



**2024 PRI Show - Track Operator - Promoter - Sanctioning Body (T.O.P.S.) Schedule. - Room 132**



Coffee Provided By:

V24-8



**Thursday December 12, 2024**

7:00	9:00 AM	Sagamore Ballroom			Grand Opening Breakfast	The Breakfast is an annual tradition for thousands of motorsports professionals from all over the world, Travis Pastrana Special Guest.	
9:30	12:00 Noon	TOPS HQ Room A	Road Racing		<b>4th Annual Road Course Racing Industry Forum</b>	A participatory discussion for Road Course Tracks focusing on operations for facilities looking at track operations and current Industry Challenges Moderator Tim Frost, RTBC - Host	
10:00	11:00 AM	TOPS HQ Room B			4th Annual DRAG RACING TRACK OPERATOR- PROMOTER - AND SANCTIONING BODY MEETING	Know Your Customer: Providing excellent service and opening new revenue streams	Panelists: Tim Huddleston - Irwindale Speedway, Raul Torres - South Georgia MP, Evan Bader - Summit Motorsports Park, Shane Sweigart, Maple Grove Raceway
10:15	11:15 AM	TOPS HQ CONFERENCE	Marketing		<b>Utilizing Your Website as a Critical Marketing Tool and Revenue Driver</b>	Kris Krug and Jim Sweeney	
11:30	2:00 PM	TOPS HQ CONFERENCE	INVITE		<b>Sprint Car Racing Council</b>	(Invite only) - Annual gathering of stakeholders in sprint car racing. Contact Tom Devitt for information - 704-778-7296	
1:00 PM	2:00 PM	TOPS HQ Room B			4th Annual DRAG RACING TRACK OPERATOR- PROMOTER - AND SANCTIONING BODY MEETING	Incident Response 101	Panelists: Alen Csija - NHRA, More TBA
1:30 PM	3:00 PM	TOPS HQ Room A	Road Racing Sanctions		<b>Road Course Racing Industry Roundtable Breakout</b>	Road Racing Sanctioning Body Breakout Session	
2:15 PM	3:00 PM	TOPS HQ Room B	Marketing		Updates in Technology for Ticketing, Scoring, and Event Management	Learn how the new technology fits in your business making your operation more efficient.	Austin Lloyd and Kris Krug
2:30 PM	3:30 PM	TOPS HQ - CONFERENCE	EV		<b>Electric Vehicle Racing Roundtable</b>	A participatory roundtable discussion of EV Racing. Where does it happen, tapping into the market and a review of the safety and technical topics.	Eric Huhn, University of North Carolina-Charlotte
3:15 PM	4:00 PM	TOPS HQ Room B	Marketing		Modernizing Grassroots Marketing	FREE and low cost strategies to engage more fans and SELL MORE TICKETS	Scott Kosak, GetInTheStands.com
3:30 PM	4:30 PM	TOPS HQ - CONFERENCE	TOPS		<b>Dirt Track Roundtable</b>	Informal discussion of issues facing dirt tracks. From dust to dirty diapers, this session will be ready to discuss every aspect of the business.	RPM Promoters Workshops' Joe Skotnicki will lead this wide open session.
3:30 PM	4:30 PM	TOPS HQ Room A			<b>Industry Leadership Forum</b>	Mike Cobb - SCCA President and John Doonan - IMSA President - <i>Attracting and Training the Next Generation Motorsports Leaders</i>	
5:00 PM	7:00 PM	Lucas Oil Stadium			PRI Happy Hour	Network with racing industry colleagues and enjoy complimentary beer and appetizers	

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**Friday December 13, 2024**

9:30AM	10:30 AM	TOPS HQ - CONFERENCE	TOPS		TBA	TBA	TBA
10:00	11:00 AM	TOPS HQ Room B			4th Annual DRAG RACING TRACK OPERATOR- PROMOTER - AND SANCTIONING BODY MEETING	Surface Care and Track Prep; Best Practices	Presenters: Kurt Johnson - TVC, Craig Blanton - Mo-Kan Dragway, Tyler Crossnoe - PDRA/VMP, Mike Natoli, South Mountain Dragway
10:00AM	11:30AM	TOPS HQ Room A	Pulling		<b>Pulling Groups Roundtable</b>	An informal Roundtable of the Pulling Business, working together and supporting the sport	Greg Randall- NTPA, John Mears- Pro Pulling League, Chuck Deery
11:00	12:30 PM	TOPS HQ - CONFERENCE	Karting		<b>Go-Kart Racing Roundtable</b> Open Discussion open to ALL Karting Tracks and Sanctions	Roundtable to share, discuss and learn from your peers and industry's leaders exploring what's happening in Karting, identify challenges and solutions, re-connect with friends and make new connections.	
11:15	12:30 PM	TOPS HQ Room B			4th Annual DRAG RACING TRACK OPERATOR- PROMOTER - AND SANCTIONING BODY MEETING	TBA	TBA
12:00 PM	1:00 PM	TOPS HQ Room A			<b>Expanding Your Marketing Beyond Social Media</b>	A panel discussion of Successful Grassroots Strategies by successful promoters	Gregg McKarns - Madison/Lacrosse/Angel Park, Brandon Hamby - Toledo/Flat Rock, Mark Beaudry - Claremont/Le/Hudson, Rich Farmer - Fremont, Scott Kosak, GetInTheStands.com
1:00 PM	2:00 PM	TOPS HQ - CONFERENCE	Paved Oval		<b>Paved Late Model Group</b>	A roundtable discussion of the Pavement Late Model tracks and Series discussing creative ideas to grow the sport	Gregg McKarns, ASA Midwest Tour
1:00 PM	2:00 PM	TOPS HQ Room B			4th Annual DRAG RACING TRACK OPERATOR- PROMOTER - AND SANCTIONING BODY MEETING	How to Make \$100 / How to Save \$100. Maximizing profit - lowering overhead	Scott New - Firebird Raceway(Boise), Jay Livingston - National Trail Raceway, Jason Peterson - US131 Motorsports Park,

