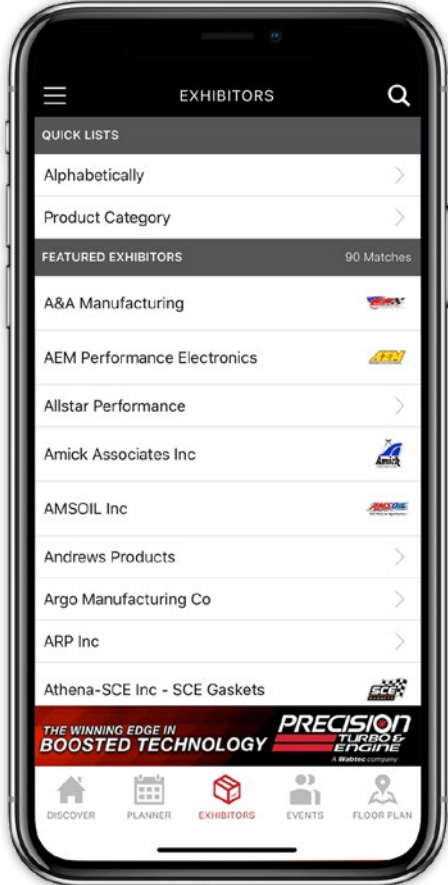
- 640 x 100 pixel banner ads (No animation)
- Displays on the right side of category directory listing
- Displays on the right side of purchased category search
- Links to sponsor listing on the floor plan
- Priority-listing as Featured Exhibitors on floor plan
- Statistics are available for tracking on exhibitor dashboard

MOBILE PRODUCT CATEGORY SEARCH PAGE:

- 1080 x 169 pixel banner ads (No animation)
- Displays on the bottom of purchased category screen



Product Category Sponsor Page



Mobile Product Category Sponsor Page

TURNKEY SPONSORSHIP PACKAGES

Drive traffic to your booth.

Get valuable on-site exposure,
create brand awareness,
and generate new business.

EXHIBITOR ESSENTIALS PACKAGE

PRICE: **\$4,500**

INCLUDES:

- (1) Double-sided aisle sign
- (1) Double-sided meterboard
- (1) 1/2 page ad November PRI Magazine (Show Issue)
- (1) 1/2 page ad December PRI Magazine (Buyers Guide)

FLOORED PACKAGE

PRICE: **\$4,000**

INCLUDES:

- (3) Double-sided meterboards
- (3) Carpet ads
- (1) 1/2 page ad November PRI Magazine (Show Issue)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Meterboard Sample

OWN THE AISLE PACKAGE

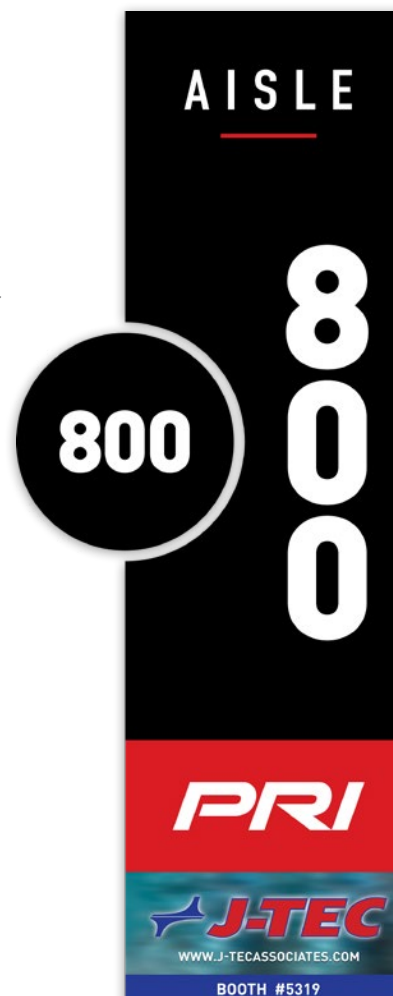
PRICE: **\$4,500**

INCLUDES:

- (2) Double-sided aisle signs
- (1) Carpet ad
- (1) Full-page ad November PRI Magazine (Show Issue)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Aisle Sign Samples

SPONSORSHIP ITEMS

Put your message in front of buyers.

Stay top of mind as Show attendees consider their buying decisions.



