

**dB Drag**  
*Racing*

**EXTREME SPL**

2 0 0 6

# WORLD FINALS

Oct 14-15, 2006

KY International Convention Center

Louisville, KY

*dB Drag Racing*

**BASS**

*Race*



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**dB Drag Racing Association**  
 1602 E. Seltice Way  
 Suite A-399  
 Post Falls, ID 83854  
 Tel 208-773-3371 • Fax 208-773-3391  
[www.dbdragracing.com](http://www.dbdragracing.com)

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# WELCOME TO DB DRAG RACING

dB Drag Racing is an auto sound contest where competitors compete against one another in an effort to see who has the loudest car stereo system. Our rules are simple and the judging format is objective. What sets dB Drag Racing apart from other SPL based contests is our head-to-head bracket style elimination format. For the first time ever, a sound-off competition is actually fun to watch. This is one of the primary factors behind dB Drag Racing's skyrocketing popularity.



dB Drag Racing was created to put some fun and excitement back into the auto sound competition arena. To this extent, we have been tremendously successful. It is our belief that industry growth will happen from the bottom up, rather than from the top down. By exposing spectators to auto sound competition, we hope to stimulate interest in auto sound in general. This benefits everyone; competitors, retailers, and manufacturer's alike.



The dBDR is currently tracking over 52,000 competitors ranging in age from 18-34 years old. All of these competitors have one thing in common... CARS. And they are really proud of them! Our competitors spend anywhere from \$200-\$500,000+ on their audio systems and aftermarket accessories. These contestants are driving all types of vehicles, from your daily driver GEO Prisms to fully gutted and fabricated Ford Astro Vans with walls of woofers and racks of amps and batteries.

At the end of the season, qualified dB Drag Racing contestants will gain an invitation to compete at the World Finals. The 9th Annual dB Drag Racing

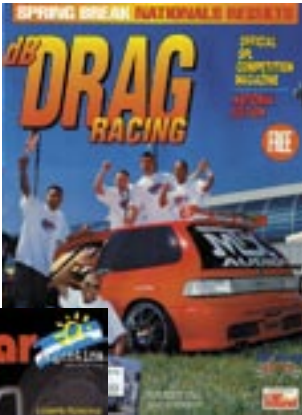
World Finals will be held at the Kentucky International Convention Center in Louisville, KY on October 14-15, 2006. Louisville was selected because of its proximity to the majority of dB Drag Racing competitors as well as a city with an abundance of night life. This is an ideal market for a show like ours. Tens of thousands of spectators routinely attend trade shows in the Louisville market. We hope to leverage this interest at our show this fall.





# DB DRAG IN THE NEWS

dB Drag Racing continually receives main-stream media coverage. Here are a few of the many publications and television programs that have highlighted dB Drag Racing articles, short segments and features stories.



The dB Drag Racing Association is truly an international sport. Currently, events take place in more than 50 countries around the world. Each country hosts a minimum of 5 events per season, with some countries hosting up to 150 events per season. To wrap up the end of the season, many countries host a finals event and towards the end of the year, the dB Drag Racing Association hosts a European finals event where competitors from all over Europe compete. The growth in the international market of dB Drag Racing has risen substantially each season.



The passion of the international competitor is equal to that of the competitors in the States. With everyone's statistics on the dB Drag Racing website, the camaraderie and competitive spirit are noticeable on the audio forum of the website. The dB Drag Racing website has helped to bridge the gap that the ocean sets between the various countries.



- |               |                      |
|---------------|----------------------|
| Argentina     | Lebanon              |
| Australia     | Luxembourg           |
| Austria       | Malaysia             |
| Belgium       | Malta                |
| Bosnia        | Mexico               |
| Brazil        | Netherlands          |
| Canada        | New Zealand          |
| Chile         | Norway               |
| China         | Poland               |
| Colombia      | Portugal             |
| Croatia       | Puerto Rico          |
| Cyprus        | Russia               |
| Denmark       | Slovenia             |
| Finland       | South Africa         |
| France        | Spain                |
| French Guyana | Sweden               |
| Germany       | Syria                |
| Greece        | Switzerland          |
| Guam          | Taiwan               |
| Hungary       | Thailand             |
| Indonesia     | Trinidad             |
| Ireland       | Turkey               |
| Japan         | United Arab Emirates |
| Jordan        | United Kingdom       |
| Italy         | U.S.A.               |
| Korea         | Venezuela            |



