THE BUSINESS OF RACING STARTS HERE

2023

SPONSORSHIP OPPORTUNITIES

PRI

PERFORMANCE RACING INDUSTRY TRADE SHOW

DECEMBER 7-9, 2023 • INDIANAPOLIS, IN
FLOOR PLAN UPGRADES

STAND OUT PRIOR TO THE SHOW.

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

FLOOR PLAN: UPGRADE
PRICE: $545

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

EXHIBITOR ESSENTIALS PACKAGE
PRICE: $4,500

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

FLOORED PACKAGE
PRICE: $4,000

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

OWN THE AISLE PACKAGE
PRICE: $4,500

INCLUDES:
- Double-sided aisle sign
- Carpet ad
- Full-page ad November PRI Magazine (Show Issue)
- Full-page ad December PRI Magazine (Buyers Guide)

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

TURNKEY SPONSORSHIP PACKAGES

DRIVE TRAFFIC TO YOUR BOOTH.

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

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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 CLING
PRICE: INQUIRE
• Finished size: 18” W x 18” H

METERBOARD
PRICE: $2,500 EACH
• Finished size: 38” W x 99” H

AISLE SIGN
PRICE: $1,500 EACH
• Finished size: 60” W x 27.5” H
• Includes 1/4 page ad

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

LUCAS OIL STADIUM SCOREBOARDS & RIBBONS
PRICE: INQUIRE
ONLY (5) SPONSORSHIPS AVAILABLE
All (5) sponsors will display on all screens for 2 minutes on a rotating schedule
*Does not run during the Happy Hour events.

STAIR RISERS
PRICE: INQUIRE
VARIATES ON STAIR RISER, SOME LARGER THAN OTHERS

LUCAS OIL STADIUM HAPPY HOUR SPONSORSHIP
PRICE: $2,500
• Branding on Lucas Oil Stadium scoreboards & ribbons
  (branding does not run during show hours)
• Happy Hour events: Wednesday, Dec. 6, 2023 and Thursday, Dec. 7, 2023
• Runs for 2 hours each day
• Limit 5 sponsorships per happy hour

Reserve your sponsorship today! PRI2023.COM
SIGNAGE
PUT YOUR MESSAGE IN FRONT OF BUYERS.
Drive traffic to your booth and build brand awareness.

Mobil 1™
Fighting friction. Winning races.

Reserve your sponsorship today!
PRI2023.COM   76
December 7–9, 2023 | Indianapolis, IN

HANGING BANNERS
PRICE: INQUIRE FOR LOCATIONS & PRICING

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

Hoosier Lobby Sample
20’ W x 18’ H

Crossroads Lobby Sample
13’ W x 6’ H

Crossroads Lobby Sample
11’ W x 9’ H

Crossroads Lobby Sample
19’ W x 10’ H

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Column Banner Sample

Hoosier Lobby Sample
20’ W x 18’ H

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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.

FOOD COURT - MARYLAND

Locations A–D

• 4 Opportunities for LED screens above concession stands
  Finished size: 690px W x 1188px 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

FOOD COURT - MARYLAND

Location F

• (1) Window clings
  Finished size: 80” W x 26” H
  PRICE: $5,000

Location G

• Concession stand table top clings
  Finished size: 20” W x 20” H
  PRICE: $4,000

Locations A–D

Location E

Location F

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 - CAPITOL
LOCATION A
PRICE: $11,500
- (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 41” H
- (20) Regular window clings
  Finished size: 18” W x 18” H
- (1) Full-page ad November PRI Magazine (Show Issue)

FOOD COURT - CROSSROADS
LOCATION B
PRICE: $10,500
- (1) Large mural along back wall finishes: 25.5” W x 69” 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
- 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: $425 PER eNEWSLETTER, $1,250 PER eNEWSLETTER OCTOBER 25TH–DECEMBER 9TH (PREMIUM PRI SHOW LEAD UP)

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

WEB BANNERS
PRICE: $580–$760 PER MONTH BASED ON FREQUENCY

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

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 performanceracing.com
• Website content can include photo slideshow with captions
• Shared on PRI’s social media accounts (Facebook, Instagram)

WEEKLY eNEWSLETTER BANNERS
PRICE: $625 PER eNEWSLETTER, $1,250 PER eNEWSLETTER OCTOBER 25TH–DECEMBER 9TH (PREMIUM PRI SHOW LEAD UP)

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

WEB BANNERS
PRICE: $580–$760 PER MONTH BASED ON FREQUENCY

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

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 performanceracing.com
• Website content can include photo slideshow with captions
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**PREMIUM SPONSORSHIPS**

**GAIN MAXIMUM EXPOSURE.**
The most innovative ways to reach attendees of the PRI Show.

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**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) 6’ 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]

**LANYARDS**
**SPONSOR TO SUPPLY**
**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

**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

**ARTWORK AND DELIVERY:**
- Artwork must be submitted for approval
- Must arrive on show site by November 17, 2023
- 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
OCTOBER
PRI TRADE SHOW PREVIEW
ARTWORK DUE: AUGUST 23
Bonus distribution at the SEMA Show.

NOVEMBER
PRI TRADE SHOW DIRECTORY
—
ARTWORK DUE: SEPTEMBER 27
Bonus distribution at the PRI Trade Show.

DECEMBER
PRI BUYERS GUIDE
—
ARTWORK DUE: OCTOBER 26
Bonus distribution at the PRI Trade 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 digital floor plan upgrade.

*Complimentary ad must run in September 2023 or January 2024. Must be of equal or lesser value.
SEPTEMBER ARTWORK DUE: JULY 21
JANUARY ARTWORK DUE: NOVEMBER 22

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

RECEIVE A FREE DIGITAL FLOOR PLAN UPGRADE 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 Floor Plan
• Floor plan “corner peel graphic”
• Listing as “Featured Exhibitor”

SEPTEMBER ARTWORK DUE: JULY 21
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RESERVE YOUR SPONSORSHIP TODAY!
PRI2023.COM
GENERAL ADVERTISING POLICIES

Publisher’s Protective Clause: By the issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for the advertising to be published in PRI Magazine. By their tendering such insertion order, the advertiser or agency shall indemnify and hold publisher, its employees, agency and subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney fees) resulting in any way from publisher’s compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy or rights of publicity, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration in which it may be a party—all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors. Agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or the tendered advertising because of labor disputes involving the publisher, printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors or circumstances beyond its control. Publisher’s sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to, or, at its option, to publish the tendered advertising in its next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates PRI Magazine editorial material.