



# 2026

## VENDOR PRICING

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)	DATES	MIDWAY FEE	ADDITIONAL	4-MILE VENDOR PAD
Size		10' frontage*	5' frontage*	16' x 20'
Spring Vintage Weekend with SVRA	MAY 15-17	\$225	\$110	\$1100
MotoAmerica Superbikes & Vintage MotoFest	MAY 29-31	\$225	\$110	\$1100
WeatherTech Chicago Region SCCA June Sprints	JUNE 5-7	\$225	\$110	\$1100
XPEL INDYCAR Grand Prix Presented by AMR	JUNE 18-21	\$600	\$300	\$2250
Cheese Capital Cup featuring Trans Am SpeedTour	JUNE 26-28	\$225	\$110	\$1100
WeatherTech Vintage Weekend with Brian Redman	JULY 16-19	\$500	\$250	\$1100
Motul SportsCar Endurance Grand Prix featuring IMSA	JUL 30-AUG 2	\$600	\$300	\$2000
GT World Challenge America	AUGUST 28-30	\$225	\$110	\$1100
Art on Wheels Vintage Weekend with VSCDA	SEPTEMBER 18-20	\$225	\$110	\$1100
SCCA National Championship Runoffs	OCTOBER 2-4	\$225	\$110	\$1100
Private Event (Advance Flat Fee)		\$500	\$110	

\*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.
- **Rental orders must be placed 3 weeks in advance or a late charge will be added**
- No space sharing or subletting of space allowed
- **Certificate of Insurance Required**
- Tents, tables, linen, chairs, fencing, generators, weights and catering available at an additional charge.
- Camping reservation [www.roadamerica.com/lodging-site](http://www.roadamerica.com/lodging-site). No camping will be allowed in Vendor Area.
- No food or beverage of any type may be sold, donated, or given free with purchase without prior approval from Road America. A catering buyout fee may apply.
- Load in times must be pre-arranged with the track and completed prior to the gates opening to the public. Hours of operation should match that of the race schedule.
- Late fees begin 30 days out from the event

[hospitality@roadamerica.com](mailto:hospitality@roadamerica.com) | 800-365-7223 | [RoadAmerica.com/hospitality](http://RoadAmerica.com/hospitality)

All orders are subject to Sales Tax and Service Charge. All catering orders are subject to a Grauity Charge.