



AUTOMOBILITY LA®
LOS ANGELES AUTO SHOW®

be seen

2022 ADVERTISING OPPORTUNITIES

AUTOMOBILITY LA (B2B)
November 17, 2022

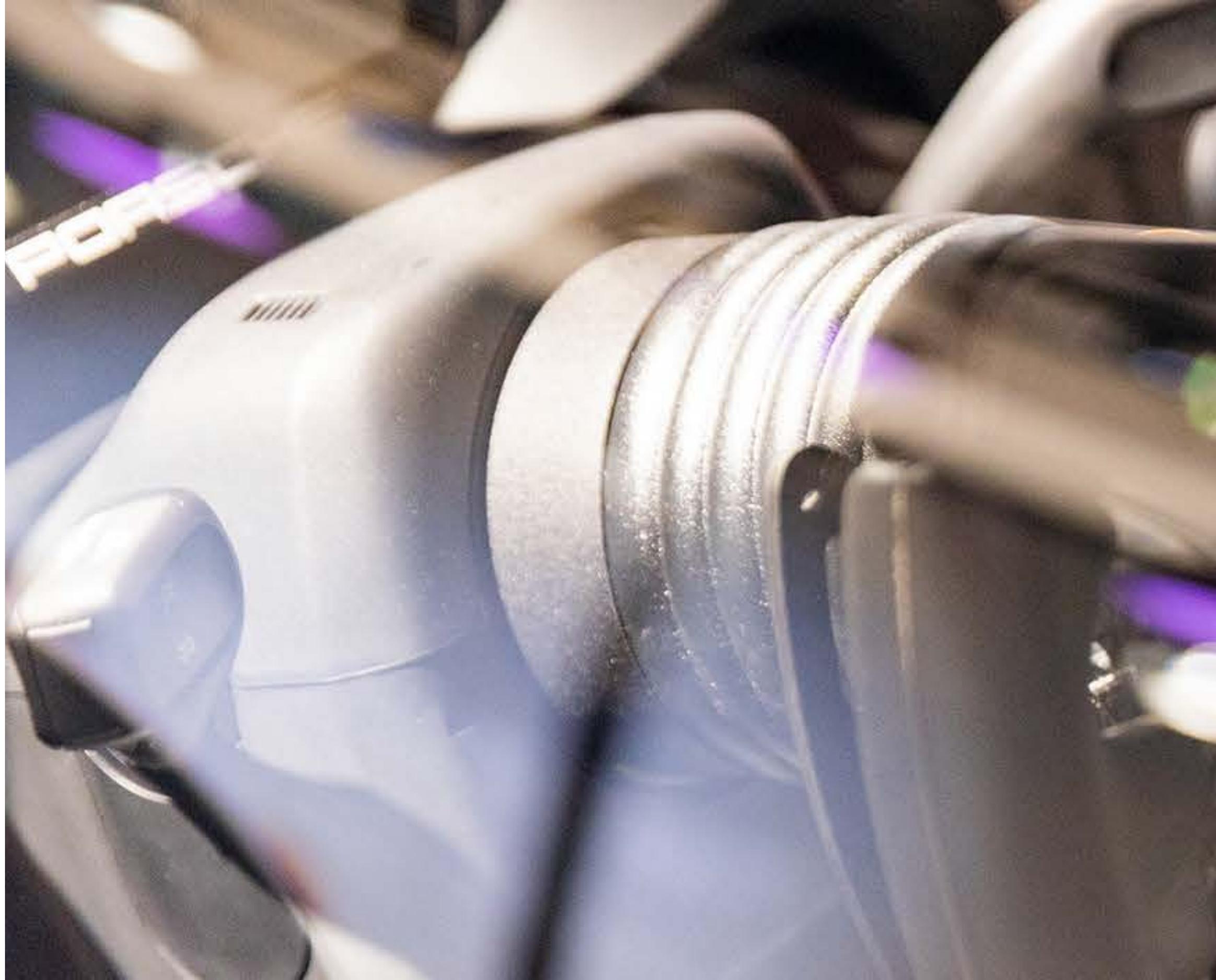
LA AUTO SHOW (B2C)
November 18-27, 2022

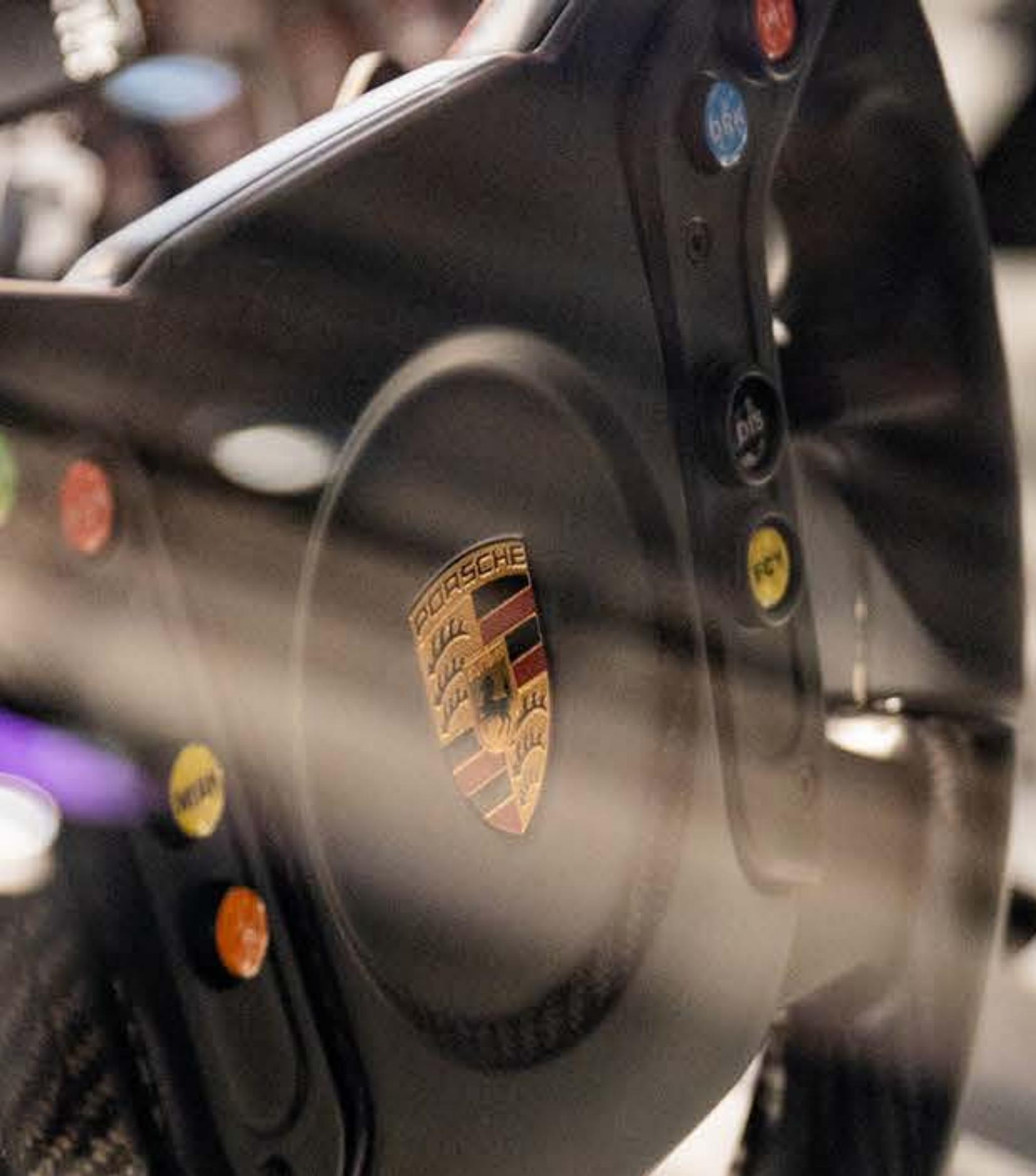
DISCOVER MORE
laautoshow.com/recap



CONTENT

About AutoMobility LA (B2B)	02
About Los Angeles Auto Show (B2C)	03
Attendee Insights	05
Why Activate + Advertise?	06
About Los Angeles Convention Center	07
Exterior	09
South Atrium + Terrace	18
Concourse	30
West Atrium	34
Digital	47





***Be seen in the
nation's largest
car-buying
market****

*J.D. Power 2021

PHOTO: Subaru Exhibit

“An electrifying comeback for the LA Auto Show. The LA Auto Show is a showcase of electrification. But some automakers are still having fun with combustion engines.”

