ACTIVATION

For 2025 ARA will be bringing more equipment to the events to service race needs and sponsor requirements. Our goal is to enhance the experience and ease the workload. What we present here is an outline and we will work with each event individually to customize.

What we are bringing:

- 24' enclosed raceops trailer – Race Control, Stewards, Clerk, Scoring, Tracking and available for Net Control. Has power (7kW detached generator) and Starlink Internet.
- 32' Hospitality/Media RV - Base for VIPs and Media: Tents, Seating, Internet. Power and Coffee
- 26' F550 Box Truck - Hauls all equipment, Liftgate on back - can serve as an elevated speaking platform
- 20' Inflatable Tech Tent - If you already use an indoor space for scrutineering/tear down it is still much preferred. This unit will replace events needing to rent a tent for those purposes.
- (3) 10x20 EzUps - For Media Center, VIPs and Merchandise
- (2) Kubota RTVs
- Podium/Start Trailer - with drive over capability if space allows
- Kubota Display - this will vary at each event - 400sqft ~ 20x20

Expose Space and Requirements:

- (1) 10x20 Tent in a prime location for Merchandise Sales - we can coordinate with Supestore. We are also available and will be staffed to handle event merchandise if needed, let us know.
- Podium Trailer for announcer, music, etc. If space, deploy for pre-MTC drive over and interviews
- The RV and 2 Tents do not need to be directly in Expose - can be near/adjacent. Media and VIPs will utilize and it needs to be reasonably accessible for them
- Kubota Vendor/Activation Display space

At Service:

- Ideal setup is Below OR
- Race Control in one location
- RV and 3 Tents somewhere "central". The Merch tent is going to serve as an information hub during the whole event and will be staffed. The 3 Tents could be in a different configuration depending on the space.
- Podium Trailer placed at your podium location - drive over optional
- Kubota Vendor/Activation Display Space

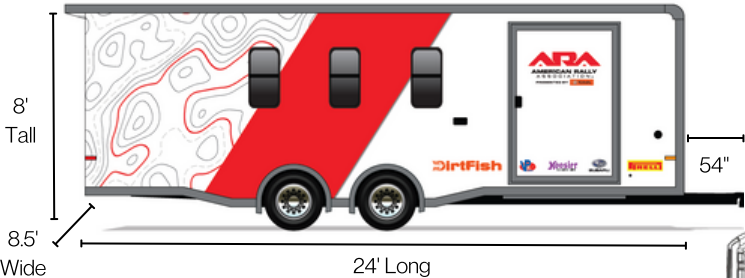### Ideal Service Area Setup: In central location

| Race Control | Motor Coach | MERCH & INFO |

MEDIA | VIP

80' Long x
30' Wide
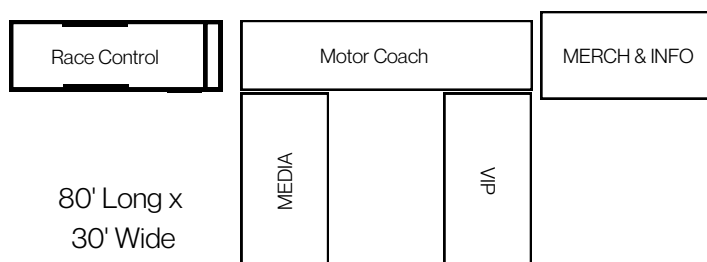
ACTIVATION: EQUIPMENT DETAILS

Hospitality/Media RV
Slideout on DSide Front Half

10' Tall

8.5' - 11.5' Wide

32' Long

Tech Tent: 20x20 - Up to 20x60 if space

RaceOps Trailer
w/ 7kW Detached Generator

8' Tall

8.5' Wide

24' Long

54"

Equipment Truck
with Liftgate

9' Tall

8' Wide

26' Long
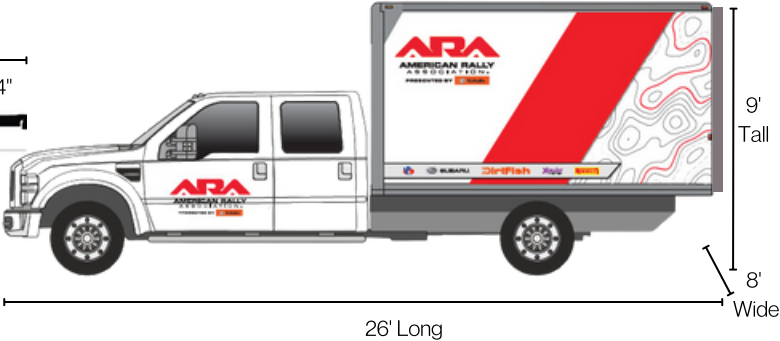
(3) Tents: 10x 20

Plus:
Flags
Banners
More Arches

(2) Kubota RTVs

Podium Trailer - Fully Deployed

4ft

19in

2ft

12ft

PEDESTRIAN STAGE ACCESS

12ft

11°

8°

3ft

48ft

TELESCOPING STAGE LEGS.
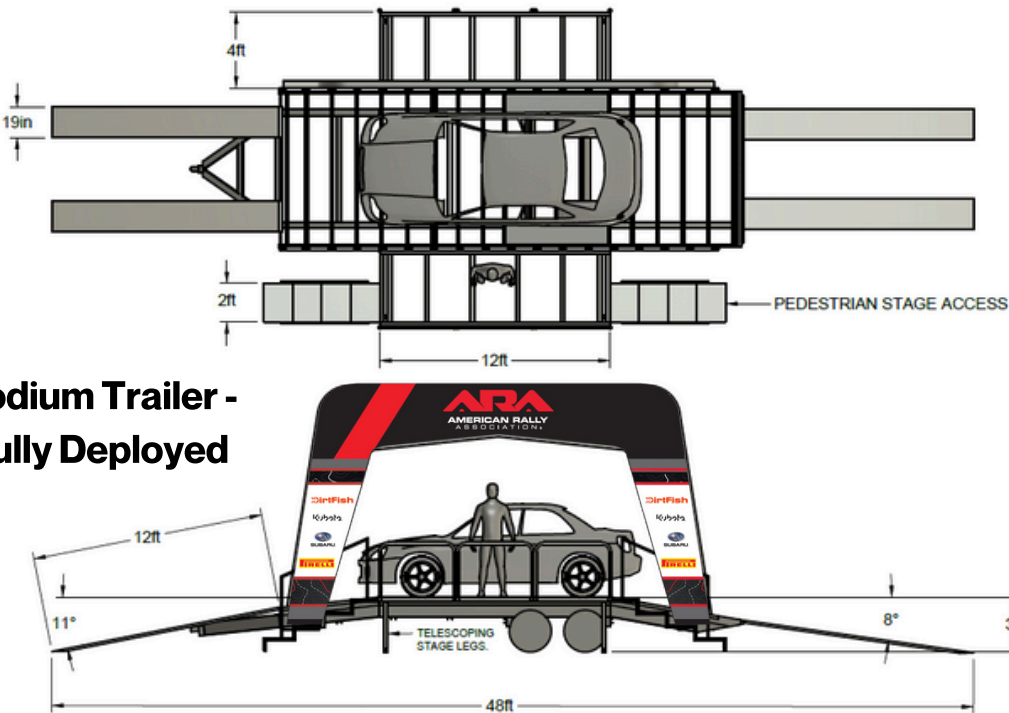
Kubota Activation and Vendor Space ~20x20 (or 400sqft)