

**43<sup>rd</sup> Annual**

**OFFICIAL  
EXHIBIT  
INFORMATION**



**AUTO PARTS**



**APRIL 21 - 23rd, 2017**

**Coliseum Complex  
Moncton, New Brunswick**



# THE HOTTEST SHOW IN THE NATION



## MONCTON'S PREMIER AUTOMOTIVE EVENT

Radical Speed Sport is Moncton's premier custom car event. The stars of the show are the vehicles... customs... hot rods... imports... bikes... trucks. Hundreds of North America's finest show vehicles will be competing. The show is promoted extensively through social media, radio, television, newspaper advertising and publicity. This combination creates a festive atmosphere and draws a significant captive audience over the three-day period.

## YOUR PARTICIPATION

- What you can do...
- Sell Products
  - Build Estimates
  - Demonstrate Products
  - Distribute Sales Material
  - Conduct Market Research
  - Build Brand Recognition
  - Introduce New Products

**Radical Speed-Sport offers the enthusiast a much needed "fix" of automotive excitement after the long winter months.**

## THE DRAW

By assembling some of the finest customized vehicles in North America, Radical Speed-Sport literally offers something for every enthusiast. There are over 300 classes of competition that include the complete automotive spectrum from Hot Rods to Imports, from Customs to Trucks, from Bracket Racers to Motorcross. Those who compete in the Radical Speed-Sport Custom Car and Hot Rod Show represent the best examples of automotive craftsmanship the sport has to offer.

## MARKET SENSE

While the traditional automotive after market season has become crowded with opportunities, Radical Speed-Sport stands out among potential marketing opportunities because of its timing and solid performance, year after year.

## ONE-ON-ONE

Participation in Radical Speed-Sport provides your company a One-On-One interactive opportunity to achieve the following marketing objectives...

- Increase brand awareness and loyalty
- Reinforce brand and image
- Demonstrate affinity with customers
- Drive retail floor traffic
- Stimulate product sales
- On-Site merchandising
- Reinforce brand / product positioning
- Showcase brand / product positioning

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**43rd ANNUAL  
NAPA AUTO PARTS RADICAL SPEED SPORT  
APRIL 21 – 23rd, 2017  
MONCTON COLISEUM COMPLEX**



**A MAGNETIC ATTRACTION**

By the time the 43rd Annual **NAPA AUTO PARTS RADICAL SPEED SPORT** opens its doors on April 21st, the area's hot rods and classics are ready for the competition. While the cars, trucks and bikes comfortably wait for warmer weather; their owners can't resist the draw of the **NAPA AUTO PARTS RADICAL SPEED SPORT**.

**OVER 18,000 VISITORS**

For 2017 the tradition continues as the **NAPA AUTO PARTS RADICAL SPEED SPORT** will host North America's best examples of automotive machinery – over 300 entries are expected. As in past years, attendance is anticipated to top 18,000 enthusiasts, many of who are shopping for parts, accessories or wearables to augment their hobby, interest or obsession.

**A FULL SPECTRUM OF DISPLAYS**

Alongside the owners of specialty and competition vehicles will be an ever-growing number of dealers and product displays. These displays attract show-goers who may be customizing or accessorizing their daily ride or people who just want a glimpse of the area's hottest metal. In short, the 43rd Annual **NAPA AUTO PARTS RADICAL SPEED SPORT** attracts prospects interested in a wide variety of products and services.

**PROFIT CENTRE**

A value-added benefit - sell at the show and turn your display into a profit centre. By reserving exhibit space, you'll have the chance to sell directly to a highly targeted audience ready to buy. In addition:

- Increase the awareness of your products and/or services
- Attract new customers
- Distribute sales literature and product information
- Re-direct prospects to your store-front location

**OUR AUDIENCE**

- 74% male
- 60% are age 18 – 49
- 64% purchase after market products
- 85% perform their own routine vehicle maintenance
- 72% prefer brand name products
- Loyal market
- Attendees represent a significant market for replacement parts and accessories

**BOOTH RENTAL**

Booth pricing is an economical \$450.00 + HST per 10' x 10' booth

10 x 20 .....	\$875.00 + HST
10 x 30 .....	\$1200.00 + HST
10 x 40 .....	\$1500.00 + HST
20 x 20 .....	\$1500.00 + HST

Bulk Rate 500 sq. ft. or more..... \$3.50/sq. ft.

**CONTACTS**

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# THE HOTTEST SHOW IN THE NATION

## Space Rental Cost

Booth space is sold in 10' x 10' units.

10 x 10.....	\$450.00
10 x 20.....	\$875.00
10 x 30.....	\$1,200.00
10 x 40.....	\$1,500.00
20 x 20.....	\$1,500.00
Bulk Rate 500 sq. ft. or more.....	\$3.50 / sq. ft.

Every possible effort will be made to accommodate booth location selection. However, booth space is contracted on a first come basis. Your early reservation is your best insurance for your prime selling space.

## Payment Terms

To reserve your space, a 50% deposit on the total amount of your booth rental must accompany your space reservation request. The balance of space rental is due no later than ten days prior to move-in, April 6, 2016. Payments will be accepted in money order, cashier's check, credit card or cash. Make cheques payable to Speed Sport Promotions Inc.

## Move-In / Move-Out

The Moncton Coliseum Complex will be available for commercial set-up from noon to 10 pm on Thursday, April 20, 2015. There will be absolutely no move-in allowed Friday, April 21, 2017. Move-out is immediately following the close of the show on Sunday, April 23, 2017. No extended move-out exceptions are allowed. Any additional labor required to unload, set-up or reload your display must be contracted and paid for by your company.

## Fire Regulations

Exhibitors must comply with general rules and regulations on the commercial space rental contract.

**SPECIAL NOTE:** All electrical hookups must include third ground wire.

**PLEASE REVIEW GENERAL RULES ON BACK OF COMMERCIAL CONTRACT, THEN COMPLETE THE CONTRACT AND RETURN WITH PAYMENT, TO GUARANTEE A HIGH-TRAFFIC LOCATION.**



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## Local Contact

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