

Make business happen for you at the World's Biggest Motorsport Show!



9 - 11 December 2010
Orlando, Florida, USA

Are you planning to visit this great show - then maximise your ROI with the MIA

The US motorsport market is recovering faster than any other - work with the MIA at this Show and make sure YOU beat your competitors to the business available.

Our **BUSINESS DEVELOPMENT** service is open to ALL show visitors, whether from UK or Europe, MIA members or not. Our cost-effective, high impact package will maximise the return on your investment – we work hard to make sure YOU meet targeted businesses AND the people who matter to you.

MIA's 'Motorsport Valley Zone' has become THE premier international B2B destination, right at the heart of this great event. It's where high-tech European exhibitors attract the cream of US and international businesses. We advise them, **in advance**, that The Zone is where to find the latest winning, high performance products from Europe.

In three days of intense activity, 38,000 buyers from 67 countries have over 1,100 companies chasing their time. As a visitor, whether as a buyer or seller, you can use the highly-popular MIA stand as your base. Our staff help you get full value from your PRI visit, arrange access to all the best MIA networking events and contacts, and explain how, next year, you may get better value from being an exhibitor.

We heavily publicise The Zone for maximum impact, as the only international area to be shown on the floor plan. We are promoted in 100,000 PRI Show Guides, featured in pre-show issues of PRI Magazine, and in a specially pre-mailed invitation asking targeted leading companies to meet YOU.

Details of the MIA group appear in the MIA Zone booklet, distributed throughout the show and pre-promoted online.

JUST VISITING PRI....then use our Business Promotion Service

MIA's 'Visit the PRI Show' service welcomes you as a buyer and trader. Whether you are a manufacturer or distributor, we want you to exhibit at PRI in the future, so we help you scope the Show, meet exhibitors and make new contacts. You can use the MIA stand for meetings, where your company logo is displayed.

You receive a VIP front-row ticket to the Grand Opening Breakfast and **TWO FREE** invitations (worth £100) to the MIA International VIP Reception. Use the second invitation for a targeted supplier or customer – there are more available to bring further guests, at a discounted price.

Get even further value from these benefits. The MIA will provide...

- Help your pre-show marketing and publicity – you **MUST** tell targets, in advance, that you are visiting the show as they are **VERY** busy.
- Unlimited use of the MIA centrally-located stand for your business meetings
- Introductions to key buyers or sellers on our stand where you get to briefly introduce your products, or see theirs
- Space to display your company logo on our stand

Continued overleaf



Motorsport Industry Association
Federation House Stoneleigh Park
Warwickshire CV8 2RF UK
Tel: +44 (0)2476 692 600
Fax: +44 (0)2476 692 601
email: info@the-mia.com
web: www.the-mia.com

- A pre-show online feature of your company details encouraging buyers or sellers to contact you
- Press campaigns, PR initiatives, special features and competitions gain maximum effect for your visit, before and during the show. These attract more trade visitors to The Zone where you can meet them on the MIA stand
- 'Meet your Target' unbeatable meeting service – **no time wasted**
Don't just hope the right buyer will show up on your stand – our 'Meet your Target' service invites your targeted companies to meet you. Sign up with the MIA, and our US-experienced Director, in a 30 minute consultation, helps identify your targets, or notes your product sector, and the type of business you want to meet. We then work with PRI, our US team and UKTI to pre-book meetings on your stand with targets.

SAVE EVEN MORE MONEY – with these additional low cost MIA Services

We have secured **VERY SPECIAL PRICES** - just ask for more details...

- Low cost group freight - from the UK to PRI and return
- Discounted prices on travel arrangements
- Competitive accommodation rates
- Reduced price for the Advanced Engineering Technology Congress (AETC) from Monday 6th to 8th December
- Low cost visit to the Daytona International Speedway on Tuesday 7th December
- Low cost USA-compatible cellphone hire

VISIT THE PRI and WALK THE SHOW* - Business Promotion Service

Including TWO invitations to the International Reception worth £100

- MIA Member - £545 + VAT – one delegate
- Non-member - £795 + VAT – one delegate
- Extra Delegate - £150 + VAT

Details on the AETC and Daytona Visit can be found on the MIA website www.the-mia.com

BOOK NOW TO MAKE A START - NO TIME TO WASTE

The sooner you start making pre-show IMPACT at this HUGE show – the more business value you gain

call Tracy Dewhirst or Nicola Edwards at the MIA today to discuss PRI
on +44 (0)2476 692600

or email tracy.dewhirst@the-mia.com or nicola.edwards@the-mia.com

MIA Media Partners:



Motorsport Industry Association
Federation House Stoneleigh Park
Warwickshire CV8 2RF UK
Tel: +44 (0)2476 692 600
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email: info@the-mia.com
web: www.the-mia.com

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