

2024 VENDOR OPPORTUNITIES



Road America events are an excellent way to showcase your products and services. High traffic locations are available for vendor and display areas at the rates listed below.

EVENT(S)	Size	DATES	MIDWAY FEE	ADDITIONAL	4-MILE VENDOR PAD
			10' frontage*	5' frontage*	16' x 20'
SVRA Vintage Festival Weekend		MAY 17-19	\$125	\$60	\$1100
Vintage MotoFest		MAY 31-JUNE 2	20x20 vendor space - \$125		
NTT INDYCAR SERIES		JUNE 6-9	\$500	\$250	\$2250
June Sprints		JUNE 21-23	\$150	\$75	\$1100
Trans Am Speed Tour		JUNE 28-30	\$125	\$60	\$1100
WeatherTech International Challenge		JULY 11-14	\$400	\$200	\$600
GRIDLIFE Music & Motorsports		JULY 26-28	\$125	\$60	\$1100
IMSA SportsCar Weekend		AUGUST 1-4	\$500	\$225	\$2000
Fanatec GT World Challenge		AUGUST 16-18	\$125	\$60	\$1000
VSCDA Weekend		SEPTEMBER 13-15	\$125	\$60	\$1000
SCCA National Championship Runoffs		OCTOBER 4-6	\$125	\$60	\$1000
Private Event (<i>Advance Flat Fee</i>)			\$500		

*Frontage locations are allowed up to 20' in depth including trailers & personal vehicles. Larger activations will be charged by the square foot.

- 20% discount for booking multiple events (discount given on same or lower cost events in same calendar year)
- Pricing includes a maximum of two (2) wristbands and one (1) vehicle pass per event. Additional wristbands and parking passes available at additional charge.
- Corporate discounts apply for additional passes
- Lessor follows all protocols and guidelines from visiting sanctioning bodies and/or partners while offering the option to develop plans specific to their individual events.
- **Orders must be placed and paid for at least 2 weeks in advance or a 20% late charge will be added**
- NO SPACE SHARING ALLOWED
- **Certificate of Insurance Required**
- Tents, tables, linen, chairs, fencing, generators, weights and catering available at an additional charge.
- Golf cart rental www.roadamerica.com/competitor-page
- Camping reservation www.roadamerica.com/lodging-site/ your tent or camper must fit in your vendor space or an additional space must be reserved

hospitality@roadamerica.com | 800-365-7223 | RoadAmerica.com/hospitality

All hospitality subject to 5.5% Sales Tax and Service Charge. All catering subject to Gratuity Charge.