1:30 PM	2:30 PM	TOPS HQ Room A	Marketing		<b>Finding \$15 K</b>	How 3 new fans per week generate \$15,000 in New Annual Revenue	Scott Kosak , GetInTheStands.com	
2:15 PM	3:00 PM	TOPS HQ - CONFERENCE	TOPS		<b>The Evolution of Tire Treatment Technology.</b>	Revisiting outdated tire treatment regulations and exploring new technologies that can propel our sport forward for Tracks and Sanction Bodies	Buck Parker, Daytona 1	
3:00 PM	4:30 PM	TOPS HQ Room A	<b>Successful Auto Racing Promotion -</b> Panel of master promoters discussion of the things learned in the Hugh Deery book when Promoters were promoters.			 "We're in the Entertainment Business... not the Automobile Racing Business." Join us for a roundtable: <b>Tribute to Hugh Deery</b>	John Stiles Host and Moderator Plus Panel of Industry Veterans	
3:30 PM	4:30 PM	TOPS HQ Room B		<b>4th Annual DRAG RACING TRACK OPERATOR- PROMOTER - AND SANCTIONING BODY MEETING</b>		Navigating Event Promotion & Marketing in 2025	Bill Hoskinson - The Old Man's Garage, Nycrole Schele - NHRA, Tyler Bohannon - TB Promotions, Jeff Miles - Darlington Dragway	
4:30	6:30 PM	<b>B.S. and Brews</b>			Join your fellow track operators and peers for beer, El Bandito Yankee tequila tastings, snacks and a bunch of "Big Stories". RPM - Racing Promotion Monthly, Professional Motorsports Solutions, El Bandido Yankee Tequila and MyRacePass.com are your hosts for this popular event. <b>4:30 to 6:30</b>			  

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<b>GEARHEAD</b>								<b>Saturday December 14, 2024</b>							
9:30AM	10:30 AM	TOPS HQ Room B	Off Road		<b>Off Road Racing track Roundtable</b>	Off Road Racing tracks gather to discuss operations, promotion and the state of the sport									
10:00	2:00 PM	TOPS HQ Room A	Invite Only		<b>What's happening with Crate Engines for Tracks and Sanctions.</b> 10AM - Welcome. 10:15 - "602" engine updates, panel discussion and Q & A. 11:15 - "604" engine updates, panel discussion, and Q & A, 12N - Lunch Break (provided), 12:30 - "DC18 525" engine updates, panel discussion, Q & A	Invite only: Contact Larry Kemp - 317-416-6854									
11:00AM	12:00 noon	TOPS HQ - CONFERENCE	Invite Only		<b>Understanding Racing Insurance</b>	Invite only: Contact Sports Insurance Specialists - Dave Laber - 816-714-0447			Motorsports Insurance Companies moderated by Chuck Deery						
1:00 PM	1:30 AM	TOPS HQ Room B	TOPS		<b>Anything Goes Discussion</b>	Help PRI Learn what we can do to help your business, Improve TOPS, How can we help you? Resources Available and where,									

### Additional Events during the PRI Show

### Tuesday December 10 & Wednesday December 11, 2024

Check Schedule <a href="http://www.womenwithdrivesummit.com">www.womenwithdrivesummit.com</a>	 <b>WIMNA</b> Women in Motorsports North America	 <b>WOMEN WITH DRIVE</b> Driven by Mobil 1	Women with Drive IV - 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 <a href="mailto:tina.budd@womenwithdrivesummit.com">tina.budd@womenwithdrivesummit.com</a> . <a href="http://www.womenwithdrivesummit.com">www.womenwithdrivesummit.com</a>
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### Wednesday December 11, 2024

8:00	5:00 PM	Meeting Rooms 243 - 244		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	5:00 PM	Meeting Rooms 201 - 203		RTBC - Race Track Business Conference Separate Registration Fee Contact Tim Frost 847-778-9475 or <a href="http://www.racetrackbusinessconference.com">www.racetrackbusinessconference.com</a>
5:00 PM	7:00 PM	Omni Hotel		NHRA - Member Track Kick off Reception Member Track Kick off Reception

### Thursday December 12, 2024

8:00	5:00 PM	Meeting Rooms 243 - 244		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	4:00 PM	Room 210		SFI Committee Spec Review Meetings (SFI Schedule) SFI Component Committee Meetings - for schedule visit <a href="http://www.sfifoundation.com">www.sfifoundation.com</a>
2:00 PM	3:00 PM	Room 240		This seminar is focused on providing beneficial information and understanding for track promoters. Designed to communicate and answer the questions regarding streaming for promoters. There will be an open Q&A session for attendees.

### Friday December 13, 2024

8:00	5:00 PM	500 Ballroom		Race Track Safety Program - RTSP Advanced Scenario Training that will cover Crews, Chiefs, Command and Teams. Separate Registration Fee. Contact Tom Weisenbach: Tom@theICMS.org
8:00	9:00 AM	Room 210		Motorsports Forum for Sanctioning Body Officials Annual review, report and discussion of SFI service to the Industry
10:00	2:30PM	Room 210		SFI Committee Spec Review SFI Component Committee Meetings - for schedule visit <a href="http://www.sfifoundation.com">www.sfifoundation.com</a>
2:00 PM	3:00 PM	Room 240		Focus on the habits, knowledge, and execution practices used by the best video production professionals in grassroots motorsports. This seminar is designed for anyone currently involved or new to grassroots motorsports video production.