CARPET ADS

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

- INCLUDES:
- Carpet ad: 48" W x 48" H



Carpet Ad Samples

METERBOARD

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

- INCLUDES:
- (1) Double-sided meterboard
 - (1) 1/2 page ad in PRI Magazine



Meterboard Samples

AISE SIGN

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

- INCLUDES:
- (1) Double-sided aisle sign
 - (1) 1/2 page ad in PRI Magazine

- ARTWORK AND DELIVERY:
- Exhibitor to provide artwork
 - PRI to produce and install



Aisle Sign Sample

LANYARDS

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

Quantity: 16,250 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

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

- ARTWORK AND DELIVERY:
- Artwork must be submitted for approval
 - Must arrive on show site by November 21, 2020
 - Lanyards need to have double bully clips and must be submitted to show management for approval
 - Sponsor is responsible for all production and shipping expenses

SPONSORSHIP ITEMS

Put your message in front of buyers.

Stay top of mind as Show attendees consider their buying decisions.

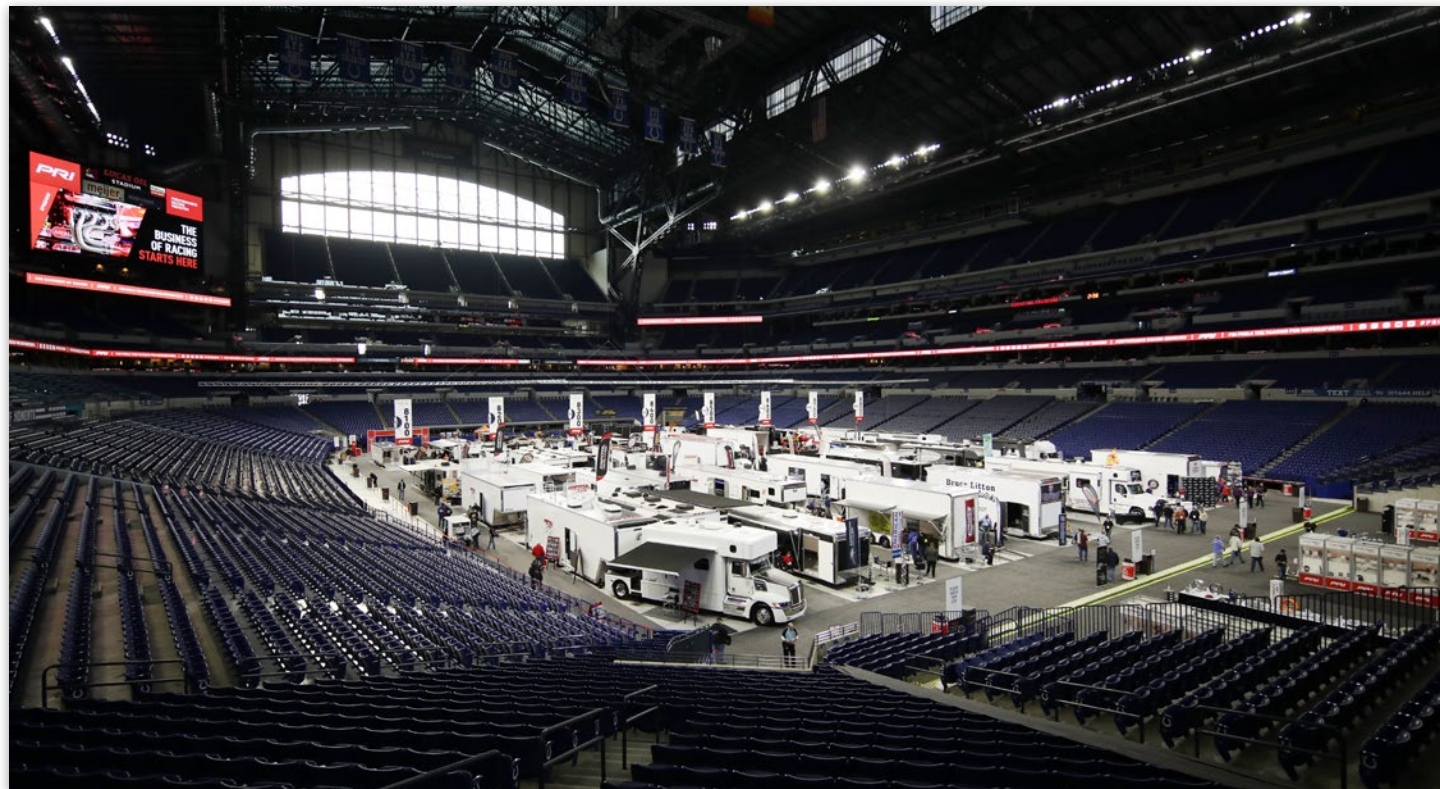


LUCAS OIL STADIUM SCOREBOARDS

PRICE: **INQUIRE**

ONLY (5) SPONSORSHIPS AVAILABLE

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



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 Trade Show Media Center marketing efforts
- (1) Full-page ad October PRI Magazine (Pre-Show Issue)
- (1) Full-page ad November PRI Magazine (Show Issue)



Media Center Location



FOOD COURT SPONSORSHIPS

Increase brand awareness.

