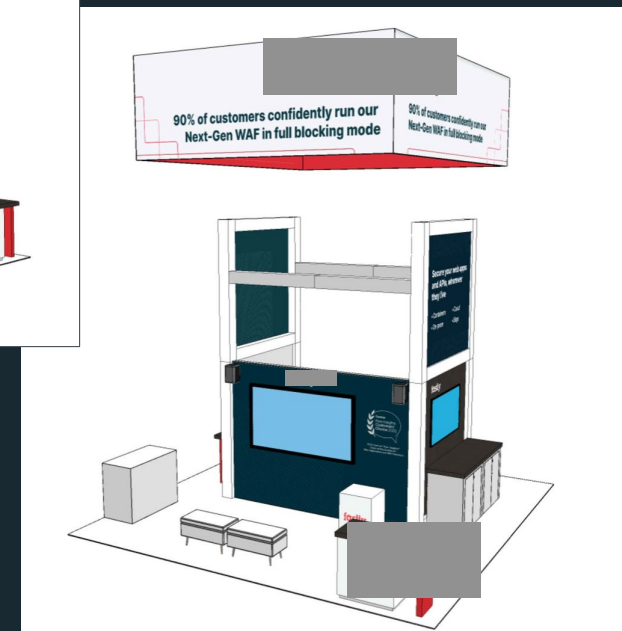
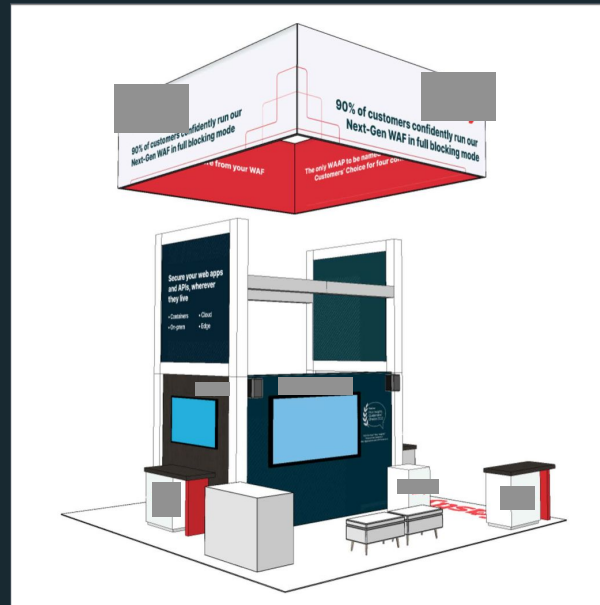
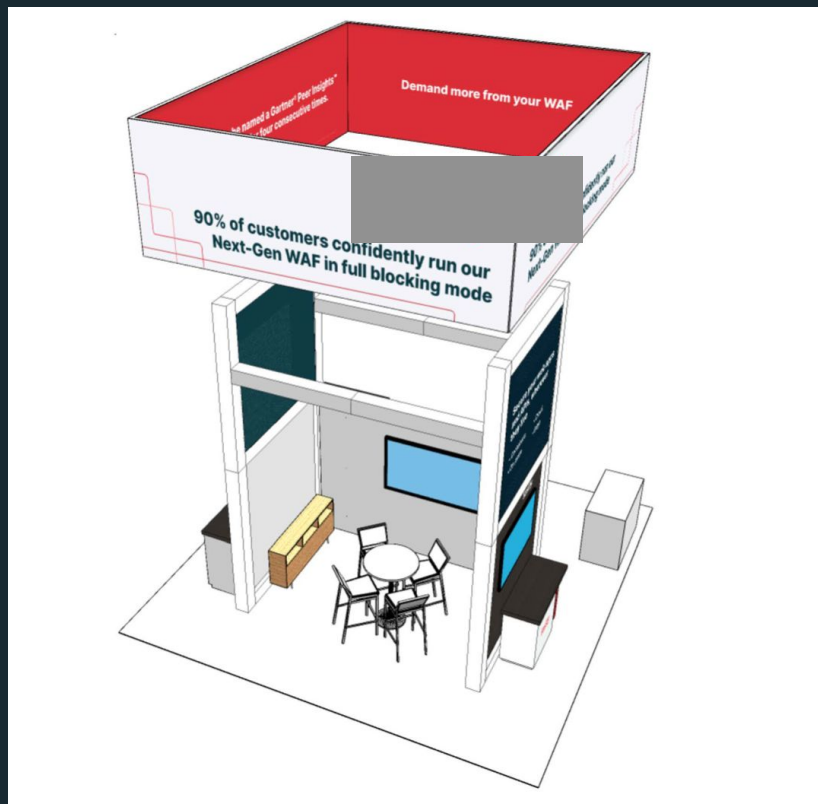


