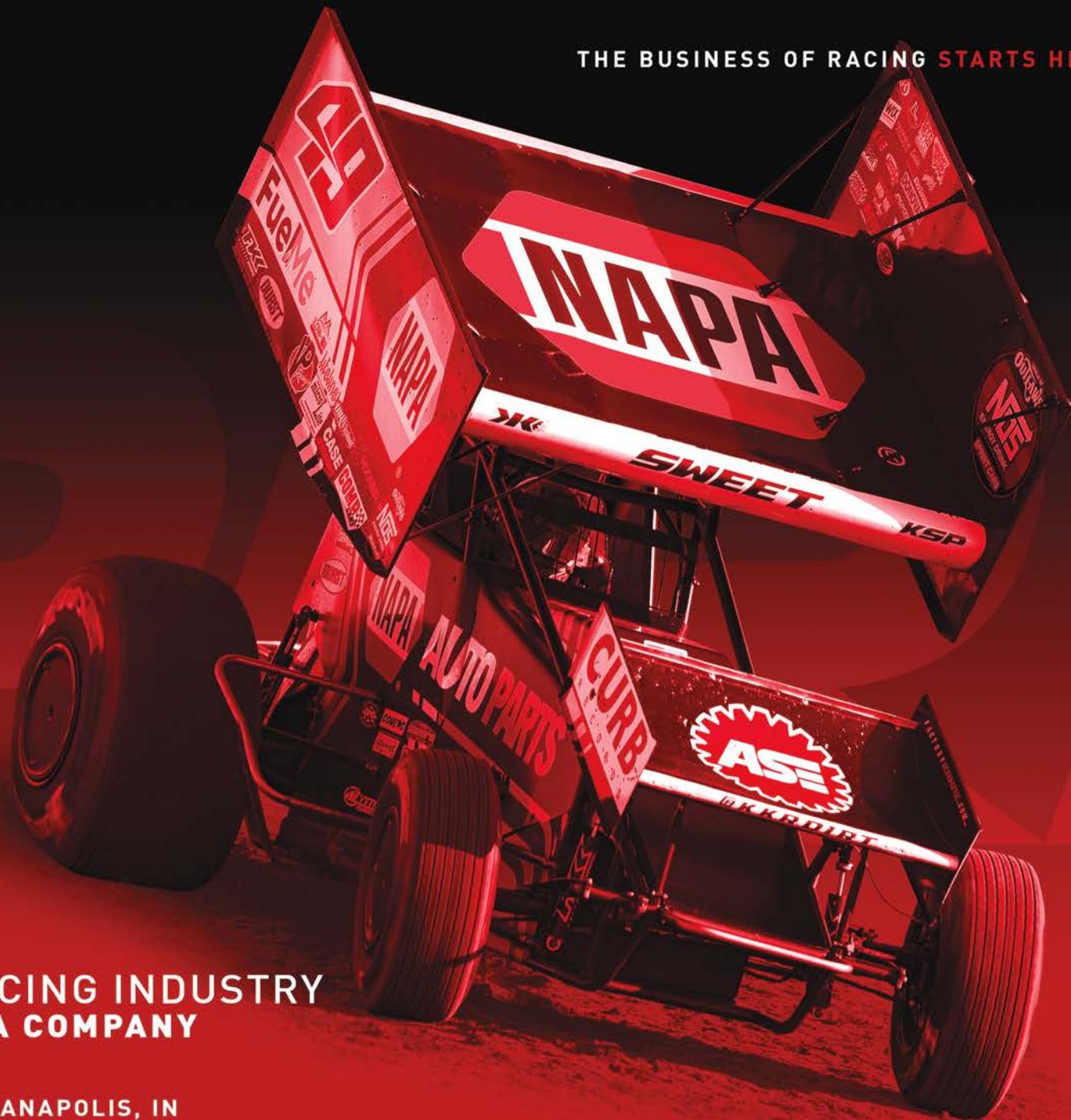


# EXHIBITOR KIT 2024

THE BUSINESS OF RACING STARTS HERE



**PRI**

PERFORMANCE RACING INDUSTRY  
TRADE SHOW & MEDIA COMPANY

DECEMBER 12-14, 2024 • INDIANAPOLIS, IN

# PRI IS HARDCORE RACING

## A UNIQUE AND POWERFUL MARKET

The racing market delivers some of the world's most motivated buyers. And they are looking for the best technology to keep the competitive advantage. For more than 30 years, PRI has brought together all forms of racing, all under one roof. In fact, racing professionals benefit by discovering new ideas from other segments of motorsports at PRI. As a trade-only event, PRI targets the racing industry's distribution pipeline.

