



2017 PRI SHOW MEDIA FACT SHEET

- What:** The 30th annual Performance Racing Industry (PRI) Trade Show is an industry-exclusive event where racing professionals from across the U.S. and around the world gather to conduct business for the upcoming racing season. The trade-only PRI Show encompasses every type of auto racing discipline under one roof.
- When:** December 7-9, 2017
- Where:** Indiana Convention Center
Indianapolis, IN USA
- Who:**
- More than 1,100 racing businesses exhibiting in over 3,400 booths showcasing the latest developments in racing products, technology, and services.
 - Among the exhibitors are many companies exhibiting at the PRI Show for the first time in 2017.
 - Every type of racing discipline featured under one roof: drag racing, sprint cars, stock cars, road racing, modifieds, dirt late models, karting, off-road racing, tractor pulling, open wheel, muscle car, performance marine, and more.
 - Tens of thousands of credentialed buyers from all 50 states and 70 countries.
 - Leading manufacturers displaying their trailer, motorcoach, hauler, and toterhome lineups on Georgia and Maryland streets, as well as Capitol Avenue, just outside the Convention Center.
 - More than 100 manufacturers on Machinery Row displaying cutting-edge machining equipment and providing hands-on demonstrations.
- Features:**
- Activity begins December 4 with Race Industry Week, featuring more than 45 conferences, seminars, and social gatherings.
 - Exclusive events: PRI Happy Hour, Grand Opening Breakfast, Student Breakfast/Career Day, International Motorsports Trade Seminar, Advanced Engineering Technology Conference (AETC), International Council of Motorsport Sciences (ICMS) Congress, Race Track Business Conference (RTBC), Day at the Speedway
 - New Features: Featured Products Showcase, PRI Simulator Challenge, Tribute to AJ Foyt exhibit
- Impact/Stats:**
- PRI Show occupies 750,000 gross square feet of race products, services, machinery, simulation, and testing technologies throughout the Indiana Convention Center.
 - 93% of buyers say PRI was well worth the time and cost.
 - 92% of buyers say the quality and quantity of new racing products is excellent.
 - PRI Show will have an estimated economic impact of over \$70 million on the local economy.

PRI connects manufacturers of racing products and technology with the all-important distribution pipeline of racing retailers, race engine builders, race car builders and warehouse distributors, in addition to thousands of professional race teams. Visit www.pri2017.com or www.pri2017.com/events for more information.

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