



Presented by
ELITE

Saturday, August 8th

10am-8pm

Spartanburg Expo Center

www.elitesummernationals.com

ELITE SUMMER NATIONALS

Elite Audio of Spartanburg, South Carolina is pleased to announce the fifth season of Elite Summer Nationals. The success of Elite Summer Nationals in the past has launched the event into a National lime light. Participants, Spectators and fans travel from all over the country to be part of this highly anticipated show.

Elite Audio has been a forerunner of the competitive sound and show scene for over 19 years. Our experience includes many National SPL and SQ Championships and World Records in CMMA, USACi, MECA, IASCA, DB Drag, NSPL, and SLAP. As well as the Sound Competition Scene we have a substantial amount of top honor awards in the Car Show Circuit including Hot Import Nights, NOPI Nationals, Spring Break Nationals, DUB, Wheel Concepts, International Auto Salon, Funk Master Flex, Carlisle, and many others. Elite Audio has also hosted on average 4 shows per year since 1995. This is nothing new to Elite Audio. Elite Summer Nationals takes all the customs of traditional car shows and sound contests bringing it all together making this a non-stop multi-faceted automotive and lifestyle event for everyone. Our show will be jammed packed together with show cars, vendors, manufactures, DJ's, and all day drift event.

This year we have teamed up with Drift and Gymkhana Trials Association (DG Trials) to host an all day drift competition. DG Trials will set up a marked course for approximately 50 drivers. The drivers maneuver their cars into a well executed, controlled sideways slide at high speeds; this skilled driving is called drifting. Drifting started in Japan over a decade ago, and today has a new found popularity all over the USA with drift events becoming as popular as your local car show.

Elite Summer Nationals will offer a huge car show; Import, Domestic, Luxury, SUV, Hot Rod and Truck Show will be there. Offering over 100 classes, each broken down between the different categories; Awards will be given 1st through 3rd place. Since our first event in 2005 many of our competitors travel from all over the USA to compete in our show as well as a large number of local enthusiasts. Elite Summer Nationals attracts a wide range of show cars from magazine featured to mildly modified.

Apart from the car and sound show our event will have a large vendor area. Our event caters to a wide variety of Wheel, Performance, Cosmetic, Audio and Automotive vendors. We offer each vendor a booth to set up a display to their style. The benefits of sponsoring this event are substantial to your company; as you will be displaying your products in front of thousands of potential customers.

As an Elite Summer Nationals sponsor you will be given a vendor booth. All the booths in the show are fun and inviting so people want to stop by and see your products on display. We would love to see your company, as a sponsor and for you to show thousands of new customers your products.

If you have any further inquiries or need additional information please feel free to call us at (864) 583-0604.

CAR SHOW

The car show portion takes place indoors in the 100,000 sq ft facility, Spartanburg Expo Center. Our diverse show caters to all makes and models from mild to heavily modified. We offer 100+ classes for Imports, Domestic, Luxury, SUV, Hot Rods, Trucks, Classics and more. Awards are given out the top 3 of each class.

Each year the car show expands and competitors travel from all over the country to compete along side our local enthusiasts. Elite Summer Nationals attracts a wide range of show cars from Magazine featured to mildly modified. The car show also attracts the attention of many automotive media groups, such as TunerZine.com, S3 Magazine, Performance Auto and Sound Magazine, and the local news stations and newspapers.



SOUND COMPETITION

MECA

MECA is the Mobile Electronics Competition Association, INC. MECA is the largest car audio club in the USA, and most likely the world with affiliates in China, Thailand, the Caribbean, Mexico and the UK. MECA includes over 100 Retail Member store fronts and 20 Manufacturer Members/Sponsors. MECA's trademarked Sound Quality League and Sound Pressure League offer contests focused on car audio sports games. The Sound Quality League presents 3 contests: Sound Quality (8 classes) rates the realism and accuracy of the system's music reproduction; Install (4 classes) examines the quality of workmanship and design; "RTA Freq Out" scores the technical aspect of frequency proportion and accuracy. The Sound Pressure League contests work with 18 classes, based on system potential and design to find the loudest systems that play extreme bass notes. The popular crowd pleaser "Drive-by SPL Parade" tests the loudest music playing vehicles in 5 classes to find the "neighborhood nuisances" with the loudest systems outside the vehicle. MECA members compete for the awards and points through-out the season, culminating with State Champions being recognized in each class.

The 2009 MECA World Finals Soundfest will be held at the Tennessee State Fairgrounds in Nashville on October 3-4th. World Champions in each class are determined and recognized for their accomplishments. MECA is the car audio club for all car audio enthusiasts, whether the President of a major name-brand product line, the novice consumer, or the amateur competitor.