2 0 0 6

**dB Drag  
Racing**

**WORLD FINALS**

**Oct 14-15, 2006**

**KY International Convention Center  
Louisville, KY**

**dB Drag Racing**

**BASS Race**  
WORLD FINALS



- MANUFACTURER BOOTHS**
- DB DRAG RACING COMPETITION**
- BASS RACE COMPETITION**
- 4X POINTS EVENT**
- DEATHMATCH**
- RETAIL DISPLAY BOOTHS**
- THOUSANDS OF CAR STEREO  
ENTHUSIASTS IN ATTENDANCE**
- INDOOR VENUE**
- SATURDAY NIGHT PARTY CRUISE**





# SCHEDULE OF EVENTS

TENTATIVE AS OF MAY 1, 2006

## FRIDAY, OCTOBER 13

Time	Activity	Location
9:00 AM to 7:00 PM	Exhibitor Setup	Main Hall
9:00 AM to 7:00 PM	Competitor Move-In	Main Hall
7:00 PM	Competitor Meeting (Mandatory)	Judging Arena
8:00 PM	Hall Closes	

## SATURDAY, OCTOBER 14

Time	Activity	Location
9:00 AM	Exhibitor/Competitor Access to Hall	Main Hall
10:00 AM	dB Drag Qualifying Begins	Judging Arena
10:00 AM	Bass Race Qualifying Begins	Judging Arena
10:00 AM	Show Opens to Public	Main Hall
7:00 PM	Show Closes to Public	
7:30 PM - 11:00 PM	Competitor Appreciation Party	Belle of Louisville Cruise

## SUNDAY, OCTOBER 15

Time	Activity	Location
9:00 AM	Exhibitor Access to Hall	Main Hall
10:00 AM	dB Drag Eliminations Begin	dB Drag Judging Arena
10:00 AM	Bass Race Eliminations Begin	Bass Race Judging Arena
10:00 AM	Show Opens to Public	Main Hall
5:30 PM	Deathmatch Competition	dB Drag Judging Arena
6:00 PM	Awards Presentation	Main Hall
7:00 PM	Show Closes to Public	
7:00 PM- 11:00 PM*	Exhibitor Teardown	

