



**USACI World Finals & Tuner Jam Car Show**  
**November 17-18 2007 QWEST Center, Omaha, NE**



## Welcome to Omaha!

### For Immediate Release

August 3, 2007 - USACI is proud to announce the presentation of our World Finals Competition event on November 16-17-18, 2007 in Omaha, Nebraska. After many years in Kansas City it was decided that a change in scenery might be the ticket. A group of local Omaha retailers approached USACI with a well worked out plan to make the USACI World Finals larger and better attended than ever before. We made the journey to Omaha with some apprehension about the prospect of going so far north with our premier event, but after a meeting with the retailers and listening to their proposal we contacted the local facility staff and took a tour of the QWEST Center. A short time later we discovered all of our doubts and concerns had been replaced with excitement about the future of the World Finals. We were sold on the plan and the USACI world finals had a new home!

I am delighted to announce that the beautiful QWEST CENTER in Omaha will be the venue for our 2007 event. "Omaha has a lot to offer and the layout of the city and the facilities could not be better suited to our needs if I had designed them myself. With the support of the four strongest retailers in the area this event will truly bring back the excitement to our industry's premier sound-off event" says Ralph Randall, USACI President.

This Mega Car Audio Event will feature USACI SQ, Outlaw SPL, USACI's explosive new "STREET BEAT" division, the ever popular Tuner Jam custom car and truck show, Exhibitor showcase, local and national entertainment, and plenty of excitement for all who attend. "The USACI finals will become the must see event in Omaha for years to come" Stated Bill Gass, Project Manager for Stereo West Auto Toys in Omaha. "The whole city will be there to support this event!"

The USACI finals is the 12-volt industry's largest industry specific event and your commitment to participate is very important to the event's continued success. Proceeds from this event help to fuel our year long grass roots programs to bring car audio to the masses and promote its continued growth. We encourage you to attend and support our continuing efforts to promote the 12-volt industry. For more information regarding exhibiting at the USACI World Finals please visit [www.soundoff.org](http://www.soundoff.org) and [www.usaciworldfinals.com](http://www.usaciworldfinals.com) or call USACI headquarters at 479 750 0505

### Thank you Omaha Retailers!

USACI would like to thank In Phase Audio, Metro Audio Dynamics, Nebraska Furniture Mart, and Stereo West Auto Toys for showing us the untapped potential of Omaha. The 2007 World Finals will be one of the best ever and we know a huge portion of that success will be a testament to the dedication of your companies. You took the initiative to look to the future and see the success we might achieve together. Thank you for your dedication to this sport we all love.





**USACI World Finals & Tuner Jam Car Show**  
**November 17-18 2007 QWEST Center, Omaha, NE**



## ***Promotional Opportunities***

### **Title Sponsorship**

Presenting Sponsorship exposure is offered to one company with brand / category exclusivity. Presenting Sponsor receives entitlement as "COMPANY NAME" presents the Unified World Finals in all pre and post event advertising and media, press releases, one full page ad in the show program and 20 VIP all access passes to the event for their distribution. Banner positioning rights on stage and in prominent areas throughout the venue. Sponsor receives a prominently placed 600 sq foot exhibit space on the Finals exhibit show floor. Larger space is available at a significantly reduced rate. 20 VIP passes to the event  
**Not Available for 2007 — Thank you to Dynamat for their support!**

### **Trophy Sponsorship**

Your investment per individual class is \$500 or exclusive sponsorship for just \$3500. Your company name and logo on hundreds of World Finals trophies displayed all across the USA for years to come! A sound investment!

### **Pit Road - Tune Up Area**

Tweak & Tune booths are 15'x20' in size and will be limited in quantity. You must be a participating exhibitor with a minimum of 200 square feet of exhibit space to secure Pit Road space.

Your Investment is \$250.

### **Event Program Advertising**

A full color collectable event program will be distributed to various businesses throughout the Omaha area and given **FREE** to every attendee of The "USACI World Finals". This commemorative program will contain articles, event floorplan, product releases, and other important industry news. For more information regarding event advertising contact the USACi Office at 479 750 0505.

### **SPL Arena Sponsor**

Put your brand out front with a HUGE 20 foot banner over the SPL ARENA announcing your company as the SPL Arena Sponsor. The SPL ARENA is the most photographed area of the event and is where SPL enthusiasts spend most of their day. Get Exposure!  
**Your investment is \$2500 and your sponsorship is EXCLUSIVE**

### **T Shirt Sponsorship**

Only 8 sponsors logos will adorn our specialized event shirts. Your company logo will be placed on over 1000 limited edition World Finals shirts.

Your Investment is \$500

### **After Party Sponsor**

This is one of the most talked about and most remembered activities of the weekend. Sponsorship includes banners, full page in the event program, web site advertising, and 20 VIP passes to both the show and the after party. No one forgets the after party and they will not forget your company!

Your Investment is \$2500

### **Bikini Team Sponsor**

A team of 10 Bikini models will spend the entire weekend walking, talking, and taking pictures with competitors and spectators. Models can wear your company shirts during 8 different stage productions and will be available for you booth promotions. Have them hand out your literature between shows! 90% of the pictures taken at finals include these beautiful young ladies and your company logo can be in every of those photographic memories!

Your Investment is \$2500 (Exclusive)





**USACI World Finals & Tuner Jam Car Show**  
**November 17-18 2007 QWEST Center, Omaha, NE**



**Booth Space Pricing — Order Form**

Size (sq. ft.)	Dimension	Cost	Discount Structure	
100	10' x 10'	\$1000.00	USACi members	-20%
200	10' x 20'	\$1900.00	Return Exhibitors	-10%
400	20' x 20'	\$3760.00	Early Pay in full before 9/21/2007	-10%
600	20' x 30'	\$5200.00	Event floor plan is subject to change. Event management reserves the right to adjust booth location based on membership status and previous event participation. Booth assignments are not guaranteed until payment is received. <b>Discounts apply to only one brand per booth.</b>	
800	20' x 40'	\$6600.00		
1200	30' x 40'	\$8100.00		
1600	40' x 40'	\$9500.00		

Booth Number Preference	1st	2nd	3rd	4th
Booth Size _____ x _____	1st	2nd	3rd	4th

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone (     ) \_\_\_\_\_

Email Address \_\_\_\_\_ Fax (     ) \_\_\_\_\_

<p>Thank you for joining us in support of our industry's Premier 12 volt event! Your support helps us with our year long promotional efforts to promote the 12 volt industry through grass roots events and retail functions. Sound-off organizations and their events expose the market to the 12 volt industry. We can grow the future together.</p> <p><b>Remit Payments Payable to:</b>  <b>USACI Inc.</b>  <b>4150 Highway 264 E.</b>  <b>Lowell, AR 72745</b>  <b>Fax: (479) 750 0595</b>  <b>E-mail: mrusac@soundoff.org</b>  <b>www.soundoff.org</b></p>	Booth cost	\$
	Discount for Membership -20%	\$ -
	Discount for Return Exhibitors - 10%	\$ -
	Discount for Early Pay - 10%	\$ -
	Total Booth Cost after Discount	\$
	Pit Road Tweak n Tune	\$
	Trophy Sponsorship	\$
	T-shirt Sponsorship	\$
	SPL Arena	\$
	Bikini Sponsorship	\$
	After Party Sponsorship	\$
	<b>Total</b>	<b>\$</b>

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_