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



FOOD COURT - MARYLAND

Locations A-D

- (4) Opportunities for header banners above concession stands
- Finished size: 120" W x 144" H

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

Location E

- (1) Banner over top railing of food court
- Finished size: 192" W x 60" H

PRICE: **\$3,500**

Location F

- (9) Window clings
- Finished size: 80" W x 26" H

PRICE: **\$5,000**

Location G

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

PRICE: **\$4,000**



Maryland Food Court Location



Locations A-D



Location F



Location E

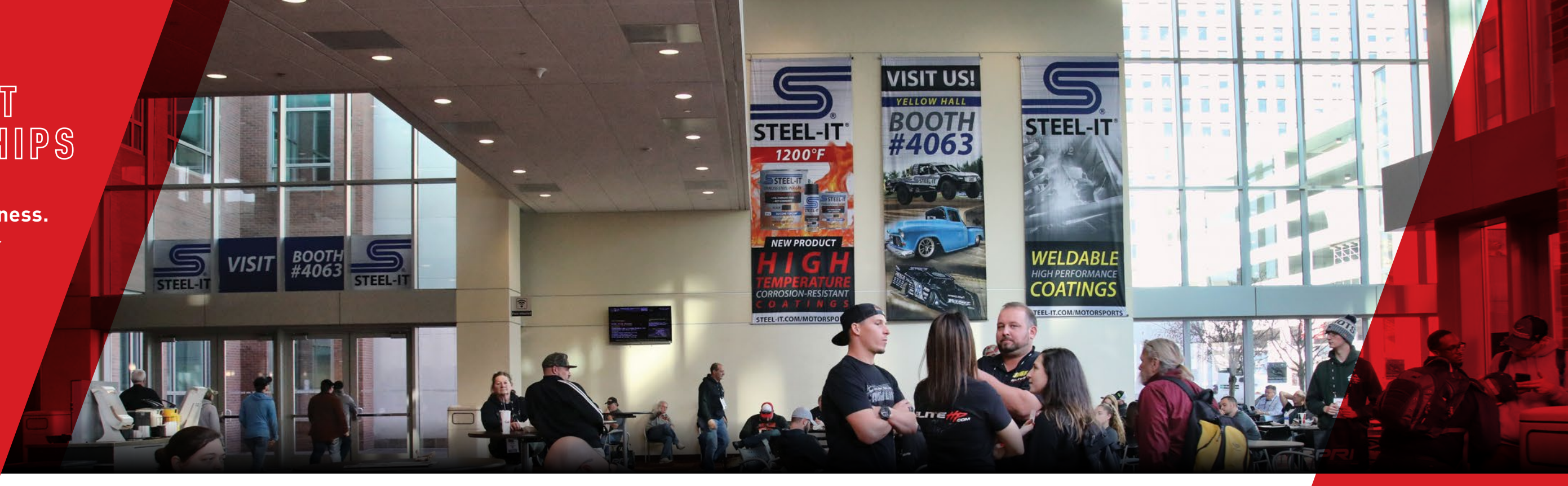


Location G

FOOD COURT SPONSORSHIPS

Increase brand awareness.

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



FOOD COURT - CROSSROADS PRICE: \$10,500

- (1) Large mural along back wall
Finished size: 25.5” W x 60” H
- (12) 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
- (16) Concession stand table top clings
Finished size: 20” W x 20” H
- (1) Full-page ad November PRI Magazine (Show Issue)



Crossroads Food Court Location



FOOD COURT AREAS - CAPITOL PRICE: \$11,500

- (3) Vertical banners along back wall of seating area
Finished size: 84” W x 216” H
- (40) Concession stand table top clings
Finished size: 20” W x 20” H
- (4) Large window ad clings
Finished size: 49.5” W x 41” H
- (20) Regular window clings
Finished size: 18” W x 18” H
- (1) Full-page ad November PRI Magazine (Show Issue)



