



OCTOBER
17 - 18
2020

presented by
**AMERICAN
FORCE**



SWAP MEET REGISTRATION FORM

atlantamotorama.com

The undersigned Vendor, designated below, hereby applies for swap meet space at the Atlanta Motorama held at Atlanta Motor Speedway (AMS) on October 17-18, 2020. AMS is under no obligation to accept or approve this application and will do so at its sole discretion; Vendor will be notified of acceptance via email to the address provided below once application and full payment have been received. Swap Meet vendor shall not have or operate any exhibit, which in the sole discretion of AMS is the source of any objectionable noises, odors, has decorations or other aspects which are considered to be objectionable, including signs, lights, and the manner of dress of Vendor staff. All products to be sold and or displayed in this Exhibit must be listed below for approval by Show Management, any other use of Swap Meet Space is strictly prohibited. AMS reserves the right to accept or reject displays, or ask Vendor to vacate space if persons working vendor location are objectionable in any manner of dress or inconsistent with AMS policies. **PAYMENT TERMS:** Vendor must pay AMS for the full amount requested at time of submission of this form. Please make checks payable to Atlanta Motor Speedway.

Swap Meet Space (USED PARTS ONLY) 20' x 20' - **\$50 (per space) PRIOR TO September 18, 2020, \$70 (per space) AFTER September 18, 2020.**
Noncompliance with anything stated within this application will subject Vendor to immediate removal from show. **Please review and initial rules and regulations.**

COMPANY _____ CONTACT PERSON _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ CELL _____ FAX _____

EMAIL _____

PRODUCTS TO BE SHOWCASED OR SOLD AT SHOW _____

NUMBER OF SPACE(S) _____ TOTAL COST OF SPACE _____ AMOUNT ENCLOSED _____

ADDITIONAL SPECTATOR INFIELD PARKING PASS (limit one per entry) - \$20

EXTERIOR CAMPING: DRY - \$40 HOOK UPS - \$100

ADDITIONAL EVENT TICKETS - _____ \$15 per day SAT _____ \$20 weekend pass SUN

EVENT TICKETS FOR CHILDREN AGES 6-12 - _____ \$5 per day SAT SUN

TOTAL AMOUNT INCLUDED

\$ _____

WAIVER - ASSUMPTION OF RISK: By attending the event, you acknowledge and agree that you are voluntarily assuming all risks, including all risks of exposure to COVID-19 and agree to release, waive and discharge Atlanta Motor Speedway, its parent entities, and all related and affiliated individuals and entities, and all individuals and entities involved in the event, from all claims directly or indirectly arising from your visit to Atlanta Motor Speedway. Please visit www.atlantamotorspeedway.com for current information on COVID-19 response and safety protocols. **RAIN OR SHINE EVENT. ALL SALES ARE FINAL. NO REFUNDS.**

Make checks payable to Atlanta Motor Speedway. Mail all checks and forms to:
Atlanta Motorama • PO Box 2518, Tucker, GA 30085-2518



CREDENTIALS: Exhibitor will receive two (2) Swap Meet passes, per space purchased, to be used for the purposes of staffing the space.

SWAP MEET SET-UP: Swap Meet spaces may be set up on Thursday or Friday from 8 a.m. to 4 p.m. or Saturday and Sunday prior to the gates opening. All Swap Meet displays and staff must be in place prior to the gates opening at 9:00 a.m. Saturday.

SWAP MEET TEARDOWN: All displays must remain fully intact until the close of the Event at 4 p.m. on Sunday and MUST be removed by 8:00 p.m. on Sunday. Space holders leaving prior to the end of the Event will forfeit their renewal rights for the following event.

EVENT TRADEMARKS: The Event names and trademarks, the Atlanta Motor Speedway name, logo and colors and associated trademarks are the registered trademarks of AMS and may not be reproduced in any manner without prior specific written approval from AMS.

FOOD & BEVERAGE SERVICES: All catering will be provided through Levy Restaurants, no other food or beverage services, including alcoholic beverages will be allowed.

SWAP HOURS: Swap Meeters not staying overnight may enter the exhibit area at 7:30 a.m.
Saturday: 9 a.m. – 5 p.m.
Sunday: 9 a.m. – 4 p.m.

PARKING: Space holder will receive one (1) "Swap Meet" vehicle pass per space purchased allowing access to the infield, pass must be affixed to windshield of vehicle, and vehicle MUST fit within purchased space. If an additional parking pass is needed, one (1) vendor parking pass per space purchased can be added to this contract for \$20.00 each. This pass will only allow parking within the Vendor Parking area and will NOT give vehicle access to Swap Meet Area. Additional parking is limited and may not be available for purchase at show.

SECURITY: AMS makes reasonable efforts to secure the Swap Meet Area and keeps it staffed with 24-hour security personnel. However, AMS is not responsible for damaged, lost or stolen merchandise.

TENT RULES: All tents must be secured with water barrels. No staking is allowed on any portion of the property and parties will be held responsible for any repairs needed resulting from staking of tents.

