

Option B

Exclusive Self-Build Support Package with full Business Promotion Service

This package provides full Marketing and Networking support to those exhibitors, who wish to design, deliver, build and furnish their own stand. Our experienced staff are on hand throughout the build up and break down period to provide any help should it be required. Unforeseen difficulties and extra expense can arise - with the help of the MIA these can be resolved without delay.

PRI is the world's largest and most important business show for motorsport. By taking advantage of the MIA's Business Promotion Service, 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. Throughout the Show, we never stop promoting the MIA Zone as a “must-visit” buyer's attraction...which all works to help you!

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 to briefly introduce 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 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 in Atlanta and Charlotte. They 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 Self-Build Support Package

**MIA Member £595
Non Member £795**

To 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 Self-build Package, the following sliding scale of charges will apply to the full 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 submitting the booking form or making payment you agree to these terms and conditions and are liable for the payments outlined above. We require written confirmation should you wish to cancel and to do so contact clare.stone@the-mia.com. You will receive confirmation of cancellation within 48 hours.