**— AUTOMOTIVE NEWS
2021**



ABOUT AUTOMOBILITY LA

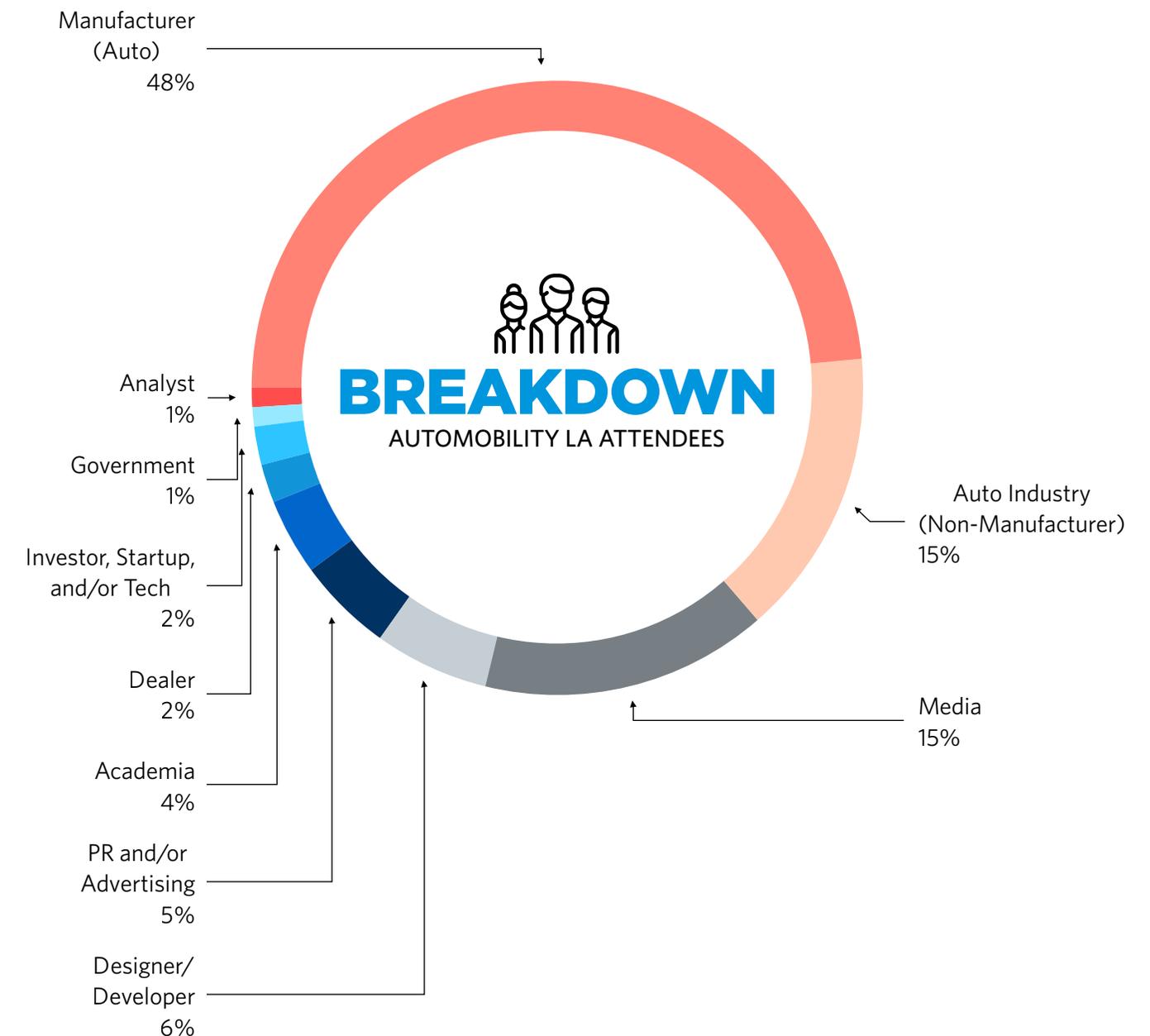
Gathering the Mobility Industry

AutoMobility LA (B2B) unites the entire automotive ecosystem, bringing together more than 10,000 decision makers and influencers from around the world. The press and trade event sets an internationally-recognized platform for companies to break news and feature innovations. Earning more than 3,100 mentions over the course of the 2021 season, AutoMobility LA and the Los Angeles Auto Show generated media coverage amounting to \$240,000,000 in publicity value and reached an audience of more than 8.7 billion across a diverse mix of outlets that include:

- Top broadcast networks from *ABC* to *NBC*
- Top print dailies from the *Los Angeles Times* to *The Wall Street Journal*