&

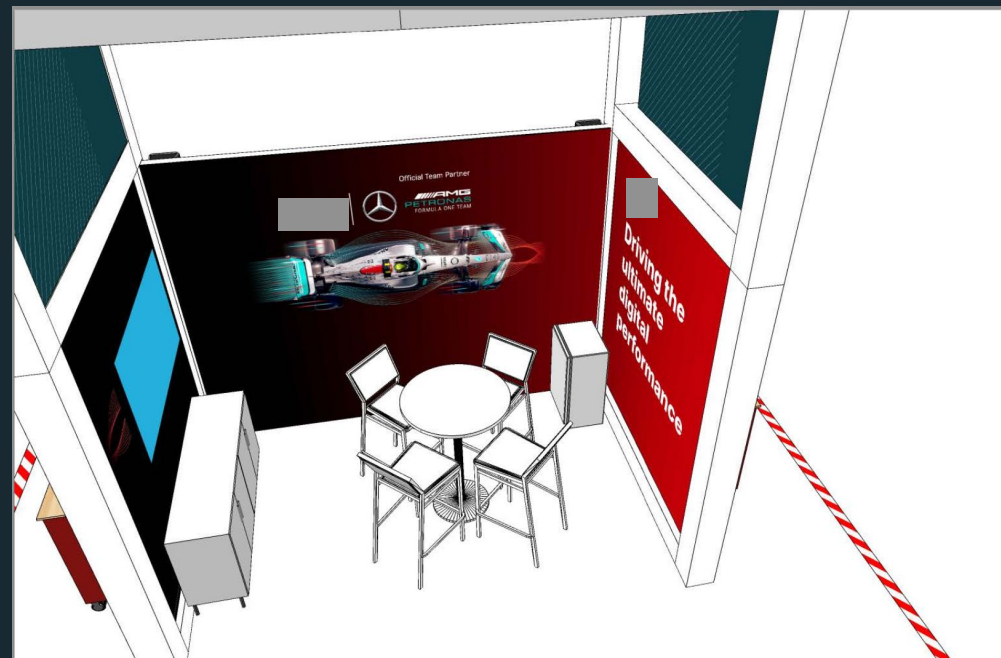
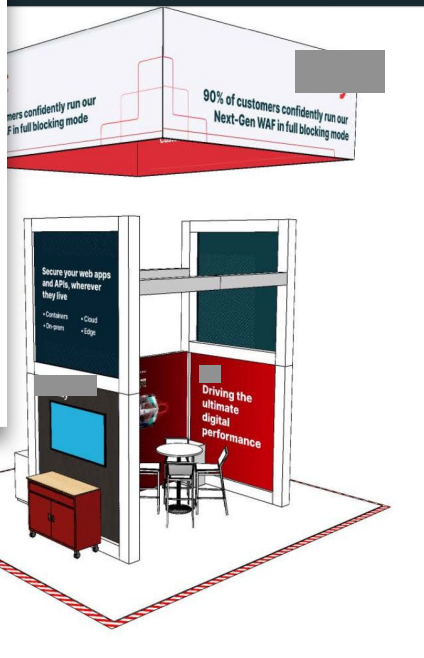
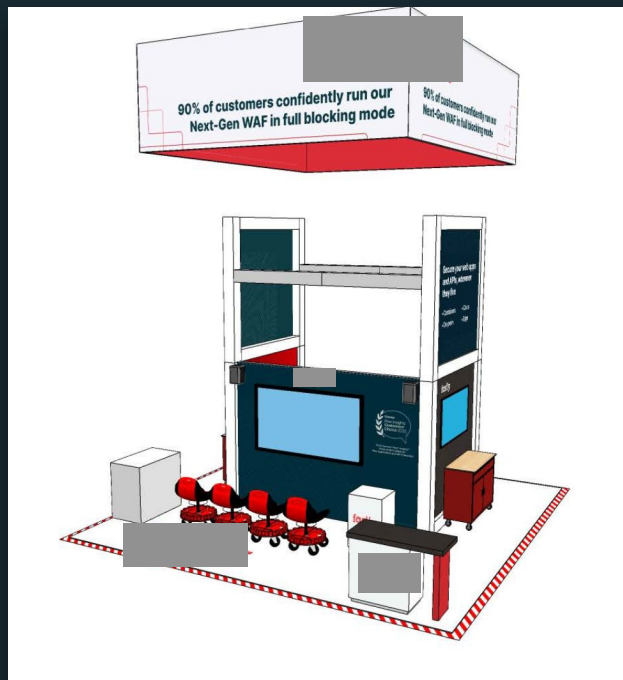


