

OCTOBER 13-14, 2007



**WORLD FINALS**



INDIANAPOLIS · TAMPA · SAN FRANCISCO · NORWAY · FRANCE · GREECE

THE EVENT HEARD AROUND THE WORLD

**October 13-14, 2007**

*6 Locations Around the World*

REGIONAL CHAMPIONSHIPS

NATIONAL CHAMPIONSHIPS

WORLD CHAMPIONSHIPS

**dB Drag  
Racing**

**EXTREME SPL**

Competition open to dB Drag Racing or Bass Race  
members with a Certified SPL score

**dB Drag Racing  
BASS  
Race**

Indiana State Fairgrounds, Indianapolis, IN  
Florida State Fairgrounds, Tampa, FL  
San Mateo Event Center, San Mateo, CA  
Norway • France • Greece

For more info contact

**www.dBdrag.com • 866-dB Drags**

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 **63,000 winning competitors** ranging in average 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 10th Annual dB Drag Racing World Finals will be held in 6 locations around the world during the weekend of October 13-14, 2007. The main location of the World Finals will be in Indianapolis, IN with satellite locations in

Tampa, FL, San Mateo, CA, Norway, France and Greece.

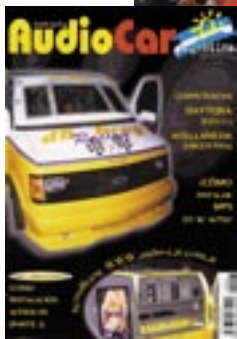


# DB DRAG IN THE NEWS

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 in articles, short segments and features stories.



# Forbes



The dB Drag Racing Association is truly an international sport. Currently, events take place in more than 45 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, the European countries will be competing as part of the world finals in Norway, Greece and France. 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.



- |                |                |
|----------------|----------------|
| Australia      | Japan          |
| Austria        | Luxembourg     |
| Belgium        | Malaysia       |
| Bosnia         | Malta          |
| Brazil         | Mexico         |
| Canada         | Netherlands    |
| Chile          | New Zealand    |
| China          | Norway         |
| Colombia       | Puerto Rico    |
| Costa Rica     | Romania        |
| Croatia        | Russia         |
| Cyprus         | Slovakia       |
| Czech Republic | Slovenia       |
| Denmark        | South Africa   |
| Ecuador        | Spain          |
| Finland        | Sweden         |
| France         | Switzerland    |
| French Guyana  | Taiwan         |
| Germany        | Thailand       |
| Greece         | Trinidad       |
| Hungary        | Ukraine        |
| Ireland        | United Kingdom |
| Italy          | U.S.A.         |





# WORLD FINALS LOCATIONS

The 10th Annual dB Drag Racing World Finals has expanded in an effort to include more contestants, while at the same time reducing the travel and lodging costs incurred by competitors. The World Finals is scheduled for the weekend of October 13-14, 2007 in Indianapolis IN and will incorporate "satellite locations" at 5 other venues around the Worwld. In the United States, contestants can participate at one of three locations; Indianapolis IN, Tampa FL, or San Mateo, CA. In Europe, contestants can participate at one of three locations; France, Greece, or Norway. All of the contests will utilize the Term-LAB measurement system which will then be linked together via the Internet. The event will also be broadcast live over dBTV.com.

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**6 LOCATIONS AROUND THE WORLD**  
*Indianapolis • Tampa • San Mateo  
 Norway • France • Greece*

## U.S. Exhibit Locations



**Indiana State Fairgrounds**  
 1202 E. 38th St.  
 Indianapolis, IN 46205  
 Phone: 317-927-7500  
[www.indianastatefair.com](http://www.indianastatefair.com)



**Florida State Fairgrounds**  
 4800 US Hwy. 301 North  
 Tampa, FL 33610  
 Phone: 813-621-7821  
 Toll Free: 1-800-345-FAIR  
[www.floridastatefair.com](http://www.floridastatefair.com)



**San Mateo County Event Center**  
*(on the San Francisco Peninsula)*  
 2495 S. Delaware  
 San Mateo, CA 94403  
 Phone: 650-574-3247  
 Toll Free: 800-338-EXPO  
[www.smeventcenter.com](http://www.smeventcenter.com)





# SPONSORSHIP OPPORTUNITIES

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

One presenting sponsorship is available for the 2007 dB Drag Racing World Finals.

- Presenting Sponsor of event – i.e. Term-LAB presents the dB Drag Racing World Finals.
- **Includes up to 20 x 30 Booth Space at ALL 3 U.S. Locations**
- 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 per venue**

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. 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 per venue**

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 (All 3 U.S. Locations included)**

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.
- Logo on event T-shirts.

## **Badge Sponsorship - \$500**

Badge 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 logo imprinted on ALL badges.

## **T-Shirt Sponsorship - \$300 (All 3 U.S. Locations included)**

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**

## INDIANAPOLIS

### Holiday Inn INDIANAPOLIS-NORTHEAST

9780 N. By Northeast Blvd.  
Fishers, IN 46037  
(I-69 Exit 3, 96th St.)  
Phone: 317-578-9000



Hotel offers a complimentary continental breakfast, business center, high speed Internet, fitness center with new equipment and Bennigan's restaurant for breakfast / lunch / dinner / room service. Additionally, we have suites available with full-size Jacuzzis, refrigerators and microwaves. Hotel is only 3 minutes from I-465 with easy access to I-69 and I-465. All guests receive free local phone calls and complimentary high speed Internet. Walking distance to several restaurants including Bennigan's, Cracker Barrel, McDonald's, Chinese Buffet, Blimpies, and Sport's Bar. Within 3 miles of Castleton Mall and movie theater. 7 Miles from Indiana State Fairgrounds

**Group Name: dB Drag Racing**

Rooms \$99.99 per night

**Reservation Deadline Sept 20**

### Courtyard by Marriott

8670 Allisonville Rd.  
Indianapolis, IN 46250  
Tel 317-576-9559  
www.marriott.com/INDCS



The remodeled Courtyard Indianapolis Castleton has redesigned guestrooms featuring larger work spaces, more task lighting, fluffier pillows and free Internet access.

