



SEBING
INTERNATIONAL RACEWAY

**VENDOR & DISPLAY
RESOURCE GUIDE**

FIRE SUPPRESSION REQUIREMENTS FOR VENDORS

All tents (including canopies over 100 (10 x 10) square feet)

- Any vendor wishing to use multiple small tents to build their area will fall into this unless the footprint is large enough to allow for 10 feet between each 10x10 tent.
- Must have a fully functional 2A;10ABC dry chemical fire extinguisher that has been inspected and tagged by a licensed fire extinguisher dealer within the immediate 12-month period (must be readily accessible). **If vendor does not meet this requirement a rental extinguisher will be provided one at their expense. \$50.00 CASH ONLY**
- If cooking with a Fryer a device, such as a fryer that will create grease laden vapors, K class extinguisher must be present and readily accessible with the correct inspection tagged by a licensed fire extinguisher dealer within the immediate 12-month period.
- Must have at least one "NO SMOKING" sign and placed in a conspicuous location at eye level.
- No cooking will be permitted beneath the tent, except by self-contained cooking appliance (i.e. microwave, oven, waffle maker, etc.)
- Cooking appliances must be a minimum of 10 feet from the tent or other structures.
- No flammable/combustible liquids are permitted within the tent.
- Any LP Gas tanks used to fuel cooking equipment must be properly secured.

Trailers used for public display

- Must have a fully functional 2A;10ABC dry chemical fire extinguisher that has been inspected and tagged by a licensed fire extinguisher dealer within the immediate 12-month period (must be readily accessible). **If vendor does not meet this requirement a rental extinguisher will be provided one at their expense. \$50.00 CASH ONLY**
- Must have at least one "NO SMOKING" sign and placed in a conspicuous location at eye level.
- No open flames permitted inside or within 10 feet of trailer.
- No flammable/combustible liquids are permitted inside.
- Must have an occupant load sign stating the maximum number of people permitted.

Pavilions, trailers, and tents used for assembly purposes

- Must have a fully functional 2A;10ABC dry chemical fire extinguisher that has been inspected and tagged by a licensed fire extinguisher dealer within the immediate 12-month period (must be readily accessible). **If vendor does not meet this requirement a rental extinguisher will be provided one at their expense. \$50.00 CASH ONLY**
- If cooking with a Fryer a K class extinguisher must be present and readily accessible with the correct inspection tag. **If vendor does not meet this requirement a rental extinguisher will be provided one at their expense. \$50.00 CASH ONLY**
- Must have at least one "NO SMOKING" sign and placed in a conspicuous location at eye level.
- Exit signs with auxiliary power source signs must be provided if using shore style power, if using a generator non-lit signs are permitted.
- Must have an occupant load sign stating the maximum number of people permitted.
- No open flames permitted.
- No cooking permitted unless it is a cabinet type pizza oven that does not exceed 450 degrees.
- Any cooking appliances other than cabinet pizza ovens shall be a minimum of 10' from the tent or other structures.
- Any cooking appliances that produce grease laden vapors inside pavilions or trailers shall be protected by an NFPA 96 compliant exhaust hood and Ansul-type overhead fire suppression system except for those appliances that are self-contained (e.g. microwave oven).
- No flammable/combustible liquids are permitted.

FIRE SUPPRESSION REQUIREMENTS FOR VENDORS

Food trucks and trailers used for cooking

- Shall be required to have a fully functional minimum rated 2A;10BC dry chemical fire extinguisher that has been inspected and tagged by a licensed fire extinguisher dealer within the immediate 12-month period. The fire extinguisher must be readily accessible. **If vendor does not meet this requirement a rental extinguisher will be provided one at their expense. \$50.00 CASH ONLY**
- A K class fire extinguisher that has been inspected and tagged by a licensed fire extinguisher dealer within the immediate 12-month period shall be readily accessible whenever cooking is by frying. **If vendor does not meet this requirement a rental extinguisher will be provided one at their expense. \$50.00 CASH ONLY**
- Any cooking appliances that produce grease laden vapors (such as deep fryers, grilles, etc.) shall be protected by an NFPA 96 compliant exhaust hood and Ansul-type overhead fire suppression system except for those appliances that are self-contained (e.g. microwave oven). This system must be inspected by a license inspector within the previous 180 days. If inspection is out of date, a current inspection will be required prior to use.
- No flammable/combustible liquids are permitted inside

If you have any questions, contact Billy Kingston at 863-214-7800 or bkingstonebringraceway.com

CONTACT INFORMATION

Sebring International Raceway

- Elizabeth Compton 863-655-7722
- Megan Petteway 863-655-7707
- Sebring Raceway Shipping & Receiving 863-655-2297
- Non-Emergency Event Questions 863-655-1442

Key Services Contact Information

- Golf Carts, National Carts
Support@nationalcarts.com 800-385-1385
- Mid Florida Portable Toilet
wendi@midfloridaportables.com 863-655-2940
- Fuel (RVs and Generators), Hicks Oil
gkramer@hicksoil.net 863-453-8166
- Truck Washing, Art's Mobile 863-381-1048
863-381-1049
- AirGas
Chris.rohde@airgas.com 863-655-4864

SET UP, OPERATION & TEAR DOWN HOURS

LOAD IN

Load-in time and date will be determined by Sebring International Raceway. You will receive load-in date and time via e-mail prior to Friday, March 14, 2026.