- Business niche titles from *Bloomberg* to *NPR*
- Auto mastheads from *Automotive News* to *Road & Track*
- Tech pubs from *CNET* to *TechCrunch*
- Lifestyle media from *GQ* to *Vogue*

Attendee Snapshot

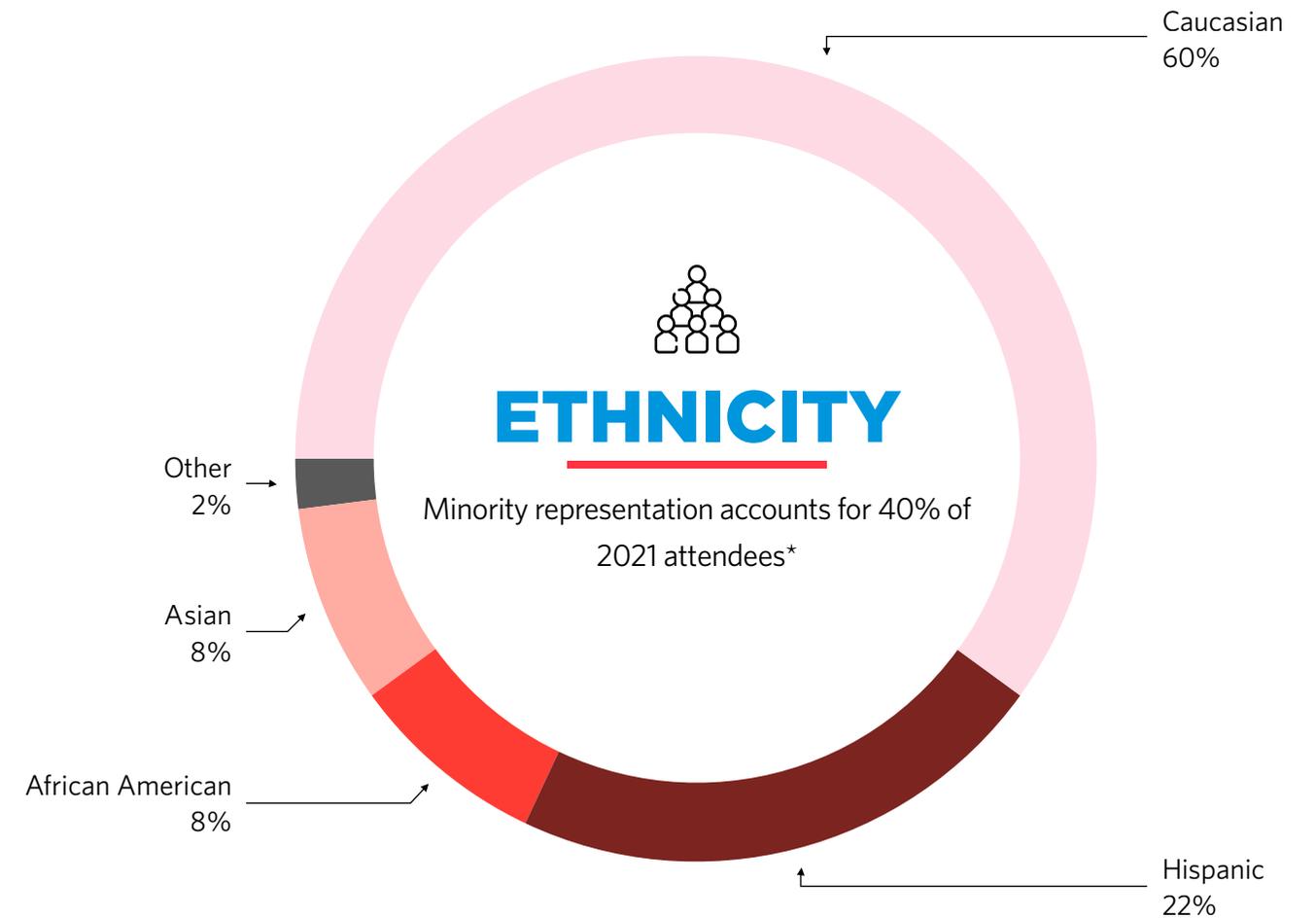
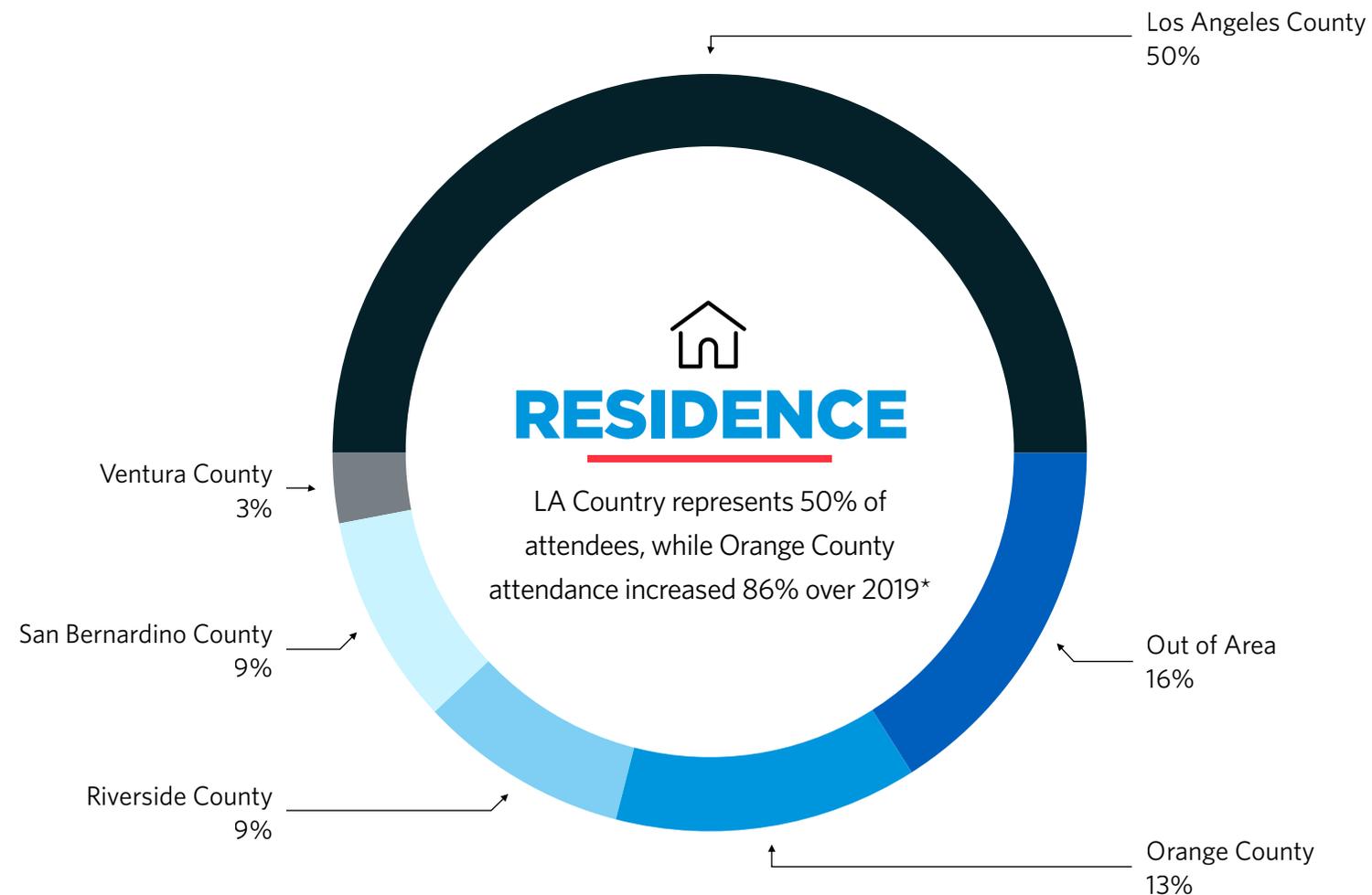
Amazon Web Services	Geely	Polestar
Apple	Google	Rivian
Aptera Motors	Greenlots	Samsung
Avis	Harman	SBD Automotive
Bridgestone	Hyperloop One	Shell
California Air Resources Board	IHS Markit	Sony
Canoo	JD Power	Tesla
ChargePoint	John Deere	TikTok
City of Los Angeles	Lucid	Tritium
Cox Automotive	Mattel	Twitter
Disney	Mazda	Veloz
Electrify America	McKinsey	Volta
EVgo	Michelin	Vulog
Faraday Future	Panasonic	Warner Bros.
Foxconn	Pandora	ZF Friedrichshafen



