

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



9 - 11 December 2010  
Orlando, Florida, USA

## Make your exhibition budget go further and 'Meet your Target' buyers

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

Our **EXHIBITOR OPTIONS** are open to ALL from UK and Europe, and our cost-effective, high impact packages maximise your ROI. We work closely with PRI to help you meet targeted buyers AND make a real impact, at the best price possible.

MIA's 'Motorsport Valley Zone' has become THE premier international B2B destination, right at the heart of this huge event. This is where you will join high-tech European exhibitors to attract the cream of high-spending US and international buyers who we directly invite, **in advance**. They know The Zone is where they will find the latest winning, high performance products from Europe.

In three days of intense activity, 38,000 buyers from 67 countries have more than 1,100 companies chasing their buying time. As an exhibitor, you MUST make REAL IMPACT, in advance, to secure a good return from your investment.

This is where the MIA Zone makes real business sense as it brings buyers right to your stand. Working with you, before the show, we 'filter and target' buyers to attract those genuinely capable of buying your high quality products.

Your stand would be in The Zone, which has built a strong reputation amongst key US and international buyers, over many years and is located, right in the centre of the show, at the centre of a cluster of many international high-performance engineering companies.

The MIA, working with PRI, makes sure The Zone exhibitors are heavily publicised. It is the only international area to be shown on the floor plan, and in 100,000 PRI Show Guides, and regularly features in the pre-show issues of PRI Magazine, plus a specially pre-mailed invitation to targeted buyers.

We provide two EXHIBITOR options – one for those wanting a fully-inclusive stand build service, or the other, for those, who are building their own stand, but still want the benefit of our unbeatable marketing service...

### Option A\* – FULLY INCLUSIVE EXHIBITOR SERVICE with Marketing Service\*\*

A complete 'turn-key' stand design, delivery and construction service, where we also take care of all your pre-show publicity and networking needs.

Our premier FULL SERVICE package gives you MAXIMUM impact before, and during, the Show and has **FOUR** distinct benefits:-

#### 1) Stand Design, Delivery and Build

Our PRI-experienced US-based stand constructor designs and builds your stand for maximum impact, linked to the MIA Zone theme. The all-inclusive 10'x10' stand package includes carpet, a brushed aluminium stand structure with grey and black panels, table, chairs, lockable reception counter, literature rack, lighting, logo panels, your company name panel and a power supply, with on-site support and daily cleaning. Our very competitive, all-inclusive rate is open to all MIA Zone exhibitors, conforms to all PRI regulations, and is available for any stand configurations.



**"The PRI Trade Show means business you can count on, having delivered real R.O.I. every year for over two decades. Conduct business face to face with the volume buyers in racing." say PRI organisers**



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We provide an additional low-cost service to create and deliver any graphics needed to enhance your presence. A larger sized stand is available upon request.

## 2) '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.

## 3) High Impact Pre-Show Marketing – make your presence known

Your business message must be clearly conveyed, **in advance**, with high impact to as many targeted buyers, as often as possible. You can never over-promote your presence at PRI – you **MUST** make your mark as there is so much competition!

We handle all your pre-show publicity needs, as agreed with you, including:-

- Your company listed, and featured, in the Zone section of the PRI Show Guide
- Advance previews, in the pre-show PRI show guide, directing buyers to your stand
- Coverage in the MIA Zone booklet, distributed throughout the show, to attract buyers as well as online, in advance of the show.

We market the Zone, to the maximum, before and during the show, with press campaigns, PR initiatives and special features and competitions. All our efforts attract international and US buyers to The Zone and your stand.

## 4) Major Networking activities build business contacts

You must squeeze in extra time to meet potential buyers or suppliers at the end of each day – and even before the show opens – making full use of every hour available! Our MIA networking events deliver more valuable business contacts...

- Our exhibitors have front-row VIP tables at the Grand Opening Networking Breakfast, which attracts over 2,500 contacts, to kick off the show in great style.
- Our VIP International Networking Reception hosts over 150 influential US and international VIP guests and buyers - this is where high value business gets done and high profile contacts are made. Each MIA Zone exhibitor receives **FOUR FREE** invitations (worth £200) - with more available for you, at a discounted price, to bring your targeted buyers,

## Option B\* – SELF-BUILD STAND – Low Cost Full Marketing Support Service

If you design, deliver, build and furnish your own stand, you still must make a real effort to attract and meet targeted buyers with this is **VERY IMPORTANT** service. This low-cost option delivers our complete **"Meet your Target", Marketing, and Networking** service, with **THREE FREE** invitations (worth £150) to the International Reception, as described in Option A above..

## NOTE - UKTI GRANTS AVAILABLE FOR UK EXHIBITORS

The MIA coordinates UKTI funding which is available to all qualifying UK SME companies exhibiting at PRI. UKTI funded exhibitors are free to use our stand to hold meetings away from their own stands, and have access to UKTI representatives for international business advice and the OMIS report service. They are welcome to call on the MIA for practical advice or for MIA staff to cover your stand, in emergency.

## SAVE EVEN MORE MONEY – check out these additional low cost MIA Services

We have secured some **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 6<sup>th</sup> to 8th December
- Low cost visit to the Daytona International Speedway on Tuesday 7th December
- Low cost USA-compatible cellphone hire

Cont/d overleaf



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## EXHIBITOR Business Development Options Costs

### Option A\* – FULLY INCLUSIVE EXHIBITOR SERVICE with Marketing Service\*\*

including stand design based on a 10 foot by 10 foot booth, delivery, build, marketing, networking and pre-show 'Meet the Target' appointment service and FOUR International Networking Reception invitations worth £200

- MIA Member - £2,595 + VAT
- Non-member - £2,995 + VAT

### Option B\* – SELF-BUILD STAND Full Marketing Support Service

with full marketing, networking and pre-show 'Meet the Target' service and THREE International Networking Reception invitations worth £150

- MIA Member - £645 + VAT
- Non-member - £845 + VAT

Details on the AETC and Daytona International Speedway Visit can be found on the MIA website [www.the-mia.com](http://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  
on +44 (0)2476 692600

[tracy.dewhirst@the-mia.com](mailto:tracy.dewhirst@the-mia.com) or [nicola.edwards@the-mia.com](mailto:nicola.edwards@the-mia.com)

MIA Media Partners:



\*Terms and Conditions apply. Exhibitors must first purchase their basic stand space directly from PRI before ordering this service from the MIA.

\*\*The Option A price has been calculated assuming a US\$:sterling exchange rate of 1.5. We reserve the right to adjust the package price if, at the 1st October 2010, the actual exchange rate is +/- 5% from this assumed rate of 1.5. We will communicate this to you on/after 1st October 2010 and adjust your package price accordingly by way of an invoice or credit note to reflect the movement in exchange. By signing up to Option A, you agree to these terms and conditions.



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