



2018

62nd ANNUAL

Portland Roadster Show

March 16-18 Portland Expo Center



The Tradition Continues



Sponsor & Media Guide 2018

Portland Roadster Show

The Tradition Continues!



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The Tradition Continues!

For 61 years, the Portland Roadster Show has presented the artistic efforts of skilled craftsmen, and the hobbyist alike. Displaying virtual "automotive art" crafted from the vision and passion of the automobile.

All of the outstanding cars, trucks, and motorcycles in our show, are painstakingly selected from hundreds of applications each year, to provide the best show possible.

Combined with displays from the finest builders and suppliers; along with vintage automobilia, model car expositions, and the creative efforts of our youth, in our "High School Challenge", the Portland Roadster Show continues to maintain its reputation as one of the biggest and best shows in the country.

We invite you to join "The Tradition!"



The Tradition Continues!

**Why "Your Company" needs to be a part of the
62nd Portland Roadster Show**

- *"A great show, we can't wait to come back" -Dave Kindig*
- *"The best show on the entire west coast, easily tops the Grand National and is one of the best in the country."*
- *-George Barris: one of the "Legends of Kustoms"*
- *Top Prize Money of \$10,000 to our Grand Sweepstakes Winner*
- *Average attendance exceeding 30,000*
- *Last years show featured 2 Detroit Autorama "Ridler" Winners and 4 "Great 8" Ridler cars.*
- *A wide variety of vendors, including the best custom car*
- *builders, fabricators, and suppliers in the Pacific NW.*
- *The opportunity to meet your customers face to face, and discuss your products or service*
- *Studies show that our attendees have higher than average disposable income.*
- *The talent, dedication, and expertise of the Multnomah Hot Rod Council, its member car clubs, and the Portland Roadster Show staff*
- *The charitable reputation of the MHRC ensures media coverage*
- *Because "**The Tradition Continues**". The show gets bigger, and better every year.*
- ***You can't afford not too!***



The Tradition Continues!

Feature News Stories

One of our primary sponsors is The Oregonian, who assists with both news stories related to the show and numerous print and electronic ads on their O-Live website.

Our 80 Page Souvenir Program

The biggest and best in the industry! Packed with show information, event and celebrity highlights. It has become a true collectible

Social Media

Our Facebook page has literally blown up the past two years. With daily updates, and contest opportunities, we start the buzz early!

Local "Buzz"

Printed posters can be found throughout the Portland metropolitan area from auto part stores, to coffee shops and bar & grills. Our dedicated volunteers and following, be sure the word gets out.

Television Coverage

Each year we receive "featured" coverage on both KGW with their "Out & About with Drew Carney segments and KPTV with "On the Go with Joe." Both shows dedicate 6-8 segments with tremendous exposure to our show and its sponsors.

Portland Roadster Show Website

Jam packed with information and exposure opportunities. Our site prior to the show averages 50,000+ Unique Visitors and 75,000+ Total Visits

Electronic Media

Each year we develop a coordinated media buy consisting of both TV and Radio advertising that spotlights the cars, our celebrities, and all of the activities that take place.



Portland Roadster Show

The Tradition Continues!



You make our show possible!



62nd Portland Roadster Show Sponsor Opportunities

We are inviting you to be a sponsor of our 62nd Portland Roadster Show, taking place in March of 2018. Once again, we will be featuring over 300 of the coolest Customs, Rods, Trucks, and Bikes from all over the USA and Canada. We are the largest indoor auto event held in the Northwest, and include over 100 vendors showing off the latest trends in automotive technology. We also have displays from local car clubs, the small scale auto exhibit and model car contest, and our popular High School Challenge. Our High School Challenge scholarship program winner is chosen from one of 20+ hottest high school vehicles in the show.

For the past 61 years, the Pacific Northwest has been a hot bed of classic car and hot rod enthusiasts, and automotive enthusiasts, builders, families, and friends have arrived from all over the USA and Canada to admire the beauty and style of the wide variety of vehicles on display at the Portland Roadster Show.

Our demographics show that over 50% of our guest are between the ages of 25-45, with 46% of them earning between \$50,000 to \$100,000 annually. Better than 70% state that they have been to our show before, and look forward to it annually.

