

HPX
HIGH PERFORMANCE EXPO

JUNE 3-5, 2025 | CHARLOTTE, NC

2025 SPONSORSHIP OPPORTUNITIES

HOST ASSOCIATION

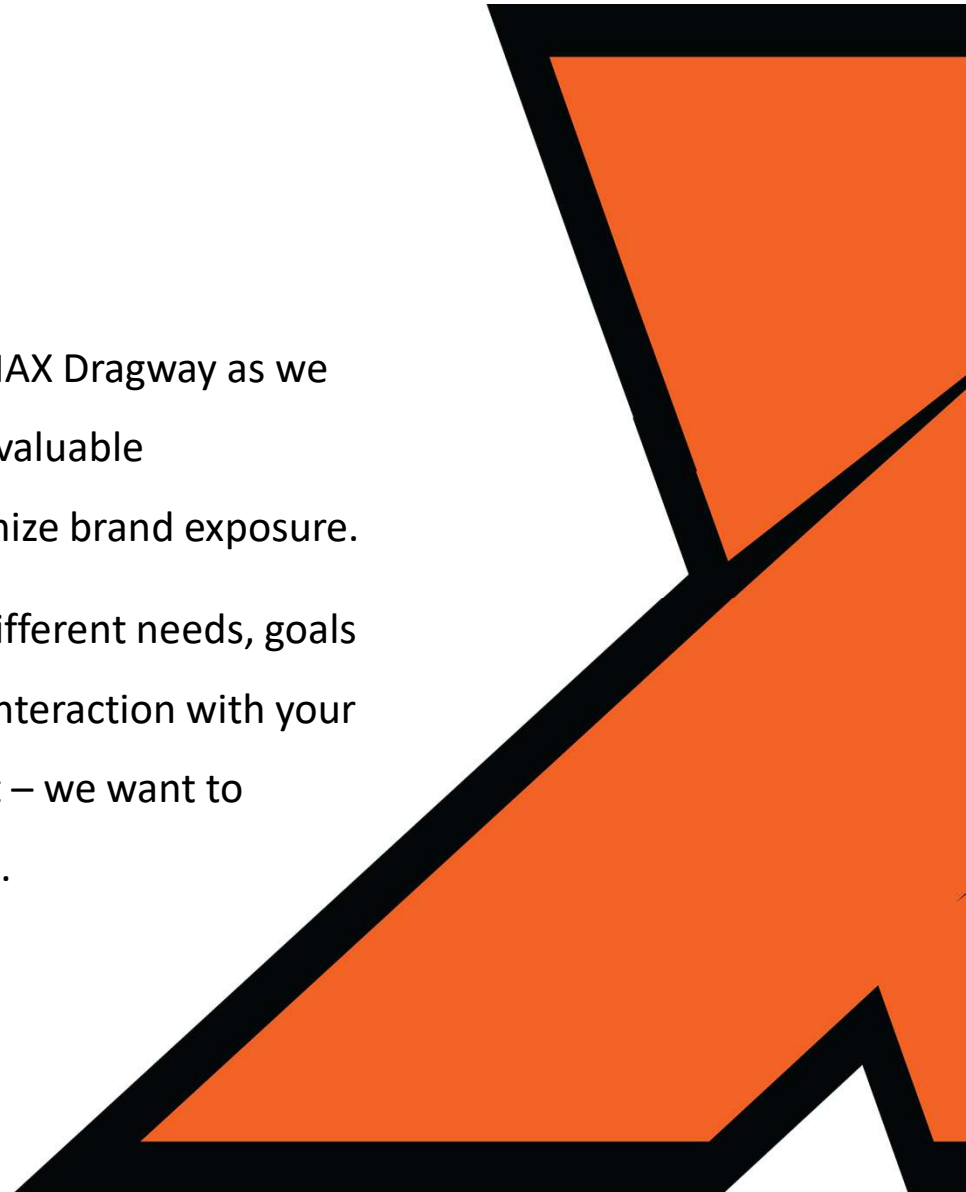




Sponsorship Opportunities 2025

Join us next June at the Charlotte Convention Center and zMAX Dragway as we celebrate HPX's inaugural event. We are giving our partners valuable opportunities to make real connections, have fun and maximize brand exposure.

We offer a wide variety of sponsorship opportunities to fit different needs, goals and budgets. From on-site activations with direct attendee interaction with your brand, to opportunities that live beyond the life of the event – we want to provide you with opportunities for visibility and connections.



HPX 2025 SPONSORSHIPS

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SPONSORSHIP NAME	PRICE	QUANTITY	PAGE #
Aisle Signs	\$1,500	14	5
Attendee Bag Distribution	\$7,500	1	6
Attendee Brochure Ad	\$1,000	6	7
Badge Ad	\$10,000	1	8
Booth Border	Depends on Size	Unlimited	9
Bridge Cling	\$30,000	1	10
Charging Lounge	\$22,000	1	11
Closing General Session	\$15,000	1	12
Concourse C Banner Clings	\$3,500	3	13
Digital Signage – Concourse C	\$5,000	6	14
Digital Signage – Food Court	\$5,000	6	15
Digital Signage – MLK Entrance	\$5,000	6	16
East MLK JR. Boulevard Escalators	\$5,000	1	17

SPONSORSHIP NAME	PRICE	QUANTITY	PAGE #
East MLK JR. Boulevard Stairs	\$15,000	1	18
Exhibit Hall C Escalator Clings	\$3,500	2	19
Floor Graphic Ad- Premier	1,650	2	20
Floor Graphics Ad	\$850	Unlimited	20
Floor Plan Callout	\$250	Unlimited	21
Floor Plan Title Sponsorship	\$7,500	1	22
Floor Plan Ad	\$750	12	22
Hall C Escalator Lobby Windows	\$20,000	1	23
HPX Networking Happy Hour Title	\$10,000	1	24
HPX Networking Happy Bar Sponsor	\$1,500	Limited	24
Lanyards	\$9,000	1	25
Meeting Room Rental	Call For Pricing	Limited	26
MLK Entrance Window Clings	\$20,000	1	27

HPX 2025 SPONSORSHIPS

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SPONSORSHIP NAME	PRICE	QUANTITY	PAGE #
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Mobile App Rotating Banner	\$1,000	3	29
Mobile App Sponsorship	\$10,000	1	30
NCMA Tribute in Motorsports Award Ceremony – Title Sponsorship	\$20,000	1	31
NCMA Tribute in Motorsports Award Ceremony – Premium Table	\$3,500	Limited	31
NCMA Tribute in Motorsports Award Ceremony – Gold Table	\$2,500	Limited	31
NCMA Tribute in Motorsports Award Ceremony – Video Sponsor	\$4,000	1	31
NCMA Tribute in Motorsports Award Ceremony – Cocktail Sponsor	\$5,000	1	31
NCMA Tribute in Motorsports Award Ceremony – Dessert Sponsor	\$5,000	1	31
NCMA Tribute in Motorsports Award Ceremony - Industry Award Sponsor	\$3,000	1	31
Opening General Session	\$25,000	1	32
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SPONSORSHIP NAME	PRICE	QUANTITY	PAGE #
Registration Title Sponsorship	\$20,000	1	35
Second Listing	\$250	Unlimited	36
Sports Bar	\$55,000	1	37
Starting Line Supporter	\$2,500	Unlimited	38
Track Preparation & Maintenance Seminar – Title Sponsor	\$7,500	1	39
Track Preparation & Maintenance Seminar – Lunch Sponsor	\$3,000	1	39
Track Preparation & Maintenance Seminar – Shuttle Sponsor	\$5,000	1	39
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Website Banner – Title Sponsor	\$7,500	1	41
Website Banner -- Rotating	\$5,000	3	41
Women’s Em[POWER]ment Summit – Title Sponsor	\$6,000	1	42
Women’s Em[POWER]ment Summit – Lunch Sponsor	\$3,500	1	42
Women’s Em[POWER]ment Summit – Cocktail Sponsor	\$3,500	1	42

Don't see what you're looking for? Let's collaborate and create a custom package – just for you!

AISLE SIGNS: \$1,500 each

[Limited – 19 Signs Available] - Purchase one, several or all!