Workouts are easy at this Marriott hotel in Castleton Indiana with our 24-hour fitness center and The Market provides tasty food options at any hour. In the morning, a reasonably-priced breakfast buffet is offered. Indoor swimming pool and Jacuzzi.

**Group Name: dB Drag Racing**

Rooms \$79.00 per night

**Reservation Deadline Sept 16**

### IN State Fairgrounds RV Camping

For more info contact: Call (317) 927-7500 and ask for concessions.

## TAMPA

### Red Roof Inn Tampa, Fairgrds

5001 US Hwy. 301  
North Tampa, Fl. 33610  
Phone: (813) 623-5245



Newly renovated property, Business King rooms with microwave and refrigerator, wireless Internet access, free HBO, free coffee and USA Today newspaper, and small pets allowed. Located next to the Wing House Restaurant and directly across from the Fairgrounds entrance.

**Group Name: dB Drag Racing**

Thursday - Rooms \$70 per night

Friday & Saturday - Rooms \$121 per night

Sunday - Rooms \$60 per night

**Reservation Deadline Sept 16**

### Motel 6 Tampa East - Fairgrounds #1192

6510 US Hwy. 301  
Tampa, Fl, 33610  
Phone: (813) 628-0888



Located 1 mile from the Fairgrounds. Free parking, free local calls, data ports, free expanded cable, free morning coffee, kids stay free, pets allowed.

**Group # M119200016**

Rooms starting at \$39.99 per night

**Reservation Deadline Sept 17**

### Seminole Hard Rock Hotel & Casino

5223 N. Orient Rd. Tampa, Fl. 33610  
Phone: 800-937-0010  
www.hardrockhotelcasinotampa.com



4-Star, 4-Diamond property. Las Vegas style resort hotel with 250 guest rooms and suites, casino, and Hard Rock retail store. Full service fitness center & spa, gourmet food market place, fine dining, nightclub, coffee bar, pool bar & grille, 24-hour restaurant and room service. Conveniently located near I-4 and only one block away from the Fairgrounds.

*No room block set up. Call for individual reservations.*

## SAN MATEO

### Hilton Garden Inn San Mateo

2000 Bridgepointe Circle  
San Mateo, CA, 94404  
Phone: 650-522-9000



The Hilton Garden Inn San Mateo hotel of California is just 6 miles from San Francisco International Airport via complimentary airport shuttle, and offers complimentary high-speed internet access and remote printing in each Hilton Garden Inn San Mateo hotel guest room.

Features at the Hilton Garden Inn San Mateo Hotel of California include:

- Wireless internet service in lobby, pool area and restaurant
- Great American Grill and Bar® with evening hotel room service
- Complimentary airport & mall shuttle service and self parking
- 24-hour Pavilion Pantry® convenience mart
- Complimentary 24-hour business center
- Outdoor heated pool and whirlpool®
- Complimentary fitness center

156 comfortable guest rooms of the Hilton Garden Inn San Mateo Hotel in California feature:

- Complimentary high-speed internet access
- Complimentary secure color inkjet printing
- Refrigerator, microwave and coffeemaker
- Iron, ironing board and hairdryer
- USA Today® delivered each weekday morning
- On Command® video, Sony Playstation® and complimentary HBO®

In the surrounding area of the Hilton Garden Inn San Mateo Hotel in California:

- Outdoor shopping center across the street from Hilton Garden Inn San Mateo hotel of California (with dozens of stores and restaurants)

**Group Name: dB Drag Racing**

Rooms \$109 per night

**Reservation Deadline Sept 20**



# EXHIBITOR CONTRACT

- No exhibitors will be allowed to move in to the facilities unless booth payment has been made in full prior to September 21, 2007
- Any booths that have not been paid in full by September 21, 2007 will be released for sale to other exhibitors.
- No Refunds for booths cancelled after September 21, 2007.
- 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, 2802 Flintrock Trace, Suite 285, Austin, TX 78738 – Tel 800.655.0010 or 512.377.1055 – Fax 512.607.6222

Description	Booth Price (each)	Indy, IN	Tampa, FL	San Mateo, CA	Price
10' x 20' of Exhibit Space	\$1800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10' x 30' of Exhibit Space	\$2550	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20' x 20' of Exhibit Space	\$3200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20' x 30' of Exhibit Space	\$4500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
30' x 40' of Exhibit Space	\$7800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
30' x 80' of Exhibit Space	\$7800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sponsorship Fee (See enclosed sponsorship opportunities.)					
<b>Total</b>					

**3 Exhibiting Locations in the U.S. (Indianapolis, Tampa & San Mateo)**  
**Purchase a booth at 1 location and add additional venues for 1/2 price. (same brand only)**

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***

*2802 Flintrock Trace*

*Suite 285*

*Austin, TX 78738*

*Tel 512-377-1055 • 866-dB-Drags*

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