All major sponsors will be included in over \$50,000 of marketing on TV and radio, and in print via newspapers, magazines, billboards, flyers, posters, event t-shirts, social media, and special announcements during the three days of the show.

You will also receive exceptional exposure through our Portland Roadster Show website and Facebook page, as well as our sought after 80 page Souvenir Program. Sponsorship will also provide show passes (dependent on commitment) that you can share with your employees or valued customers. Our sponsors are very important to the success of our event, and we will do everything we can to give you the most exposure possible both before and during our event.

Welcome to the Tradition that is the Portland Roadster Show!



62nd Portland Roadster Show Sponsor Opportunities

Title Sponsor \$20,000

- Your company name and logo featured as Title Sponsor on Portland Roadster Show posters and T-shirts.
- Your company logo featured in all newspaper, radio and TV ads.
- 3 nights lodging for 2
- Saturday evening
- 10 x 100 booth
- 20 passes to the show. Additional tickets available at a discount.
- Company name and logo posted on PRS website with link to your site
- Title Sponsor listing in Program
- Full page color ad on back cover or inside cover of show program
- Opportunity to hang 5 banners at the Show
- Title Sponsor recognition on sponsorship board at the show
- Distribution of approved promotional items (provided by sponsor) in participant goodie bags.

Sold!

Presenting Sponsor \$15,000 *One Left!*

- Your company logo will be featured as a sponsor on Portland Roadster Show posters and T-shirts.
- Your company logo featured in all newspaper, radio and TV ads.
- 10 x 50 booth (\$2250.00 value)
- 15 passes to the show. Additional tickets available at a discount.
- Full page color ad on inside cover of show program.
- Company name and logo posted on PRS website with link to your site
- Sponsor listing in Program.
- Opportunity to hang 4 banners at the Show.
- Company name posted as sponsor on the sponsorship board at the show.



62nd Portland Roadster Show Sponsor Opportunities

Contributing Sponsor \$10,000

- Your company logo featured as a sponsor on Portland Roadster Show posters and T-shirts
- Your company logo featured in all newspaper, radio and TV ads
- 10 x 40 booth (\$1800.00 value)
- 10 passes to the show. Additional tickets available at a discount.
- Full page color ad on inside cover (if available) of show program
- Company name posted on PRS website with link to your site
- Sponsor listing in show program
- Opportunity to hang 3 banners at the Show
- Company name posted as sponsor on the Sponsorship board at the show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bag

Participating Sponsor \$5,000

- Your Logo will be featured as a sponsor on Portland Roadster Show posters and T-shirts.
- Your company logo featured in all newspaper, radio and TV ads
- 10 x 30 booth (\$1350.00 value)
- 10 passes to the show. Additional tickets available at a discount.
- Full page color ad in show program
- Name posted on PRS website with link to your site
- Sponsor listing in show program
- Opportunity to hang 2 banners at the Show
- Company name posted as sponsor on the Sponsorship board at the show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bags

General Sponsor \$2,500

- 5 passes to the show
- Company logo and link to your website posted on PRS website
- Sponsor listing in Program
- Business card size ad in show program
- Name posted as sponsor on the Sponsorship board at the show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bags

Portland Roadster Show

61st Portland Roadster Show Sponsor Opportunities

General Sponsor \$1,000

- 5 passes to the show. Additional tickets available at a discount.
- Name posted on PRS website
- Listing in Program
- Name posted as sponsor on the Sponsorship board at the show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bags

High School Challenge Supporter \$100 & up

- 1 pass to the show for every \$100 donated to the High School Challenge Award Fund.
- Name posted as a supporter on a Sponsorship board at the show.
- Announcement of your or your company name during High School Challenge portion of the PRS Awards presentation.



CAROLINA
AUTOMOTIVE
PORTLAND, OR

VANCOUVER BOLT
AND SUPPLY INC.
TOOLS AND HARDWARE

WESTON
BUICK KIA GMC





2018 Portland Roadster Show Sponsorship Agreement

The Multnomah Hot Rod Council Inc. (MHRC) a 501c3 non-profit and producer of the 62nd Annual Portland Roadster Show (PRS), extends an official sponsorship offer to _____
For 2018 Portland Roadster Show to be held March 16, 17, 18, 2018 at the Portland Expo Center.