Increase awareness of your company as a sponsor of an HPX Expo Hall double-sided aisle sign. Each aisle in the HPX Expo Hall is marked with a large, 4-color double-sided aisle sign. Attendees rely on these signs to navigate the hall, making the signs a great way to reach HPX visitors. Your company logo and booth number will be displayed at the bottom of your sponsored aisle sign.

Sponsor is provided:

- Aisle sign (sponsor provides logo | HPX produces and installs aisle signs - aisles will be assigned by Show Management, but specific aisles may be requested)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



ATTENDEE BAG DISTRIBUTION: \$7,500

[Exclusive – Only 1 Distribution Opportunity Available]

Put your branded bags in the hands of HPX attendees. Sponsor provides bags and may place one (1) promotional insert inside each bag (*must be pre-stuffed when bags arrive at event*).

Sponsor is provided:

- Distribution of bags from key locations within the Charlotte Convention Center
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report





ATTENDEE BROCHURE AD: \$1,000

Digital attendee brochure will be emailed starting in February – once registration opens. Be one of an exclusive collection of HPX companies advertising in our Attendee Brochure. One of the first HPX comprehensive promotions prospective attendees will receive! Brochure will include all HPX 2025 details including important links to take a deeper dive, book housing, get registered, see the exhibitors, etc.!

Sponsor will be provided:

- 8.5" x 11" ad featured in DIGITAL attendee brochure
 - Emails to 100K+ prospects
 - Nationwide and geo-targeted campaigns
- Onsite sponsor recognition as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



BADGE AD: \$10,000

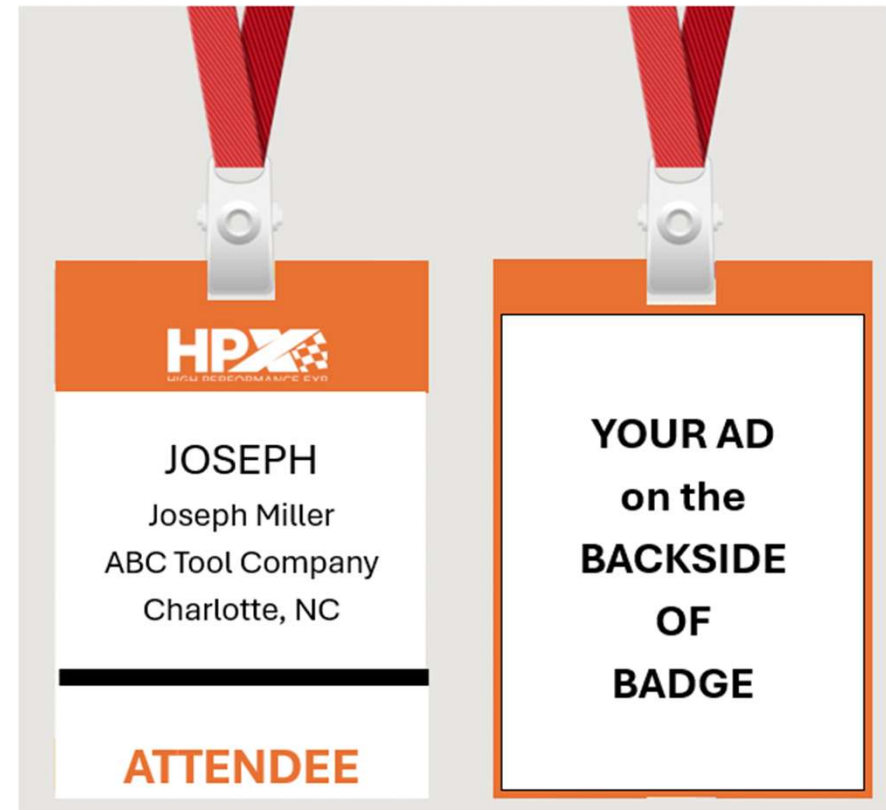
[Exclusive – Only 1 Badge Ad Available]

Print ads drive action! With 65% of readers taking some kind of action, what better way to drive them to your booth? What better placement for a print ad to capture their attention than directly on the badge of every HPX attendee?

With a clearly defined directive included in your print ad, you can increase booth visitors, promote a giveaway, drive app downloads – you name it! All HPX attendees must be badged.

Sponsor is provided:

- Full color ad on back of printed 4" x 5" badge (artwork provided by sponsor | produced and distributed by HPX)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



BOOTH BORDER: See Pricing Below

[Price Dependent On Size]

Capture your audience's attention as they walk the aisles! Add a 12" wide booth border along the edge of your booth to enhance your presence at the show.

ONE SIDE	
DIMENSIONS	COST
10 x 10	\$600
10 x 20	\$1,000
10 x 30	\$1,500
10 x 40	\$1,750
10 x 50	\$2,000

FOUR SIDES	
DIMENSIONS	COST
20 x 20	\$2,500
20 x 30	\$3,000
20 x 40	\$3,500
20 x 50	\$4,000
20 x 60	\$4,500



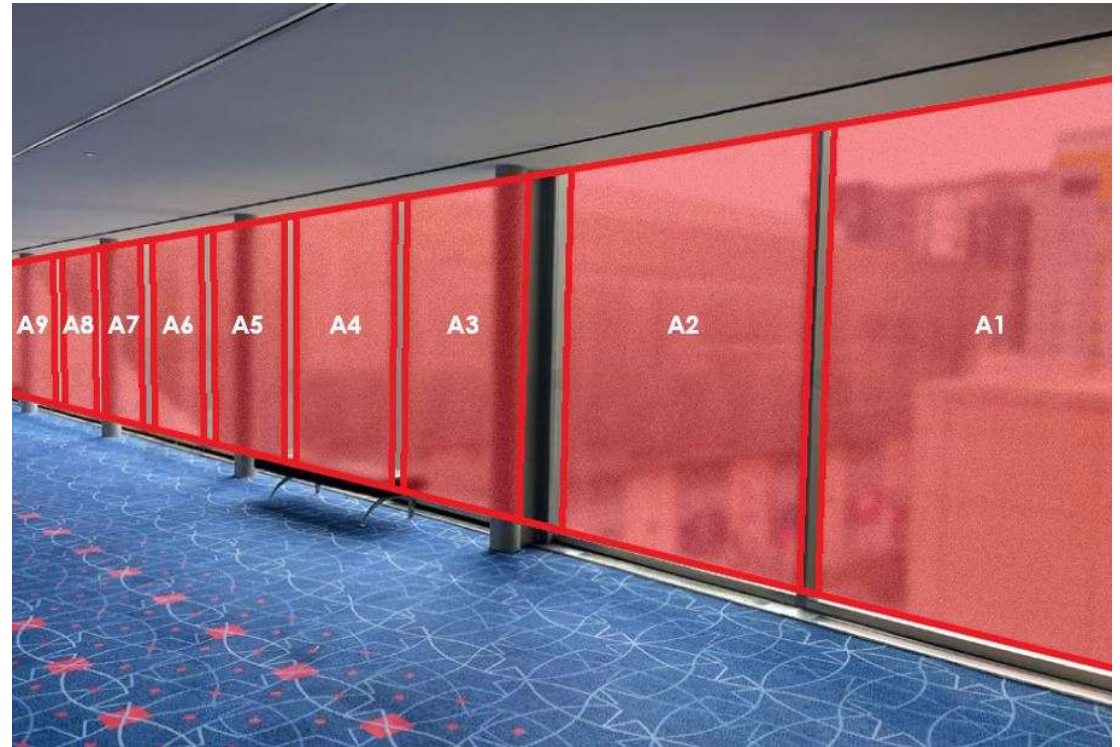
BRIDGE CLING: \$30,000

[Exclusive – Only 1 Available]

Tell the complete story of your brand along this massive wall of glass that spans across Brevard Street. ***Incredible exposure!***

Sponsor is provided:

- Window clings (13 – 81.5" x 114") (artwork provided by sponsor | produced and installed by HPX)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



CHARGING LOUNGE: \$22,000

[Exclusive – Only 1 Available]

Keep attendees charged while walking the aisles and enjoying HPX. This exclusive sponsorship opportunity provides attendees a place to sit, relax and recharge, thanks to you. Let them associate your brand with saving the last bit of juice on their device in the nick of time!

