



2003

# WORLD FINALS

OCTOBER 25-26, 2003 • NASHVILLE, TN  
NASHVILLE CONVENTION CENTER

**THE WORLD'S  
LOUDEST  
CAR STEREO'S**

**DEATHMATCH™**

**\$10,000 IN FREE PRIZES**

**IMPORT CAR SHOW**

**BEST OF SHOW**

**BIKINI CONTEST**

**LIVE DJ**



Import Car Show Judged by  
**NCCA**  
National Custom Car Association

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FOR MORE INFORMATION

[WWW.DBDRAGRACING.COM](http://WWW.DBDRAGRACING.COM)  
800.655.0010

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, we are experiencing tremendous growth including a 30% growth in the international market, making the sport a true global one.

Enclosed, you will find information and a contract for the 2003 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 many others throughout the season. Your participation is what makes it all possible.

Sincerely,



Wayne Harris

President - dBDR

## ***dB DRAG RACING FAST FACTS***

- dB Drag Racing held its first show in 1995.
- dB Drag Racing is currently tracking 33,460+ winning competitors.
- dB Drag Racing has held 4831+ events since its inception.
- dB Drag Racing contests are being held in 54 countries.
- dB Drag Racing is growing internationally at a rate of approximately 30% per year.
- dB Drag Racing now offers LIVE internet contests.



**2002 HIGHLIGHT PHOTOS**



120,000 square foot exhibit hall consists of tradeshow booths and nearly 200 competition vehicles

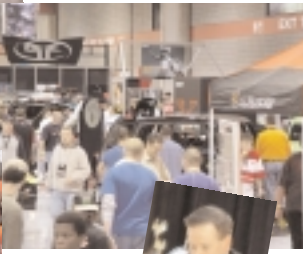
dB Drag Racing Competition - held indoor at the Nashville Convention Center



Exhibitors display and demo products



Competitors show their team spirit



DJ Billy E on the main stage



The lovely ladies of Hawaiian Tropic



Every year the dB Drag Racing Association hosts the dB Drag Racing World Finals. This event is a culmination of all of the hard work and dedication that the competitors have strived for all season. The event is a tradeshow that is open to the public with various manufacturers on hand to demo products and give away free prizes. The top competition teams from around the world compete to determine who really has the loudest car stereo system in the world. Competitors will compete for cash prizes as well as huge trophies. As the grand finale, we often put on one final event called "Deathmatch." This is where we take the 4 loudest vehicles and pit them against one another in a 5 minute average SPL contest. This tests the overall reliability of the system from the amplifiers and speakers, to the batteries and alternators. This event is truly a sight to see. In past years, the winner has gone home with a brand new custom motorcycle provided by one of our sponsors. In addition to the tradeshow, other activities have taken place such as a scream off, punchcard drawings and Miss Hawaiian Tropic Model Search.



**As featured in:**  
*Time Magazine • ESPN • The Wall Street Journal • National Public Radio • TNN • 12 Volt News • Car Audio & Electronics • Mobile Electronics Magazine • Mobile Entertainment Magazine • Performance Auto & Sound Magazine*

**2002 dB Drag Racing World Finals Exhibitors**

- |                         |                          |                      |                          |
|-------------------------|--------------------------|----------------------|--------------------------|
| Alphasonik              | Electronic Express       | Mobile Entertainment | Sirius Satellite Radio   |
| Audiobahn Inc.          | JBL Consumer Products    | MTX                  | Sony                     |
| Auto Sound & Security   | Just For Cars            | Ohio Generator       | Stinger                  |
| Car Audio & Electronics | Kicker                   | Onyx Mobile Audio    | Swiss Audio              |
| Car Sound & Performance | Lightning Audio          | Pandisc Music        | Treo Engineering         |
| Crossfire               | MA Audio                 | Phoenix Gold         | TurboStart               |
| Crutchfield             | MECP                     | Piedmont Tech        | Wayne Harris Enterprises |
| Digital Audio           | Memphis Car Audio        | Pioneer Electronics  | X-Static Corporation     |
| Digital Designs         | Metra                    | Powermaster          | Zapco                    |
| Earthquake              | Mmats Professional Audio | Rockford Fosgate     | TheZeb.com               |



**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 615-493-4054



**Group Name:** dB Drag Racing  
**Reservation Deadline:** October 6, 2003

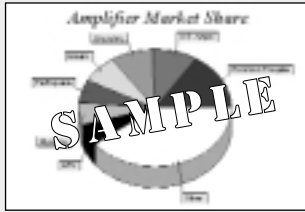
**dB Drag Group Room Rates**

- Single .....\$114 per night
- Double .....\$114 per night
- Triple.....\$124 per night
- Quad.....\$134 per night



# Manufacturer Membership

- Authorization to use the dB Drag Racing logo in ads, literature, and on product packaging.
- Preferential banner placement around the judging arena at the dB Drag Racing World Finals.
- Access to premium features on the dB Drag Racing website, including market share reports, statistics, competition team support and more.
- Priority booth selection for the dB Drag Racing World Finals.



- Discounted pricing on booth space at the dB Drag Racing World Finals.
- dB Drag Racing Resource CD ROM and handbook. (including logos, line art, etc.)
- Banner advertisement on the dB Drag Racing website.



