



**CELEBRATING
70 YEARS**

Elkhart Lake's Road America



2025 Vendor Pricing

Road America events are an excellent way to showcase your products and services. High traffic locations are available for vendor and display areas at the rates listed below.

EVENT(S)	DATES	MIDWAY FEE	ADDITIONAL	4-MILE VENDOR PAD
Size		10' frontage*	5' frontage*	16' x 20'
Spring Vintage Weekend with SVRA	MAY 16-18	\$125	\$65	\$1100
MotoAmerica Superbikes & Vintage MotoFest	MAY 30-JUNE 1	\$125	\$35	\$1100
INDYCAR XPEL Grand Prix	JUNE 6-8	\$520	\$260	\$2250
WeatherTech Chicago Region SCCA June Sprints	JUNE 19-22	\$150	\$75	\$1100
Cheese Capital Cup featuring Trans Am SpeedTour	JUNE 27-29	\$125	\$65	\$1100
WeatherTech Vintage Weekend with Brian Redman	JULY 17-20	\$420	\$210	\$1100
GRIDLIFE Summer Apex Music & Motorsports Festival	JULY 25-27	\$125	\$65	\$1100
SportsCar Weekend with IMSA	JUL 31-AUG 3	\$520	\$260	\$2000
GT World Challenge America	AUGUST 15-17	\$125	\$65	\$1100
Ariens Art on Wheels Vintage Weekend/VSCDA	SEPTEMBER 12-14	\$125	\$65	\$1100
SCCA National Championship Runoffs	OCTOBER 3-5	\$125	\$65	\$1100
Private Event (Advance Flat Fee)		\$500		

*Frontage locations are allowed up to 20' in depth including trailers & personal vehicles. Larger activations will be charged by the square foot.

- 20% discount for booking multiple events (discount given on same or lower cost events in same calendar year)
- Pricing includes a maximum of two (2) wristbands and one (1) vehicle pass per event. Additional wristbands and parking passes available at additional charge.
- Lessor follows all protocols and guidelines from visiting sanctioning bodies and/or partners while offering the option to develop plans specific to their individual events.
- **Rental orders must be placed 3 weeks in advance or a late charge will be added**
- No space sharing or subletting of space allowed
- **Certificate of Insurance Required**
- Tents, tables, linen, chairs, fencing, generators, weights and catering available at an additional charge.
- Camping reservation www.roadamerica.com/lodging-site. No camping will be allowed in Vendor Area.

hospitality@roadamerica.com | 800-365-7223 | RoadAmerica.com/hospitality

All hospitality subject to 5.5% Sales Tax and Service Charge. All catering subject to Gratuity Charge.