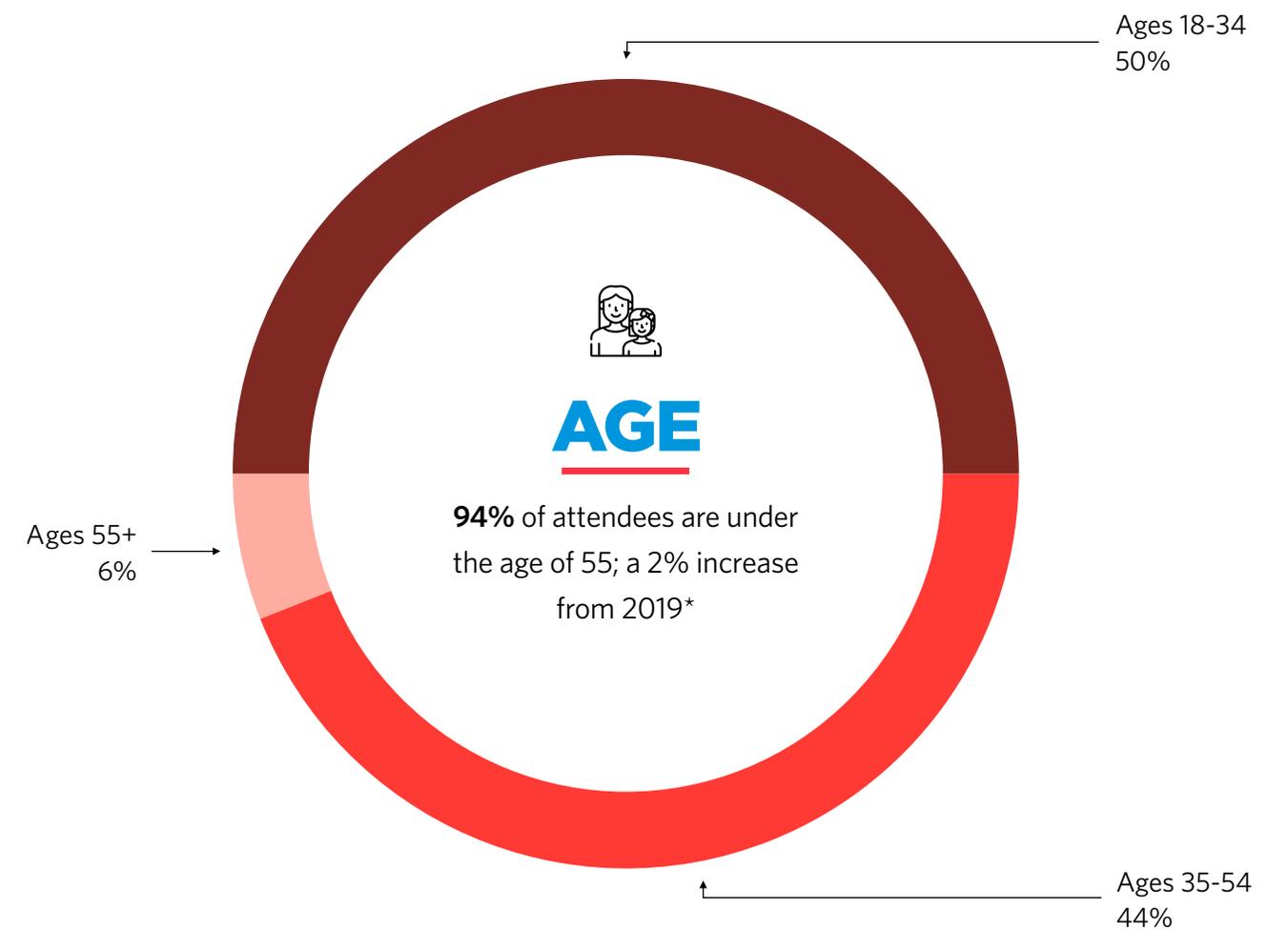
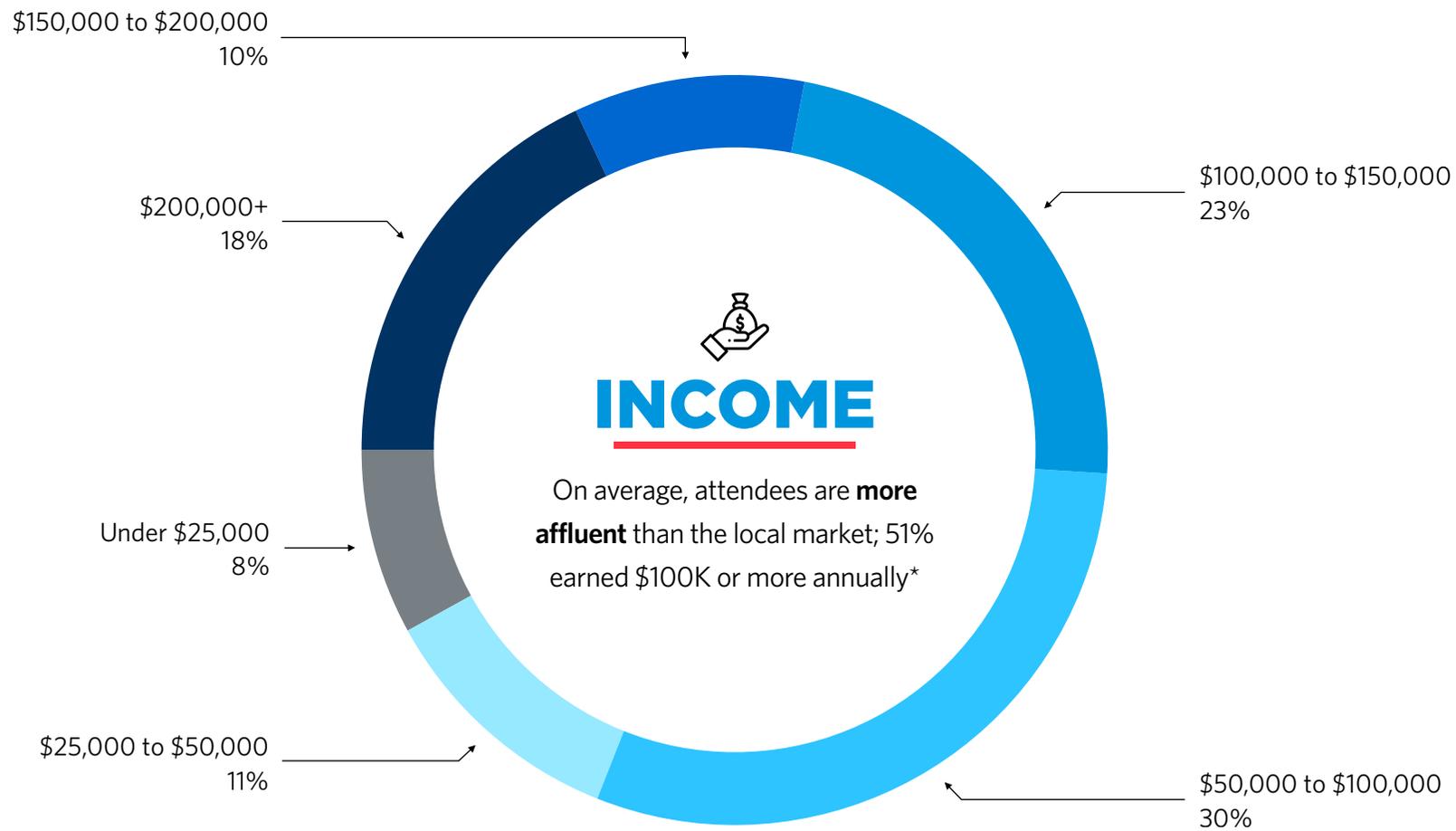
Data Source: Market Test n= 200
*Foresight Research 2021 Report