at Black Hat

The Old [REDACTED] Booth

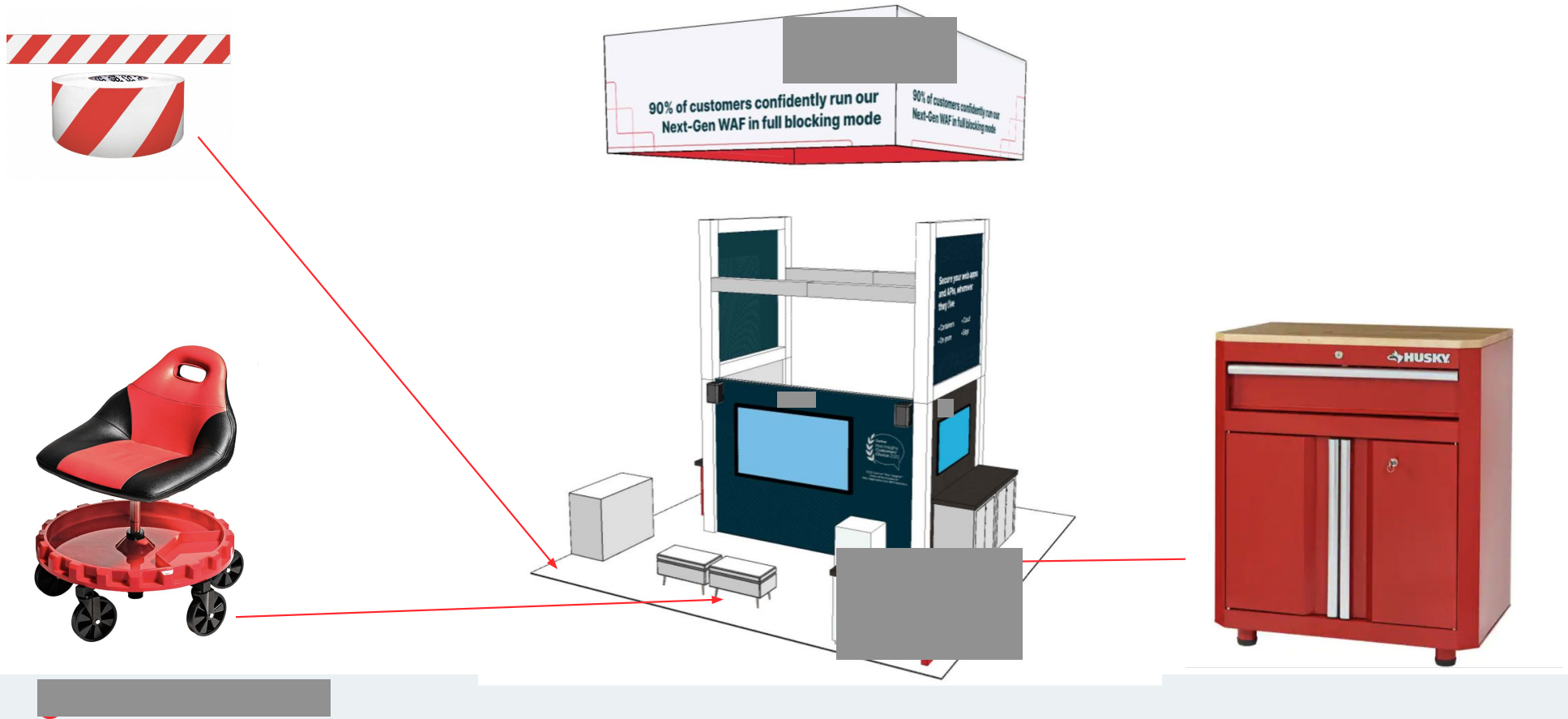


The New [Redacted] Booth

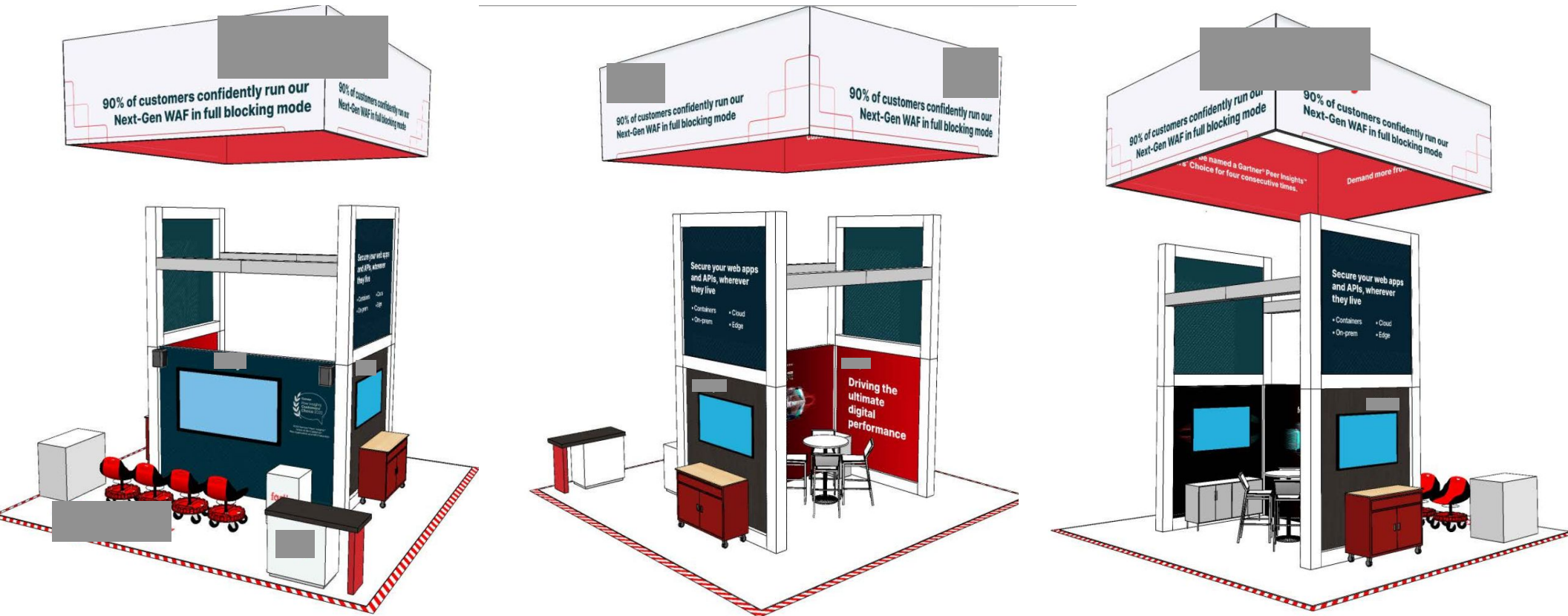


With the new F1 partnership launching, Black Hat is the perfect place to showcase the sponsorship through our booth aesthetic - adding deliberate F1 elements throughout.