Sponsor is provided:

- Furnished charging lounge (artwork provided by sponsor | produced and installed by HPX)
- Charging lounge visitor leads
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



CLOSING GENERAL SESSION: \$15,000

[Exclusive – Only 1 Available]

Be the headline sponsor of the HPX Closing General Session, featuring a carefully curated speaker to deliver a relevant and timely message for all attendees.

Sponsor is provided:

- Pre-show, on-site, and post-show promotion
- Two-minute presentation
- Walk-in slide displayed on screens
- On-site signage as applicable
- Reserved seating for 15 guests
- Recognition on mobile app and website
- Customized sponsorship post-event report



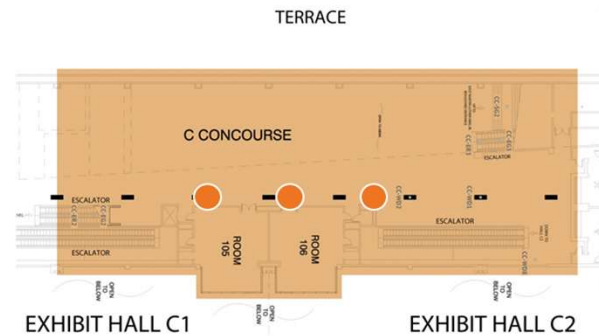
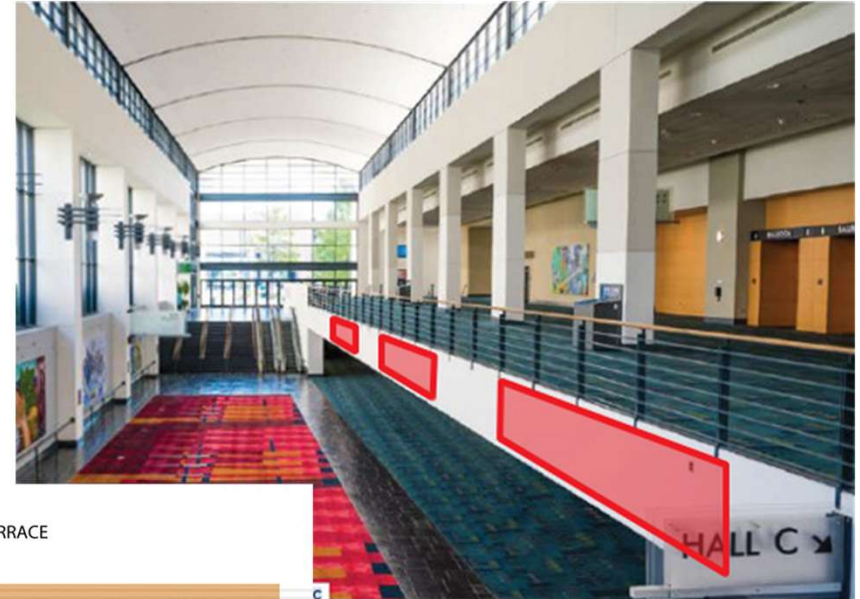
CONCOURSE C RAILING BANNERS: \$3,500 each

[Limited – Only Three [3] Locations Available]

Purchase up to three banners (20' long x 3' high each) that can be seen by attendees in the HPX main lobby – the central hub for all attendees picking up their badge and finding their way to the exhibit hall. These substantial, single-sided banners will hang prominently for all to see.

Sponsor is provided:

- Banner (20' x 3') (artwork provided by sponsor; produced and installed by HPX)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



DIGITAL SIGNAGE – CONCOURSE C

[\$5,000 per video – maximum of six (6) spots available in rotation]

Sponsor of digital activation provides video of their choice for playback from Monday, June 2 through Thursday, June 5 on the digital LED screen prominently located in Concourse C of the Charlotte Convention Center. Maximum length of ten (10) second video to be played on loop in rotation.

Sponsor is provided:

- Video playback without audio on LED activation
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



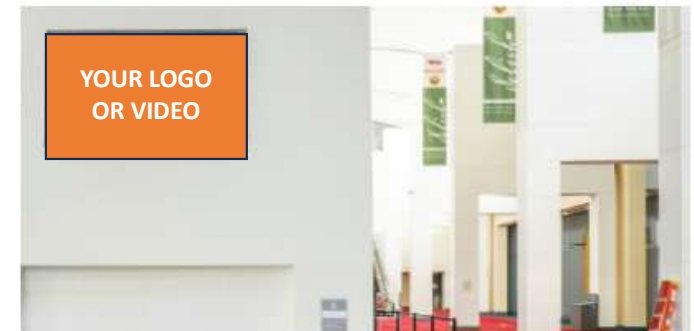
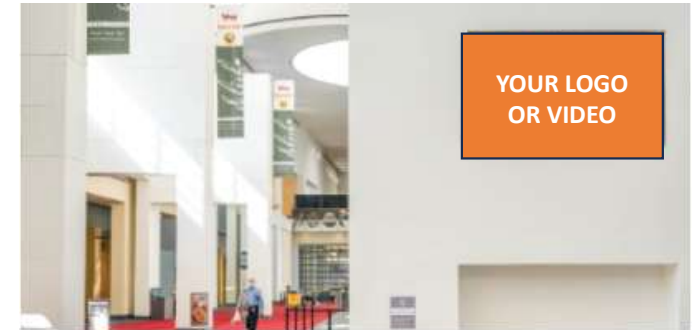
DIGITAL SIGNAGE – FOOD COURT

[\$5,000 per video – maximum of six (6) spots available in rotation]

Sponsor of digital activation provides video of their choice for playback from Monday, June 2 through Thursday, June 5 on the digital LED screen prominently located in the food court of the Charlotte Convention Center. Maximum length of ten (10) second video to be played on loop in rotation.

Sponsor is provided:

- Video playback without audio on LED activation
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



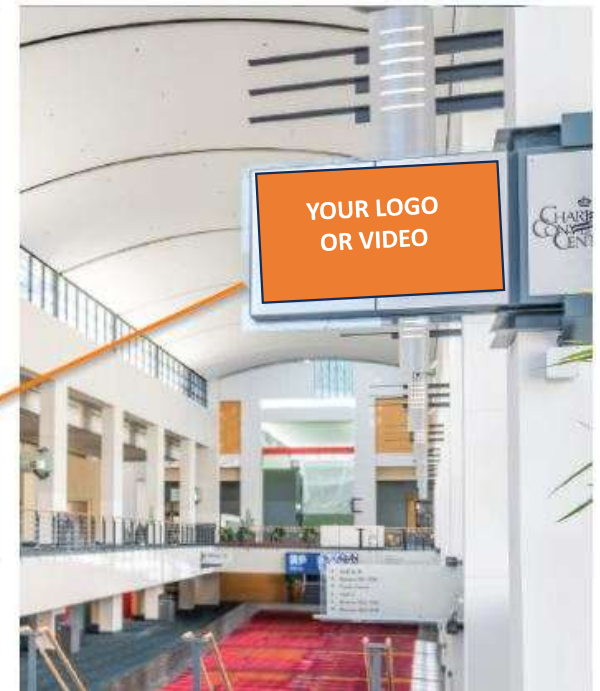
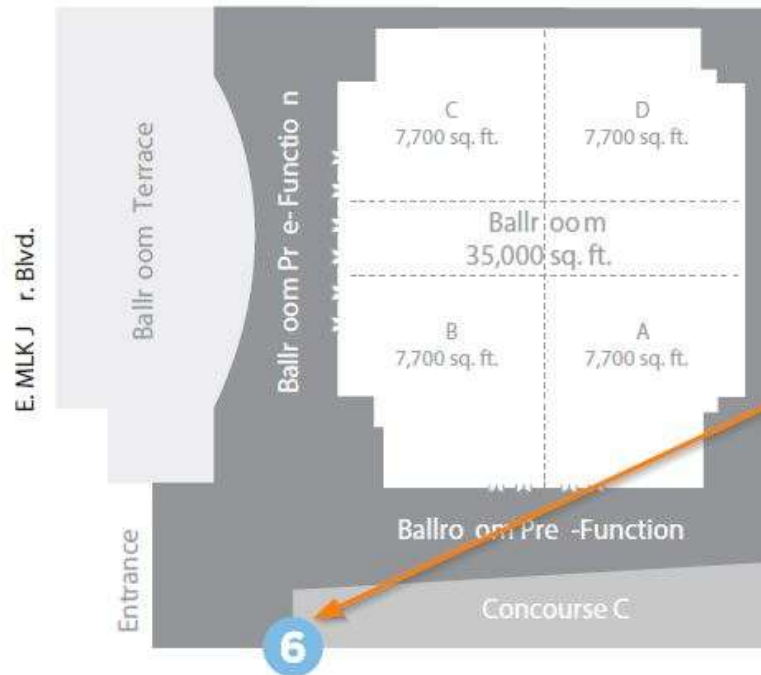
DIGITAL SIGNAGE – MLK ENTRANCE

[\$5,000 per video – maximum of six (6) spots available in rotation]

Sponsor of digital activation provides video of their choice for playback from Monday, June 2 through Thursday, June 5 on the digital LED screen prominently located in the MLK entrance of the Charlotte Convention Center. Maximum length of ten (10) second video to be played on loop in rotation.