### RACING REPRESENTATION

MODIFIEDS STOCK CAR MARINE PERFORMANCE

**STREET/STRIP**

TRUCK /  
TRACTOR  
PULLING

OPEN  
WHEEL  
SHORT  
TRACK

**DRAG  
RACING**

**ROAD RACING**

OFF-ROAD

**DIRT LATE MODELS**

KARTING

MOTO

**EV**

RALLY RACING

**UTV**

DIESEL

DRIFT

**COMPETITION DRIVEN  
MARKET**



# PRI IS THE GLOBAL MARKETPLACE

## FOR NEW RACING TRENDS AND PRODUCTS

PRI attendees come from all 50 states and 70 countries, conducting business as volume buyers of racing products, technology, shop equipment and services. PRI is the source for new racing trends and products.

**PRI IS TRADE ONLY.** Attendees must provide identification confirming that they are members of the racing trade. At PRI, you're selling to a prequalified, targeted market. This is where the motorsports industry meets to conduct business.

**BUYERS FROM ALL  
50 STATES  
AND MORE THAN  
70 COUNTRIES**



**TOP COUNTRIES**

**1. UNITED STATES**



**2. CANADA**



**3. AUSTRALIA**



**4. UNITED KINGDOM**



**5. MEXICO**



**6. ITALY**



**7. SWEDEN**



**8. CHINA**



**9. NEW ZEALAND**



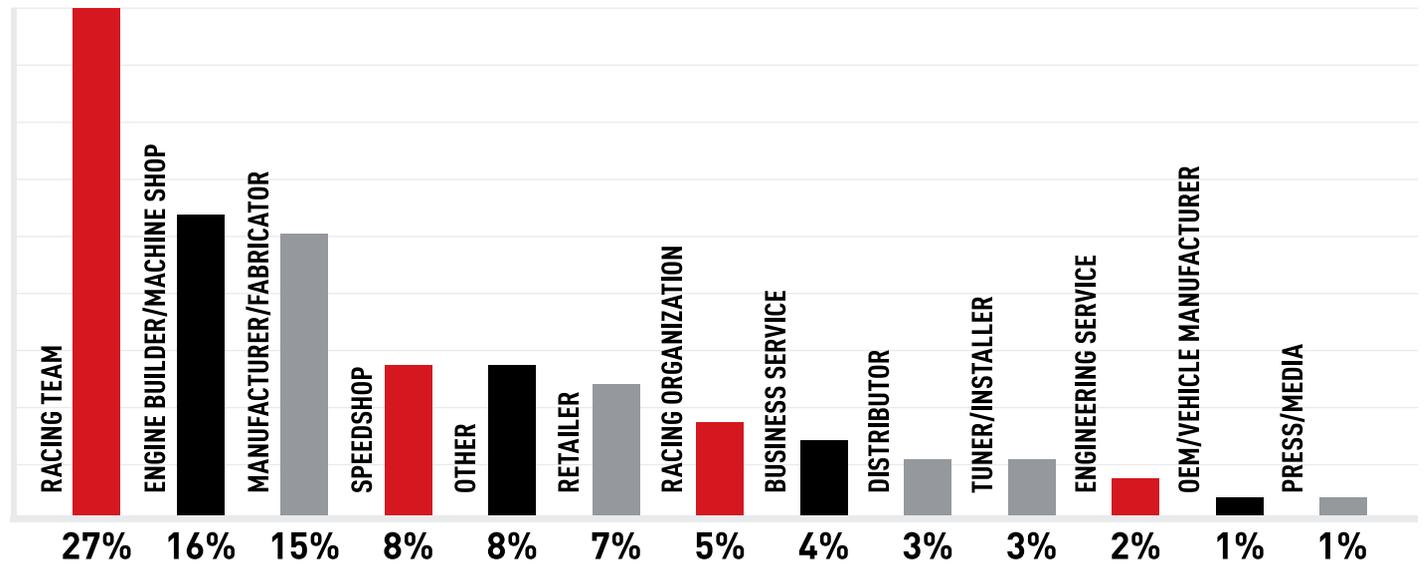