Booth Overview - Concept



Booth Overview - Rendering



Adding in hints of F1 into the booth space to draw attention to the [redacted] sponsorship.

Pit Crew Staff Shirts

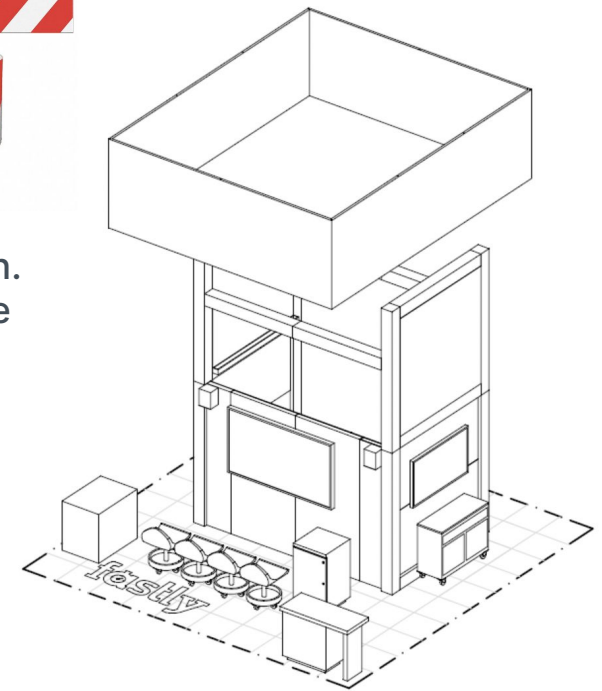
Replace staff t-shirts with pit crew shirts



