

2023

Event Series



MOTORTOPIA



Street Trucks



**DIESEL
WORLD**



TREAD

MOTORTOPIA

is a passion for automobiles and a source of entertainment. It exists to embrace the automotive world, to entertain automotive enthusiasts, empower lovers of automobiles and to celebrate automotive heritage while boldly looking to the future. Through a combination of live events and broadcast events, your brand can reach tens of thousands of enthusiasts when and where they want to be reached. Our team covers several of the most popular events and shows in North America and our brands also deliver unique in-person events giving you multiple avenues to drive sales and build loyalty.

Diesel World, Street Trucks and Tread magazines – we entertain and we inspire our followers to get behind the wheel, to finish their projects and to experience automotive culture.

2023

Event Series



Spend 2023 where aftermarket auto buyers will see you!

69% of our audience will buy truck parts or products in the next 90 days.

43% build custom trucks for national shows.

Budget now and choose later.

You can secure a year's worth of events at a discount and choose your events later. You get the choice, and you also get the event coverage.

**12 events for the price of 10.
2023 at your own discretion.**



Lone Star Throwdown



Lone Star Convention Center

Conroe Texas | Feb 24-26, 2023

One of the largest truck shows in the country, and likely the world, goes down in Conroe Texas every February. Lone Star Throwdown is the show to be at for any show truck enthusiast and it draws tens of thousands of attendees and trucks from all over. DW will be there, concentrating on all the hottest diesel-powered builds at the show.



Orange Beach Invasion



Orange Beach, AL | March, 2023

Orange Beach Invasion is one of the newest Car, Truck and Bike Shows to hit the Gulf Coast. Located in beautiful Orange Beach, Alabama this event is a spectacular turnout of custom trucks. We'll take our viewers behind the scenes with interviews and an event overview of the coolest trucks at the show.



LS Fest West



Las Vegas, NV | April, 2023

The Holley LS Fest is a celebration of everything and anything powered by the GM LS engine. No matter what enthusiasts are building, chances are it'll have an LS engine in it and we'll be onsite to see the latest builds, hear about the newest performance upgrades and more.



Battle in Bama



Mobile, AL | May, 2023

Celebrating its 7th year, this is one of the premier truck events on the Gulf Coast. Hundreds of custom trucks roll into Spanish Fort AL for this annual event. Featuring live entertainment, vendor booths and plenty of show trucks, it's a must-see event.



SE Truck Nationals



Lebanon, TN | July, 2023

This show hits the tracks in lovely Lebanon, TN, for racing and showing the best of classic trucks. With a great showground to host the South's best trucks and the market's best merchandise, no truck devotees can stay away. We're taking our stream viewers to the heart of the show with interviews and under-the-hood coverage.



F100 Supernationals



Seiverville, TN | August, 2023

When Ford fanatics flood the Super-Nationals in Seiverville, they get to see show trucks, specialty trucks and their favorite vendors. And so do Street Trucks viewers who can't make the trip, thanks to our event streams.



C10s in the Park



Waxahachie, TX | Sept, 2023

Where do truck enthusiasts find 1,200 classic trucks? In C10ville, USA, at the largest C10 gathering the South. We're bringing all the rides and all the fun to viewers anywhere!



Slamfest



Tampa, FL | Oct, 2023

Welcome to one of America's best truck shows! Hundreds of custom trucks arrive at the Florida State Fairgrounds to gather their fans for awards, contests, concessions, and more! That's why Street Trucks is bringing the Slamfest to truck fans everywhere!



Dino's Git Down



Glendale, AZ | Nov, 2023

Dino's Git Down gathers Chevy owners and builders for the world's largest C10 event. They come to see how others like them customize these classic trucks, from the tiniest bolt to the boldest paint job. Learning these builds is why they show up. And it's why Street Trucks shows up to stream the Git Down.



Las Vegas, NV | Nov, 2023

This November, SEMA hosts the can't-miss trade show where key auto manufacturers, specialty parts businesses and global buyers meet. And it's time for your company to join them! Street Trucks brings your company where the whole show—71,000 buyer companies, 3,300 media reps, and visitors from 140 countries—and our ST audience at home can see it.



Motortopia Street Trucks Showoff Series:

The only national, traveling custom truck event will be expanding to three events in 2023. These show-and-shine events bring the best-looking, best-performing trucks hoping to win the ultimate cash prize and trophy. Each event will be broadcast on Motortopia.com and our YouTube channel.



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Golden State Diesel Fest Sacramento



Sacramento Raceway Park

Sacramento, California | April, 2023

Deep in NorCal truck country, this show combines diesel drag racing and dyno competitions with a come-all show 'n shine. It has something for every diesel enthusiast. That's just why Diesel World covers it every year.