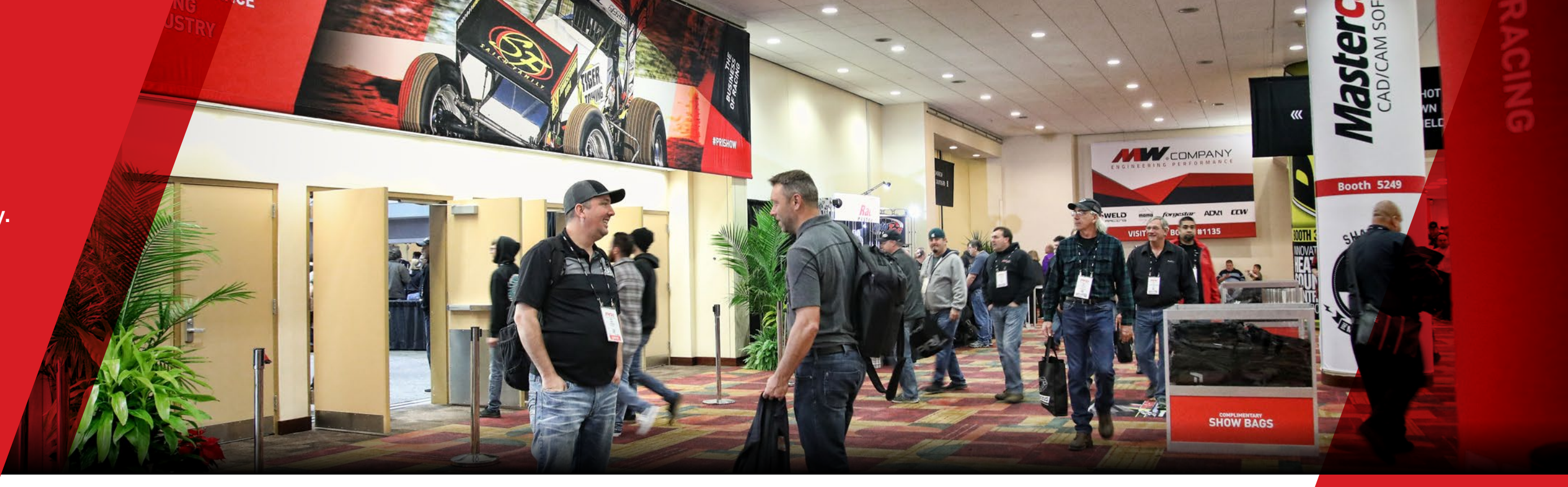
Capitol Food Court Location



HANGING BANNERS

Increase your visibility.

Display your company to buyers as they enter the main exhibit halls.



HOOSIER LOBBY - HANGING BANNERS

PRICE: **\$12,500**

3 LOCATIONS AVAILABLE:

- Hall H
- Hall I
- Hall J

INCLUDES:

- (1) 20' W x 18' H banner
- (1) Full-page ad in PRI Magazine

CROSSROADS LOBBY - TICKET BOX BANNER

PRICE: **\$10,000**

INCLUDES:

- (1) 32' W x 9' H banner
- (1) Full-page ad in PRI Magazine



CROSSROADS LOBBY – BANNER AT EXTERIOR HALL E DOORS

PRICE: **\$6,000**

INCLUDES:

- (1) 15' W x 10' H banner
- (1) 1/2 page ad in PRI Magazine

COLUMN BANNERS

PRICE: **\$5,000**

8 LOCATIONS AVAILABLE - INSIDE LOBBY AREAS

INCLUDES:

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



HANGING BANNERS

Increase your visibility.

Display your company to buyers as they enter the main exhibit halls.



CROSSROADS LOBBY - SECURITY WINDOW BANNERS

PRICE: **\$5,600**

INCLUDES:

- (1) 20' W x 7' H banner
- (1) 1/2 page ad in PRI Magazine

CROSSROADS LOBBY - BANNERS

PRICE: **\$3,500**

2 LOCATIONS AVAILABLE:

- Crossroads Lobby Left
- Crossroads Lobby Right

INCLUDES:

- (1) 13' W x 6' H banner
- (1) 1/2 page ad in PRI Magazine



WABASH LOBBY - BANNER AT EXTERIOR OF HALL D

PRICE: **\$3,600**

INCLUDES:

- (1) 8' W x 10' H banner
- (1) 1/2 page ad in PRI Magazine

CROSSROADS & WABASH LOBBY - INTERSECTION BANNER

PRICE: **\$3,500**

INCLUDES:

- (1) 14' W x 9' H banner
- (1) 1/2 page ad in PRI Magazine



ENEWSLETTERS & PRI WEBSITE SPONSORSHIP

Expand your reach.

Go digital and reach over 100,000 members of the PRI community through eNews. Get ongoing exposure to hundreds of thousands of racing professionals on the PRI website, and link to social media.