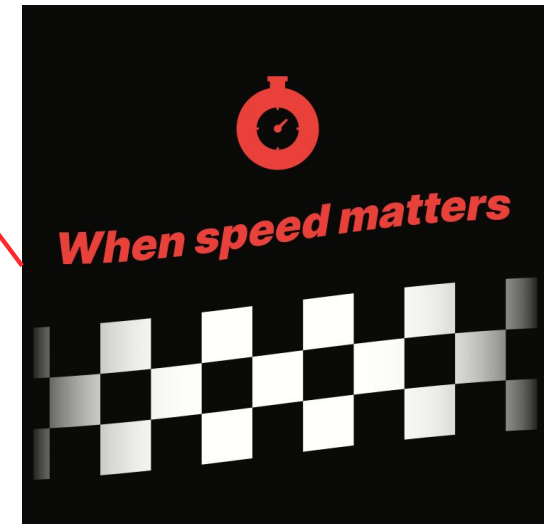
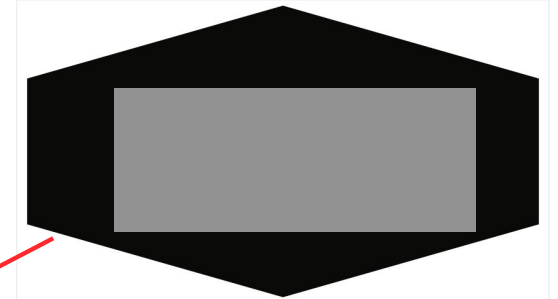
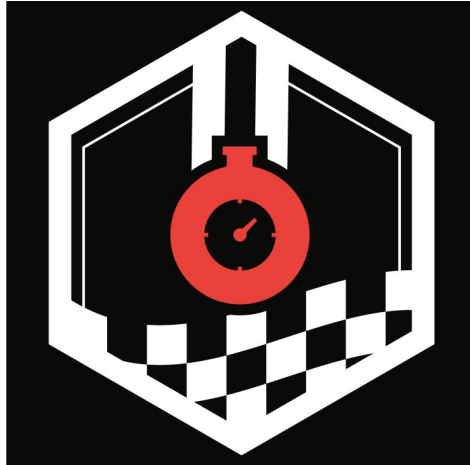
(see next slide)

Flooring

Carpeting will remain in place with a red & white track stripe border on the perimeter of the booth. The [redacted] logo on the carpet to be moved to the front of the theater space.



STAFF SHIRT SIDE/FRONT



STAFF SHIRT BACK



FURNITURE ELEMENTS

Work Stations: Craftsman tool chest workstations

Rolling tool chests in red, black and silver take the roll of existing cabinets



Theater Seating: Ring Gear Seats

Replacing seating cubes in the Theater with garage rolling gear seats.