DRIFTING

The drift event is a huge success at Elite Summer Nationals. You can't pull into the event without seeing pro drifters and amateurs' alike battling it out for the top honors. Each year the drift event grows bigger and more popular among not only the local drift enthusiasts, but also attracts national ranked professional drift drivers. Spectators travel from all over the country to watch this highly anticipated drift event.

This is a high skilled, high-powered motor sport where drivers intentionally maneuver their cars into well executed, controlled sideways slides at high speeds through a marked course. Each event has more than 40 drivers participating with skill levels ranging from novice to professional.

Elite Summer Nationals and DG Trials had the vision of bringing this new sport the Eastern States. The Success of the drift event has not only put Elite Summer Nationals and DG Trials on the map, but launched it into a national lime light.



SPONSOR & VENDOR INFO

If you would like to get involved with this event as a sponsor or vendor, we have created a diverse portfolio of sponsorship levels so that you can choose one that best fits the needs and interests of your organization

Show attendees are there for one purpose and one purpose only - they are interested in cars and car-related products!

Sponsorships packages may include:

- * Generous booth space
- * General admission passes
- * On-site signage and banners
- * Company logo on 20,000 flyers
- * Company logo on event t-shirts and merchandise
- * Web banner impressions
- * Company logo on event Official website
- * Company Logo event Official MySpace Page
- * Announcements during DJ breaks throughout the day
- * Mention in Radio and TV Commercials
- * Printed in Newspaper and Media advertising prior to event
- * Company logo on all online flyers
- * Mention in printed and online magazine coverage post event
- * Mention in media and local news coverage post event
- * Mention on all online advertising including -
- * Internet Forums (200+)
- * Automotive Related websites
- * Listed in the "events sections" on local websites including - Local Radio Stations, TV Stations and Chamber of Commerce, City of Spartanburg and more.

Spartan Expo Center Lay-Out



- * Affordable Rates
- * High Traffic
- * Official after-market area with Retail and Manufacturer vendors
- * Larger Up-front spaces available for Corporate Sponsors

Sponsors and exhibitors can talk one-on-one with prospective or current customers. Connect with your target audience and Get Results!

- * Demonstrate, sample and sell products and services
- * Introduce new products
- * Conduct face-to-face market research
- * Increase brand recognition and exposure
- * Drive traffic to store location and generate residual sales
- * Show Case Products in your booth
- * Strengthen position in the market
- * Promote awareness of your company and brand
- * Meet auto enthusiasts, tuners, technicians, designers

Sponsorship Opportunities

Elite Summer Nationals is South Carolina upstate's largest automotive and lifestyle event of its kind, and a leading influencer in the local and regions aftermarket scene. It's a jam-packed event with a huge INDOOR "All Makes & Models" Car Show, Large Vendor Area, Sound Competition; an Amateur-to-Pro all day Drift Competition, Hot Wing Eating Competition, Live Music & DJ's all day, Models, lots of free stuff and much more! Elite Summer Nationals attracts thousands of men and women ages 16-45.

Your New Customers!

Meet and greet hundreds of potential customers, builders, automotive stylists and enthusiasts at Elite Summer Nationals, the largest and most successful event of its kind to hit South Carolina. Elite Summer Nationals invites you to experience the scene and connect with customers giving them the chance to talk to the experts first hand about your product or service.

Hit A New Market!

Elite Summer Nationals supports and encourages local business exhibitors. Locally owned businesses recycle a much larger share of their revenue back into the local economy, enriching the whole community. A multitude of small businesses, each selecting products based, on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

When considering the thousands-plus people that attend the Elite Summer Nationals Show and Lifestyle Event the hundreds of media impressions generates each year, it's clear that Elite Summer Nationals is one of the best industry investments out there

SPONSORSHIP & BOOTH PRICES

** All Sponsors will be mentioned during DJ breaks on the main stage**

TITLE (1) \$5,000

The Elite Summer Nationals Presented by "Your Name Here"

- 40x40 foot Premier Booth Space at the event.
- Mention in ALL print, web, radio, and television advertising.
- Logo/Banner placement on Main Stage area (4), and other exhibit halls (20)
- Logo on all Event Signage
- Logo on event Shirts

Gold (2) \$3,000

- 20x40 foot Premier Booth space at the event
- Mention in ALL print, web, radio and television advertising.
- Logo/Banner placement near Main Stage area (4), and other exhibit halls (15)
- Logo on some event signage
- Logo on event shirts

