



Introduction

Dear Prospective Exhibitor,

I would like to take just a moment of your time to thank you for your continuing support of the dB Drag Racing Association. The dB Drag Racing phenomenon is sweeping the globe and the excitement created by this sport is having a significant impact on auto sound and auto sound commerce. Currently, there are more than 900 events on our event calendar and I expect that number to top out somewhere around 1000 by year end.

Enclosed, you will find information and a contract for the 2001 dB Drag Racing World Finals, along with a Manufacturer Membership application form. There are many benefits to being a member of the dB Drag Racing Association. (Please see the application for specific details.) Please note that we are extending a 20% discount on booth prices to Manufacturer Members. In most cases, the amount you save will pay for the cost of membership.

In closing, I would like to ask you to think of your participation at the Finals in a much broader perspective. This isn't about a single show. It's about the culmination of 1000 others. Your participation is what makes it all possible.

Sincerely,

Wayne Harris

Wayne Harris
President - dBDR

SHOW HOURS

Saturday, October 6, 2001
10:00 am - 7:00 pm
Sunday, October 7, 2001
10:00 am - 5:00 pm



RENAISSANCE®
NASHVILLE HOTEL
NASHVILLE, TENNESSEE

(Connected to the Nashville Convention Center)

611 Commerce Street
Nashville, TN 37203
Phone 615-255-8400 or 800-327-6618
Fax 615-255-8163

Group Name: dB Drag Racing
Reservation Deadline: September 13, 2001

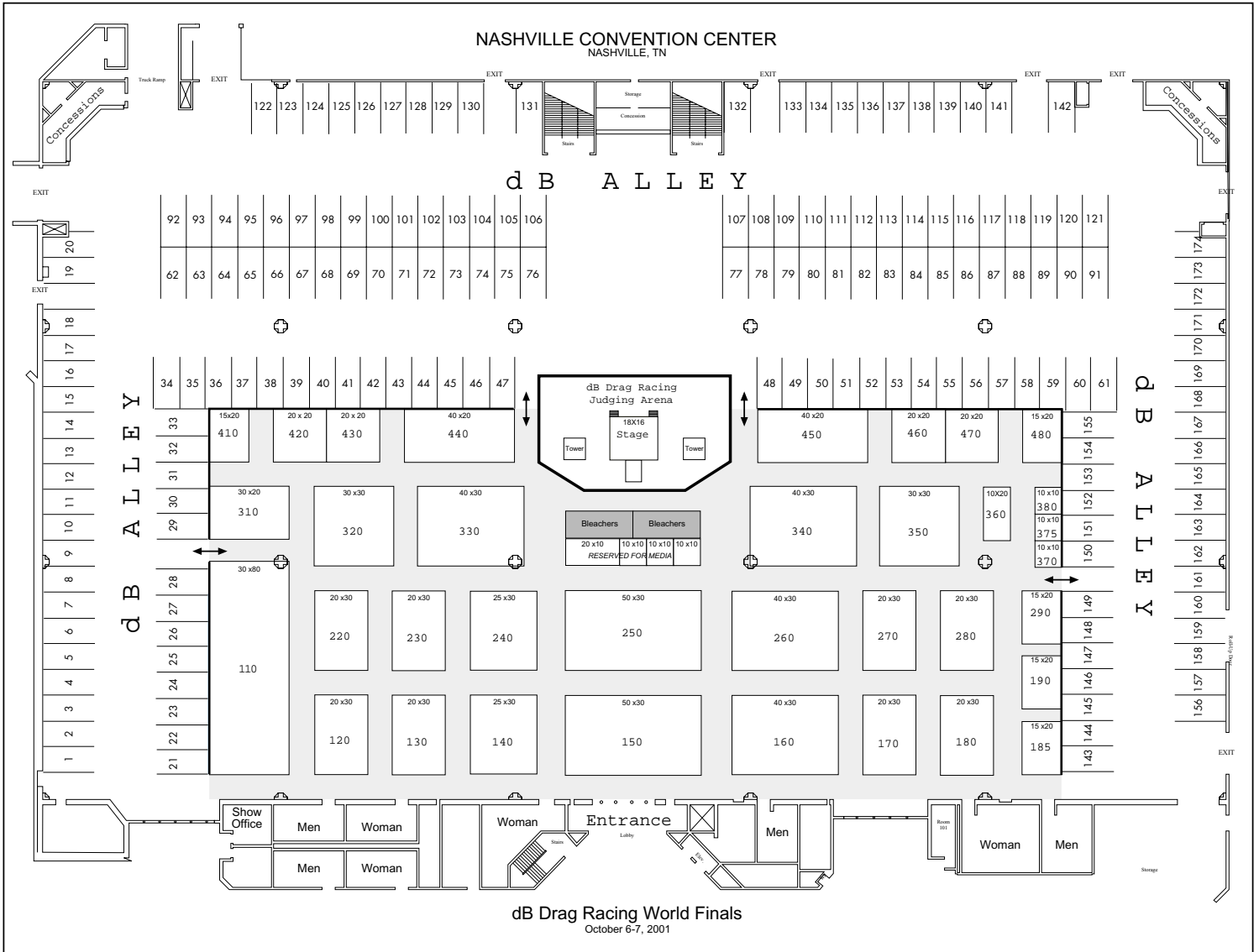
dB Drag Group Room Rates

Single\$103 per night
Double\$103 per night
Triple.....\$113 per night
Quad.....\$123 per night



Show Floorplan

SHOW HOURS *Saturday, October 6, 2001* *Sunday, October 7, 2001*
 10:00 am - 7:00 pm 10:00 am - 5:00 pm



The dBDRR reserves the right to modify the floorplan.



Manufacturer Membership

dB Drag Racing Manufacturer Membership is an optional membership, however the benefits far exceed the cost of membership. In addition, as an exhibitor at the dB Drag Racing World Finals, you will receive priority booth selection and a discount on your booth space. In many cases, the discount will be equal to the manufacturer membership fee.

- Authorization to use the dB Drag Racing logo in ads and on product packaging