Ultimate Callout Challenge



Lucas Oil Raceway

Indianapolis, Indiana | June, 2023

Drag racing, dynos, sled pulls—the UCC is the Super Bowl of diesel. The word “action” is no exaggeration for the spectacles of explosions and pulls here.



Scheid Diesel Extravaganza



Wagler Motorsports Park

Lyons, Indiana | August, 2023

You already know that Scheid is THE fun show for enthusiasts. It has dyno, burnout pits, drag racing, pulling, and regular streams of thousands of visitors and hundreds of trucks.



Weekend On The Edge



Salt Lake City, Utah | Sep , 2023

Weekend on the Edge (WOTE) is an annual event celebrating all things diesel. Traditionally held at the Weber County Fairgrounds in Ogden, Utah WOTE brings a full-featured event with a truck show, dyno competition, and the crowd favorite, sled pulls. Weekend on the Edge is bringing together the biggest, baddest and most powerful diesel trucks in the west.



Wagler Fall Nationals



Wagler Motorsports Park

Lyons, Indiana | Oct, 2023

The Wagler Fall Nationals wrap up the year for most sled-pullers, and with a \$10K payout at stake, the event draws pullers and fans from nearly everywhere.



Truck Mania



Sacramento Raceway

Sacramento, California | Oct , 2023

Truck Mania puts all its energy and passion right there in its name. As the biggest truck event in the West, it has everything: sled pulls, drag racing, donuts, burnouts, dyno competitions, and a full Show 'n Shine for thousands of attendees.



SEMA 2023



Las Vegas Convention Center

Las Vegas, Nevada | Nov, 2023





Motortopia Truckfest powered by Diesel World:

We're planning three of these in-person events, bringing the pages of Diesel World magazine and the world of diesel performance alive. These events feature a variety of onsite features and activation opportunities, from drag racing to dyno pulls to show n shines. Each event will be broadcast on Motortopia.com and our YouTube channel.



2023 Events Calendar



King of the Hammers



Johnson Valley, CA | Feb 2-11, 2023

This week-long event includes race classes for a variety of 4WD vehicles, including the culminating Ultra4 race of the series. Known as the “toughest one-day off-road race on the planet”, King of the Hammers draws crowds upwards of 60,000 people. Tread takes you into the pits and brings its audience a behind the scenes look of KOH from Hammertown to the races and beyond.



Easter Jeep Safari



Moab, UT | April 1-9, 2023

Easter Jeep Safari (EJS) originally started in 1967 and still brings the masses to Moab each spring. Now organized by Red Rock 4-Wheelers, attendees spend the week exploring Moab on organized trail runs and visiting the vendor show. The vendor exposition features over 130 4x4 manufacturers from around the country. Hit the trails with Tread and dive deeper with products and concept vehicles.



Jeep Beach



Daytona Beach, FL | May, 2023

This is one of the largest Jeep®-only events in the United States attracting 200,000 visitors and 20,000 Jeeps. They also host a variety of official events throughout the week in Daytona Beach. Tread takes you into this unique event and brings its audience an inside look at the products and vehicles that make this event a must-see.



Overland Expo West



Flagstaff, AZ | May, 2023

Touted as “the premier overlanding event series in the world” Overland Expo brings in top-notch experts to teach classes and run demonstrations. From beginners to the hobby to those exploring for many years, there is something for all who enjoy adventure vehicle travel. Tread brings product releases, vehicle builds on display & more.



Overland Expo PNW



Redmond, OR | July, 2023

Where do overlanders want to be? The Overland Expo PNW, where they learn from overlanding legends, programs and rides. For 3 full days, this world-leading event trains them for every offroad trail. With TREAD event streams, every viewer gets that training.



Trail Hero



Hurricane, UT | Oct, 2023

Trail Hero is a week long event with 5 days of guided trail runs through Sand Hollow State Park in Hurricane, Utah. Going into their 7th year, Trail Hero has been building steam and excitement in the off-road community. This all-inclusive event welcomes all vehicles with 4WD from Jeeps to trucks to off-road buggies.



Off Road Expo



Pomona, CA | Oct, 2023

With overlanding adventure, industry leaders and discounted off-road gear, the Off-Road Expo is the biggest and best gathering for this diehard community. It draws visitors and eyes from all over the country. That's why we stream it for anyone, anywhere.



SEMA 2023



Las Vegas, NV | Nov, 2023



Meet Our Event Team

This isn't be your standard "random guy with a cell phone walking around an event" feed. We have multiple camera operators, as well as professional interviewers and commentators. We've invested the equipment required to seamlessly transition from camera to camera, offering a more enjoyable viewing experience.