**2 0 0 3 S E A S O N**

## 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)    Company Check    Money Order    Visa    Mastercard    American Express    Discover  
**Name on Credit Card** \_\_\_\_\_  
**Card #** \_\_\_\_\_ **Expiration Date** \_\_\_\_\_  
**Cardholder's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Membership Fee**     Manufacturer - \$1000

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**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**  
**www.dbdragracing.com**

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

## **Presenting Sponsor - \$50,000**

One presenting sponsorship is available for the 2003 dB Drag Racing World Finals.

- Presenting Sponsor of event – **i.e. XM Satellite Radio presents the 2001 dB Drag Racing World Finals.**
- 30 x 40 Exhibitor Booth
- Logo on top of all printed promotional material.
- Banner at the top of the dB Drag Racing home page ([www.dbdragracing.com](http://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 - \$10,000**

One banquet sponsorship is available for the 2003 dB Drag Racing World Finals.

- Sole sponsor of competitor appreciation banquet on Saturday Evening October 25, 2003.  
**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.
- One full page ad in show program.
- Banner ad on dB Drag racing website ([www.dbdragracing.com](http://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](http://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 - \$1,500**

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').
- Company name recognized as sponsor in all advertising.
- Logo on event t-shirts.

## **Bikini Contest Sponsorship - \$5,000**

The dBDRR will be hosting 2 bikini contests at the Finals. There will be 1 contest on Saturday afternoon and one contest on Sunday afternoon.

- 2 Contests (1 per day)
- Company name recognized as the presenting sponsor of the bikini contest.
- Banners may be placed on stage where the competition will be presented.
- Special promotion on the dB Drag Racing website.

## **Deathmatch Sponsorship - Negotiable**

dB Drag Racing is synonymous with excitement and our exclusive dB Deathmatch contest. Deathmatch pits the 4-6 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.

## **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 and team members will all receive a commemorative event t-shirt. 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. You must supply an EPS, TIF or JPG file of your logo for the artwork on the t-shirt.

## **World Finals T-Shirt Distribution Point - \$1000**

All competitors will exchange tickets for their Free World Finals T-Shirt at your company's booth.

## **Lanyard Sponsorship - \$3500**

All participants at the show will receive a neck lanyard with your company's logo.

## **Wristband Sponsorship - \$1000**

All spectators to the event will be required to wear a wristband with your company's logo.

## **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**.

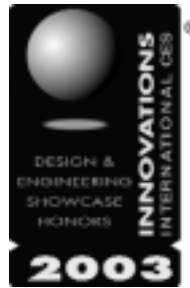
## **Do You Have a Great Idea?**

We would love to discuss it with you. Please give us a call at 1-800-655-0010.

# dB Drag In the News

dB Drag Racing is continuing to have great success throughout the world. We have had a tremendous year for media coverage including some big players in the publications world. Below are a few of the publications that have done feature stories or articles on the sport of dB Drag Racing.

**THE WALL STREET JOURNAL.**



**POPULAR  
 science**





# Exhibitor Contract

- dBDRM Manufacturer Members may take the 20% dBDRM Member discount. (\$1000 Maximum Discount)
- Any Purchase Agreements received on or after September 15, 2003 must be accompanied by a 10% surcharge.
- No exhibitors will be allowed to move in to the convention center unless booth payment has been made in full prior to September 15, 2003. Any booths that have not been paid in full by September 15, 2003 will be released for sale to other exhibitors.
- No Refunds for booths cancelled after September 15, 2003.
- As a consideration to all exhibitors, any booths containing "High Walls" or other obstructions that may block the view of other exhibitors must choose perimeter booth locations. If you have any questions regarding this, please contact the dBDRM.
- Completed Exhibitor Contract / Purchase Agreement must be mailed or faxed to:  
dB Drag Racing Association, 1602 E. Seltice Way, Suite A-399, Post Falls, ID 83854 – Tel 208.773.3371 – Fax 208.773.3391

Description	Total Sq. Ft.	Price per Sq. Ft.	Standard Booth Price	2002 dBDRM 20% Member Discount (\$1000 Max )	Price (After discount if applicable)
10' x 10' of Exhibit Space	100	\$10.00	\$1000.00	\$200.00	
10' x 20' of Exhibit Space	200	\$9.00	\$1800.00	\$360.00	
15' x 20' of Exhibit Space	300	\$8.50	\$2550.00	\$510.00	
20' x 20' of Exhibit Space	400	\$8.00	\$3200.00	\$640.00	
20' x 30' of Exhibit Space	600	\$7.50	\$4500.00	\$900.00	
20' x 40' of Exhibit Space	800	\$7.00	\$5600.00	\$1000.00	
30' x 30' of Exhibit Space	900	\$7.00	\$6300.00	\$1000.00	
30' x 40' of Exhibit Space	1200	\$6.50	\$7800.00	\$1000.00	
Manufacturer Membership	\$1000 - This is for the 2003 season, incl. World Finals. See enclosed membership information				
Sponsorship Fee	See enclosed sponsorship document for sponsorship opportunities				
<b>Booth Choices: Indicate Booth Numbers</b>				<b>Balance Due</b>	

1 <sup>st</sup> Choice
2 <sup>nd</sup> Choice
3 <sup>rd</sup> Choice

**Meeting Room Request:**  
Complimentary Meeting rooms are available on a first come, first served basis. Room setup and catering is the responsibility of the exhibitor. In the past, these rooms have been utilized as hospitality suites and for training meetings. If you are interested in reserving a room, please indicate below.  
 **Yes, please contact me to reserve a room.**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized By (please print) \_\_\_\_\_ Title \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Payment Method      *Company Check*      *Credit Card*      (Please circle one. If paying by credit card please fill out the information below.)

Name on Card \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_