For 115 years, Southern Californians have flocked to the Los Angeles Auto Show to discover the latest debuts by the world's leading mobility brands and experience all their favorite makes and models, up-close and personal. For ten days, our experiential marketplace attracts decision influencers, near-term shoppers, and brand enthusiasts — offering clients the unique opportunity to target a highly-valuable and engaged consumer audience.

LOS ANGELES



AUTO SHOW

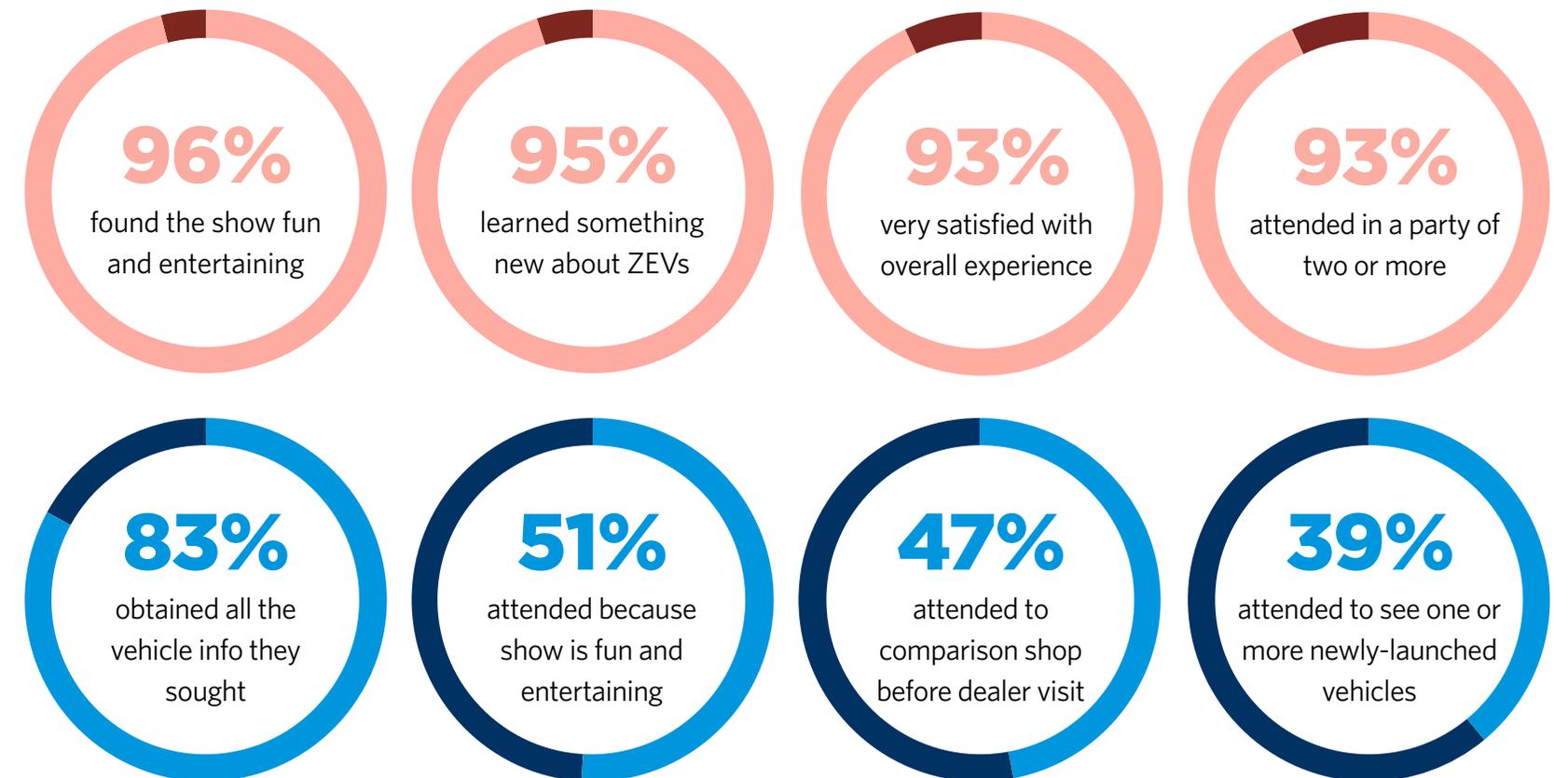




Attendee & Shopper Insights*

- Attendees spend, on average, over 5.25 hours at the show
- 87% attendees participated in at least one indoor activation; 80% in at least one outdoor
- 81% attendees cite ability to access and/or sit in vehicles as most important display element
- 71% of attendees intend to buy/lease a vehicle within the next 12-24 months
- 47% of attendees participate in one or more test drives/rides at the show
- Visitors refine their shopping list at the show; 73% of intenders added brands to their consideration list, while 27% subtracted brands from their list based on their experience (86% of three-month intenders added, 58% subtracted)
- 57% of attendees generate significant downstream impact on other buyers' purchase and lease decisions, providing six or more recommendations per year (8% more than in 2019)
- More than one-third of all Los Angeles households and nearly half of attendees chose the show as an effective channel for learning about zero-emission vehicles (ZEVs)—surpassing news stories, social media, and ads on radio, television, or outdoor
- 83% of attendees (86% of 12-month intenders) said their show visit increased their purchase consideration of a ZEV
- 77% of attendees said that an awards program such as LA Auto Show's ZEVAS would increase their consideration to buy a ZEV in the future

B2C Attendee Data*



*Foresight Research 2021 - Data Source: Market Test n= 200



Activate. Advertise.

Organizations—from legacy to startup—choose AutoMobility LA and the Los Angeles Auto Show to introduce and promote products/services, reach leading automotive manufacturers and technology brands, and broaden awareness among brand influencers and purchasers. Additionally, these companies also aim to influence decision makers within one or more of the available audiences (i.e., consumers, industry, and media).

Brands and organizations can participate in one or more of the following ways:

- Space including (but not limited to) exhibits and/or booths with brand activations, hospitality suites, meeting rooms, and test drives
- Events including (but not limited to) press announcements, competitions (e.g., Design & Developer Challenge, Hackathon, Top Ten Automotive Startups), giveaways, networking functions, show tours, and VIP receptions

Key product and service categories include:

- Aftermarket Brands
- Energy Companies
- Gaming & Entertainment
- Insurance Companies
- Lifestyle Brands
- Manufacturers & Suppliers
- Media Brands
- Technology Companies
- Transportation Service/Solution

Find Your Voice

Select the methods to highlight your brand and amplify your message.

