

## 2011 Performance Racing Industry Trade Show Report

The 24<sup>th</sup> annual Performance Racing Industry (PRI) trade show took place at the Orange County Convention Center in Orlando, FL from December 1<sup>st</sup> to December 3<sup>rd</sup> of 2011. The show had an estimated attendance of 38,000 and 1,100 exhibitors. USF Racing was one of those exhibitors, thanks to the help and donations from the USF Department of Mechanical Engineering and Dr. Rajiv Dubey, USF Racing advisor Steve Voras and Teri Voras, USF Racing alumni Dustin Bride, Michael Pines, Steven Wade, Nic Frey and Mark Robinson. The show was a huge success for USF, the College of Engineering, the Department of Mechanical Engineering, and for USF Racing.

We worked very hard on the booth display to represent both USF Racing and the University with a level of professionalism that rivaled some of the companies present. In the booth, we had our 2011 Formula SAE® car, a banner with performance statistics of the 2011 car and competition results, a banner displaying the logos of our sponsors, a small board thanking all that made the booth possible, and a table with pamphlets for USF, the College and USF Racing. The goals for investing in a booth this year were to create exposure for USF Racing in the motorsports industry, strengthen the relation with previous sponsors and gain new sponsors. We accomplished our goals.

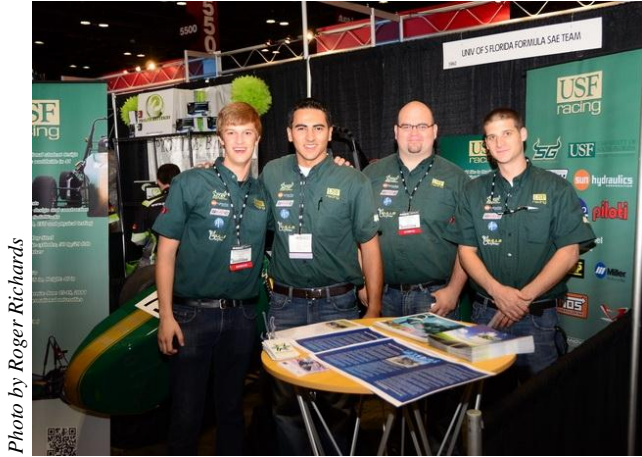


*USF Racing's booth at PRI*

We treated the trade show as a job. The team members on hand took shifts working the booth and exploring the tradeshow floor. With this strategy, we acquired a staggering amount of contacts. We are currently following up on a list of over 130 contacts, most of which are willing to work with us because of their confidence in our Formula SAE program, USF, or both.

Our booth drew constant attention throughout the show. We were amazed to see how many USF alumni are in the motorsports industry. We met a gentleman from the first USF engineering class of 1966, Harold Morrison. We met USF mechanical engineering alum, Shawn Icely, who currently works as race engineer for a Firestone Indy Lights team. We met USF alum David Tuaty a race car driver and driver coach out of Miami, FL and many more. We also handed out over 100 pamphlets for the USF College of Engineering, Mechanical Engineering undergraduate and graduate program. There were many parents with children that are beginning to look for universities and asking our team members questions about life and academics at USF.

Of the 130 company contacts we received, we have already confirmed six sponsorships with more in the works. We would like to proudly announce new partnerships with Safety-Kleen, FK Rod Ends, Plymouth Tubing Company, Trumpf Tools, Braille Battery, and SKF Bearings. Additionally we have strengthened existing relationships with sponsors such as Brown & Miller Racing Solutions, BMRS Wired, HJC Motorsports, Miller Electric and many more.



*Several of the USF Racing members present at PRI. From left: Mateusz Malinowski, Simon Restrepo, Kyle Jeffries, and Jacob Loebenberg.*

Beside all of the aforementioned benefits, the team made some huge contacts within the industry for internship opportunities, and even one member walking away with a job offer! We talked with two established Grand-Am race teams, Starworks Motorsports and Automatic Racing, about internship opportunities. There are three members interning with Starworks for 2012 with partnership talks for USF Racing to supply interns in the upcoming years. Electron Speed which specializes in automotive controls for motorsports and manufacturers, were drawn into our booth and after a few minutes of talking with our member, Jacob Loebenberg, they offered him a job upon graduation.

The team is excited with the results from the show and looks forward to working with the new partners. The team is confident of a great performance in 2012 and the benefits of PRI will have much to do with it. After seeing the return on investment from the 2011 show, the team has decided to participate in the 2012 PRI show. Thanks for everyone's support and dedication to our team.