

2004



WORLD FINALS

OCTOBER 23-24, 2004 • NASHVILLE, TN



2003 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



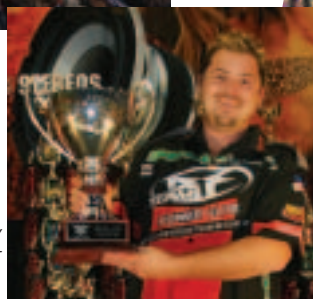
Exhibitors display and demo products



Competitors show their team spirit



DJ Billy E on the main stage



Best of Show Winner

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, live dj, punchcard drawings and a Bikini Contest.



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

2003 dB Drag Racing World Finals Exhibitors

- | | | | |
|-------------------------|-----------------------|-------------------------------|--------------------------|
| Alphasonik | dialD Magazine | Metra | Stinger |
| American Bass | Earthquake | Mmats Professional Audio | Swiss Audio |
| Ample Audio | Electronic Express | Mobile Entertainment Magazine | Treo Engineering |
| Audiobahn Inc. | H.O. Alternators | Magazine | TurboStart |
| Car Audio & Electronics | JBL Consumer Products | MTX | WHE, Inc./dB Drag Racing |
| Car Sound & Performance | Just For Cars | Ohio Generator | X-Static Corporation |
| Crossfire | Kicker | Performance Auto & Sound | Xsite |
| dB Drive | MA Audio | Pioneer | |
| Digital Audio | MECP | Rockford Fosgate | |
| Digital Designs | Memphis Car Audio | Sony | |

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 2004 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 40,000 winning competitors.
- dB Drag Racing has held 5600+ events since its inception.
- dB Drag Racing contests are being held in over 50 countries.
- dB Drag Racing offers LIVE internet contests.



**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: September 29, 2004

dB Drag Group Room Rates

Single\$117 per night
Double\$117 per night
Triple.....\$127 per night
Quad.....\$137 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 4 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

©2002 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
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 2004 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).
- 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.

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.

Competitor Party Sponsorship - \$5,000

One banquet sponsorship is available for the 2004 dB Drag Racing World Finals.

- Sole sponsor of competitor appreciation banquet on Saturday Evening October 24, 2004.
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 party 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').

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').
- 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 has had some tremendous mainstream media coverage this season. As the sport grows in popularity, so does the press. dB Drag Racing currently takes place in over 50 countries and is gaining popularity at an accelerated pace.

In February of 2003 the Wall Street Journal ran an article on the front page of the Marketplace section in which it called the President and founder of dB Drag Racing "the Bill Gates of Car Audio". Shortly after this article ran, Wayne was broadcast nationwide on National Public Radio (NPR). Fast following came an article in Popular Science magazine entitled "Man and Machine". This story profiled a few different dB Drag Racing competitors and kicked off yet another article that ran on the front page of the Style section of the Washington Post. In July of 2003, the Popular Science article was aired on CNN.com under the Technology section. This led to interest from the producers of Tech TV where they aired a segment on dB Drag Racing in late August of 2003.



The media exposure did not stop in 2003, it continues... In February of 2004, Discovery Channel ran a feature story of a competitor in Canada. Following this, Wayne Harris was featured in a story on the history of car radio on a nationwide series entitled American Muscle Car. This documentary was broadcast on the Speed Channel. And to top it off, Monster Garage highlighted a few dB Drag competitors on its show which airs on the Discovery Channel.

All of this mainstream media coverage has helped to increase awareness of the sport to those who may not have been exposed. dB Drag is continuously covered in the aftermarket auto sound publications which are always big supporters of the sport. Some of these publications include Car Audio & Electronics, The 12 Volt News, dialD, Car Sound & Performance, Performance Auto & Sound, and Mobile Electronics Magazine.



Exhibitor Contract

- dBDRM Manufacturer Members may take the 20% dBDRM Member discount. (\$1000 Maximum Discount)
- Any Purchase Agreements received on or after September 17, 2004 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 17, 2004. Any booths that have not been paid in full by September 17, 2004 will be released for sale to other exhibitors.
- No Refunds for booths cancelled after September 17, 2004.
- 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	2004 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 2004 season, incl. World Finals. See enclosed membership information				
Sponsorship Fee	See enclosed sponsorship document for sponsorship opportunities				
Booth Choices: Indicate Booth Numbers					Balance Due

1 st Choice
2 nd Choice
3 rd 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 _____