

IME SOUTH

NASCAR HALL OF FAME

Welcome Reception

Present



Welcome Reception

IME South Welcome Reception

On Tuesday, June 14, 2022, Informa Market Engineering's newest show, IME South kicks off with a Welcome Reception like no other. Hundreds of attendees, exhibitors, colleagues and friends will meet face-to-face at NASCAR Hall of Fame. This night promises engaging activations, delicious local fare, specialty cocktails, music, racing and fun! Show your support for the industry and showcase your brand as a leader by sponsoring this unforgettable event.



START YOUR ENGINES DIGITAL WELCOME SIGNAGE

Click to add text
Click to add text

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- Image included across five digital screens at entrance to the Welcome Reception
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event

\$2500

Start Your Engines – Digital Welcome Signage



DIGITAL SIGNAGE SPECIFICATIONS



Main Lobby Five-Panel Screen (5) 50" LCD Screens

Add volume to your greetings. Welcome your guests immediately with eye-catching custom messaging. Deliver one large still message that spans all five screens or craft five individual messages. Multiple-screen capability allows room for sponsorship listings, partner nods, or static logos and images.

Static Logo: EPS preferred or high-res JPG or PNG image files. The NASCAR Hall of Fame can place logo on a welcome template slide.

Static Images: 1080x1920 resolution per screen or 5400x1920 for entire width. High-res JPG or PNG image files.



GLORY ROAD SPONSOR

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Sign at Ramp & Sponsor branding on Digital Screen Above
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event

\$4000



DIGITAL SIGNAGE

SPECIFICATIONS



Great Hall Fan Billboard

Video Board (24' W x 14' H) – 30' Above the Floor

Captivate your audience with powerful messaging in the Hall's primary gathering space. The Great Hall's sprawling video wall screen sits above the iconic Glory Road exhibit, which showcases storied vintage and modern cars driven by NASCAR's greatest, creating an unforgettable backdrop. The screen is ideal for illuminating static or rotating logos, a commercial on loop, a high-impact video, or a compelling PowerPoint presentation with timing or looping set in show. A full-range sound and stereo system adds incredible audio that will reach every ear. **Please note: the logo screens on either side of the billboard are permanent, backlit and cannot be changed.**

Static Logo: EPS preferred or high-res JPG or PNG image files.

Static Images: 1920x1080 resolution. High-res JPG or PNG image files.

PowerPoint File: 16:9 PowerPoint file with timing and looping set in show or a wireless clicker can be used to transition presentation.

Video Files: Blu-ray/DVD disc looped or cued for playback. MPEG-2/MPEG-4/MOV/WMV looped or cued for playback. 1920x1080 resolution for all video files.