ELEMENTS



Checkered Flags

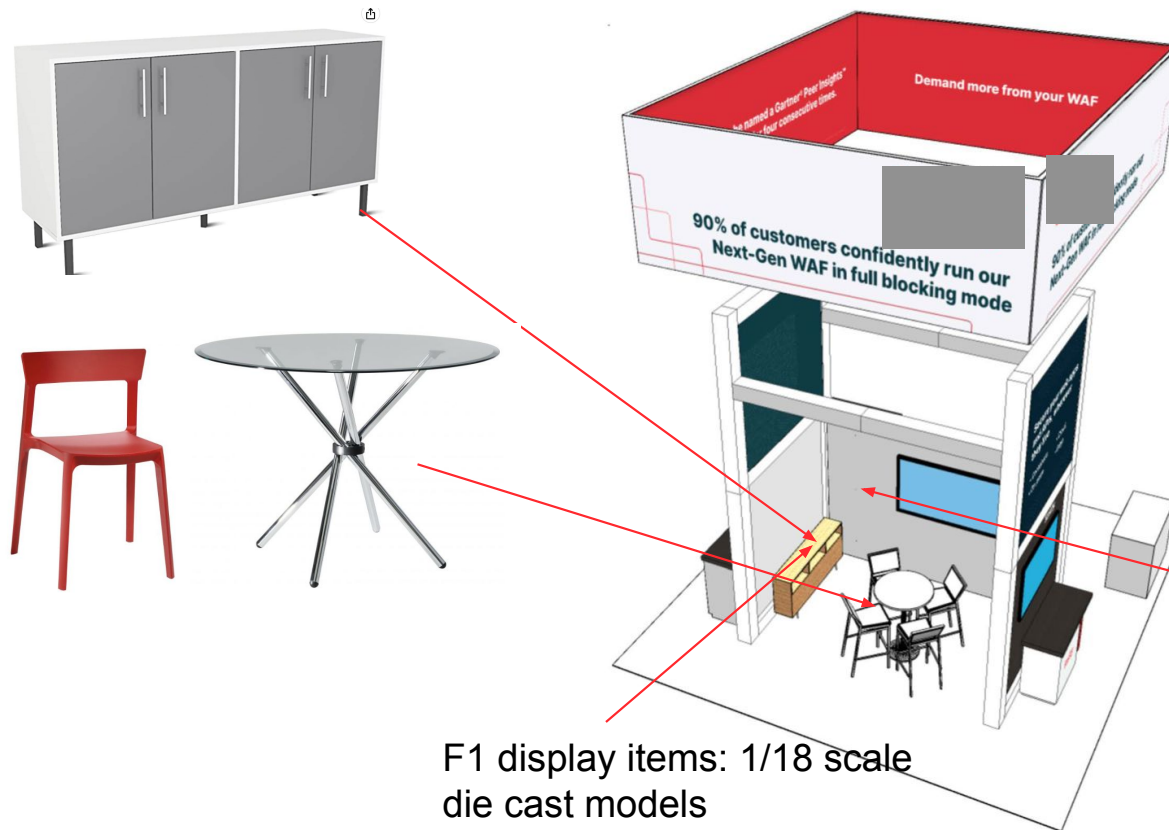
Subtle use of checkered flags in decor



Diamond Plate Aluminum

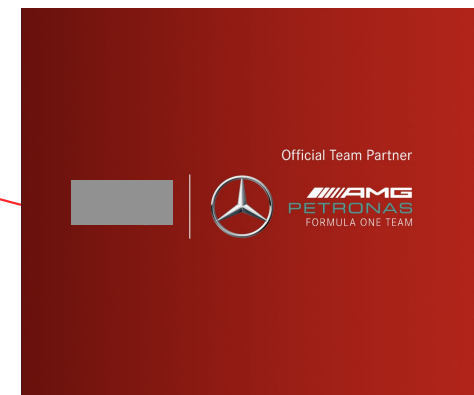
Find places to incorporate diamond plate aluminum.

Booth Overview - Semi-private meeting room experience



Create an exclusive semi-private meeting space that draws attention and leverages the MF1 brand to elevate our brand and reputability.