**10. NETHERLANDS**



**PRI DELIVERS QUALITY BUYERS**



**BUYERS BY BUSINESS TYPE**



\*Statistics from 2019 PRI Trade Show registration and Show Survey results.

# SPECIAL PRODUCT SECTIONS

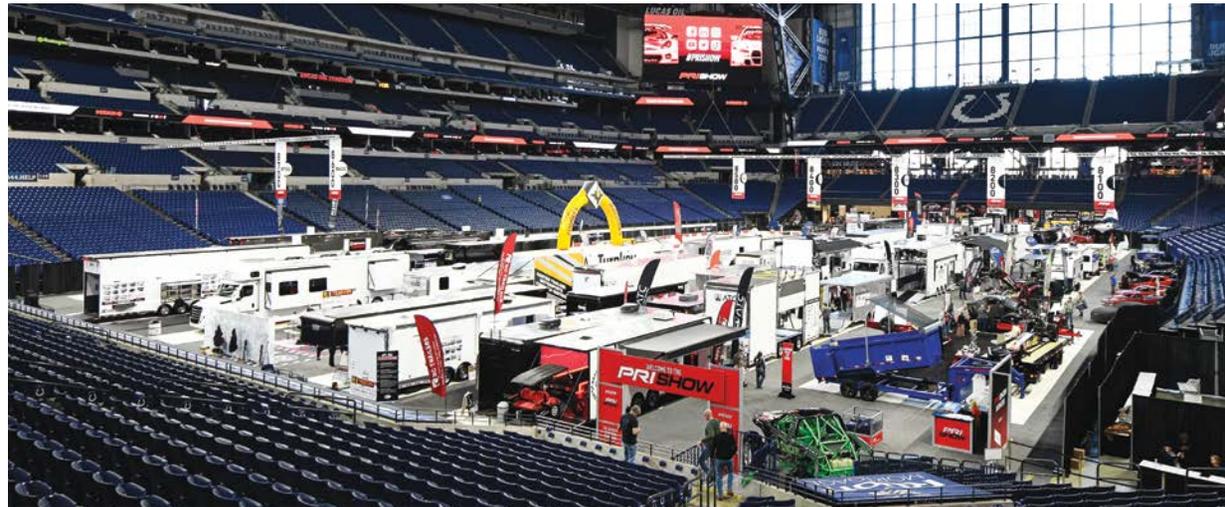
**THESE SPECIAL SHOW SECTIONS PROVIDE ADDED VALUE EXCLUSIVE TO THE PRI TRADE SHOW**

**MACHINERY ROW:** More than 100 race shop machining manufacturers all in one place, side by side & fully operational for live demonstrations on actual race parts.

**INDOOR TRAILER, MOTORCOACH AND RV EXHIBITS:** The indoor trailer area on the field at Lucas Oil Stadium provides ample space for PRI's large-scale display of state-of-the-art race trailers, haulers, RVs and accessories.

**FEATURED PRODUCTS SHOWCASE:** The best way to highlight your top products and direct buyers to your booth. Take advantage of the 96% of PRI attendees looking for new products! Learn more or submit products at [pri2024.com/fps](http://pri2024.com/fps).

**SIM RACING ARENA:** A portion of the Lucas Oil Stadium transforms into the vibrant & popular PRI SIM Racing Arena! The SIM Racing Arena will bring world class companies from across the SIM racing/Esports world. It will feature daily invitational SIM races for sim racers and professional drivers and live action demonstrations.



