

Everything
happens here first!



Orlando

2006 exhibitor kit

floor plan • travel & housing • exhibit contract

19TH
ANNUAL **Performance**
Racing Industry
TRADE SHOW

December 14–16, 2006 • Orange County Convention Center

Orlando

from karting to formula 1,
it's where the worldwide racing industry
gets down to business

World's largest racing trade show

- 42,000 buyers from 40 countries
- over 1,400 exhibiting companies
- 4,000 booths
- 1,000,000 square feet of new racing technology & products in one hall, on one floor



Gateway To The Worldwide Racing Marketplace

19TH ANNUAL **Performance Racing Industry** TRADE SHOW

DECEMBER 14-16, 2006

Orlando, Florida • USA

Orange County Convention Center • North/South Building

Proven Success!

- Experience Strongest Buyer Demographics in PRI Trade Show History!
- Take Full Advantage of Unique Level of Business Intensity!
- Capture Your Share of This Powerful Market!
- Conduct Business Face to Face with Thousands of Racing Entrepreneurs!
- Get Your Product Into the All-Important Racing Distribution Pipeline!

"You Must Be In Orlando!"

Profit

from the three biggest business days of the year in motorsports!

expanded floor plan offers powerful solutions to meet your marketing needs!

All exhibits in **one hall**
easier to shop the show!

- **more new racing products than anywhere on earth!**
- **latest advances in motorsports engineering!**



According To *Tradeshow Week Magazine:*

- **PRI is Now One of the Top 50 Largest Trade Shows in the US**
- **PRI is Among the Top 50 Fastest Growing Trade Shows**

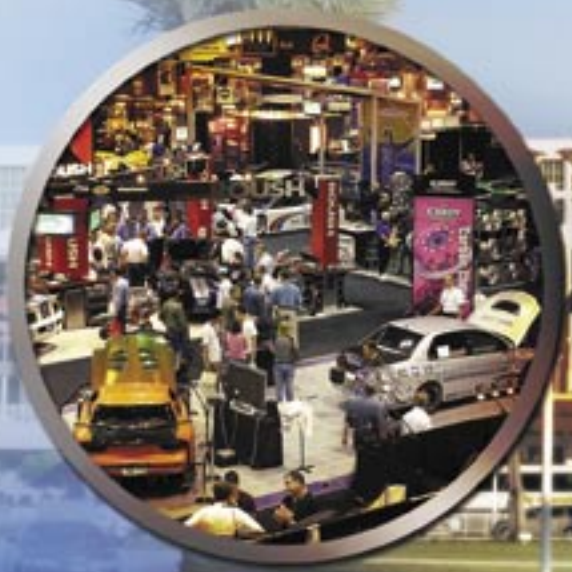
Meet The Buyers:

- **Performance Racing Retailers**
- **Race Engine Builders**
- **Professional Race Teams**
- **Race Car Fabricators**
- **Race Engineers**
- **Warehouse Distributors**
- **Race Track Executives**
- **International Buyers**



19TH **Performance**
Racing Industry
ANNUAL TRADE SHOW

State-of-the-Art convention center



In The PRI Mailbag

“We had the best exhibit at PRI 2005 we’ve ever had, in any industry, at any time, anywhere, and I’ve been exhibiting in various industries since 1977.”

George Barr, Anatech

“WOW!!!!!! What a PRI Show in Orlando! With the PRI Show’s recent move from Indianapolis to Orlando, there was a great deal of concern on how well it would be attended. Well, if the Crane Cams booth was any indication, WOW is the only comment one needs to make.”

Excerpt from Crane Cams Newsletter

“The numbers look to have grown significantly, glad to see that. Without doubt this was our best show ever...anywhere! We were very pleased with the results. We sold more retail units at the Show than ever before...over 10 times as many...”

Rich Schnippel, Aluminum Trailer Company

“The Show for my small company I think was a total success considering that I presented early product prototypes. The response was overwhelming.”

Victor M. Franco, icengineworks



THE PLACE where the racing industry gathers!

PRI Trade Show week now features 2 big race engineering conferences!

Society of Automotive Engineers (SAE) to Hold Motorsports Seminars

From vehicle dynamics to engine performance, the Society of Automotive Engineers (SAE) represents one of the ultimate brain trusts when it comes to contemporary automotive technology. With over 83,000 members in more than 90 countries, many of these automotive engineers test their latest theories and discoveries in the toughest arena—auto racing.