Sponsor is provided:

- Video playback without audio on LED activation
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



EAST MLK JR. BOULEVARD ESCALATORS: \$5,000

[Exclusive – Only 1 Available]

Exclusive opportunity to have the escalators leading to the East Martin Luther King Jr. Boulevard entrance branded with your company's logo or message.

Sponsor is provided:

- Two [2] runners (14.75" x 25" each) (artwork provided by sponsor | produced and installed by HPX)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



EAST MLK JR. BOULEVARD STAIRS: \$15,000

[Exclusive – Only 1 Available]

Step up (literally) your game with this exclusive sponsorship. Your company's branding will be placed on the rises of the entire stairway (17 stairs).

Sponsor is provided:

- Stair clings (artwork provided by sponsor; produced and installed by HPX)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



EXHIBIT HALL C ESCALATOR CLINGS: \$3,500 each location

[Limited - Two [2] Locations Available]

Enjoy prominent branding on one or both of the escalators at the entrance to the HPX Exhibit Hall.

Sponsor is provided:

- Escalator cling (artwork provided by sponsor; produced and installed by HPX)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



FLOOR GRAPHIC ADS

Premier Floor Graphic Ad: \$1,650 [Limited to Two]

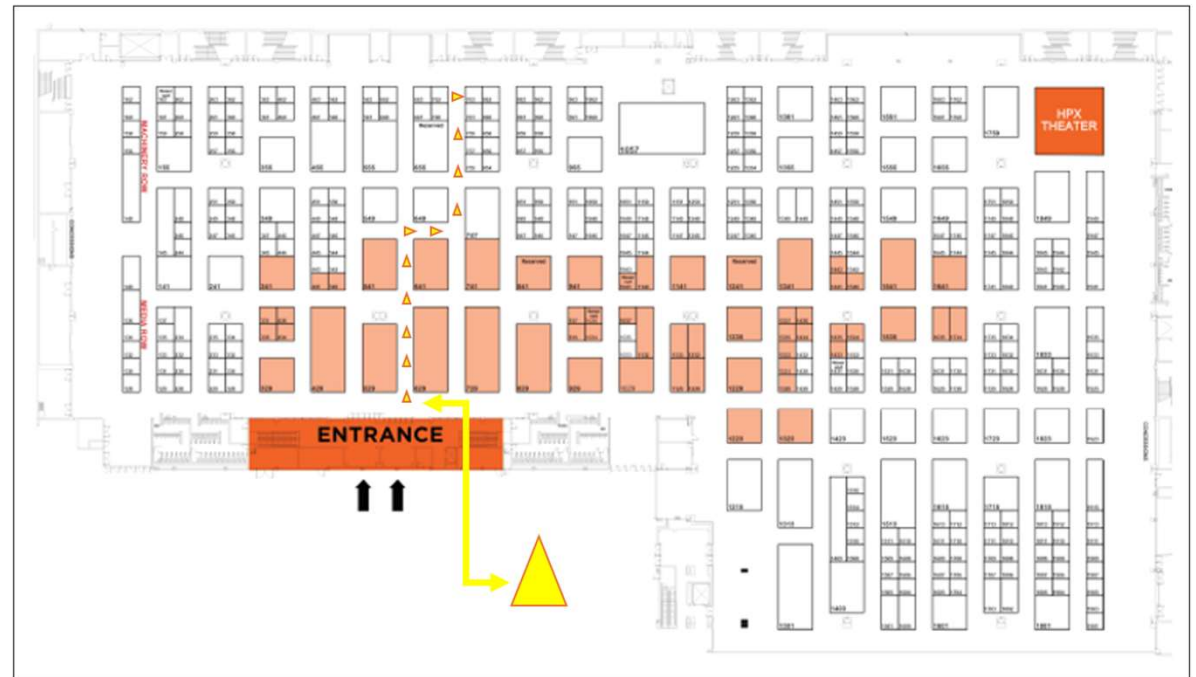
- Entrance location
- 5x5 floor graphic

Floor Graphic Ad: \$850

- 4x4 floor graphic

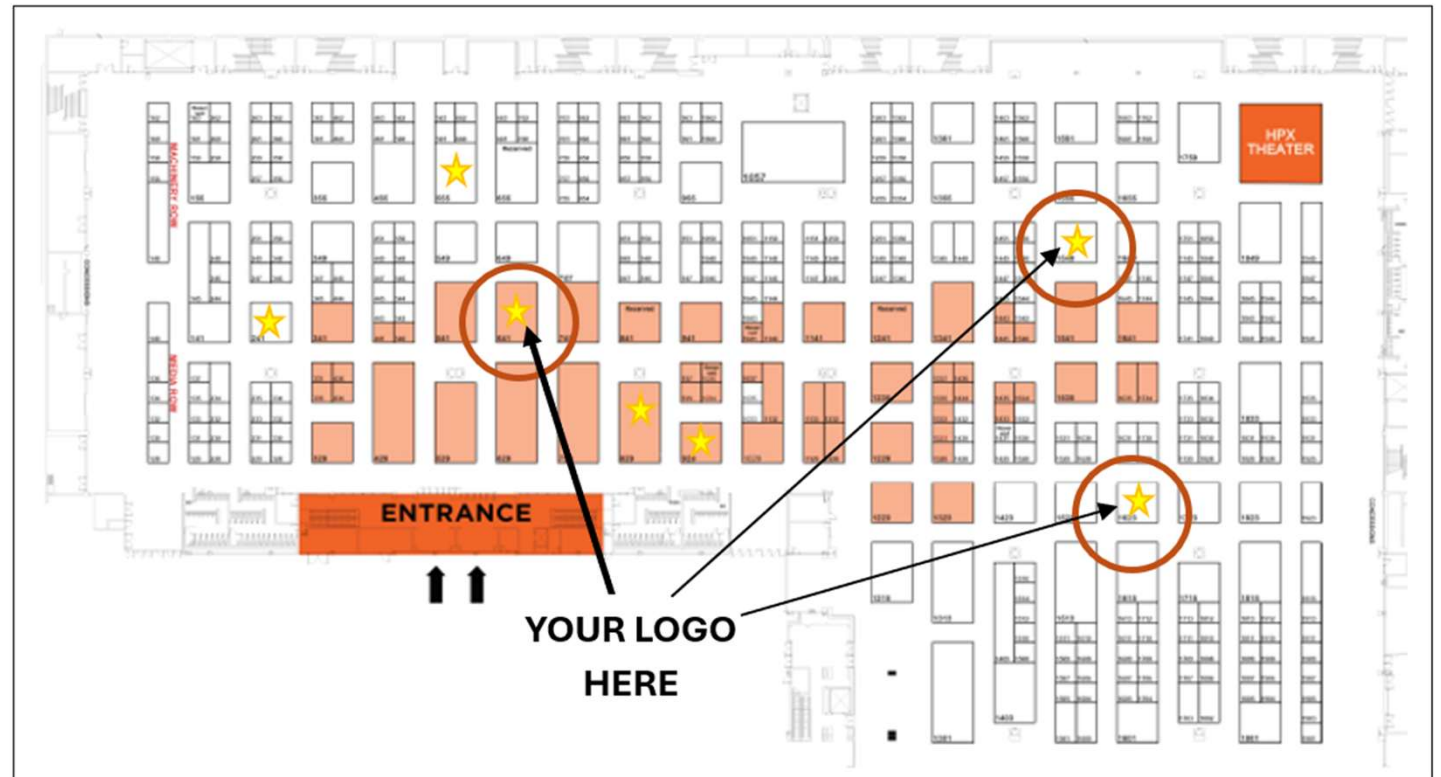
Attendees will follow your message straight to your booth when you lead them there with a custom floor graphic(s). Buy one; buy ten! Consider them your breadcrumbs.

