



The Pittsburgh International Auto Show

FEBRUARY 17-20, 2023

INVITATION TO EXHIBIT

The 2023 Pittsburgh International Auto Show invites companies 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. Premium exhibit space offers your company the opportunity to engage nearly 50,000 consumers while being positioned with some of the most powerful brands in the world. 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, online, and social media, our purchased advertising of more than \$80,000 was leveraged to well beyond \$275,000.

Nowhere else during the year can you possibly use your marketing dollars more effectively to target new customers, build brand recognition, introduce new products and services and distribute sales and promotional information.

We have a ton of new attractions planned, and something for everyone in the family!

Come be part of the excitement! Our attendees are eager to meet and talk to you.





GPADA 207 SIGMA DRIVE, PITTSBURGH, PA 15238
412/963-8909 WWW.PITTAUTOSHOW.COM

Jump Start your SPRING sales season at

THE PITTSBURGH INTERNATIONAL AUTO SHOW!!! **BOOTH PACKAGES**

Standard booth package (10'x10') Back & side drapes, 1 – 6' skirted table,
2 chairs, and an ID sign. **\$ 1,100.00**

Double booth package (10'x20') Back & side drapes, 2 – 6' skirted tables,
4 chairs, and an ID sign. **\$ 1,875.00**

Island display space (10'x30') 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, 4 – standard electrical connections
\$ 3,850.00

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. Call today to reserve your spot in this one of a kind consumer market.

412/963-8909 or carla@gpada.com

NOTE: Electrical connections and additional booth equipment are **NOT** included, but are available at an additional charge. Please see the Electrical Service Order Form and the Freeman kit (furniture/signage) on the Exhibitor Access tab of pittautoshow.com

DAVID LAWRENCE CONVENTION CENTER

FEBRUARY 17TH - 20TH, 2023

PITTSBURGH INTERNATIONAL



AUTO SHOW

2022 PITTSBURGH INTERNATIONAL AUTO SHOW RECAP

Thank-you for participating in the 2022 Pittsburgh International Auto Show February 18-21, 2022. We are pleased with the show and the attendance. Please let us know YOUR feedback. We look forward to seeing you in 2023!

ATTENDANCE-Nearly 50,000 attendees over the 4-day show. (Just a slight decrease from 2020)

PARTICIPATING BRANDS-ACURA, BENTLEY, CHEVROLET, FORD, HYUNDAI, KIA, LEXUS, LINCOLN, MAZDA, MASERATI, MERCEDES BENZ, MITSUBISHI, NISSAN, STELLANTIS-CHRSLER, DODGE, JEEP, RAM and FIAT, SUBARU, TOYOTA and VOLKSWAGEN

SPECIAL ATTRACTIONS

- Duquesne Light Company Electric Avenue featuring ride-alongs in Ford Mach E and Lightning, courtesy of Neighborhood Ford Store.
- Stellantis Ride-and-Drive featuring 12 vehicles
- Ford Bronco Simulator
- Hyundai Racing Simulator
- Chevy "Put Yourself in a Comic Strip" attraction
- Subaru Adopt-a-Pet
- Pittsburgh Vintage Grand Prix Hi-Rise Garage
- AWS DeepRacer experience
- P3R Kids' 20-yard dash
- Boys and Girls Clubs of Western PA family fun activities
- Pittsburgh Heli helicopter
- Over 100 vendor booths
- Marvel super heroes
- Elias Khouri – Acoustic Guitar

Check out this great video recap!**Ctrl + Click** to follow this link: <https://youtu.be/02GYhU-l68U>

Lisa A. McIntyre

GPADA CEO

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APPLICATION FOR EXHIBIT SPACE

FEBRUARY 17-20, 2023

DAVID LAWRENCE CONVENTION CENTER

Exhibit space will be allocated to exhibitors of record on a first come, first served basis. Space will then open up for new vendors. VENDORS WITH FOOD OR BEVERAGE MUST COMPLETE A SAMPLING AUTHORIZATION FORM. (contact our office for this) Please complete the following and fax or email to number or address below.

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? _____ after we receive your application, you will be contacted to select a booth location, your official show contract and invoice will be sent at that time.

If you have any questions or need further information, please call Carla at 412-936-8909

Thank you.