- Preferential banner placement around dB Drag Racing arena at the dB Drag Racing World Finals
- On-Line marketshare reports
- Priority booth selection at dB Drag Racing World Finals
- Discounted pricing on booth space at the dB Drag Racing World Finals
- dB Drag Racing Resource CD ROM (incl. logos, line art, etc.)
- Banner advertisement on dB Drag Racing website

2001 SEASON

DB DRAG RACING MEMBERSHIP APPLICATION

Manufacturer Name _____

Contact Name _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____ Fax _____

Email Address _____

Web Address: _____

Payment Method (Please circle one) Cashier's Check Money Order Visa Mastercard American Express Discover

Name on Credit Card _____

Card # _____ Expiration Date _____

Signature _____ Date _____

Membership Fee Manufacturer - \$1000

©2001 dB Drag Racing Association

You may register on-line, by mail or by fax to the address below.

dB Drag Racing Association • 1602 E. Seltice Way, Suite A-399 • Post Falls, ID 83854 • Tel 800-655-0010 • Fax 208-773-3391

w w w . d b d r a g r a c i n g . c o m

Sponsorships are only available to current dB Drag Racing Manufacturer Members who are exhibiting at the event.

Presenting Sponsor - (SOLD)

One presenting sponsorship is available for the 2001 dB Drag Racing World Finals.

- Presenting Sponsor of event – **i.e. XM Satellite Radio presents the 2001 dB Drag Racing World Finals.**
- Logo on top of all printed promotional material.
- Banner at the top of the dB Drag Racing home page (www.dbdragracing.com).
- Name recognized as Presenting Sponsor in all advertising media.
- Logo on event t-shirts.
- One spread ad (2 page) in show program.
- Name recognized as "Presenting Sponsor" over the PA throughout the event.
- Much, much more. Call for details.

Banquet Sponsorship - \$20,000

One banquet sponsorship is available for the 2001 dB Drag Racing World Finals.

- Sole sponsor of competitor appreciation banquet on Saturday Evening October 6, 2001.
i.e. Competitor appreciation banquet brought to you by Termpro.com.
- Company banners may be placed throughout banquet.
- Opportunity to make presentations over PA to the attendees.
- Name printed on banquet ticket.
- Logo on event t-shirts.
- Name printed on banquet flyer in all competitor packs.
- Banner ad on dB Drag racing website (www.dbdragracing.com).
- 2 banners can be placed in dB Drag Racing judging arena (maximum length is 8').