Sponsor provides artwork and HPX will produce and install ad. Locations will be assigned by Show Management, but specific locations may be requested).



FLOOR PLAN CALLOUT: \$250 each

Display your company's logo on your booth on the printed HPX Floor Plan. This piece is one of the most in-demand marketing pieces at the event. Available to exhibitors with 20' x 20' or larger booth.



FLOOR PLAN BRANDING & ADVERTISING

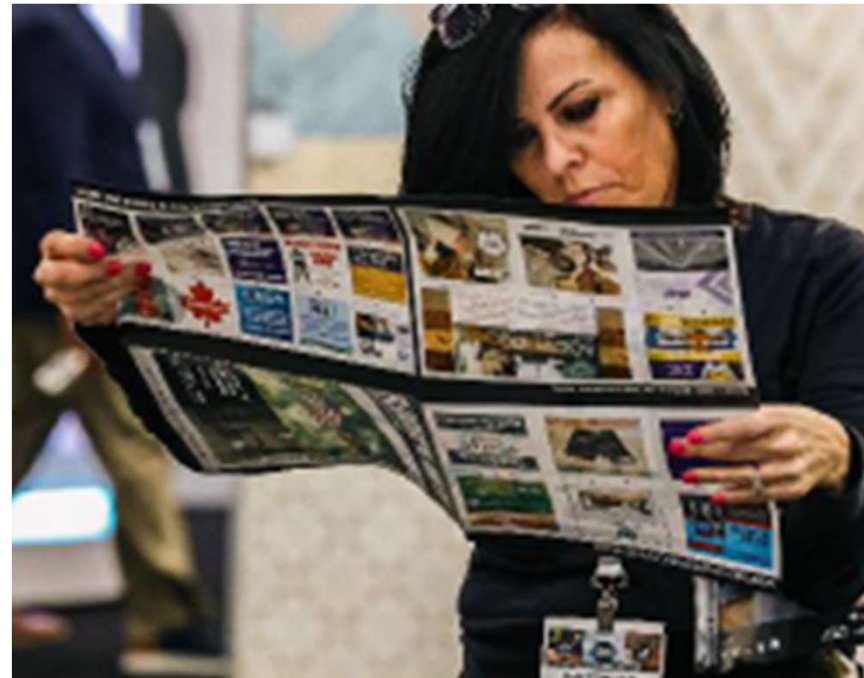
Place your advertising right into the hands of HPX attendees as they navigate the event. One of the most in-demand attendee informational pieces, this printed guide will feature highlights of the show, event schedule, exhibitor directory, and floor plan map to further assist attendees with navigating the show.

As **Title Sponsor**, your branding will be a call-out ad featured on the cover [8.5"W x 2"H] and a full-page [8.5"W x 11"H] on the back panel.

Twelve (12) Floor Plan ads (3.5"W x 2.5"H each) are available and will be featured on a panel within the guide.

TITLE SPONSOR: \$7,500 [Limited to One]

FLOOR PLAN AD: \$750 [Limited to 12 Sponsors]



HALL C ESCALATOR LOBBY WINDOWS: \$20,000

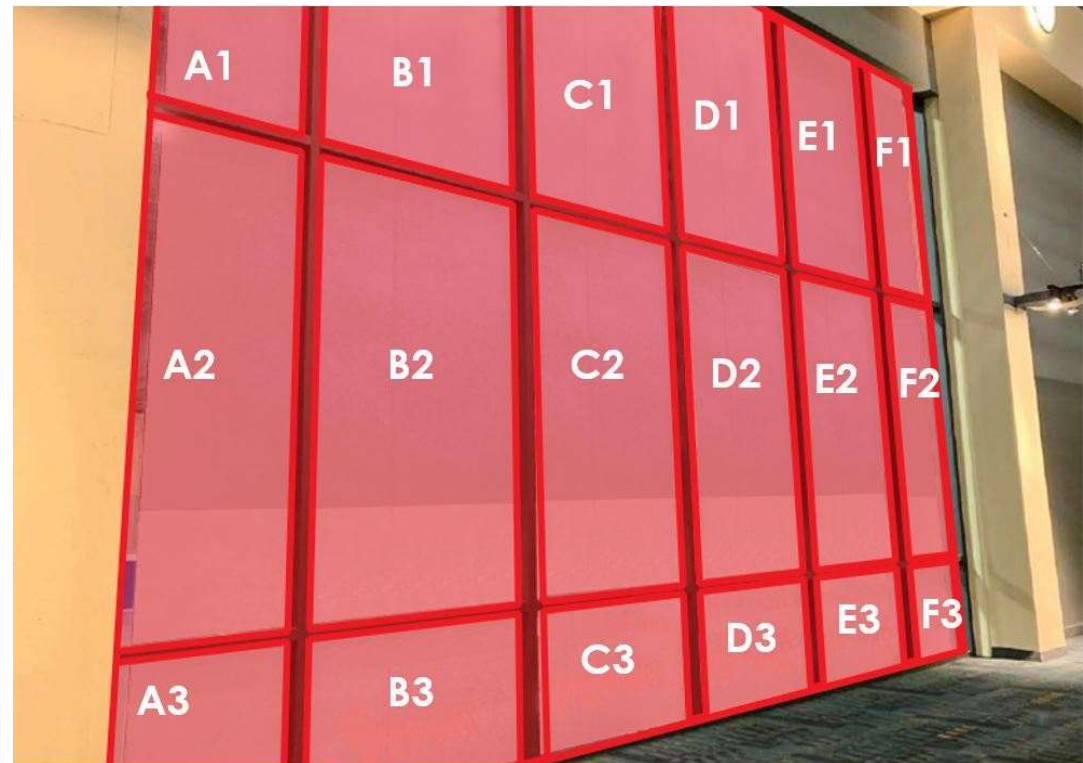
[Exclusive to One [1] Sponsor]

Display your company's messaging across the windows leading into the HPX Expo floor.

Attendees can't help but notice you!

Sponsor is provided:

- Window clings covering entire area (artwork provided by sponsor | produced and installed by HPX)
- On-site signage as applicable
- Sponsor recognized on mobile app and website
- Customized sponsorship post-event report





HPX NETWORKING HAPPY HOUR

Want dedicated time to network with and engage with attendees, industry peers and existing customers? Looking to visit with long-time friends and make new connections?

Participate as a host during our on-floor HPX Happy Hour!

3:00pm – 4:00pm | Tuesday, June 3 | Trade Show Floor

No need to leave your booth – they'll come to you! The HPX Happy Hour will take place right on the show floor. This is the place and time for that casual conversation that leads to valuable connections, networking and sales.

Happy Hour Title Sponsorship - \$10,000

Exclusive – only one available!

- Announcement at signing on all socials
- Sponsored bar near your booth
- Recognition on all bar signage
- Recognition on mobile app and website
- Recognition and call-out on printed floor plan (distributed on-site)
- 2.5" x 3.5" custom floor plan ad
- Recognition in digital attendee brochure (dependent upon signing date)
- Two (2) mobile app push notification reminders with sponsor message

Individual Bar Sponsorship- \$1,500/each

Act Quickly – limited number available!

- Sponsored bar near your booth
- Indicator on printed floor plan (distributed on-site)



NETWORKING



LANYARDS: \$9,000

[Exclusive – Only 1 Available]

One of the most visible sponsorships which provides thousands of walking billboards throughout HPX 2025!

Sponsor is provided:

- Distribution of sponsor's lanyards (sponsor produces/HPX distributes)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



MEETING ROOM RENTAL [off show floor]: Call for Pricing

Need space to host a meeting while on-site? HPX has meeting rooms available in the Charlotte Convention Center. Contact for rates and room options. All rooms come unfurnished, and all catering or other room sets are at the expense of the exhibitor. Room rentals are not to be used for product showrooms.