About Glory Road

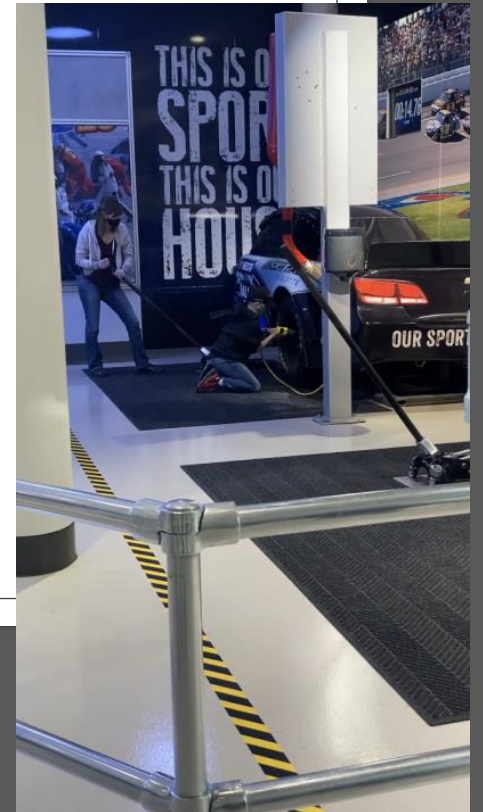
**SEE GLORY ROAD
LIKE NEVER BEFORE**

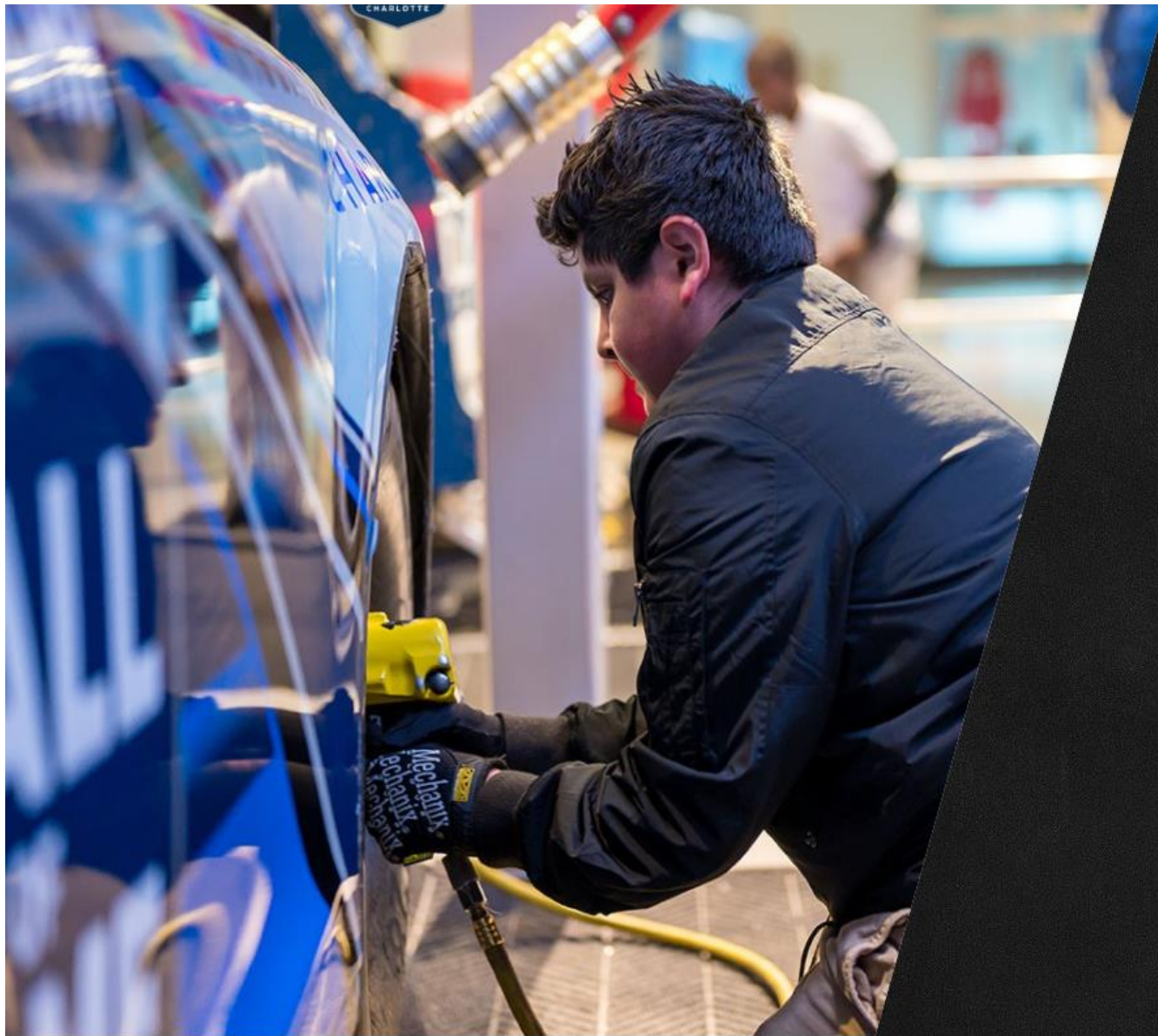
Witness the historical significance of each car, see 360-degree views from inside the cockpit and listen to audio from our special guest curator, Dale Earnhardt Jr.