- Banners (Exterior)
- Banners (Indoor)
- Banners (Online)
- Column Wraps
- Digital
- Escalator Graphics
- Floor Decals
- Light Pole Banners
- Stair Graphics
- Wall Graphics
- Window Clings

Advertising Alumni

Past clients include, but are not limited to:

- Airstream
- Al & Ed's Autosound
- Alfa Romeo
- Amazon Game Studios
- Auto Alliance
- Buick
- BYTON
- Cadillac
- Chevrolet
- DUB Magazine
- EVgo
- Ford
- General Motors
- Genesis
- Honda
- Hyundai
- Jaguar Land Rover
- Kia
- L.A. Live
- LADWP
- Lincoln
- Mazda
- Mercedes-Benz
- Nissan
- Porsche
- Rivian
- State Farm® Insurance
- Subaru
- U.S. Army
- Volkswagen



IN THE HEART OF DOWNTOWN LOS ANGELES

Capturing the eyes of Southern Californian commuters on the Santa Monica and Pasadena Freeways (one of the busiest intersections in the country), the Los Angeles Convention Center is situated at the city's epicenter. Its proximity to L.A. Live and Crypto.com Arena affords brands an added-value opportunity to make hundreds of millions of additional impressions on a diverse mix of patrons and aficionados attending awards shows, concerts, and a full lineup of Lakers, Clippers, and Kings games. Additionally, the Figueroa Corridor — which runs parallel to the convention center — features the state-of-the-art Los Angeles Football Club stadium alongside the historic Coliseum, former home of the Los Angeles Rams.





SOUTH ATRIUM+TERRACE



“The LA Auto Show isn’t just meant for car enthusiasts; yes there are sports cars and luxury brands that drivers like to dream about, but this show is put together with commuters and families also in mind.”

— KTLA
2021

PHOTO: LEGO Exhibit

SOUTH ATRIUM | SA13A
ATRIUM EXHIBIT

Enjoy high visibility in this scalable location situated in the South Atrium—proximate to the entrances of South Hall—visited by every show attendee. For brands looking to maximize their impact, this exhibit pairs well with the South Atrium column advertisements.

Dimensions

5,000 sq. ft.

Investment

\$55,000





SOUTH ATRIUM | SA6A
ATRIUM EXHIBIT

One of the first exhibits seen when entering the South Atrium from the main hall box office, this prominent location fills one side of the atrium with visibility through the atrium glass.

Dimensions

Up to 3,600 sq. ft.

Investment

\$40,000



SOUTH ATRIUM | SA6B
ATRIUM EXHIBIT

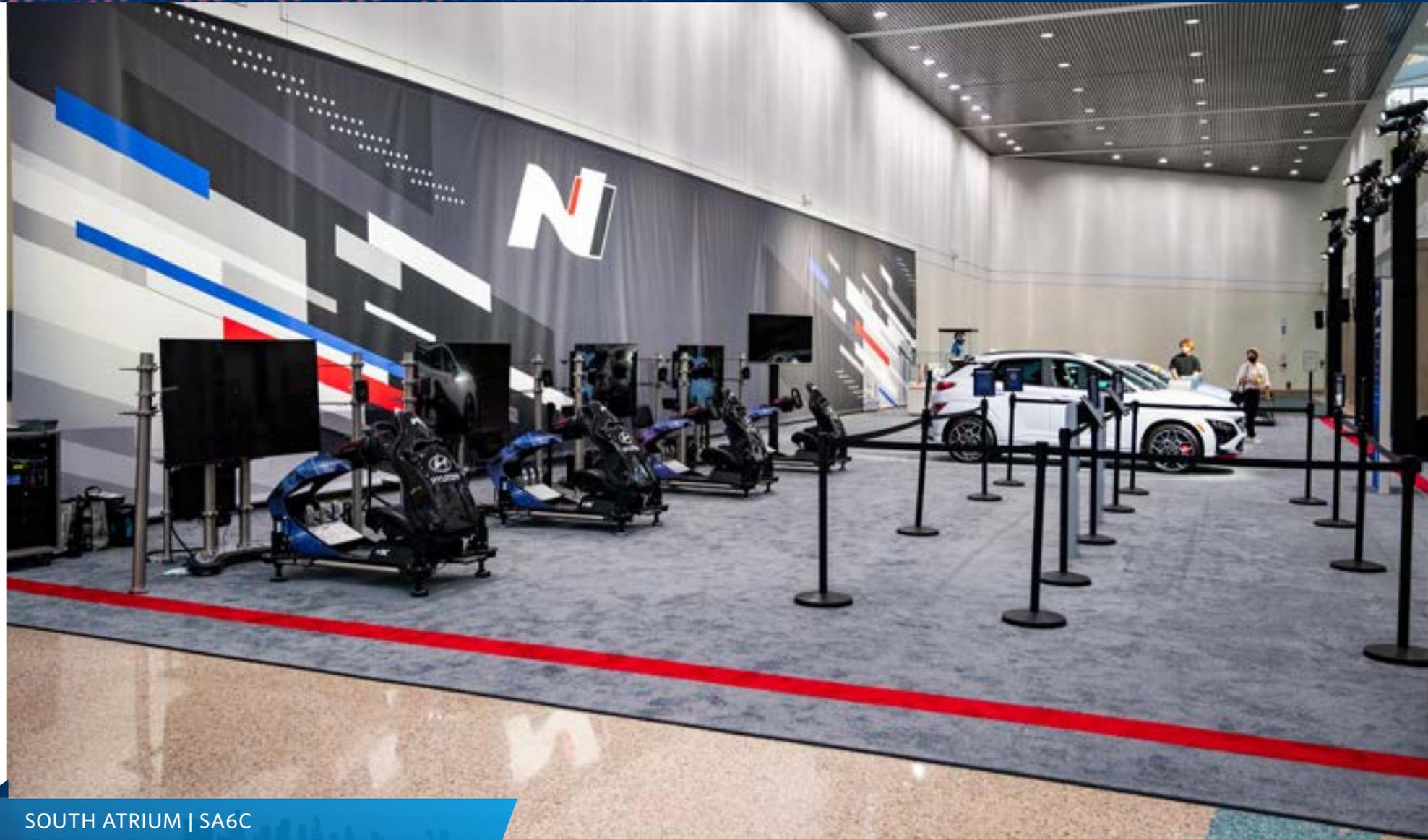
Located directly next to SA6A, this slightly smaller space enjoys high visibility from the entrance doors leading into the South Atrium from the main hall box office. Exhibit packages well with SA6A.