Guidelines:

- Space rental is per day
- Booked on first-come, first serve basis
- Rates are based on size/type of room/day
- Must be confirmed HPX exhibitor to be eligible for meeting room rental



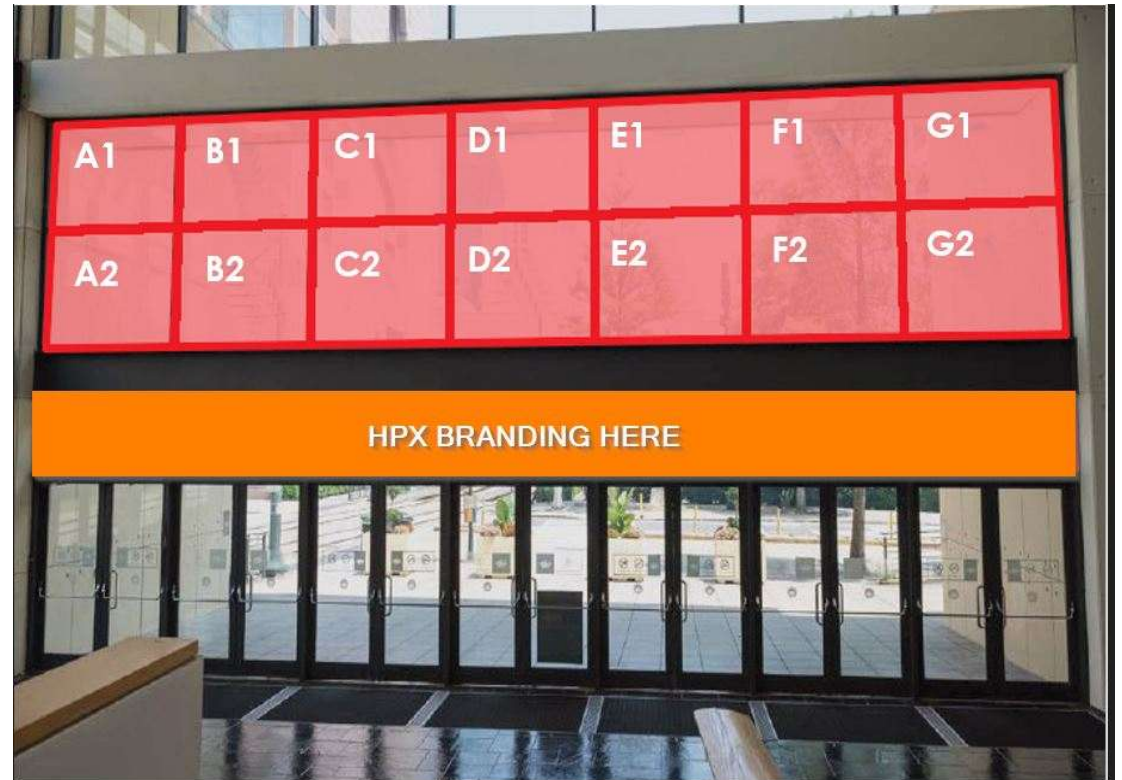
MLK ENTRANCE WINDOW CLINGS: \$20,000

[Exclusive to One [1] Company]

MLK Lobby is the main area for attendee movement in/out and registration area. This window cling opportunity puts you on their radar and can clearly be seen anywhere in the lobby as they make their way into the show.

Sponsor is provided:

- Window clings covering entire area (artwork provided by sponsor | produced and installed by HPX)
- On-site signage as applicable
- Recognition on mobile app and website
- Customized sponsorship post-event report



MOBILE APP PUSH NOTIFICATION: \$450 per notification

Have your special promotion or message "pop-up" in the hands of attendees as they navigate the show or source products during the event.

Sponsor is provided:

- One [1] push notification message to ALL mobile app users who allow notifications



MOBILE APP ROTATING BANNER: \$1,000

[Limited to Three [3] Sponsors]

Have your special promotion or message "pop-up" in the hands of attendees as they navigate the show or source products during the event.

Sponsor is provided:

- Clickable banner ads link directly to your URL of choice or your mobile app booth profile.

ROTATING BANNER



MOBILE APP SPONSORSHIP [Overall]: \$10,000

[Exclusive to One [1] Company]

Become the sole sponsor of the official HPX mobile app!

Sponsor will receive:

- Your logo on Intro Screen
- Rotating Banner Ad – clickable banner ad links directly to your mobile app booth profile.
- Your sponsor logo can link to your web page.
- One (1) Promotional Push Notification each day the expo is open.
- Top Masthead Ad – logo can be incorporated along with the show branding at the top of the navigation.
- Recognition on mobile app and website
- Customized sponsorship post-event report



NCMA Tribute in Motorsports Award Ceremony

Taking place on Wednesday evening, June 4th – the NCMA Tribute in Motorsports Award Ceremony – a much-anticipated annual event – moves to the Charlotte Convention Center to be part of the inaugural HPX event! Play a part in bringing together the industry through special speakers and honorees, promising an evening filled with trusted colleagues, new faces and endearing stories.

6:00pm – 9:00pm | Wednesday, June 4 | Crown Ballroom | Charlotte Convention Center



Banquet Title Sponsorship - \$20,000

Exclusive – only one available!

- Announcement Press Release distributed
- Premium table seating for sixteen (16)
- Top-billing of sponsor on Event Program, screen and signage
- Two minutes of stage time for company executive
- Recognition on mobile app and website
- Customized sponsorship post-event report

Premium Sponsor Table - \$3,500/each

Act Quickly – limited number available!

- Premium table seating for eight (8)
- Recognition on website, Event Program, screen and signage

Gold Sponsor Table - \$2,500/each

Act Quickly – limited number available!

- Preferred table seating for eight (8)
- Recognition in Event Program and table signage

Additional Opportunities...

\$4,000 Tribute Award Video Sponsorship

\$5,000 Cocktail Sponsorship

\$5,000 Dessert Sponsorship

\$3,000 Industry Award Sponsorship

More details upon request.



OPENING GENERAL SESSION: \$25,000

[Exclusive – Only 1 Available]

Be the headline sponsor of the HPX Opening General Session and set the tone for your brand recognition throughout the week. Featuring a carefully curated speaker to keynote and deliver a relevant and timely message for all attendees.

Sponsor is provided:

- Pre-show, on-site, and post-show promotion
- Two-minutes of stage time for company executive
- Walk-in slide displayed on screens
- On-site signage as applicable
- Reserved seating for 15 guests
- Recognition on mobile app and website
- Customized sponsorship post-event report



