

The World's Loudest Car Stereos Competing Around the World Simultaneously!

INDIANAPOLIS • LAUGHLIN • GERMANY • FRANCE • ITALY

2008 dB DRAG RACING AND BASS RACE



OCTOBER 10-12, 2008



Booth Space Available!

dB Drag Racing Featured On...



For More Info Contact: 866-dB Drags

www.
dB Drag
.com



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 nearly **70,000 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 11th Annual dB Drag Racing World Finals will be held in multiple locations around the world during the weekend of October 10-12, 2008. The main location of the World Finals will be in Indianapolis, IN with satellite locations in

Laughlin, NV, Germany, Italy, France and Australia.

10. 13- 14. 07

DB DRAG RACING AND BASS RACE WORLD FINALS

HIGHLIGHTS



France, Norway and Greece had great support from the competitors and manufacturers alike.



Pioneer was out in full force with their competition team.



17 World Titles

- U.S. - 10
- Belgium - 2
- Brazil - 1
- Finland - 1
- Greece - 2
- Switzerland - 1



Alan Dante takes home the extreme cup with a score of 179.7 dB

17 North American Titles

- U.S. - 15
- Canada - 2



Tommy McKinnie is the Bass Race World Champion in 150 dB +

17 European Titles

- Austria - 1
- Belgium - 3
- Czech Republic - 1
- Finland - 2
- France - 1
- Germany - 1
- Greece - 3
- Norway - 2
- Switzerland - 1
- United Kingdom - 2



Team WCA Anna wins the North American Street A Championship



- **Largest** car stereo competition in history
- **455** competitors
- First **TRUE** World Finals
- **LIVE** Internet Broadcast
- Competitors competed in **6 locations** simultaneously around the world
- **742** dB Drag Racing and Bass Race events held in **32 countries** in 2007

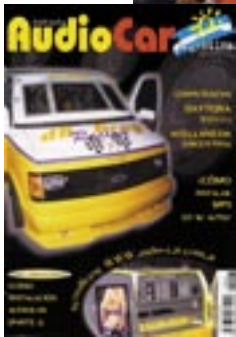


DB DRAG IN THE NEWS

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 WALL STREET JOURNAL.



The dB Drag Racing Association is truly an international sport. Currently, events take place in more than 30 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 multiple locations. 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 11th 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 10-12, 2008 in Indianapolis, IN and will incorporate "satellite locations" at other venues around the World. In the United States, contestants can participate at one of two locations; Indianapolis IN or Laughlin, NV. In Europe, contestants can participate at one of three locations in France, Germany, or Italy. 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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 INDIANAPOLIS • LAUGHLIN • GERMANY • FRANCE • ITALY
 2008 dB DRAG RACING AND BASS RACE
XII
WORLD FINALS
 dB Drag Racing • BASS BOOMING RACE
OCTOBER 10-12, 2008

Booth Space Available!
 For More Info Contact: 866-dB Drags
 www.dBDrag.com

dB Drag Racing Featured On: MYTUBSTERS

LOCATIONS AROUND THE WORLD

*Indianapolis, IN • Laughlin, NV
 Germany • France • Italy*

U.S. Exhibit Locations



Indiana State Fairgrounds

1202 E. 38th St.
 Indianapolis, IN 46205
 Phone: 317-927-7500
www.indianastatefair.com



Mojave Crossing Events Center

101 Aztec Rd
 Fort Mojave, AZ 86427
 Phone: 928-330-2505
(located across river from Laughlin, NV)





INDIANAPOLIS, IN

Sheraton Indianapolis Hotel and Suites

8787 Keystone Crossing • Indianapolis, IN 46240
Tel 317-574-6798

Group Name: dB Drag

Room Rates: \$99/single or double • \$149/suite

Reservation Deadline: September 24, 2008

(based on availability)

<http://www.starwoodmeeting.com/Book/dBdrag>



This unique hotel complex is situated at the Keystone at the Crossing, one of Indianapolis' most exclusive shopping, dining, and entertainment complexes. The Fashion Mall, connected to the hotel via skywalk, hosts over 100 special-



ty shops including Saks Fifth Avenue, Crate & Barrel, Tiffany & Co., Tommy Bahama and Sony Style just to name a few.



This hotel complex offers the casual atmosphere of the Keystone Café, offering breakfast, lunch and dinner daily and also features a connecting lobby lounge.



