

Exclusive Business Promotion Service

PRI is the world's largest and most important business show for motorsport. By taking advantage of the MIA's service at the PRI Show, you will be free to focus all your efforts on meeting buyers and contacts.

Pre-marketing before the Show starts is an absolute must for you – and this is where the PRI and MIA really helps your plans. During the Show, we never stop ensuring that the MIA Zone is a “must-visit” attraction...which all works to help you! You use the MIA booth as your “VirtualStand” – see* below.

Unique collaboration between PRI and the MIA gives you an outstanding advantage over your competitors and gains you exclusive and real extra value. See below all the extra support you gain from our Special MIA PRI Business Promotion Service which includes “VirtualStand” service - only available to the MIA Group.

- The MIA will work with you to ensure all your pre-show marketing and publicity requirements are met
- You have unlimited use of the MIA centrally-located stand for your business meetings*
- Key buyers will visit the MIA stand where you get to meet them for a brief introduction of your products*
- Your company logo will be displayed and promoted in the MIA central reception area*
- Your company literature will be displayed on the MIA central reception stand*
- Celebrity drivers will visit the MIA stand and be pre-promoted to attract buyers into the Zone*
- Your company details will feature online, in advance, to attract buyers to contact you
- The MIA will use press campaigns, PR initiatives, special features and competitions to gain maximum effect before and during the show. These are all designed to bring more buyers to The Zone where you can meet them on the MIA stand*

Further benefits include:

- Special MIA VIP front-row seats at the PRI Show Grand Opening Breakfast
- TWO tickets to the VIP International Networking Reception where you meet over 250 key influencers and buyers, ready to do business, in a stylish cocktail atmosphere. There is a special price, exclusive to you, for further invitations you may require so you can host your important contacts.
- Very best preferred rates for rooms held for you at the Rosen Hotel, just across the street from the Show
- MIA staff, with specific experience of the PRI Show and the USA, will be on hand to direct business leads your way, act as a spare pair of hands, and help set up meetings before, during and after the event
- You receive pre-show access to two MIA Directors in the USA – Jeremy Burne, MBE, based near Indianapolis and Detroit, and Michael Bailey, based around Charlotte. They can help you to secure leads at the show in both the Indy and NASCAR sectors, and are available, by arrangement, to undertake pre-show research and assistance.

Special all-inclusive Business Promotion Service:

MIA Member £495 + VAT

Non Member £695 + VAT

Book this service now - contact Clare Stone on +44 (0) 2476 692 600 or email clare.stone@the-mia.com

Terms and Conditions

Please note that this service is subject to the Cancellation Policy below

The Motorsport Industry Association reserves the right to alter arrangements as described due to unforeseen circumstances

Cancellation Policy

Should you find it necessary to cancel your Business Promotion Service, the following sliding scale of charges will apply to the full package price.

Cancellation 60 days or more prior to the event 50% payment of the full package price

Cancellation 30 days to 59 days prior to the event 75% payment of the full package price

Cancellation 29 days prior to the event full payment required

Data Protection Information

Occasionally, the MIA enters into joint projects with other bodies to improve service to our members. If you do not want us to share or pass your details to other professional organisations, please tick this box

By booking form or making payment you agree to these terms and conditions and are liable for the payments outlined above. We must receive written confirmation that you wish to cancel and you can contact clare.stone@the-mia.com to do so. You will then receive confirmation of this cancellation within 48 hours.