



March 17 – 19, 2017

I-X Center

Cleveland, Ohio

FINAL V4: 10 5 2016

Vendor Package

Only 90 10' x 10' vendor spaces available along a CARPETED aisle!!!

IF A PISTON MAKES IT GO, IT'S IN "THIS" SHOW!!!!

The Summit Racing Equipment I-X Piston Powered Auto-Rama Presented by Rad Air Complete Car Care and Tire Centers is one of the largest indoor showcases of cars, bikes, trucks, and aircraft in the world boasting over **600 cars, 125 motorcycles, and aircraft** inside the I-X Center. No piston is left behind as the show also includes military vehicles, boats, construction and agricultural equipment, and much more.

With over **one million square feet** of space, the I-X Center is one of the largest convention and exhibition centers in the country. Its diverse event schedule includes some of the biggest consumer shows as well as many trade shows that attract over 1.5 million visitors each year. The I-X Piston Powered Auto-Rama will draw tens of thousands of people from Northern Ohio and beyond.



ABOUT THE SHOW

- Attendance:
 - 2016: 44,760 (March 18 - 20, 2016): I-X Piston Powered Auto-Rama: 8% Increase
 - 2015: 41,445 (March 20 -22, 2015): I-X Piston Powered Auto-Rama: 12% Increase
 - 2014: 37,000 (March 14 – 16, 2014): I-X Piston Powered Auto-Rama
 - 2013: 35,000 (March 15 – 17, 2013): I-X Piston Powered Auto-Rama
- Owned, produced and marketed by the I-X Center
- The return of the Model Car Contest. Trophies will be given for 1st, 2nd and 3rd place in each of the 10 classes of competition. Every entrant will receive an entrant's ribbon.
- Theme: If a piston makes it go, it's in THIS show! Includes various types of cars, trucks, motorcycles, aircraft, boats, military vehicles, construction and agricultural equipment, and more.
- Theme: Forged in Cleveland, Made in the USA
- Theme: It's Forward to the Past: celebrating the next 50 years: 2017 - 2066
- Judged competition with awards ceremony on Saturday and Sunday via the ISCA, IMBBA and Hot Rod Asylum
- Size matters: Spans the entire I-X Center show floors including the main floor, South Hall and the Concourse and also is the **largest indoor showcase of piston-powered vehicles in the world.**
- The show features Ohio Bike Week, Cruisin' Times Magazine, the North Coast Ohio Chapter Of The Antique And Classic Boat Society & Antique Outboard Motor Club, the NEO Chapter Of The American Historical Truck Society, Historical Construction Equipment Association, Thompson Drag Raceway, Lorain County Speedway, the All American Soap Box Derby and many more
- Multiple feature "Pits" on the perimeter of the show each with their own theme such as military, Im- Pound lot, simulators, etc.
- The motorcycle pavilion is dedicated entirely to motorcycles with national and local Bike Builders, displays, merchandise and is sanctioned by the IMBBA
- Vendor Alley with multiple and diverse vendors ranging from 10' x 10' booths to semi-truck displays
- Car Club Display Competition pitting all of the car clubs participating in the show against each other for Cash prizes
- Multiple bars and restaurants included on the show floor
- Family-friendly pricing with Children 12 and under FREE admission and featured vehicles and area including the FirstEnergy All American Soap Box Derby Indoor Rally Track, a gravel pit and more



BACK OF HOUSE

899	796
898	795
896	793
895	792
893	790
891	788

893	892
891	890

893	792
891	790

793	892
791	890

685	784
683	782
681	780
679	778
677	776

675	774
673	772
671	770
669	768
667	766

ALL 90 VENDOR
AREAS = 10' x 10'

661

THUNDER ROW

655

649	748
647	746
645	744
643	742
641	740

637	736
635	734
633	732
631	730
629	728

625	724
623	722
621	720
619	718
617	716

615	714
613	712
611	710
609	708
607	706

603	702
601	700

FRONT OF HOUSE

THE FOLLOWING TURN-KEY PACKAGE WILL BE PROVIDED FOR THE 2017 I-X PISTON POWERED AUTO-RAMA FOR VENDORS

- **Exhibit Space:** Vendor will receive exhibit space on the Main Floor along a carpeted aisle. This area can be used to display and/or Interact with attendees, showcase sponsored assets, and much, much more. Services and provisions included in exhibit space:
 - Pipe and Draped exhibit area
 - Four (4) exhibitor badges with three-day show access
 - Two (2) of all-event parking permits with three-day parking
 - Drive-In Loading / Unloading fees
 - Opportunity to order any additional services not included in this package at a 20% discount off advanced rates through I-X Customer Service Center

- **Burger Bash Tickets:** On Thursday, March 16, 2017, the Burger Bash is a private event for participants, vendors, and sponsors to kick off the show in the Fill'r Up Station.
 - Vendors will receive 4 passes (per 10' x 10' area) to Burger Bash that include entry, a burger, and two drinks

- **Registration Bag Inclusion:** Vendor will have the right to include promotional items, marketing materials, or other collateral for all show participants, both car and motorcycle, in registration bags.

- **Terms and Conditions:** The term of this Vendor Package will be from signing of an agreement until March 31, 2017. The investment in this turnkey package is \$500. Bulk rates are available. Payment terms are 50% upon signing and 50% due on or before February 17, 2017. 100% deposit due with agreement after February 17, 2017.

Thank you for the consideration and we look forward to this Vendor Package. To reserve your space contact:

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