Diesel World Team Lead: Adam Blattenberg

Adam has spent his entire professional career in the automotive aftermarket industry. Starting at a small truck shop out of High School, turning wrenches, to a Dodge dealership and eventually doing marketing and sales for a few diesel performance parts manufacturers before coming to Diesel World. With experience in all area's in the industry, and a true passion for anything with an engine Adam brings a wide knowledge base to the table. He knows what industry professionals need, as well as their customers, because he's been in each of their shoes. Adam can make just about anything happen.



Street Trucks Team Lead: Chris Hamilton

Chris spent many years in the publishing industry, and custom trucks has been a major part of his life. Trucks that drag frame were just part of growing up for Chris and documenting the truck industry has been his passion for years. Chris has owned some, helped build some and is known to spend his weekend photographing others for as long as he can remember. He's a true enthusiast that is proud to represent an industry, and someone you can count on.

Remember – Engaged auto extends into the overland and off-road markets too!

*We can't forget to mention **TREAD Magazine**, which will covers several overlanding and off-roading events around the country in 2022. Contact Gabe Frimmel about their specific details, and in the meantime, meet Kelly Nomura, editor and brand leader at **TREAD**.*



Tread Team Lead: Kelly Nomura

Never one to turn down a new adventure, Kelly Nomura jumped at the chance to drive TREAD. It was a no-brainer for her: she has a passion for the outdoors (camping, hiking and snowboarding), and she fell in love with the overland community after a few events. In 2022 she continues attending shows and events across the U.S., to foster the camaraderie of the growing TREAD community. With 13 years in the automotive-enthusiast industry, Kelly has worked with all different types of automobiles, but off-roading excites her the most. She is proud to lead TREAD, where her professional background blends perfectly with her love for outdoor adventure, trucks and building an active, committed community.



TRUCKFEST

- \$300 for 10x10 booths. \$500 for 20x20 booths **(Per event pricing)**
- Title sponsorship: \$15,000 for all 3 events. Exclusive
- E-ticket sponsorship: \$3,000 for all 3 events
- Dyno sponsorship: \$12,000 for all 3 events
- Entertainment/Music sponsorship: \$6,000 for all 3 events
- Awards sponsorship: \$3,000 for all 3 events
- Platinum sponsorship: \$3,000 for all 3 events
- Gold sponsorship: \$2,250 for all 3 events

SHOW-OFF SERIES

- \$300 for 10x10 booths. \$500 for 20x20 booths **(Per event pricing)**
- Title sponsorship: \$10,000 for both events. Exclusive.
- Entertainment/Music sponsorship: \$5,000 for both events
- Awards sponsorship: \$4,000 for both events
- E-ticket sponsorship: \$2,000 for both events
- Platinum sponsorship: \$2,000 for both events
- Gold sponsorship: \$1,500 for both events



Annual Sponsorship Packages



Standard Package » **\$7,500**

- Your logo stays on-screen during the event stream, rotated alongside other sponsors
- Your video ads play during down times in the stream
- Chance for at least a 3-minute interview with your rep during the stream
- Your company receives mention in all promotional posts

Custom 5-Minute Interview Package » **\$7,500**

or

Custom 15-Minute Interview Package » **\$12,500**

- You get 5 or 15 minutes to talk with our staff at your booth—you choose the topic, product, project, or anything else that'll convince our followers that your brand is the one they should buy from
- You choose the topics and discuss it with our reps prior to recording
- You decide if you'd rather our staff discuss your brand without your rep
- Your logo appears on-screen during our social media replays (your company is tagged in those posts)
- You receive the interview video file after the show
- Your interview appears to over 1 million viewers via our social media, YouTube, and other outlets

Standard + Highlights & Web Article Package » **\$25,000**

- You receive the whole STANDARD package

PLUS:

- Your logo appears on all event highlight videos (and social posts) for a month after the event. These posts see 2-10x more eyes than the streams themselves
- Your company and product receives a written profile by our staff, posted online and promoted via social media

Standard + Social Campaigns Package » **\$35,000**

- You receive the whole STANDARD package

PLUS:

- You pick the content for 3 Facebook posts for our thousands of followers
- You pick the content for 3 Instagram Story posts for our thousands of Instagram followers
- You receive 2 "New Product" placements in our weekly newsletter

Annual Sponsorship Packages



Presented By Package » **\$50,000**

- “Event Stream Presented by [YOUR BRAND],” plus your logo, stays on screen at all times
- Your company name will be part of all promotions before and during the event
- Your video ad plays during down times in the stream
- Your brand receives 2X the ad spots compared to other sponsors
- The chance for 3 separate 3-minute interviews with your rep at the venue
- Your name appears in our weekly newsletter, during all event promotions
- “Event Stream Presented by [YOUR BRAND]” will appear in the print and web event recap articles
- You pick the content (your newest sale or part) for 5 promotional posts through social media, unrelated to the event

Note: Streams will be live when service allows. Whenever service doesn't allow, the event stream will be posted the following day during optimal viewing times.



For more details, please contact:

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