To secure said sponsorship and participation in the Portland Roadster Show, the prospective sponsor agrees to participate as follows: _____ will provide a sponsorship fee of _____ to be paid no later than _____.

In return for that fee, the MHRC will give _____ an Official Sponsorship Package for the event. This package will include; agreed upon amount of exhibition floor space for a major display, inclusion in marketing and promotional materials as agreed upon by level of sponsorship, and an agreed upon number of show passes for sponsorship personnel to attend and manage the display. Electrical power for the show area is contracted separately and is not included as a part of this agreement.

The sponsors logo will be included on promotional flyers, posters, T-shirts, MHRC & PRS websites and social media, dependent on level of sponsorship. A link to the sponsors website is included.

Agreed to on the ____ day of _____, _____

Sponsor Representative

MHRC/PRS Representative



62nd Annual
Portland Roadster Show
March 16, 17, 18, 2018
Vendor Space Contract



Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Primary Line of Business or Service: _____

VENDOR SPACE: Booth space is sold in 10' increments. Corner spaces are an additional \$50.00 on a first come, first served basis. Each space includes: One 3 Day Parking Pass (One Vehicle), and Two Vendor Show Passes for every 10' of booth space purchased. Trailer parking is additional. Electrical needs please contact the Expo's contractor Hollywood Lighting at 503-232-9001. Any vehicle that will be included in the vendor booth, operable or not, **MUST** be entered on its own Exhibitor Application and attached to this Vendor application to avoid a separate Exhibitor Application fee. **There is no Vendor or Product exclusivity at the Portland Roadster Show.**

Check One Entry Fee per application: (Each booth needs its own application)

<input type="checkbox"/> 10' x 10' \$500.00 <input type="checkbox"/> 10' x 10' & 10' x 20' (see note) * <u>Separate Car Booth:</u> \$600.00 <input type="checkbox"/> 10' x 20'*: \$875.00 <input type="checkbox"/> 10' x 30'*: \$1,200.00 Vehicle allowed within your booth; See note (*) * <u>Enclose separate Exhibitor Application with this application</u> to avoid a separate and additional Exhibitor Fee	<input type="checkbox"/> Official Portland Roadster Show T-Shirt Size: S / M / L / XL / XXL @ \$18.00 Qty: _____ <input type="checkbox"/> Official Portland Roadster Show DVD Qty: _____ @ \$26.00 each *DVD will be mailed after the show to the address shown on the application.
<input type="checkbox"/> Trailer Parking Pass: \$55.00 ea. <input type="checkbox"/> 3 Day Public Parking Pass: \$21.00 ea. Qty: _____	Make Check Payable to: Portland Roadster Show

PRS Use only:

Amt. Paid _____ Date _____ Vendor ID# _____ Booth # _____

Amt. Due _____ Vehicle ID# _____

_____ 10 x 10 _____ 10 x 20 _____ 10 x 30 _____ Special Size Display _____

PLEASE MAIL TWO COPIES OF THIS APPLICATION

50% Deposit due at signing, balance for booth space must be paid in full by February 20th, 2017

MHRC/PORTLAND ROADSTER SHOW PO BOX 55067 Portland, OR 97238

P-503-232-4567 F-360-891-3719

www.portlandroadstershow.com

Policies/Terms:

The Portland Roadster Show is a family event. As such, we reserve the right to refuse exhibit space to sellers of material not deemed conducive to this format. Vendors accepted to the show are advised that selling or offering material deemed offensive/illegal or restricted, openly or “under the table”, will render your contract void. You will be expelled from the show, and there will be no refund of any fees paid.

While we strive to limit the number of competing vendors, so that each vendor can recognize the maximum sales and advertising benefit from the show, we do not guarantee exclusivity of any product or service. When conflicts or common sales are known, we will attempt to locate each vendor such that the proximity/impact is lessened.

Booths must be staffed throughout the show’s hours of operation.