*\*All Freight must be moved out by 11:00 PM on Sunday night.*

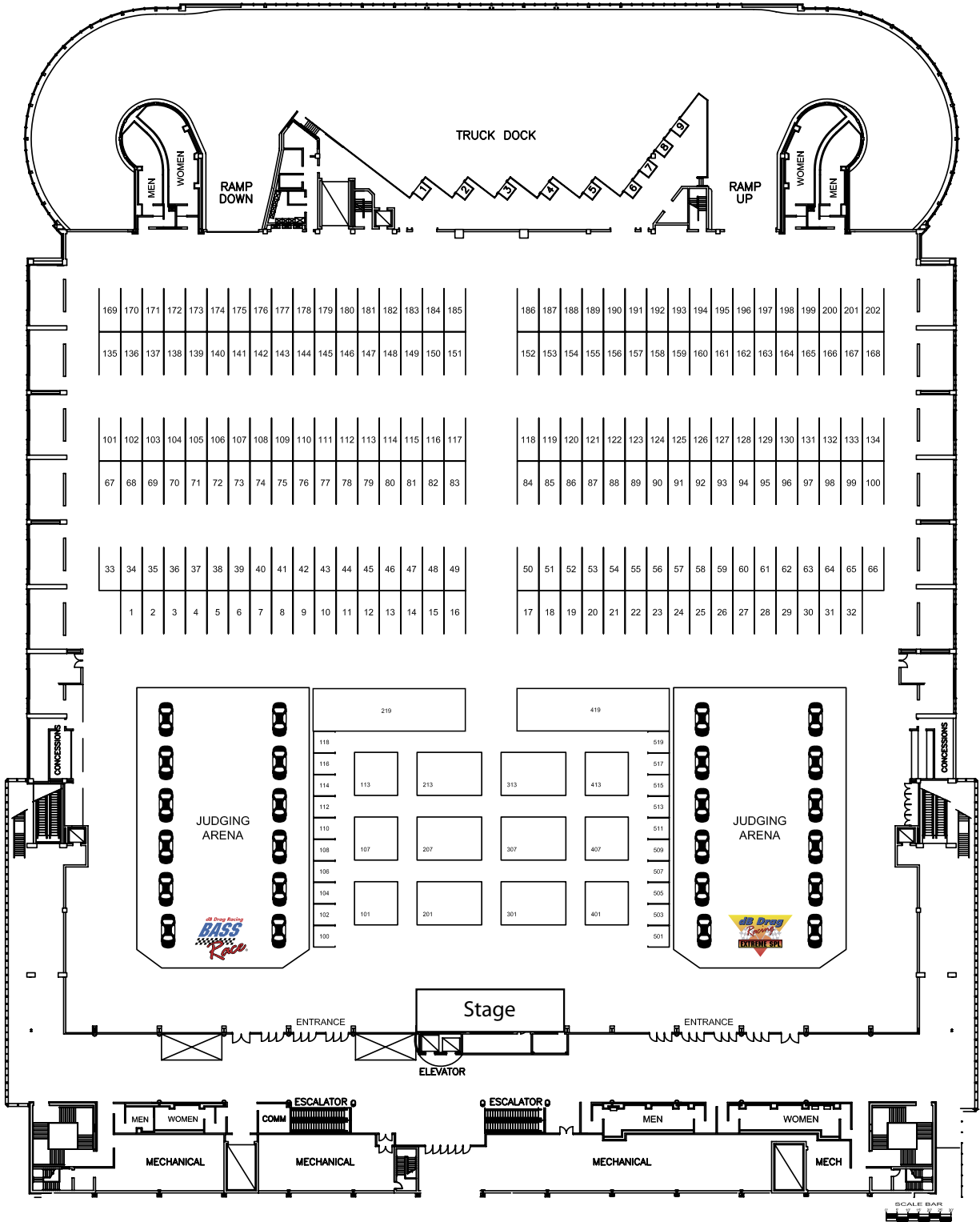


To show our appreciation for all of the hard work that our competitors have put forth during the year, the dBDRR will be hosting a competitor appreciation party on Saturday, October 14, 2006. This year, we have chartered the Belle of Louisville, which is a 700 passenger steamboat that docks at the wharf in the Port of Louisville. The Belle's amenities include a bar, dance floor, stage, and indoor/outdoor seating. Two complimentary tickets will be available with every booth. Additional tickets may be purchased, based on availability.

**October 14, 2006**  
**7:30pm - 11:00pm**



# FLOORPLAN



**BOOTH LEGEND**  
 22 = 10' x 10' Booths  
 8 = 20' x 20' Booths  
 8 = 20' x 30' Booths

202 = 10' x 20' Parking Spaces

## dB DRAG RACING WORLD FINALS OCTOBER 14-15, 2006

KENTUCKY INTERNATIONAL CONVENTION CENTER  
 LOUISVILLE, KY  
 EXHIBIT HALLS C & D

PREPARED BY:  
**Geo. E. Fern co.**  
 Equalization Services Contractor Since 1967  
 125 FERNCO DRIVE  
 NASHVILLE, TN 37207  
 TEL: 615-256-0357  
 FAX: 615-256-0490

The dBDRR reserves the right to modify the floorplan.



## SPONSORSHIP OPPORTUNITIES

### **Presenting Sponsor - \$10,000**

One presenting sponsorship is available for the 2006 dB Drag Racing World Finals.

- Presenting Sponsor of event – i.e. Term-LAB presents the dB Drag Racing World Finals.
- 20 x 30 Booth Space
- Advertising starts IMMEDIATELY!!!
- 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)).
- 2 banners can be placed in dB Drag Racing judging arena (maximum length is 8').
- Name recognized as Presenting Sponsor in all advertising media.
- Logo on event T-shirts.
- Name recognized as "Presenting Sponsor" over the PA throughout the event.
- Much, much more. Call for details.

### **dB Drag Racing Trophy Sponsorship - \$2,000**

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 over 100 trophies as well as a placard with the sponsor's name and logo displayed (First place trophies are 7' tall!) You will also receive the following:

- 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.

### **Bass Race Trophy Sponsorship - \$1,000**

The Bass Race trophy sponsorship will include the sponsor's name on all Bass Race trophies as well as a placard with the sponsor's name and logo displayed. You will also receive the following:

- 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 - \$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').
- Banner ad on dB Drag racing website ([www.dbdragracing.com](http://www.dbdragracing.com)).
- Company name recognized as sponsor in all advertising.
- Company Name printed on competitor party ticket.
- Logo on event T-shirts.

### **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.

**Do You Have a Great Idea? - Give us a call at 800-655-0010**



280 West Jefferson Street  
Louisville, KY 40202  
Tel: 502-627-5045 or 800-228-9290  
Fax: 502-627-5044  
www.marriott.com/sdfilm



**Rate: \$109 per night**  
*(Single-Double)*

**Rate: \$119 per night**  
*(Triple - 3 people per room)*

**Rate: \$129 per night**  
*(Quad - 4 people per room)*



### Booking Information:

Group Name for Reservations is "dB Drag Racing".  
Rates will be honored until room blocks are sold out or until  
September 21, 2006, whichever occurs first.