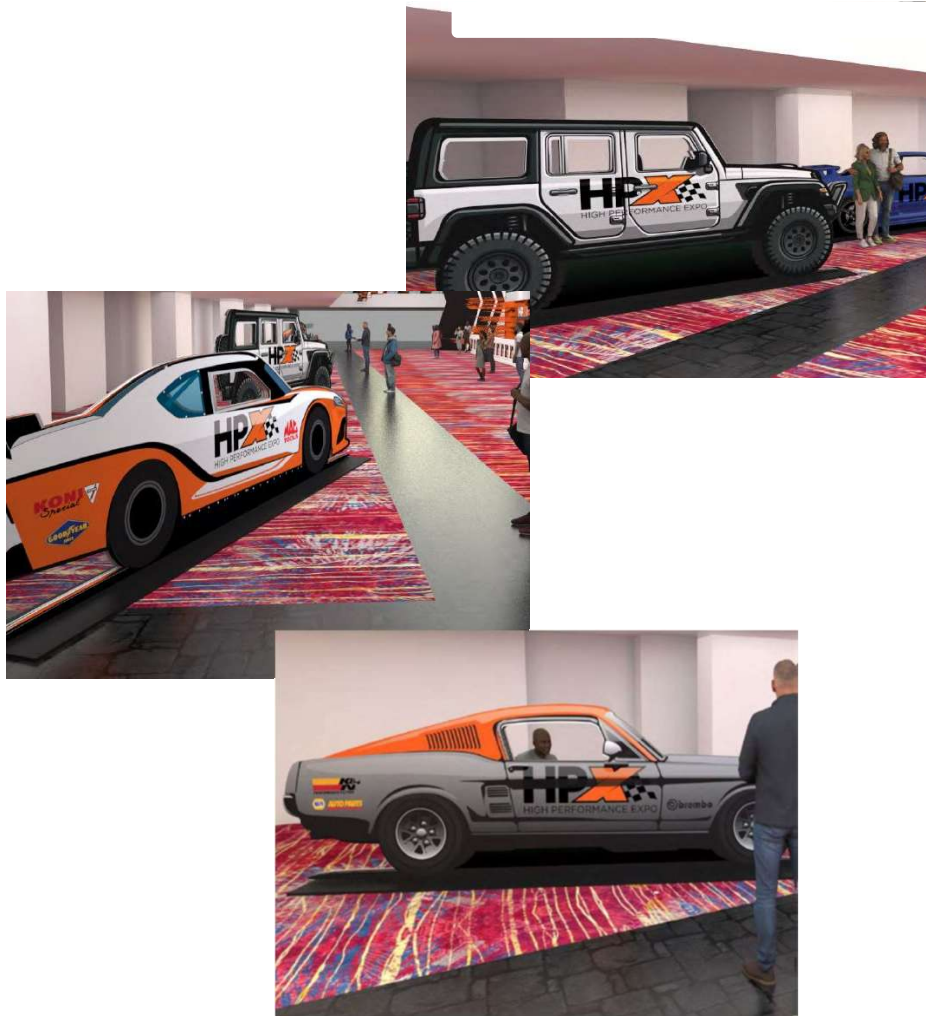


PHOTO OP: \$15,000

[Three (3) Available]

Get your brand into the attendee's hands on all images shared throughout HPX the photo op display in the lobby of the Charlotte Convention Center. Sponsor a display to be specially curated for social sharing and engagement.

Sponsor will be provided:

PRE-SHOW

- Social media mentions
- Promotion in attendee emails and on website

ON-SITE

- Sponsor branded photo station build-out (in prime location)
- Photography
- On-site signage as applicable
- Digital visibility on mobile app, website and social media

POST-SHOW

- Photo op visitor leads
- Customized sponsorship post-event metrics report
- Post-event sponsorship video

PRODUCT CATEGORY TITLE SPONSORS: \$250 per category

[One Sponsor Per Product Category]

Exclusive opportunity to own top visibility for your products with the Product Category Official Sponsorship. Own the title sponsorship for your product category year-round.

Categories include:

- Accessories, Apparel
- Associations
- Brakes | Brake Components
- Business Services | Supplies
- Chassis | Suspension
- Coolants
- Cooling | AC | Heating
- Drive Train
- Engines & Components
- Exhaust Systems
- Fitting & Hoses
- Fuel, Carb & Intakes
- Ignition | Electrical
- Media | Publications
- Oil
- Paint | Body | Exteriors
- Power Adder
- Rear End Components
- Safety | Seats
- Technical Schools | Education Institutions
- Technology
- Tools | Garage Gear & Supplies
- Transmission
- Truck Parts | Accessories
- Vehicle Manufacturers | OEMs
- Wheels | Tires



REGISTRATION TITLE SPONSOR: \$20,000

[Exclusive to One [1] Company]

Become the exclusive Official Registration Sponsor and own the branding and visibility throughout the entire HPX registration process. This high-profile opportunity puts you front-and-center during the online registration process, registration email communications, and on-site registration area.

Sponsor is provided:

- Logos on every other kick panel of attendee registration counters (artwork provided by sponsor | produced and installed by HPX)
- On-site signage as applicable
- Banner on registration website and email confirmation (banner can link back to sponsors' URL)
- Recognition on floor plan guide, website, social media, and mobile app
- Customized sponsorship post-event report



SECOND LISTING: \$250 each

Do you have additional brands under your company umbrella that will have products in your booth? Add additional brand exposure to your exhibit by adding additional listings.



SPORTS BAR: \$55,000

[Exclusive to One [1] Company]

Join us in what is sure to be a popular attraction on the trade show floor with unparalleled opportunities for networking. Located in a prime area on the show floor, attendees can use this area as a meeting place to do business as well as a pit stop for a beverage. This area contains a full-service cash bar serving soft drinks, beer and wine, with televisions streaming racing and sports coverage throughout the day.

Sponsor will be provided:

PRE-SHOW

- Social media mentions
- Promotion in attendee emails and on HPX website

ON-SITE

- Build-out of bar in prime location on the floor
- Opportunity to provide additional branded décor (cars, driving simulators, etc.)
- Sponsor branded napkins
- Reserved seating for 10 sponsor representatives at General Sessions
- On-site signage as applicable
- Digital visibility on mobile app and website
- Floor plan call-out with logo
- 100 drink tickets to be handed out to their customers

POST-SHOW

- Sports Bar visitor leads
- Customized sponsorship post-event metrics report
- Post-event sponsorship video



Fun Options:

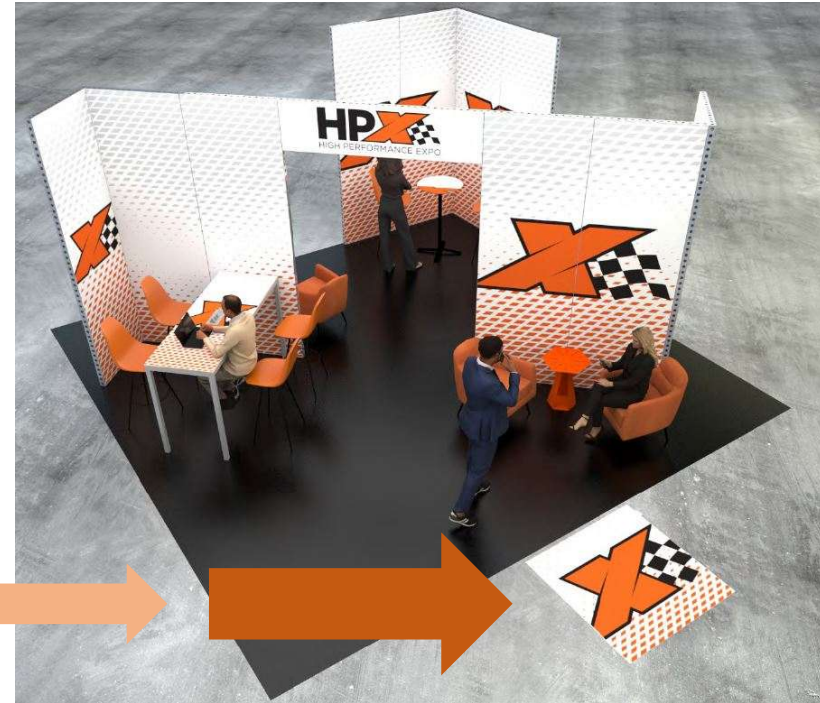
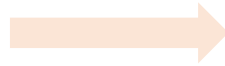
- Can work with sponsor to bring in special beverages
- Can add sponsor branded corn-hole or other activities
- If preferred, can make this a Beer Garden vs a Sports Bar

STARTING LINE SUPPORTER: \$2,500

This package gives you signage, graphics, and recognition to get you that extra notice at HPX.

Sponsor will be provided:

- On-site signage as applicable
- Listing as supporter on mobile app and website
- One (1) 4' x 4' floor graphic (sponsor provides artwork / HPX produces and installs)



Track Preparation & Maintenance Seminar (TPMS)

Powered by the trusted team at



Sponsor this seminar where participants gain practical experience (both classroom and hands-on at track) using Total Venue's complete equipment inventory – including every piece of equipment typically used at a racetrack, ensuring record-setting and consistent surfaces worldwide. This two-day seminar will cover the entire process, including stripping the track, repairing the surface, cleaning it, and rebuilding the surface. Additionally, discussions include traction compounds, mixtures, and best practices in relation to weather conditions – all in a real time race environment ... zMAX Dragway.