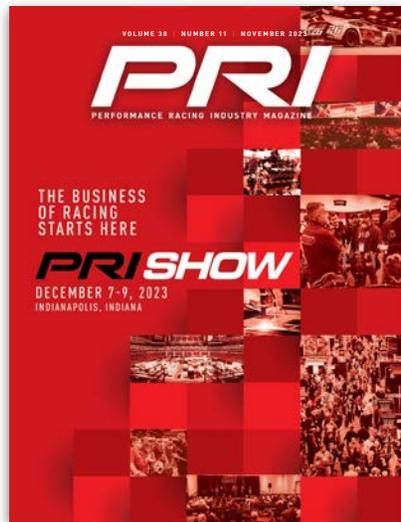
# SPONSORSHIPS

**PRI PROVIDES EXTENSIVE MARKETING OPPORTUNITIES**

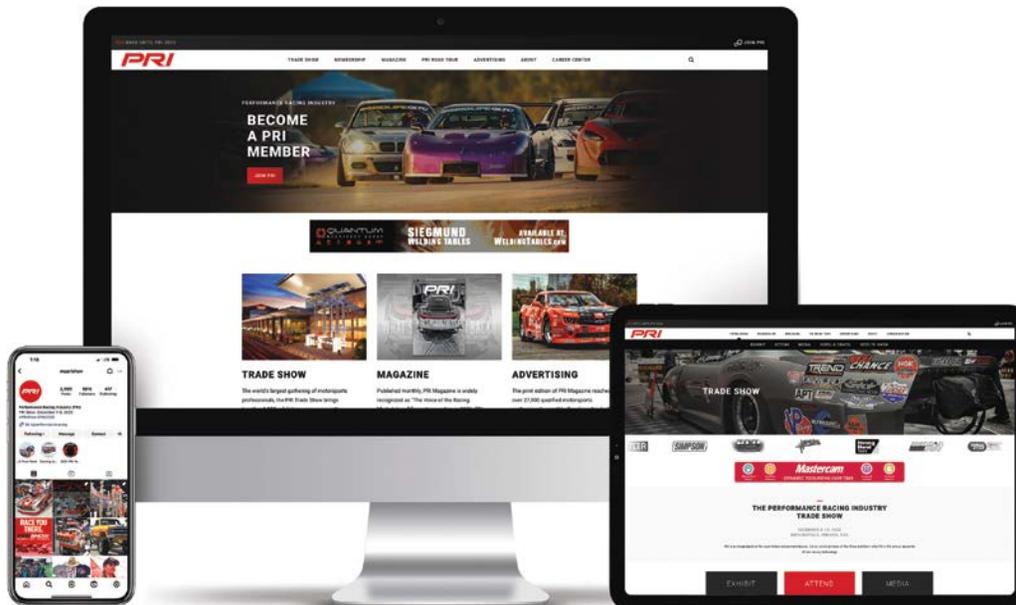
- **DRIVE TRAFFIC**
- **CREATE BRAND AWARENESS**
- **COMMUNICATE YOUR MESSAGE OUTSIDE OF THE BOOTH**



**SIGNAGE**



**PRI MAGAZINE**



**SOCIAL**

**WEBSITE**



**eNEWSLETTER**

# NETWORKING

- **GRAND OPENING BREAKFAST**
- **EDUCATION**
- **INDUSTRY RECEPTIONS**
- **AFTER HOURS EVENTS**



# BUSINESS MEMBERSHIP

Join your peers and become a PRI Business Member today! By joining PRI, we will advocate together to unite the racing industry. This is our best chance to overcome the challenges our industry faces now and in the future.

Business Members who exhibit at the PRI Trade Show receive a discount on booth space and will also gain access to exclusive discounts and benefits.



To learn more about PRI Business Membership, visit the [www.performanceracing.com/membership](http://www.performanceracing.com/membership) or contact [membership@performanceracing.com](mailto:membership@performanceracing.com)



# **PRI**

**MEMBERSHIP PRICING FOR 10x10 ————— STARTING AT \$1,800**  
**NON-MEMBERSHIP PRICING FOR 10X10 ————— STARTING AT \$2,000**  
**MEMBERSHIP PRICING FOR TRAILERS, RVs & MOTOR COACH ————— STARTING AT \$4,050**

**MAKE PLANS TO EXHIBIT!**

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