Silver (5) \$1,500

- 10x40 foot booth space at the event
- Mention in some print, web, radio and television advertising
- Logo/Banner placement in the main exhibit (4) hall and surrounding halls (10)
- Logo on some event signage
- Logo on event shirts

Bronze (10) \$750.00

- 10x30 foot booth space at the event
- Mention in some print, web, and radio advertising
- Logo/Banner placement in main exhibit hall (4)
- Logo on event shirts

Trophy Sponsor (1) \$750.00 (For the Sound Challenge Invitational Round)

- 10x20 foot booth space
- Elite Summer Nationals Sound Challenge Invitational Presented by "XYZ Company"
- Logo/Banner Placement on Main Stage area (2) and other exhibit halls (6)
- Mention in some print and web advertising
- Logo on event shirt

Drift Event Sponsor (1) \$500.00

- 10x20 foot booth space
- Logo/Banner placement on main stage area (2) and other exhibit halls (6)
- Mention in some print and web advertising
- Logo on event shirt

Associate (15) \$400.00

- 10x20 foot booth space
- Mention in some print and web advertising
- Logo/Banner placement in main exhibit hall (4)
- Logo on event shirt

Lanyard Sponsor (1) \$300.00 plus lanyards (Approx 750)

- 10x10 foot booth space
- Each competitor and co-pilot will be given a badge with YOUR lanyard
- Logo on event shirt

Wing Eating Contest Sponsor (1) \$300.00

- 10x10 foot booth space
- Logo/Banner near Main Stage area (1)
- Logo on event shirts

INFORMATION & ADVERTISING

BOOTH INFORMATION

Each Event Sponsor is required to ship the banners to Elite Audio prior to the event. The banners will be hung for you. As a sponsor, you are also asked to donate products to be given away on the Main Stage, as well as product(s) for the Top 30 Invitational Round. Specifics will be discussed on a case-by-case basis with Elite Audio staff.

Companies can combine sponsorship levels for additional exposure. For example a company can elect a Silver Level Sponsorship, as well as "Trophy Sponsor" and the benefits for those levels will be combined.

Please call to discuss any additional company needs that might arise. We can make arrangements for just about anything you may need.

Higher Level Sponsors will have larger logos on all materials (flyers, shirts, signs etc)

BOOTH SPACE:

Booth space is available on an "as needed" basis
The spaces are limited and only available 10x10 foot sections.
Each 10x10 section is \$125.00

ADVERTISING

Elite is going "Old Skool" on our advertising. We will hit the streets "grassroots" style with representatives at major and minor shows in the south east handing out thousands of flyers. We will hit the shops, both stereo and performance, with a direct fax of the show flyer, as well as an internet assault on websites, forums, and discussion groups all over the region and nationwide. Finally, we will use the air waves of local Top 40 and Hip-Hop radio stations, as well as local television.

CONTACT US

Please feel free to contact us for further information or any questions you may have.

Elite Audio
1504 Asheville Highway
Spartanburg, SC 29301
P: (864) 583-0604
F: (864) 583-9473
eliteaudi@aol.com

RULES & REGULATIONS

COMPETITOR & VENDOR RULES

ADMISIBLE DISPLAYS

Displays that are of a disruptive, objectionable or inappropriate nature-as interpreted by show management will be removed from the show. This also applies if your vehicle is blocking isle traffic.

LATE ARRIVALS

Placement will be given on a first come first served basis. What this means is that you should get to the venue early. If a member of your crew arrives late, does not caravan with you, and is not in line with you at the time of roll-in, they will not be placed with you (NO EXCEPTIONS). Participants arriving for set-up after their scheduled roll-in time can be spotted in any location specified by show management, or may forfeit their show participation rights (NO REFUND)

RE-ENTRY

Each registered car participant will be allowed to bring one person with him at the time of roll-in. When you check in, you will be given two wristbands one for yourself and one for whoever is helping you set up your vehicle. All others will be asked to return to the venue when the gates open to the public.

AMENDMENTS

- a) The show management shall have the full power in the interpretation and enforcement of all terms, rules and regulations and any further stipulations considered necessary for the proper conduct of the show.
- b) Participants agree to comply with all standards and rules set forth by the judges and organizers of Elite Summer Nationals. Participant's failure to comply with such terms, rules and regulations shall entitle Elite Summer Nationals to terminate its obligations under this contract.
- c) Participants agree to accept, under reasonable conditions, the final judgment and award of prizes of the judges of same event
- d) Participants agree to comply with all pertinent laws; codes and regulations of municipal or other authorities with affect the display space.