SAE International returns to PRI with several days of high quality, professional development seminars for race professionals. Courses to be offered just prior to the PRI show include: "Fundamentals of Aerodynamics Applied to Race Cars" by Paul Glessner; "Hands-on Racecar Suspension Set-Up" by John Glimmerveen, author of *Hands-on Racecar Engineer*; "Tires and Handling for Racing and High Performance Vehicles" by Paul Haney; and "Race Engine Calibration for Optimal Performance" by Ron Matthews.



The SAE Motorsports Engineering Symposium will be held Tuesday and Wednesday, December 12-13, 2006, in meeting rooms inside the North/South Building of the Orange County Convention Center, in Orlando. Then, all the SAE race engineers will be able to get hands-on demonstrations of new racing products and technology when the PRI Trade Show opens on Thursday morning.

You're invited to attend! For additional information, visit SAE's web site at www.sae.org/events/training/symposia/motorsports.



AETC To Hold 17th Annual Conference in Orlando After Boosting Attendance by 20% Last Year

"Bigger and better than ever" was the enthusiastic description of last year's Advanced Engineering & Technology Conference held in Orlando for the first time in conjunction with the PRI Trade Show. "Not only did I absorb some great technical information during the events," said first-time attendee and speaker Dave Henninger, "but it also allowed me to rub elbows with some of the greatest minds in the engine building business."

"The value delivered by attending the AETC has increased tremendously. By committing to only an additional few days, a PRI attendee can add the AETC to his agenda. The networking opportunities at the 16th AETC™ were better than ever," continued Scooter Brothers, of Competition Cams, one of the event's organizers.

"We even had a visit from the legendary Tom Hoover, who was the father of the Hemi at Chrysler back in the '60s. Future AETC events will attract an even greater list of special guests, and AETC attendees will have an opportunity to meet them and sit and chat with the industry icons."



You're invited to attend! It will be held for three days, December 11-13, 2006, in Orlando. For additional information, visit the AETC's web site at www.aetconline.com

More than just a trade show!

Opportunities to meet & mingle with industry friends

EXHIBITOR RECEPTION

Wednesday,
December 13, 2006



GRAND OPENING BREAKFAST

Thursday,
December 14, 2006



INDUSTRY ROUNDTABLE

Wednesday,
December 13, 2006

INDUSTRY RECEPTION

Thursday, December 14, 2006

MOPAR PRI CLASSIC

Friday, December 15, 2006



RETAIL MANAGEMENT SEMINARS & WORKSHOPS

Friday & Saturday,
December 15-16, 2006



2nd annual MOPAR PRI classic new race is a huge hit with the racing industry!

2006 sponsorship opportunities are still available!

“Instant Classic!” was the headline in *National Speed Sport News* that previewed the 1ST Annual MOPAR PRI Sprint & Midget Classic. And that’s exactly what it was. The grandstands were packed! Even more remarkable, race fans—comprised mostly of members of the racing industry—were also lined up three and four deep around the entire circumference of the race track! The USAC open wheel race action was thrilling! And everywhere throughout Orlando SpeedWorld Raceway, people were smiling. It was the kind of evening we all hope for every time we head out to a race.

Via an extraordinary array of posters, brochures, advertisements, public relations efforts, tickets, web site design, television coverage, hats and T-shirts, sponsor images virtually took flight with high-energy images of this exciting new race.

To be held on Friday night, December 15, in Orlando, the 2ND Annual MOPAR PRI Classic will be one of the greatest places to mix business with pleasure while attending the PRI Trade Show. The race provides the only opportunities at the PRI Trade Show to be an event sponsor. Ask your PRI Trade Show Exhibit Sales Manager for details on how your company can be a high-profile sponsor of this exciting new race.



Get double exposure!

your company’s exhibit + your company’s advertisement!

Direct customers to your exhibit in the giant November 2006 Issue—Official Guide To the PRI Orlando Trade Show!

500 pages!

Build the all-important sales momentum, and complete your trade show exhibit investment, by placing your advertising message in the giant *Performance Racing Industry* November Show Issue! It’s the official Trade Show program. This exclusive Show Guide serves as a preview, turning the spotlight on your new products to help dealers shop the show more efficiently. It will be mailed a month before the Trade Show, in addition to the bonus circulation of the attending buyers in Orlando. This great marketing combination gives you “double exposure” at this important Show, to maximize your promotional efforts.