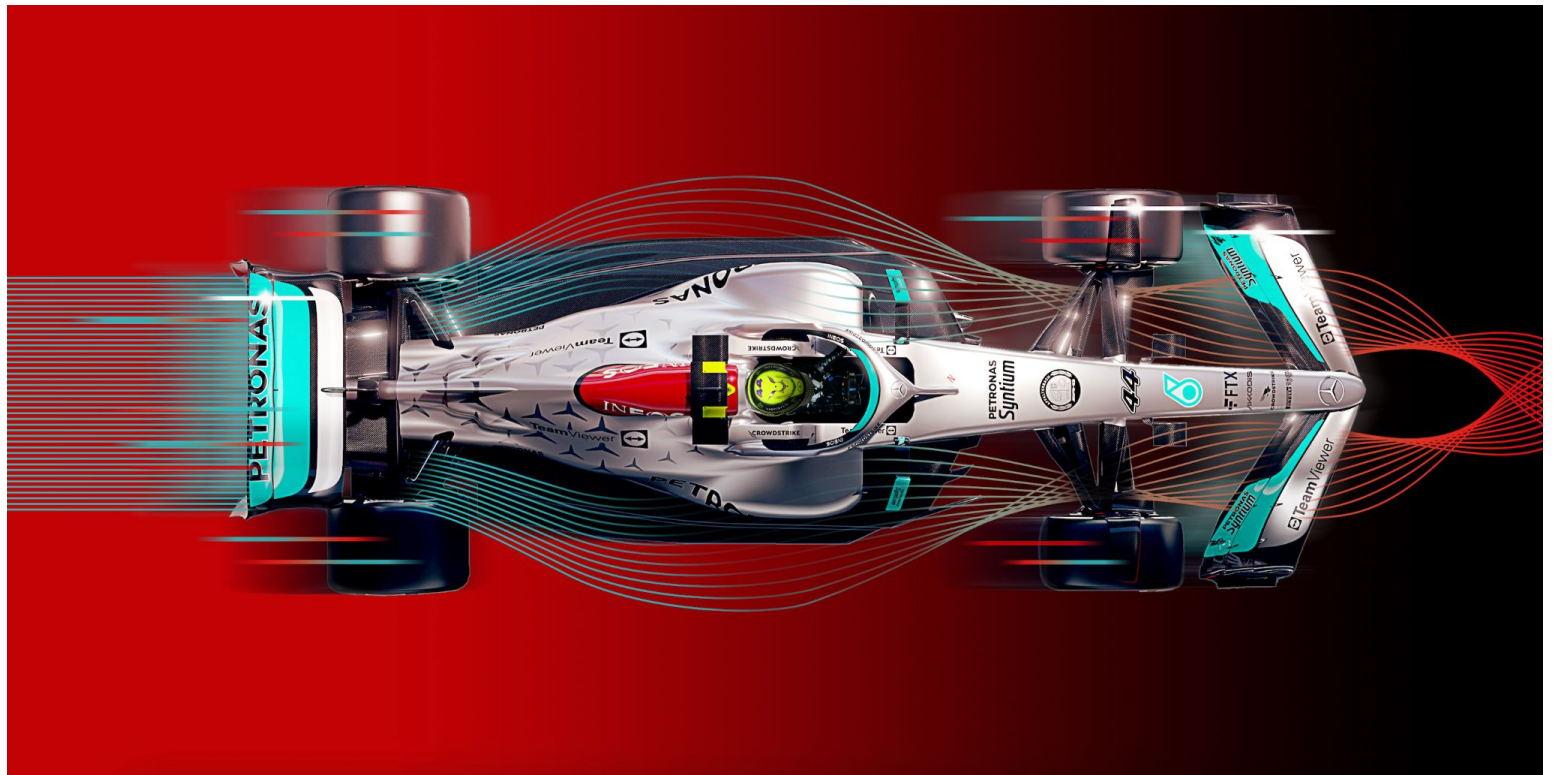
Mercedes approved graphic wrap inside the meeting space