All Load In and Set Up Must Be Completed By
Wednesday, March 18 at 5 a.m.

Booths must be staffed and open for business March 18 - 21, 2026

SUGGESTED HOURS OF OPERATION:

Wednesday March 18, 10 a.m. - 4 p.m.

Thursday March 19, 8 a.m. - One (1) hour past dark or later

Friday March 20, 8 a.m. - One (1) hour past dark or later

Saturday March 21, 7 a.m. - 9 p.m. or later

TEAR DOWN

Tear down may begin no earlier than 6 a.m., Sunday, March 22, 2026.

VENDOR VILLAGE LOCATION



Vendor Village

- 20-foot-deep display spaces at 20-foot increments without power are available for non-food vendors.
- Manufacturer Display – Sebring’s largest displays, including Cadillac, Chevrolet, Lexus, Ford Performance, Hyundai, and more.

VENDOR RULES & REGULATIONS

Applications

- All exhibitors/vendors must submit an application and sign a vendor agreement.
- A photograph or complete written description of the exhibit must accompany applications.
- Sebring International Raceway is under no obligation to accept an application.

Payment

- Upon approval of your application by SIR, an agreement will be sent to you as notification that your application has been accepted. Deposit and signed agreement must be returned to Sebring International Raceway no later than Feb. 1, 2026. Executed agreements can be e-mailed to mpetteway@sebringraceway.com.

Rules of Conduct

- All exhibitors/vendors are expected to conduct themselves in a professional manner, according to the rules of the agreement. Any unruly conduct, refusal to follow rules, or use of foul language in the presence of Raceway guests or Raceway personnel will be considered grounds for expulsion from the facility without refund. Those exhibitors/vendors will not be permitted to return for future events.
- Selling or transferring of credentials or parking passes by exhibitors/vendors, their agents, family members, or any other person will result in immediate expulsion with no refund and the exhibitor/vendor will not be permitted to return for future events.

Laws and Ordinances

- Exhibitors/ Vendors must comply with all applicable Federal, State and Local statutes and ordinances, and must assume full responsibility for the payment of all sales, use and processor interest taxes, assessments, and/or fees occasioned by Exhibitors/Vendors use of premises.

County Health and Sanitation

- All laws, ordinances, and regulations pertaining to public health in the State of Florida, County of Highlands, will be in effect.

Exhibitors/Vendors Load-In

- Load-in dates and times for all areas is listed on page 2 and will be strictly enforced.
- All Exhibitors/Vendors must report to the registration office to receive credential packets prior to set-up.
- Load in information will be communicated no later than March 14, 2026.

Changes

- Exhibitor/Vendors may request the approval of SIR to change the list of articles, products and/or services up to one month before the event. These changes must be received in writing.

VENDOR RULES & REGULATIONS

Product Information

- It is expressly understood that the Exhibitor/Vendor, their agents or employees, are prohibited from holding drawings, games of chance, or from distributing, selling or displaying products, except for those listed in the Exhibitor Agreement and approved by SIR Management.
- Exhibitor/Vendor certifies that said Exhibitor/Vendor is an authorized distributor, manufacturer or licensee of all articles, products and/or services that are distributed, displayed and/or sold at the facility. Exhibitor/Vendor further agrees that all articles, products, and/or services listed on Exhibitor Agreement and approved by SIR Management will be displayed, promoted and be readily available in quantities sufficient for consumer purchase.

Sub Leasing

- Exhibitors/Vendors are prohibited from sub-leasing, assigning or apportioning the whole or any part of said space and/or stand allocation.

Credentials & Parking

- Retail and non-manufacturer partners will receive up to four (4) worker credentials and two (2) Midway vendor parking passes.
- Overnight tent and RV camping are permitted at no charge outside Gate 4.
- Additional Midway parking passes and credentials are available at regular prices.
 - General RV parking - \$150
 - General Car parking - \$85
 - Worker Credentials - \$75
- No additional worker credentials or parking passes will be issued unless the contract is paid in full and a Certificate of Insurance is on file with the SIR office.

Car and RV Parking

- No overnight parking inside or adjacent to the Vendor/Display space will be permitted.

Race Attendance

- Management is not responsible for decreases in normal race attendance.