Electrical displays must be approved in advance and coordinated with the show’s electrical contractor Hollywood Lighting. All lighting must conform to Portland Fire Bureau’s Uniform Fire Code. As between the Vendor and the Producer, the Producer shall have the final authority to determine the location of a Vendor’s display within the show and the Vendor’s compliance with the aforesaid rules, regulations, and policies.

Once the Vendor’s display and/or vehicle are set up in the show, they shall not be moved, removed, or concealed by the Vendor prior to the end of the show without the permission of the Producer. Your booth must be staffed throughout the show’s hours of operation.

Neither the Producer, the sponsors, nor any officer, director or shareholder, thereof or owner of the building at which the show is produced, shall be responsible or liable for any loss or damage to all or any part of the Vendor’s personal property or merchandise, which shall specifically include, but is not limited to, the Vendor’s vehicle, trailer, display and sale material and/or parts, and the Vendor hereby waives any and all rights it may have against them or any of them for such loss or damage.

Vendor agrees to obtain insurance covering the above and assumes full responsibility of any loss or damage. Vendor agrees that this signed application form supersedes any and all prior agreements and understandings whether written or oral between Vendor and Producer, show staff, representatives and sub-contractors. Nothing herein shall be modified unless agreed to by Producer in writing. Both parties agree all disagreements will be decided by arbitration in the state where the show is produced.

Each vehicle, operable or not, used in the booth or by you in a separate booth, must be entered on its own Exhibitor Application, and must pass all required safety inspections. If mailed separately, it will incur a separate Exhibitor fee, as such, Please attach it to this application.

NO hay or emergency flares in the booths. No Compressed Gas Cylinders of any kind.

General Information:

Move-in begins Wednesday March 15th, 2017 from 2:00pm to 9:00pm and will continue Thursday March 17th, 2017 from 9:00am to 9:00pm. All booths must be set-up and ready for the show by 10:00am Friday March 18th, 2017.

Vendor Booths may not be dismantled prior to the show closing at 5:00pm Sunday March 19th, 2017. All booths must be removed from the building by 11:59pm, or it will be dismantled and stored at your expense.

Electrical Information:

If your booth requires electricity, you will need to coordinate and contract separately with the Expo Center’s electrical contractor.

Contact Hollywood Lighting at 503-232-9001 or thru their website at www.hollywoodlights.biz. Email: lori@hollywoodlights.biz

All lamps must be shielded from direct contact by small children, and must not cast glare to guests eyes. Battery operated display lights are not currently permitted under the Uniform Fire Code. LED lights and other “cold” forms of illumination are being reviewed but not approved at this by the Fire Marshall

Exhibits Space Agreement and Terms:

Please review the information, policies and terms before signing below. Your signature indicates you agree to comply with all terms of this Agreement between your company/yourself and the Portland Roadster Show and Expo Center

Signature: _____ **Dated:** _____



**62nd Annual
Portland Roadster Show
March 16, 17, 18, 2018
Program Advertising Contract**



*Payment Deadline is February 16th, 2018

The Portland Roadster Show invites you to advertise your products and services in one of the most sought after and collectible Show Programs available. This valuable keepsake will be sold continuously throughout the show and will be given to each of our over 400 show exhibitors and vendors.

*Please check the size advertisement that you wish to place in our program, and either attach camera ready art to this application, or email to pdxcarculture@gmail.com along with a copy of this Advertising Contract

Portion of the Page	Size	Cost
<input type="checkbox"/> Full Page	7"wide x 10"high	\$300.00
<input type="checkbox"/> Coupon Ad *1/2page both sides of page	7"wide x 4.875"high	\$300.00
<input type="checkbox"/> Half Page Horizontal	7"wide x 4.875"high	\$150.00
<input type="checkbox"/> Half Page Vertical	3.5"wide x 10"high	\$150.00
<input type="checkbox"/> Quarter Page	3.5"wide x 4.875"high	\$100.00
<input type="checkbox"/> Business Card Ad	3.5"wide x 2"high	\$ 50.00

Advertiser: _____

Contact: _____

Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

**Full Payment Due with Advertising Agreement
Make checks payable to the Portland Roadster Show**

MHRC/PORTLAND ROADSTER SHOW PO BOX 55067 Portland, OR 97238
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www.portlandroadstershow.com