



The Pittsburgh International Auto Show

FEBRUARY 17-20, 2012

Red CARpet Gala – Thurs. Feb. 16th

The 2012 Pittsburgh International Auto Show is seeking quality **AUTOMOTIVE RELATED VENDORS** to display their products and services at one of the top consumer shows in Pittsburgh. The event brings together in one location every major automobile manufacturer, and showcases all that's new and exciting in automotive products and services. Come be part of the excitement! We are customizing booth sizes and packages to fit your needs. A wide variety of Sponsorship opportunities are also available.

Last year, through our partnerships with the local broadcast, print and online media, our purchased advertising of more than \$150,000 was leveraged to well beyond \$325,000.

Nowhere else during the year can you possibly use your marketing dollars as strongly and gain direct exposure to tens of thousands of potential new customers in one long weekend!!



We just don't have crowds; we have crowds that are automotive enthusiasts interested in buying what's new and exciting in the industry!!!!

Every year we ask the public how we can improve the show. The consistent answer is to increase our vendor area with automotive-related products. Our attendees are eager to purchase aftermarket products, sound systems, custom wheels, tires and more. They want to personalize their car and trucks, and you can help them to do it!

VIP EVENT

Thursday, Feb. 16

RED CARPET GALA (INVITATION ONLY)

PUBLIC SHOW HOURS

Friday and Saturday, Feb. 17-18

10am 10pm

Sunday and Monday, Feb. 19-20

10am 6pm

Contact:

Jill Costic , Auto Show Director
412/963.8909 office

GPADA 207 Sigma Drive, Pittsburgh, PA 15238
412/327.2023 cell



**Jump Start your sales in the New Year, join us at
THE PITTSBURGH INTERNATIONAL AUTO SHOW!!!**

BOOTH PACKAGES

Standard booth package (10'x10') Back & side drapes, 1 – 6' skirted table,
2 chairs, 1 electrical connection and an ID sign. **\$ 1,000.00**

Double booth package (10'x20') Back & side drapes, 2 – 6' skirted tables,
4 chairs, 2 electrical connections and an ID sign. **\$ 1,750.00**

Island display space (20'x20') Prime location, four open sides, floor space customized to exhibitors needs, i.e. back & side drapes optional or as required, 4 – 8' skirted tables, chairs as required, 3 electrical connections, and a custom banner designed with company logo, etc.
\$ 3,000.00

We can customize a booth space to fit your individual needs. Get creative! We do!

We can also help with design and arrangement of your booth equipment/furniture and signage requirements.

APPLICATION FOR EXHIBIT SPACE



FEBRUARY 17 – 20, 2012

DAVID LAWRENCE CONVENTION CENTER

Exhibit space will be allocated on a first come, first served basis. If you are interested in participating in the PITTSBURGH INTERNATIONAL AUTO SHOW, please complete the following and fax to **412.963.1106** or email to: jill@gpada.com

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ CELL _____ FAX _____

CONTACT PERSON _____

EMAIL _____

Product or service your company sells or provides (brief description)

How many booths are you requesting? _____

If you have any questions or need further information, please call our office at: **412.963.8909**

Thank you.