Rain Policy

- No refunds.

Price Signs

- All vendors shall post the price of all their sale items for the public plainly to see.

CERTIFICATE OF INSURANCE GUIDELINES

Customer agrees to maintain such insurance with a reputable company, which shall remain in full force and effect throughout the duration of each Licensed Period. Limits of insurance specified herein are minimums. Insurance coverage shall apply to the fullest extent of Customer's insurance policy limits, or to the extent allowed by law, whichever is greater. Should the policy(ies) be cancelled before the expiration date thereof, notice will be delivered in accordance with the policy provisions.

Commercial General Liability Coverage: Commercial general liability policy (including personal injury and contractual liability) with a combined single limit of not less than One Million Dollars (\$1,000,000) per occurrence; Two Million Dollars (\$2,000,000) aggregate.

Please Note: If product sampling or selling of "consumables" is approved by SIR Management (Promoter), the required insurance limits will be in an amount not less than \$2,000,000 per occurrence and \$4,000,000 in the aggregate.

Workers Compensation: Workers Compensation insurance with minimum limits equal to the statutory requirements for all states of operation hereunder, including employer's liability.

Commercial Automobile Liability. Vehicle liability for owned, non-owned and hired vehicles with limits no less than One Million Dollars (\$1,000,000), combined single limit.

Certificate of Insurance. Upon execution of this Agreement, but in no event less than seven (7) days prior to the first scheduled event, customer must provide promoter a certificate of insurance evidencing the required insurance coverage. Such certificate of insurance for Commercial General Liability shall include the following:

Name as additional insureds the indemnified parties (defined above);

specific state that the insurance is primary and non-contributory over any other insurance that may be available to an indemnified party; and state that a waiver of subrogation shall apply in favor of the indemnified parties

SHIPPING & RECEIVING INFORMATION

SHIPPING & RECEIVING: 863-655-2297

All packages sent to Sebring International Raceway must list the following information:

Sebring International Raceway
113 Midway Drive
Sebring, Florida 33870
Gate 3
(Vendor Name)
(Attention)
(Phone number)

VENDOR & DISPLAY APPLICATION FORM

Company Name (DBA): _____

Email Address: _____

Contact Name: _____

On-Site Contact: _____

Mailing Address: _____

City: _____

State: _____ Zip: _____

Cell: _____ Fax: _____

State of Incorporation: _____

Products | Services Offered: _____

LLC

INC

*Mailing Address cannot be a P.O. Box

ALL SPACES HAVE A NON-REFUNDABLE 50% DEPOSIT DUE

BY: FEBRUARY 1, 2026

FULL PAYMENT DUE BY: MARCH 1, 2026

APPLICATION DEADLINE: JANUARY 31, 2026

***Please contact Megan Petteway**

**(mpetteway@sebringraceway.com) for spaces larger
than 20' x 60'.**

**This application does not constitute an offer or contract for
vending space.**

**Signing below signifies a vendor representative has received,
read, and agreed to all terms and conditions contained on each
page of the 2025 Sebring Vendor & Display Resource Guide.**

**Power, Water & Wi-Fi will be supplied no earlier than
Tuesday, March 18th, 2026.**

Please Select Space Size:

• **Vendor Village**

- 20' X 20' - \$1,025
- 20' X 40' - \$1,575
- 20' X 60' - \$2,400

Power, Water & Wi-Fi - \$550

_____ AMPS

Campsite Needed

Rentals - Please enter quantity needed:

(requested rental information will be
itemized on your invoice)

Table: 6ft. _____

Table: 8ft. _____

Chairs: _____

Tent(s): _____

Tent Size: _____

Rental Dates: _____

**Please specify below number of passes for
below items (all vehicles must park in
designated vendor parking locations.
Vehicles improperly parked are subject to
being towed.)**

Vendor Parking Pass: _____

Worker Credentials: _____

**2 Vendor Parking Passes Included - Each
Additional \$85.00 per pass.**

**4 Worker Credentials Included - Each Additional
\$75.00 per credential.**

Signature: _____ Date: _____

[FILLABLE VENDOR APPLICATION \(CLICK HERE\)](#)

SECURITY REQUESTS MUST BE PLACED BY MARCH 1, 2025

SEBRING INTERNATIONAL RACEWAY, INC. will have security entities to provide special security needs above those assigned to the race personnel. The security entities will be private security officers with no arrest powers at \$70.00 per hour, plus state sales tax.

After March 1st, your price increases to \$85.00 per hour, plus sales tax. In order to maintain continuity and ensure proper scheduling of security personnel, all special security requirements will be scheduled through Sebring International Raceway.

[FILLABLE SECURITY REQUEST FORM \(CLICK HERE\)](#)

For any questions regarding security please reach out to Brittany Underwood at bunderwood@sebringraceway.com