NOTICE: All apparel products must be pre-approved by Show Management. Voice amplified pitching will NOT BE ALLOWED inside any of the buildings.

CAMPING: Swap Meeters are able to camp within their purchased space beginning Thursday, October 15, 2020 and must vacate area by Sunday, October 18, 2020 at 8:00 p.m. No camping will be allowed in the parking areas or in driving aisle ways.

NOT ALLOWED: Campfires (grills only), go-carts, bicycles, hoverboards, drones, rollerblades, skateboards, firearms, fireworks.

POWER/WATER/SEWER: Swap Meet area has no access to power, water or sewer for display or campers. However, there are dump stations available outside the facility adjacent to the lake outside Turn 4 and inside the facility, near the bathroom/shower house by the main tunnel. All campers and motor homes on the property must be self-contained. Any dumping of gray water will result in being removed from the event. Portable toilets can be rented from United Site Services (www.unitedsiteservices.com) but they must fit within your space, no outside or 3rd party portable toilets permitted. Golf Carts, ATVs, Other Unlicensed personal motor vehicles may not be operated on AMS property. AMS gladly allows single passenger motorized vehicles for the physically impaired.

NOISE ORDINANCE: The use of public address systems, bullhorns and other devices generating excessively loud noise are prohibited at all times. AMS reserves the right to judge what constitutes excessively loud noise levels and guests in violation may be asked to lower the noise level or leave the premises.

GENERATORS: Generators causing excessive fumes and/or noise are not allowed. Generators must be vented to a point at least 8' feet above ground and located such that fumes will not be funneled into surrounding occupied areas. Loud generators must be turned off by 11:00 p.m. each night.

PETS: All pets must stay within your purchased space; please do not walk pets along roadways. Owners are responsible for cleaning up after pets and must dispose of the waste properly. Pets must be kept on a leash at all times. Please respect your neighbors; excessive barking and/or aggressiveness is not permitted.

VEHICLES IN SHOW AREA: There shall be no movement of vehicles allowed in show area during show hours. Any movement should be approved in advance by AMS and will be granted for Emergency purposes only. Violation will result in being removed from the event and vendor will forfeit their renewal rights for the following event.

COVID-19 Response Protocols: Space holder shall be solely responsible for complying with all current facility rules, posted instructions, and protocols related to COVID-19 as well as recommended by the Centers for Disease Control and Prevention (CDC) while on the premises during the Event, which may be periodically revised in accordance with public health guidance.

Vendor Initials: _____

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VENDOR/SWAP MEET INFO



Atlanta Motor Speedway welcomes back more than 18,000 passionate fans to Georgia's Largest Motoring Festival. For the seventh year in a row, Summit Racing Equipment Atlanta Motorama will showcase an abundance of vehicles from all makes and models, unique vendor displays and a thrilling weekend full of activities, celebrity guests, live entertainment and more!

From its inception, Summit Racing Equipment Atlanta Motorama has been designed to engage attendees and benefit partners.



- GROWTH** - Effective branding will raise awareness, shape attitudes and change behaviors - increasing sales for your brand.
- ENGAGE** - Direct connection with consumers, giving your brand an opening to inform and shape attitudes.
- RECOGNITION** - The distinctiveness of your brand will provide credibility and allow you to build your brand's reputation.
- EDUCATE** - Give consumers the chance to learn about your brand and encourage them to buy products.
- RETURN ON INVESTMENT** - Instantly see a return on your investment through direct sales to your consumer at the event.

MANUFACTURER'S MIDWAY RENTAL RATES

OUTSIDE SPACE	10x10	\$300
OUTSIDE SPACE	20x20	\$900
OUTSIDE SPACE	20x60	\$1140
OUTSIDE SPACE	20x80	\$1260
BIG RIG SPACE	30x80	\$1490

SWAP MEET RENTAL RATES

SWAP MEET 20x20 \$50 PRE-REGISTRATION*
 SWAP MEET 20x20 \$70 REGISTRATION*
 *PRE-REGISTRATION DEADLINE IS SEPTEMBER 18



ATLANTA
MOTOR SPEEDWAY

OCTOBER 17-18, 2020
 atlantamotorama.com

MORE THAN 200 EXHIBITORS PARTICIPATED IN SUMMIT RACING EQUIPMENT ATLANTA MOTORAMA 2019.

"We have participated in all 6 previous Summit Racing Equipment Atlanta Motorama's and each year the show continues to grow. It is by far, the best show in the region and we continue to generate new customers and additional revenue as a result of our participation.