Title Sponsor: \$7,500

Lunch Sponsor: \$3,000

Shuttle Sponsor: \$5,000

Day One – Monday, June 2 | 10am-5pm

Equipment Familiarization
Personal Safety
Scraping

Day Two – Tuesday, June 3 | 10am-5pm

Surface Patching
Cleaning
Rubber Application
Event Surface Maintenance
Traction Compounds
Track Building & Surface Reclamation

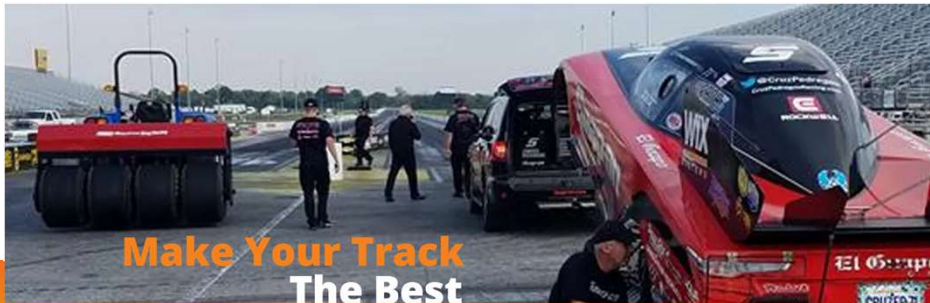
\$125/pp and includes TPMS classroom time at Charlotte Convention Center, hands-on practical lab at the track, boxed lunch, shuttle transport + an All-Access Pit Pass to HPX .

Sponsor(s) is provided:

- Pre-show, on-site, and post-show promotion
- On-site signage as applicable
- Recognition on mobile app and website

“For years, I have been requested to conduct an on-site seminar to share my expertise in preparing a championship-level racetrack. Now, HPX is giving us the chance to facilitate a hands-on drag racing track preparation event at one of the premier facilities in the country, zMAX Dragway in Concord.”

Kurt Johnson is the president and majority owner of Total Venue Concepts Based in Petersburg, Indiana. Created in 2015, Total Venue Concepts, or "TVC" for short, is a full-service racetrack project management solution. www.TotalVenueConcepts.com



VIP MEETING SUITE: \$40,000

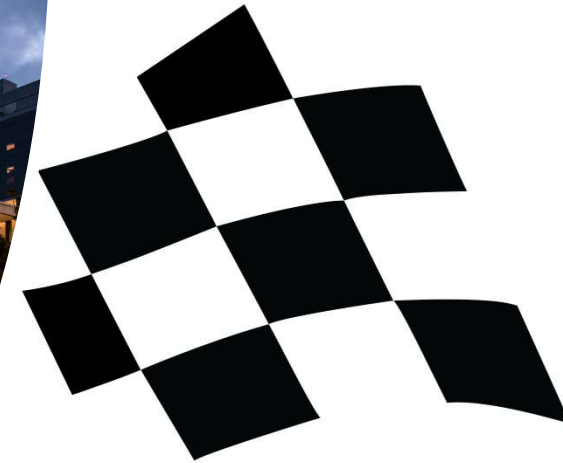
[Only Two (2) Suites Available]

Reserve one of two VIP meeting suites available to HPX at the Charlotte Convention Center. Located off Concourse C with windows that overlook the exhibit hall. This “by invitation only” space offers sponsor a “home” for private meetings, customer entertaining, or a staff workspace or lounge.

Each meeting suite is equipped with restroom, wet bar area, and permanent furnishings. Additional furnishings and catering can be arranged by sponsor.

Sponsor will be provided:

- 24-hour access of meeting suite beginning at 8:00am on Monday, June 2 until 5:00pm on Thursday, June 5



WEBSITE BANNER

[Limited to four (4) Sponsors]

The HPX website will become the industry's resource for all event information, scheduling, registration, exhibitor lists, etc.

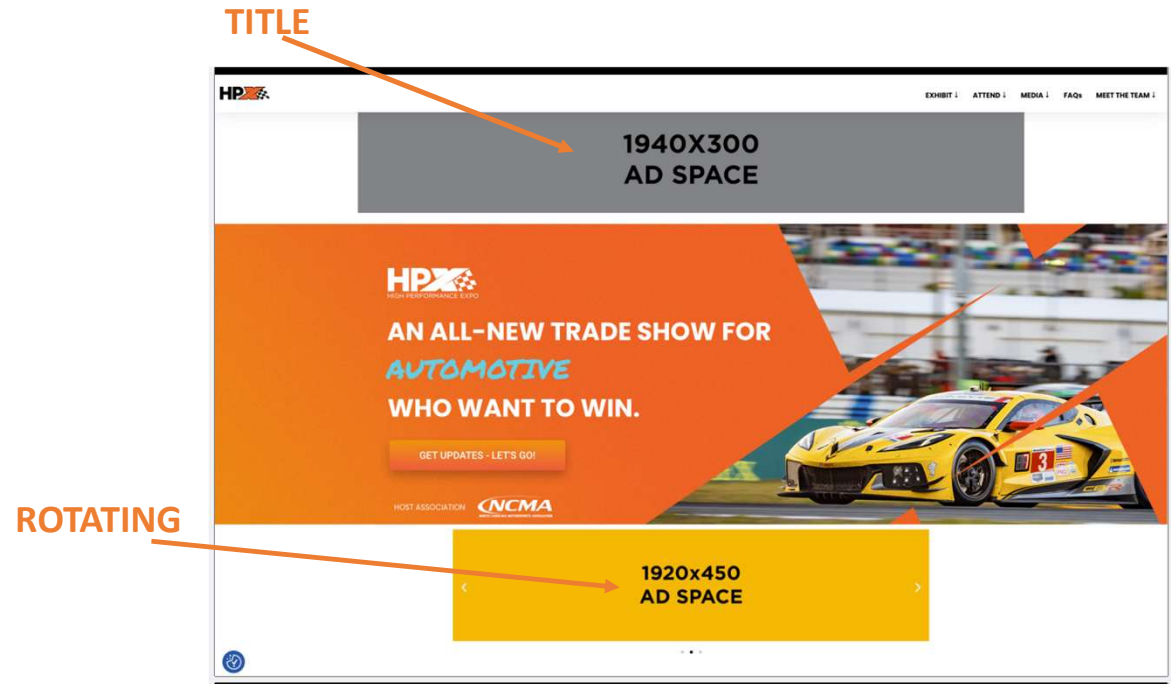
Be front and center as they navigate the site and share your company branding and messaging.

Sponsor will be provided:

- One [1] banner featured on HPX website
- Link to either your company URL or your online exhibitor listing – your choice

TITLE SPONSOR: \$7,500 [Limited to one (1) Sponsor]

ROTATING BANNER AD: \$5,000 [Limited to three (3) Sponsors]



Women's Em[POWER]ment Summit (WES)

Support the HPX Women's Em[POWER]ment Summit—a transformative leadership event uniting trailblazing women from the industry who are shattering barriers, confronting challenges, spearheading change, and shaping their desired careers. This high-impact half-day program offers unparalleled opportunities for networking, education, community building, and inspiration, aimed at revolutionizing the workplace experience and leaving participants with valuable takeaways.

Monday, June 2 | 11:00am-5:00pm

11am

Registration

11:30am

Empowerment Roundtables Lunch

1pm

Unapologetically Live the Life You Want ... and Deserve

2pm

Take Your Networking to the Next Level

2:30pm

Step into Your Power

3:30pm

Design the Life You Want in 2025

4:30pm

Networking Cocktails

\$175/pp

includes plated luncheon, thoughtful conversation, captivating programming, meaningful takeaways, cocktail hour, new friends and colleagues

“Having participated in several women’s workshops and conferences in the past, I seemed to find them valuable at the time – they just didn’t stick. HPX is building an all inclusive, thoughtful environment open to interactive engagement with takeaways that truly resonate. Our goal is to deliver an insightful program to be enjoyed on an annual basis.”



Dana Teague
HPX General Manager

Powered by

HPX
HIGH PERFORMANCE EXPO

Title Sponsor: \$6,000

Lunch Sponsor: \$3,500

Cocktail Sponsor: \$3,500

Sponsor is provided:

- Pre-show, on-site, and post-show promotion
- On-site signage as applicable
- Recognition on mobile app and website
- Luncheon Sponsor = Podium time
- Cocktail Sponsor = Napkins & Bar
- Two (2) complimentary registrations

empowered
WOMEN
EMPOWER
women

MEET THE **HPX** SALES TEAM

LET'S GO!

Contact anyone on the team for immediate assistance in determining availability and what's the best sponsorship for your company!

Don't delay – choose to SPONSOR today!



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