

Special all-inclusive PRI Show Marketing Service

The MIA deliver to you a “turn-key” solution, working with experienced suppliers to make the show easier for you and, most importantly, allowing you to focus your efforts on securing visits from US buyers and contacts. This full marketing and stand service is not available to any other exhibitor at PRI – it has been created just for you.

This MIA exclusive Marketing Service, by special arrangement with PRI, is only available to the MIA Group.

“The most expensive stand at PRI is the one that attracts no visitors” says Steve Lewis, the show’s owner...you have to work extra hard to attract buyers and contacts onto your stand as 1500 other companies are attacking them too.

Pre-marketing is an absolute must and this is where the PRI and MIA works hard to help you. During the Show, we never stop making the MIA Zone a “must-visit” attraction...and this all works to help you get better value!

This unique collaboration between the PRI Show and the MIA gives you an outstanding lead over your competitors. It is where you gain exclusive, and real, extra valuejust read the list of additional support you get within your MIA Special PRI Package

- The MIA works with you to help ensure all of your pre-show marketing and publicity needs are met
- You have full use of MIA stand for any “ off-stand” private meetings
- Key major buyers visit the MIA booth – you get to meet them for a brief introduction of your products
- Your company logo will be displayed and promoted on the MIA central reception stand
- Your company literature (with stand number) will be displayed on the MIA central reception stand
- Your company is featured in the MIA’s Motorsport Valley Zone section of the PRI Show Guide - handed to all 45,000 visitors
- Celebrity drivers will visit the MIA booth and be strongly pre-promoted to attract buyers into the Zone
- A preview of your company will appear in the largest circulation PRI November issue– promoting you to all USA buyers, whether visiting the show or not
- Your company will feature, in greater detail, in our special MIA Zone publication, distributed throughout the show to attract buyers to your stand. This feature will be made available online, in advance, to attract buyers to visit you
- An all expenses paid trip for two to the UK is the major “Key Buyers” prize to be offered to all visiting the Zone – so attracting more your stand - TBC
- Exclusively, the MIA, in conjunction with PRI, will mail all major USA buyers in November, with a special personal invitation to see your company’s products in the MIA Zone.
- The MIA will use press campaigns, PR initiatives, special features and competitions to the maximum before and during the show. All are designed to bring more buyers to The Zone and thereby your stand.
- You will gain special access to the full list of pre-registered buyers for you to directly contact, in advance, with your targeted marketing material.

The Stand/Booth Service

We provide a US-based, PRI recommended and experienced, Stand/booth design, delivery and construction service, conforming to all PRI and USA technical, Union and labour regulations, which includes:

- Modern, eye-catching and colourful design within a heavily promoted PRI MIA Zone of the show
- Installation and dismantling - all will be built, ready and waiting for your display and graphics*
- Personal experienced onsite support – during build up and breakdown
- Modern aluminium structure with high-impact grey and black panels
- Power supply connected
- One set of high illumination truss lights
- Electrical plugs, cable covers clips
- High-quality show carpet
- One literature rack
- One table and two chairs
- One locking counter
- Logo and name panels – just supply us with artwork of your logo

- Daily stand cleaning service
- First aid kit
- Onsite support materials - including bin and liners

* An extra, subsidised service can create, and deliver to your stand, all graphics if required – ask for a quotation

Even more benefits are included:

- Special MIA VIP front-row seats are held for you at the PRI Show Grand Opening Breakfast
- TWO Tickets to the VIP Networking Reception where you will 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 any further invitations you require for your main buyers and contacts to join you. All are welcome.
- All reception invitees must collect their invitations from the MIA stand – this attracts top quality buyers to the Zone and helps you to meet them before your competitors
- The very best preferred rates for rooms held for you at the Rosen Hotel and the brand new Hilton 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 both the MIA's Directors in the USA – Jeremy Burne, MBE, based near Indianapolis and Detroit and Michael Bailey close to Charlotte. They can, by arrangement, help you to secure specific leads at the show in both the Indy and NASCAR sectors – and undertake pre-show research and help. Let us know if you need this extra, subsidised service.

For UK companies only - UKTI Financial Support Service

As the Accredited Trade Organisation for motorsport recognised by UK Government, the MIA has experienced staff who will facilitate your UK registered company securing funding support from UK Trade and Investment (UKTI). If you are eligible under their rules you can claim a grant of £1400.

- Assistance with application forms and eligibility criteria
- Submission of your application and claim
- Negotiation and resolution of any queries from UKTI or their Regional offices
- Payment of funds following the event

Special all-inclusive PRI Show Service – charges**

10 foot x 10 foot booth	MIA Member £2,495 + VAT Non Member £2,995 + VAT
10 foot X 20 foot booth	MIA Member £3,995 + VAT Non Member £4,495 + VAT

To book your place please 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 PRI Show 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 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.

**The package price has been calculated assuming a US\$sterling exchange rate of 1.6. We reserve the right to adjust the package price if, at the 1st October 2009, the actual exchange rate is +/- 5% from this assumed rate of 1.6. We will communicate this to you on/after 1st October 2009 and adjust your package price accordingly by way of an invoice of credit note to reflect the movement in exchange. By signing up to Package A, you agree to these terms and conditions.