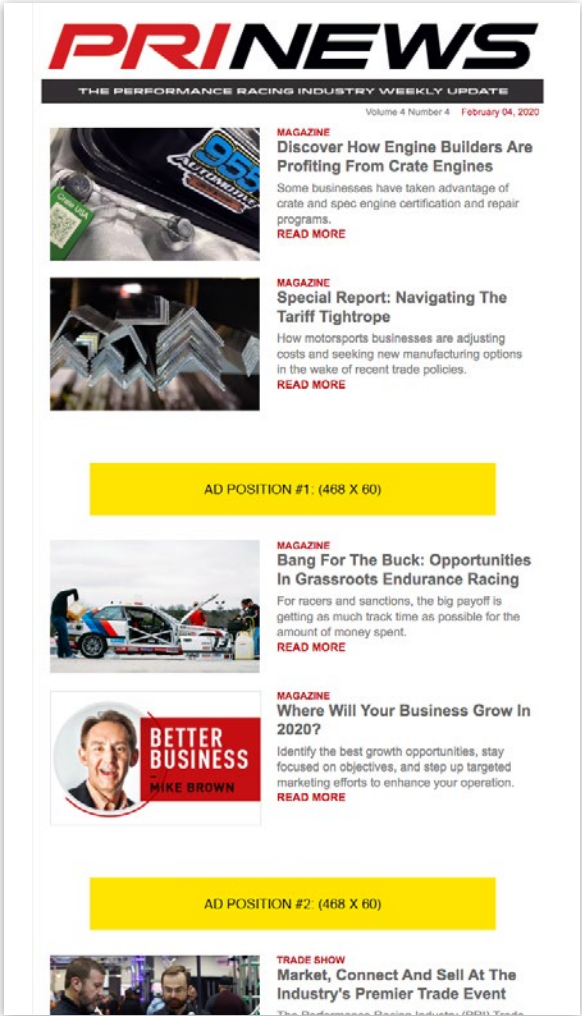
WEEKLY eNEWSLETTER BANNERS

PRICE: **\$625** PER WEEK

PREMIUM SHOW eNEWSLETTER BANNERS

PRICE: **\$2,500** PER DAY

Four special editions are published at PRI. One eNewsletter is sent per day Wednesday through Saturday of the Show. Ad in 1 eNewsletter on PRI Show Day of your Choice (pending availability).



PRI eNewsletter Ad Samples

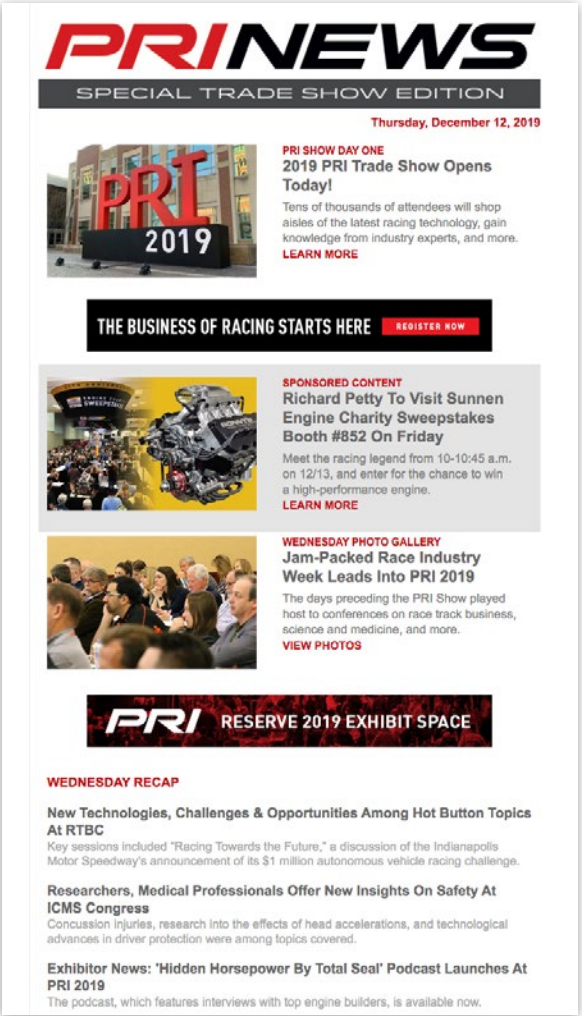
PRI eNEWSLETTER SPONSORED CONTENT

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

Custom article featured prominently in the eNewsletter of your choice.

INCLUDES:

- Featured position in PRI eNewsletter
- Includes photo and article summary with link to full article
- Complete article (maximum 1000 words) hosted on PRI Magazine website
- Website content can also include photo slideshow with captions
- Shared on PRI's social media accounts (Facebook, Instagram, Twitter)



PRI Show Day Editions eNewsletter Ad Sample



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