For complete advertising information call: 949/499-5413





PRI welcomes

international exhibitors & buyers



Racing companies around the world find the PRI Trade Show the single, best place on the planet to bring racing components and motorsports technology to market. That's why over 40 countries are represented in the attendance of the PRI Trade Show. And Orlando International Airport offers more direct flights internationally than any previous host city! We are dedicated to making exhibiting efforts of international companies as easy—and as profitable—as possible. Francisque Savinien, the International Marketing Manager for PRI, is dedicated to your needs. Call him for information or advice, from trends in the US market to questions about exhibiting or advertising in PRI. The telephone number is +1 949 499 5413. In addition, PRI has established an International Visitors Center at the Trade Show to provide translation services, access to e-mail and any additional help you might need. So, put your unique racing technology on display at the world's largest hardcore racing trade show—it couldn't be easier!

show hours

- THURSDAY, December 14, 2006 10:00 a.m. — 6:00 p.m.
- FRIDAY, December 15, 2006..... 9:00 a.m. — 6:00 p.m.
- SATURDAY, December 16, 2006 9:00 a.m. — 5:00 p.m.

orange county convention center

North/South Building • 9800 International Drive • Orlando, FL 32819-8199 • USA



To do today!

- Complete Contract & mail immediately with a 50% deposit payment.
- Complete Hotel & Travel Reservation form & fax or mail immediately.
- Complete the PRI Promotional Materials form, and mail to receive your supply of traffic-building decals, post-cards, flyers and brochures.

For our show and travel coordinators to best meet your exhibit and show travel needs, it is in the best interests of you and your company to return these completed forms early.



Experience for yourself what happens in Orlando—it's spectacular!

Enjoy a brief, 5-minute slide show at www.performanceracing.com

3RD STRAIGHT YEAR WITHOUT A RATE INCREASE!

Even if you completed an Option Reservation form at the PRI Trade Show, you must also complete the enclosed Contract to confirm your booth for 2006. The option reservation deadline for 2005 exhibitors has passed, so all remaining booth space is being sold on a first-come first-served basis.

BOOTH FEES:

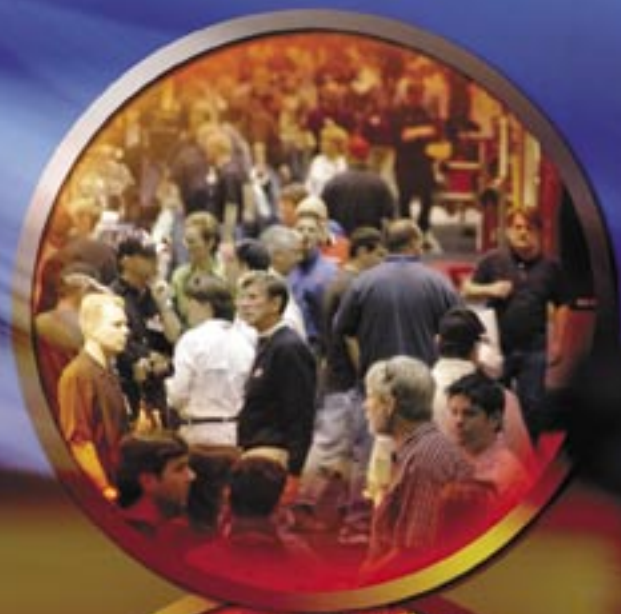
One 10' x 10' booth.....\$1,600
Two or More 10' x 10' booths\$1,500 each

**RESERVE YOUR EXHIBIT SPACE NOW!
DON'T BE LEFT OUT! 949/499-5413**

To view current exhibitor list, log on to www.performanceracing.com

PRI Trade Show Sales Managers

From Left to Right: JUDY KEAN, REED MORALES, SUSANA FURLONG, ALAN JOSSE, FRANCISQUE SAVINIEN, HOLLY DUPLANTY



PRI Trade Show Production Team



STEVE LEWIS
Producer



KARIN DAVIDSON
Trade Show Manager



NICOLE AGUILAR
Trade Show Coordinator



TAMMY NAYLOR
Trade Show Coordinator



CINDY WERT
Trade Show Coordinator



ERIC JURADO
Latin America
Marketing Manager



JANICE TAY
Housing & Travel Manager



TAMMY KELSEY
Housing & Travel Coordinator

Produced by

Laguna Coast Publishing, Inc.

31706 South Coast Hwy., Laguna Beach, CA 92651-6974 USA

PHONE: 949-499-5413 • FAX: 949-499-0410

INT'L PHONE: +1-949-499-5413 • INT'L FAX: +1-949-499-0410

www.performanceracing.com