Trophy Sponsorship - \$10,000

The dB Drag Racing World Finals is a time to celebrate the hard work and sacrifices each of our competitors have made. To extend our gratitude, we try to provide the finest trophies available. The trophy sponsorship will include the sponsor's name on all 96 trophies as well as a placard with the sponsor's name and logo displayed (First place trophies are 8' tall!) You will also receive the following benefits:

- Banner ad on dB Drag racing website (www.dbdragracing.com).
- 2 banners can be placed in dB Drag Racing judging arena (maximum length is 8').
- Name recognized as trophy sponsor in all advertising.
- Logo on event t-shirts.

Show Sponsorship - \$1,000

Show sponsorship is available for the dB Drag Racing World Finals with the following benefits offered:

- 2 banners can be placed in dB Drag Racing judging arena (maximum length is 8').
- Name recognized as sponsor in all advertising.
- Logo on event t-shirts.

Hawaiian Tropic Swimsuit Contest Presenting Sponsorship - \$2,500 to \$10,000

The dBDRRA will be hosting 4 Hawaiian Tropic swimsuit contests at the Finals. There will be 3 qualifying contests (Sat morning, Sat afternoon, Sun morning) and a final on Sunday afternoon. The top 3 girls from each qualifying round will compete in the Finals. Sponsorship for each qualifying round is \$2,500 and sponsorship of the final round is \$5,000. A complete sponsorship (all 4 contests) is \$10,000. A full sponsorship takes priority over any and all partial sponsorships.

- Name recognized as "Swimsuit Presenting Sponsor" over the PA prior to the contest you sponsor.
- Banners can be placed on stage where the swimsuit contest will be presented prior-to and throughout the contest you sponsor.
- The models can wear your T-shirts upon their debut.
- You provide up to 4 judges.
- Special promotion on the web site, etc.

Extreme Class Deathmatch Sponsorship - Negotiable

Again this year, the dB Drag Racing Association is conducting the most exciting and outrageous format of auto sound competition ever! It's called Deathmatch and it pits the six loudest vehicles at the show against one another in a simultaneous, winner-take-all round with a 5 minute average SPL duration. This event is the Grand Finale of the Finals and is certain to be featured in all of the auto sound publications in attendance. This sponsorship has already been reserved for the 2001 dB Drag Racing World Finals.

Superstreet Class Deathmatch Sponsorship - Negotiable

Due to popular demand amongst the dB Drag competitors, the dB Drag Racing Association would like to hold a Superstreet Class deathmatch. This would be the same concept as the deathmatch competition, however it would be limited to the 6 loudest Superstreet Competitors of the show. If you are interested in sponsoring this event, please contact the dBDRRA.

Competitor Badge Sponsorship - \$1500

All competitors will receive a competitor badge that must be worn throughout the event.

- Your company to be exclusive sponsor on the badge.
- 1 banner can be placed in dB Drag Racing judging arena (maximum length is 8').

T-Shirt Sponsorship - \$300

The dB Drag Racing World Finals competitors will all receive a t-shirt (1000). This t-shirt will also serve as the Official Event T-shirt that will be sold to spectators and on the dB Drag Racing Website. Each sponsor's logo will be displayed on the back of the T-shirt and we will accept up to 10 sponsors for the T-shirt. You must supply an EPS file of your logo for the artwork on the t-shirt.

Punchcard Promotion

The classic Punchcard Promotion is a great way to pitch your product to all of the spectators that attend the event. Each person through the door will receive a card that must be stamped by all of the participating manufacturers. Once the card is filled up, it then goes into a raffle drum. We will be drawing names throughout the course of the two-day event. Each time a prize is given away, we will announce the name of the company that donated the prize. At the end of the two-day event, we will take the most expensive prize donated and hold a grand prize drawing immediately following the awards ceremony. If you would like to donate products for the Punchcard Promotion, details and submission form will be included in the **online exhibitor forms**.

Competitor Goodie Bags

We will be handing out 400 competitor goodie bags to all of our finalists. We are looking for any items that you would like to donate (t-shirts, key chains, stickers, pens, etc.) There is no cost for this type of sponsorship. More details of where to send these "goodies" will be included in the **online exhibitor forms**.

Do You Have a Great Idea?

We would love to discuss it with you. Please give us a call.