**Reservation  
Deadline:  
September 21,  
2006**

Special Note: You must tell the reservationist that you are with the dB Drag Racing Group in order to receive these special rates. These prices are valid until 9/21/06 or until the room block is sold out, whichever occurs first.



FOURTH STREET



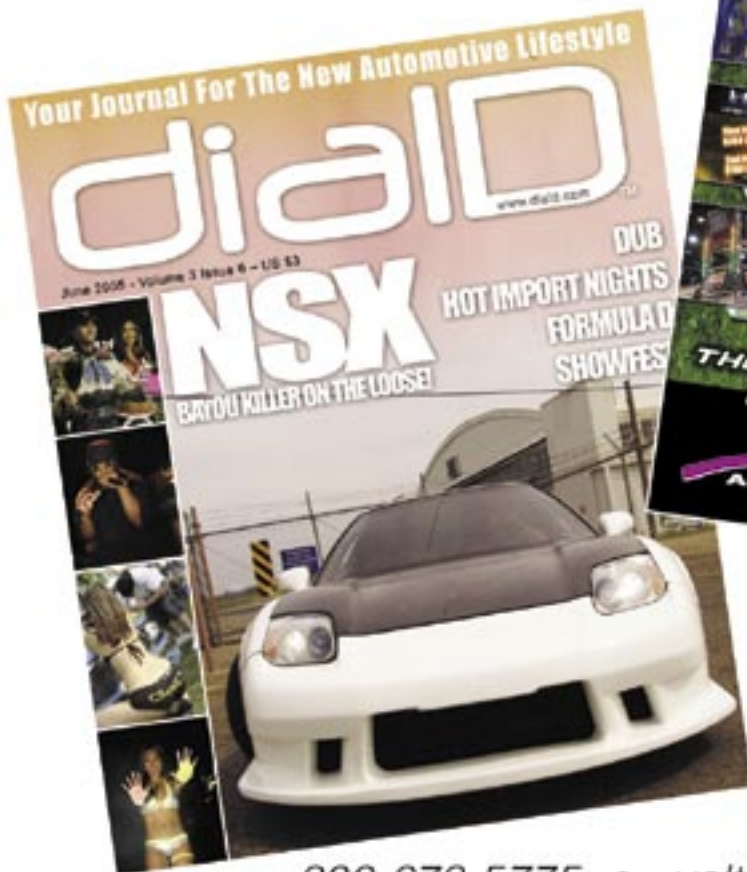


# EXHIBITORS...

## Place your ad in the official 2006 dB Drag Racing World Finals Show Program.

The 12 Volt Group will once again produce the official dB Drag Racing Finals Show Program. The 2006 program will be a section of the September issue of dialD - circulation to be 70,000. In addition, 5000 copies of the show program will be distributed at the 2006 dB Drag Racing World Finals.

**dialD**<sup>TM</sup>  
www.diald.com



The 2006 Show Program will look similar to the 2005 version.

**THE 12VOLT GROUP, LLC**

Contact Mike Van Horn

800-673-5775 • volt@12volt.com • www.12volt.com



# EXHIBITOR CONTRACT

- No exhibitors will be allowed to move in to the convention center unless booth payment has been made in full prior to September 15, 2006
- Any booths that have not been paid in full by September 15, 2006 will be released for sale to other exhibitors.
- No Refunds for booths cancelled after September 15, 2006.
- 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 dBDR.
- 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 800.655.0010 or 208.773.3371 – Fax 208.773.3391

Description	Total Sq. Ft.	Price per Sq. Ft.	Booth Price	Price
10' x 10' of Exhibit Space	100	\$5.00	\$500.00	
10' x 20' of Exhibit Space	200	\$5.00	\$1000.00	
10' x 30' of Exhibit Space	300	\$5.00	\$1500.00	
20' x 20' of Exhibit Space	400	\$5.00	\$2000.00	
20' x 30' of Exhibit Space	600	\$5.00	\$3000.00	
Please contact us for larger booths				
Sponsorship Fee	(See enclosed sponsorship opportunities.)			
<b>Total</b>				

**Booth Choices:** Indicate Booth Numbers

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

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

Contact Name/Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

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

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

Web Address \_\_\_\_\_

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

Name on Credit Card \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

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

*dB Drag Racing reserves the right to adjust booth location based on size, availability and local ordinances  
If sending contract in by mail, please retain a copy for your records.*



***dB Drag Racing Association***

*1602 E. Seltice Way*

*Suite A-399*

*Post Falls, ID 83854*

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*[www.dbdragracing.com](http://www.dbdragracing.com)*