GRAPHICS

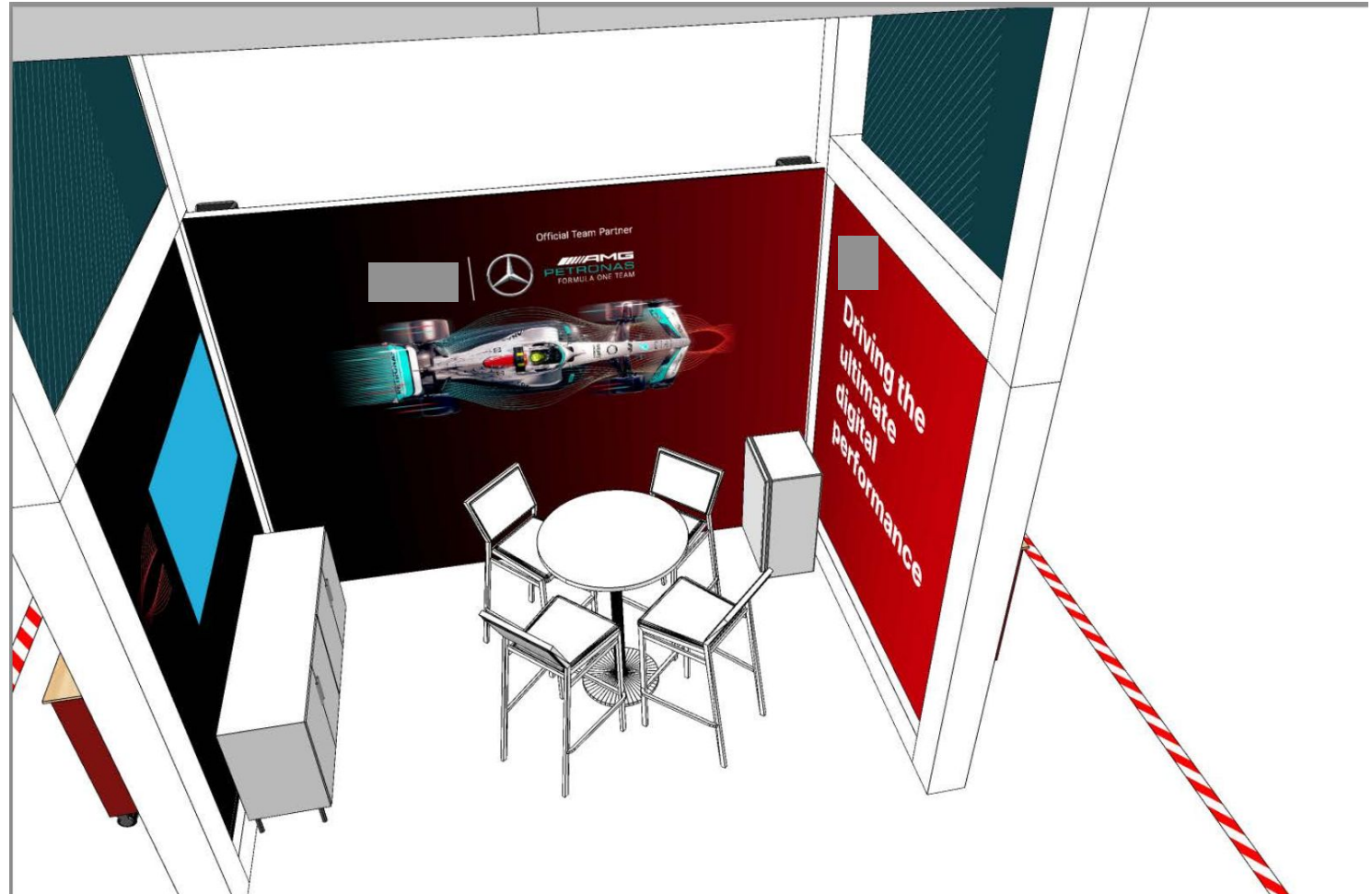
F1 Graphics in Meeting Space

The open meeting space is the perfect spot to add an F1 backdrop. A graphic similar to this will display on the back wall. Our designer will extend the graphic to the left and right walls to create a continuum.



GRAPHICS

Wall Wrap Rendering



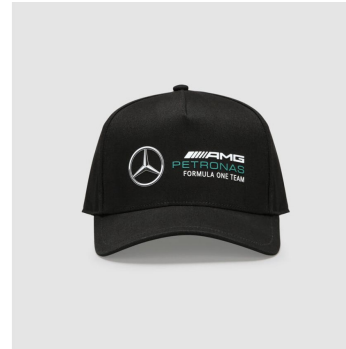
MERCH (Regular)

We are up against a 3 week lead time. Below are options that provide thematic value while also staying within the quick turnaround.

What: [REDACTED] branded tire pressure gauge
Recipient: Booth Giveaway
Approvals: No MF1. No approvals needed.



What: [REDACTED] + MF1 Co-branded Hat
Recipient: Customer/prospect meetings
Approvals: Approvals needed. CMD design support needed



What: [REDACTED] Staff Pit Crew T-shirts
Recipient: Staff
Approvals: No MF1. No approvals needed.



MERCH (Grand)

Grand giveaway

What: Mavic 3 Drone

Recipient: Grand Booth Giveaway Raffle

Approvals: No MF1. No approvals needed.



What: Signed [redacted] + MF1 co-branded hat or helmet?

Recipient: Grand Booth Giveaway Raffle OR Sim/Pit Lane Winner

Approvals: Approvals needed. CMD design support needed



Booth Option Comparisons

Current Plan

Keeping all elements similar to RSA with the current Sparks estimates.

\$139,330.50 (fixed cost already accounted for in budget)

[See detailed breakdown](#)

Partial F1 Additions

- A partial inclusion of F1 elements, keep carpet:
- red & black rolling tool chests to replace workstations, including welcome desk
- black & grey rolling cabinets for podium and meeting room cabinet
- rolling workshop chairs
- checkerboard flags
- F1 poster style graphics in meeting space
- stainless steel high boy table
- rental chairs

\$139,883.50 (\$500 incremental cost, does not include simulator/display kit)

Full F1 Additions

A full redesign to include F1 elements, remove carpet:

- red & black rolling tool chests to replace workstations, including welcome desk
- black & grey rolling cabinets for podium and meeting room cabinet
- rolling workshop chairs
- anti-fatigue mats
- checkerboard flags
- Full wall wrap graphics in meeting space
- stainless steel high boy table
- rental chairs

\$155,075.50 (\$16k incremental cost, does not include simulator/display kit)

Thank You!