MODELS

All models in your display space must be in good taste. Elite Summer Nationals has many minors in attendance, and we need to make sure everything at the show is appropriate for all ages. No lingerie, extremely skimpy clothing and absolutely no stripping or lude acts. Also, if a model in your booth becomes disruptive to the show, management reserves the right to stop any activities.

FOOD & DRINKS

There will be no outside food or beverages allowed inside the venue.

DISPLAY SPACE

All display vehicles, displays, signs, stickers etc, must remain within your assigned show space at all times. Participants will be responsible for removal of all stickers left in the venue. If the expo center has to remove your stickers, the participant will be charged a fee for each sticker that has to be removed. No distribution of literature or placement of literature around the venue will be permitted (literature in your display area is fine). Any music must remain within the confines of your space or played at a level not to interrupt the business of surrounding vendors.

CONDUCT & ATTRIE

Due to strong state and local laws banning the sale and distribution of tobacco to minors and the strong public policy discouraging smoking in an effort to prevent the multitude of diseases and other health hazards caused by tobacco consumption, Elite Summer Nationals expressly prohibits and display or advertising by companies in the tobacco or tobacco paraphernalia industries at Elite Summer Nationals. In addition, due to the strong likelihood that any sales or distribution of free samples of tobacco products will be obtained by minors at events, the sale or non-sale distribution by any vendor of tobacco and/or tobacco related products is also strictly prohibited at Elite Summer Nationals. Should Elite Summer Nationals find that any vendors is in violation of provisions of this section, that vendor will be asked to immediately leave the event venue, their booth fees will not be refunded and such vendors will be prohibited from participating in the future Elite Summer Nationals events.

Any questions please feel free to give us a call at 864-583-0604 or email eliteaudi@aol.com

EXIT

The event is scheduled to end at 9pm on Saturday. No cars will be permitted to exit prior to 9pm. Once the public safely clears the venue, cars will be allowed to exit.

SPONSOR/EXHIBITOR REGISTRATION

SALES, PRODUCT, AND TECHNICAL TRAINING SEMINAR

Elite Summer Nationals welcomes Sponsors and Exhibitors with products or services to host a "Sales, Product, and Technical" seminar at the 2009 Elite Summer Nationals. The seminar will take place during the hours of the event, in a seminar room in within the expo center. The Sponsor/Exhibitor fee is listed on the "Sponsorship & Booth Prices" sheet. All Sponsors/Exhibitors will be provided a scheduled time frame to hold their seminar in half hour increments. Sponsor/Exhibitor vender spaces are limited and are on a first come first serve basis by level. Title and Gold level Sponsors/Exhibitors will be allocated the best times first, for their seminar. Bronze and Silver Sponsors/Exhibitors are there after. All other Sponsors/Exhibitors will be allocated remaining time frames. All Electrical or Audio/Video needs will be the supplied for you. Sponsors/ Exhibitor's can request in advance any more required needs.

It's almost always difficult to find the time and to host and attend Product/Marketing programs, but Elite Summer Nationals has made it easier for both you the Manufacturer/Vendor and also your consumers who will be attending your seminar. Not only can you host your own seminar, you can sit in on other seminars taking place through out the day.

Here's a brief description of this year's seminar offerings:

- The Seminar provides a 'hands on' training/tutorial on your product
- Seminar cost is included in your sponsorship package
- Great way to market your products to new retailers and regional consumers
- Increase brand recognition and exposure
- Meet your clients on a personal level, and expand your network

Sponsor/Exhibitor will be allowed one hour per each seminar training; an additional 10 minutes prior to and after for set-up/breakdown.

If your organization would like to be represented at the 2009 Elite Summer Nationals, Please complete the form below and submit no later than July 31, 2009 along with your Sponsor /Exhibitor level fee.

Please Fill-Out and Mail Sponsor/Exhibitor Registration Form

Organization Name: _____
Street Address: _____
City: _____ State: _____ ZIP: _____
Contact Person: _____
Phone: _____ Fax: _____
Email: _____
Sponsor Level _____
Sales, Product and Technical Training Seminar: Yes _____ No _____

Please Mail exhibitor registration form and check to:

Elite Audio
1504 Asheville Highway
Spartanburg SC 29303

(Please make check payable to Elite Audio)

For further information: Contact Joe Zelano at eliteaudi@aol.com or 864-583-0604

As a Sponsor/Exhibitor you are responsible for all you may need in your booth.
(I.E Chairs, Tables, Mats etc). And are responsible for all rental fees
Chairs: \$10.00 ea. Tables: \$20.00 ea.
Please ask prior to event for any addition supplies you may need.

*Power WILL BE included in your sponsorship/exhibitor package price.