Within walking distance, your group can choose from an option of over 21 full service restaurants and nightspots including The Cheesecake Factory, P.F. Changs Chinese Bistro, and Sullivan's Steak House. In addition, The Fashion Mall features a food court with six fast service options and the Keystone Art Cinema & Indie Lounge.

Shuttle service will be available from the Sheraton to the fairgrounds before the show opens in the am and at the end of the show in the pm .



LAUGHLIN, NV

Avi Resort & Casino

10000 Aha Macav Parkway • Laughlin, NV 89029
Tel 702-535-5555

Group Code: GdB Drag

Fri/Sat Room Rates: \$55/standard • \$65/beach tower

Thur/Sun Room Rates: \$21/standard • \$31/beach tower

Reservation Deadline: September 24, 2008

(based on availability)

<http://www.avi-casino.com>

The Avi Resort and Casino is centrally located on the banks of the historic Colorado River just ten miles south of Laughlin. Avi is an all encompassing destination Resort, with its own beach, lagoon style swimming pool, boat launch, RV park, golf course, six restaurants, 8-plex movie theatre, live entertainment and full twenty four hour action packed casino! Children from 6 weeks to 12 years old will enjoy the Kids Quest childcare and entertainment center.



The AVI Resort and Casino is within walking distance of the Mojave Crossing Event Center.



SPONSORSHIP OPPORTUNITIES

Trophy Sponsorship - INDIANAPOLIS VENUE - \$1,000

The dB Drag Racing and Bass Race 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 is for both dB Drag Racing and Bass Race Trophies at the Indianapolis location. The sponsorship will include the sponsor's name/ logo on all dB Drag and Bass Race trophies. You will also receive the following:

- Trophy sponsor 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').
- Logo on event T-shirts.

Trophy Sponsorship - LAUGHLIN VENUE - \$1,000

The dB Drag Racing and Bass Race 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 is for both dB Drag Racing and Bass Race Trophies at the Indianapolis location. The sponsorship will include the sponsor's name/ logo on all dB Drag and Bass Race trophies. You will also receive the following:

- Trophy sponsor 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').
- Logo on event T-shirts.

Indy Shuttle Sponsorship - \$500

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

- Company logo on placard inside shuttle window.
- Shuttle sponsor banner ad on dB Drag Racing website (www.dbdragracing.com).
- Logo on event T-shirts.

Competitor Party Sponsorship - \$500 for each U.S. Location

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

- Party sponsor banner ad on dB Drag Racing website (www.dbdragracing.com).
- Company name/logo recognized as party sponsor.
- Logo on event T-shirts.

Show Sponsorship - \$500 (Both 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').
- Logo on dB Drag Racing website (www.dbdragracing.com).
- Logo on event T-shirts.

Deathmatch Sponsorship - \$500 (Both U.S. Locations included)

Deathmatch 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').
- Deathmatch sponsor banner ad on dB Drag Racing website (www.dbdragracing.com).
- Company name on both Deathmatch trophies.
- 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 (Both 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.



EXHIBITOR CONTRACT

- No exhibitors will be allowed to move in to the facilities unless booth payment has been made in full prior to **September 30, 2008**
- Any booths that have not been paid in full by September 30, 2008 will be released for sale to other exhibitors.
- No Refunds for booths cancelled after September 30, 2008.
- 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	Laughlin, NV	Price
10' x 10' of Exhibit Space <i>(includes ID sign, table & 2 chairs)</i>	\$300	<input type="checkbox"/>	<input type="checkbox"/>	
10' x 20' of Exhibit Space <i>(includes ID sign, table & 2 chairs)</i>	\$500	<input type="checkbox"/>	<input type="checkbox"/>	
10' x 30' of Exhibit Space <i>(includes ID sign, table & 2 chairs)</i>	\$750	<input type="checkbox"/>	<input type="checkbox"/>	
20' x 20' of Exhibit Space	\$1000	<input type="checkbox"/>	<input type="checkbox"/>	
30' x 40' of Exhibit Space	\$3000	<input type="checkbox"/>	<input type="checkbox"/>	
30' x 80' of Exhibit Space	\$6000	<input type="checkbox"/>	<input type="checkbox"/>	
Sponsorship Fee (See enclosed sponsorship opportunities.)				
Total				

2 Exhibiting Locations in the U.S. (Indianapolis, IN & Laughlin, NV)
Purchase a booth at 1 location and add an additional venue 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 _____

3 or 4 Digit Security Code on back of Card _____

Credit Card Billing Address _____

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