\$3500

PIT CREW CHALLENGE SPONSOR

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Thank you Sponsor sign at Pit Crew Challenge
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event
- Trophy for Winner to give away at booth the following day





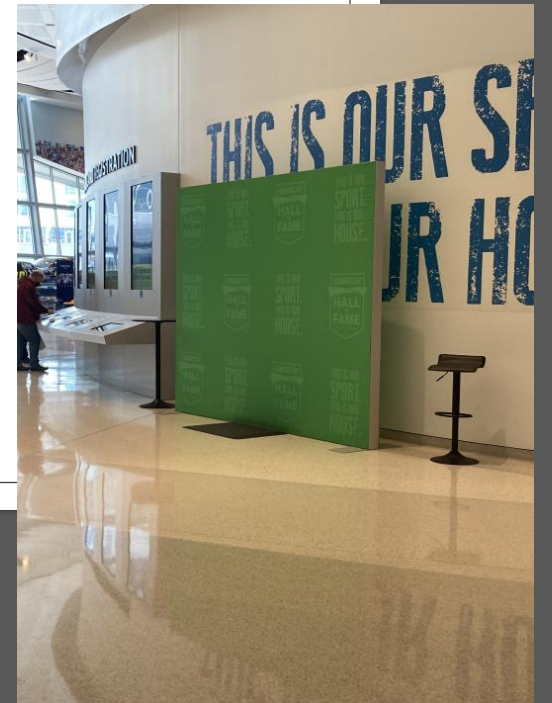
PIT CREW CHALLENGE

Jack up the car, change a tire with a real airgun and fill up the fuel tank. Challenge your friends to a head-to-head competition, compete in teams or complete an entire pit stop by yourself.

\$5000

PHOTO BOOTH SPONSOR

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Thank you Sponsor sign at Photo Booth Green Screen
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event
- Provide Image for Green Screen
- Logo or company name on Photos
- Table for giveaways and props



\$3500

Racing Simulator Sponsor

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Thank you Sponsor sign at Racing Simulator
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event
- Option to provide trophy to the winner at the end of the night



Racing Simulator Sponsor

RACING SIMULATORS

Get behind the wheel of one of eight NASCAR stock car replicas outfitted with iRacing technology. The tracks are laser scanned, millimeter-accurate replicas of the originals. Enjoy an updated spectator screen and a digital leaderboard showing the top times of the day.



\$5000

VIP Moonshine Tasting for 25 VICs

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- Moonshine samples for 25 guests
- **VIC Passes provided for 25 guests**
- Branding included in the Hall of Honor VIP rotunda.
- Branding at tasting station
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event



VIC Moonshine Tasting in the Hall of Honor



EXPLORE THE **HALL OF HONOR**

A sacred space where NASCAR legends are enshrined, celebrated and honored over the years.

The Hall of Honor is the heart and soul of the NASCAR Hall of Fame. Enshrinement in the Hall of Honor marks the pinnacle of a career. Walk through this hallowed Hall and stand in awe of the contributions these Legends have made to our beloved sport.



"Race Car" Fill a rocks glass with ice and add your gin, lemon juice and syrup. Give it a little stir then top up with the Spuma Polara. Garnish with an orange wedge and serve.

Specialty Cocktail Bar with 200 Drinks

Add your support and some Southern Flavor to the event by sponsoring a Specialty Cocktail. Bring the Charlotte vibe with a Bourbon spiked Sweet Tea or get into gear with an on-theme "Racecar."

\$5000

Specialty Cocktail Sponsor

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 200 Sponsor-branded eco-friendly commemorative cups
- 200 Specialty Cocktails
- Branding included at the bar
- Scanner to scan badges
- All Welcome Reception scans provided post-event



\$2500

A Sweet Finish – Dessert Sponsor

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- Branding including at dessert stations
- Branded eco-friendly spoons at dessert stations
- Dessert includes a southern delicacy – Fruit Cobbler and Ice Cream
- All Welcome Reception scans provided post-event



\$4000

Liquid Fuel Bar Sponsor

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- Sponsor branding at 4 – 6 bars
- Logo and booth number included on eco-friendly cocktail napkins
- All Welcome Reception scans provided post-event