-Mark Engle, Atlanta Auto Restoration

AAA-Auto Club Group	Diamond Resorts	KW Suspensions	SCAT Enterprises
ACCEL Performance	Driven Events	Lakewood	SCE Gaskets
Aeromotive, Inc	E3 SPARKPLUGS	Lawrence Health & Wellness	Scooter Time Rentals
Aeroquip	Eagle Specialties	Lincoln Electric	Scorpion Racing Products
Air Flow Research, Inc	Earl's Performance	Lizard Skin	Sealed Power - Speed Pro - Moog
AMP Research / LUND Motions	EBC Brakes USA, Inc.	Lokar, Inc.	Shafer's Classic Reproductions
AMSOIL	Eddie Motorsports, Inc.	Lunati	Sniper EFI - Holley
ANCO	Edelbrock	Lund International	Sonnax Industries
Anvil Off-Road	Edge Products	Lund International	South River Agency/Allstate
ARP Racing Products	Energy Suspension	MagnaFlow- Car Sound Exhaust	SPC Performance
AT & T	EPAS PERFORMANCE	Mahle	Stainless Steel Brakes Corporation
ATK High Performance Engines	ExxonMobil	Mallory	Stampede Products
Atlanta Auto Restoration	Farris Insurance	Marshall Engines, Inc. d/b/a Blueprint Engines	StopTech - Centric Parts
Auburn Gear, Inc.	Federal Mogul	Mickey Thompson Tires	Strawn & Co./Hagerty Ins.
Auto Ventshade Company	Fel-Pro Gaskets	Midwest Truck - Motive Gear	Streetside Classics
Autometer	Firestone Industrial Products	Midwest Truck - PowerTrax	STS Turbo - Holley Performance
Axe Wheels	Fitech	Midwest Truck - Richmond Gear	Summit Gifts & Clothing
B & M Automotive	FK Bearing	Moog Chassis Parts	Summit Paint
Baer Disc Brake Systems	Flaming River Industries	Moroso Performance	Summit Private Brands
Be Cool, Inc.	Flex-a-lite	Motul USA	Sunnyside RV
Belltech	Flomaster	MSD Ignition	Superchips, Inc.
Bennett International Group	Flowtech	National Oil Seals	Sweet Reflections/JAX WAX
Bestop	Fluidampr - Vibratech TVD	No Limit Engineering	TCI Torque Converters
Big Oak Garage	Flynn Distributing	NOS Nitrous Oxide Systems	The Right Stuff Detailing
Black Rock - Carlisle Tire	Fragola Performance Systems	NotchHead - DSR Fasteners	The Vapor Depot
BMR Suspension, Inc.	Freedom Powersports	Odyssey Battery	Thermo-Tec
BORLA Performance	Frostbite Radiators	Painless Performance Products	Tire South, Inc.
Bright Earth	FTI Performance, Inc.	PerTronix	TMG Performance Products, LLC - CORSA
BRP Hot Rod	Fuel Air Spark Technology	PerTronix - Doug's Headers	TMI Products
Bushwacker	Fuel Lab	PerTronix - JBA Headers	TonnoPro
Carlstar Group, LLC	Gary Brown Enterprises	PerTronix - Patriot Exhaust	Trans-Dapt
Carter Fuel Systems, Inc.	Gateway Classic Cars	Photo Sports USA	TriboDyn
CBS46 Meredith Broadcasting	Georgia Lottery	PNC Bank/Eventive Mktg	Trick Flow
Centric Parts - StopTech	Georgia Piedmont Technical College	Power Stop, LLC	Truck Customs by Chris
Champion Filters	Georgia Racing Hall of Fame Assoc	Powermaster	Ultimate Tailgaing
Champion Spark Plugs - Federal Mogul	Georgia State Patrol	Primerica/Sanford Agency	UMI Performance, Inc.
Champion Window Company	Gibson Performance, Inc.	Primo Ceramic Grills	United Pacific
Clayton Machine	Grace Community Fellowship Church	Procar Seats	US Motor Works - Derale
Coker Tire Company	Griffin Racing Radiators	Pull-A-Part	US Motor Works - Pacer Performance
Cold-Case Radiators	GT Performance	Pwerhouse Products	US Wheel Corp
Cometric Gasket	Guardian Garage	Pypes Performance Exhausts	Vintage Air
Competition Cams	H3R Performance	Pyrotek E3, LLC	Volant
Competition Engineering	Hays Clutches	QA1	Wade Automotive
Compu-Fire - PerTronix	Hedman Heddors	Quick Fuel Technology	Wagner Lighting
Continental - VDO-USA	Holley Performance Products	Quick Time Performance	Walker Exhaust - DynoMax
Covercraft	Hooker Headers	QuikTrip	Weiland Automotive
Crane Cams	HOTCHKIS Performance, LP	Race Gase	Weld Racing Products
Demon Carburetion	Howards Cams, Inc.	Racepak, LLC	Westin Automoitve
Derive Power Systems - Bully Dog	Hurst Performance	Racing Head Service	Wheel Vintiques
Derive Power Systems - SCT Performance	HyperFuel	Rampage Products	Wilmar Corporation
Detroit Speed, Inc.	Jacob's Eye/Air National Guard	Renewal by Andersen	Wilwood Engineering
Diablosport, Inc.	Jailhouse Brewing Co.	Rinnai	Xforce Performance Exhaust
	JF Distributors	Russell Performance	XS Power
	Kleinn Air Horns		ZEX Nitrous Systems

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