Dimensions

Up to 2,000 sq. ft.

Investment

\$25,000



SOUTH ATRIUM | SA6C
ATRIUM EXHIBIT

Located in South Atrium, this space is ideal for product demos and activations or can be used for a VIP lounge for those doing a test drive on Figueroa.

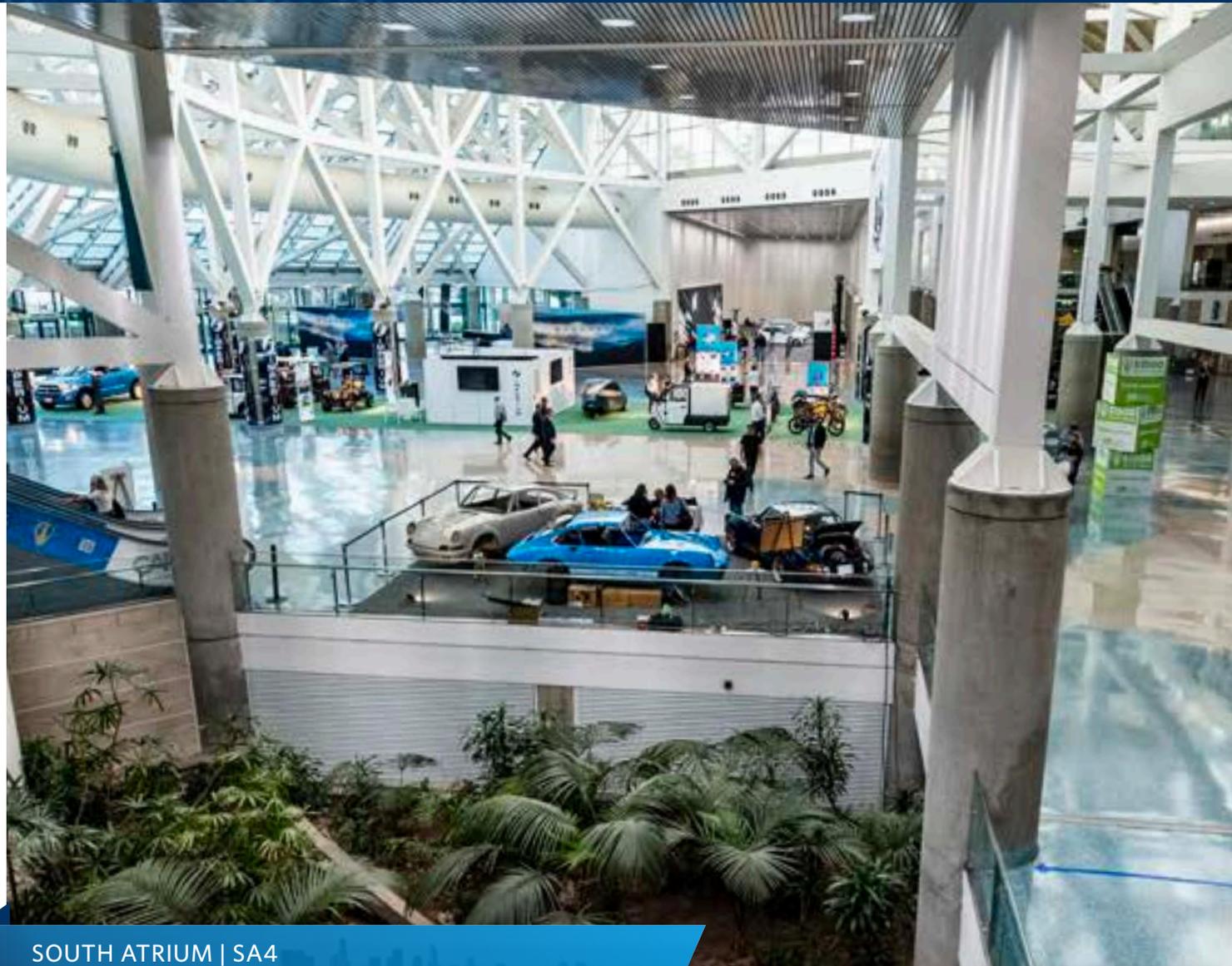
Dimensions
 Up to 5,000 sq. ft.
Investment
 \$35,000



SOUTH ATRIUM | SA1
ATRIUM EXHIBIT

Enjoy high visibility with this South Atrium exhibit opportunity, positioned at the foot of the escalators and stairs leading to/from the South Hall, visited by all attendees.

Dimensions
 875 sq. ft
Investment
 \$20,000



SOUTH ATRIUM | SA4
ATRIUM EXHIBIT

Situated along the crossroads connecting the Concourse Walkway, Kentia Hall, South Hall, and South Terrace, this prime exhibit enjoys high visibility. Brands looking to leverage high ceilings and Southern Californian sunshine will find this South Atrium area ideal. Backed up along a glass railing, the space features three fronts from which to engage visitors.

Dimensions
600 sq. ft.

Investment
\$25,000



SOUTH ATRIUM | SA5
ATRIUM EXHIBIT

This South Atrium space sits just inside the main South Hall entrance and can be viewed through the windows before entering the convention center.

Dimensions
600 sq. ft.

Investment
\$25,000



SOUTH TERRACE | ST8
TERRACE EXHIBIT

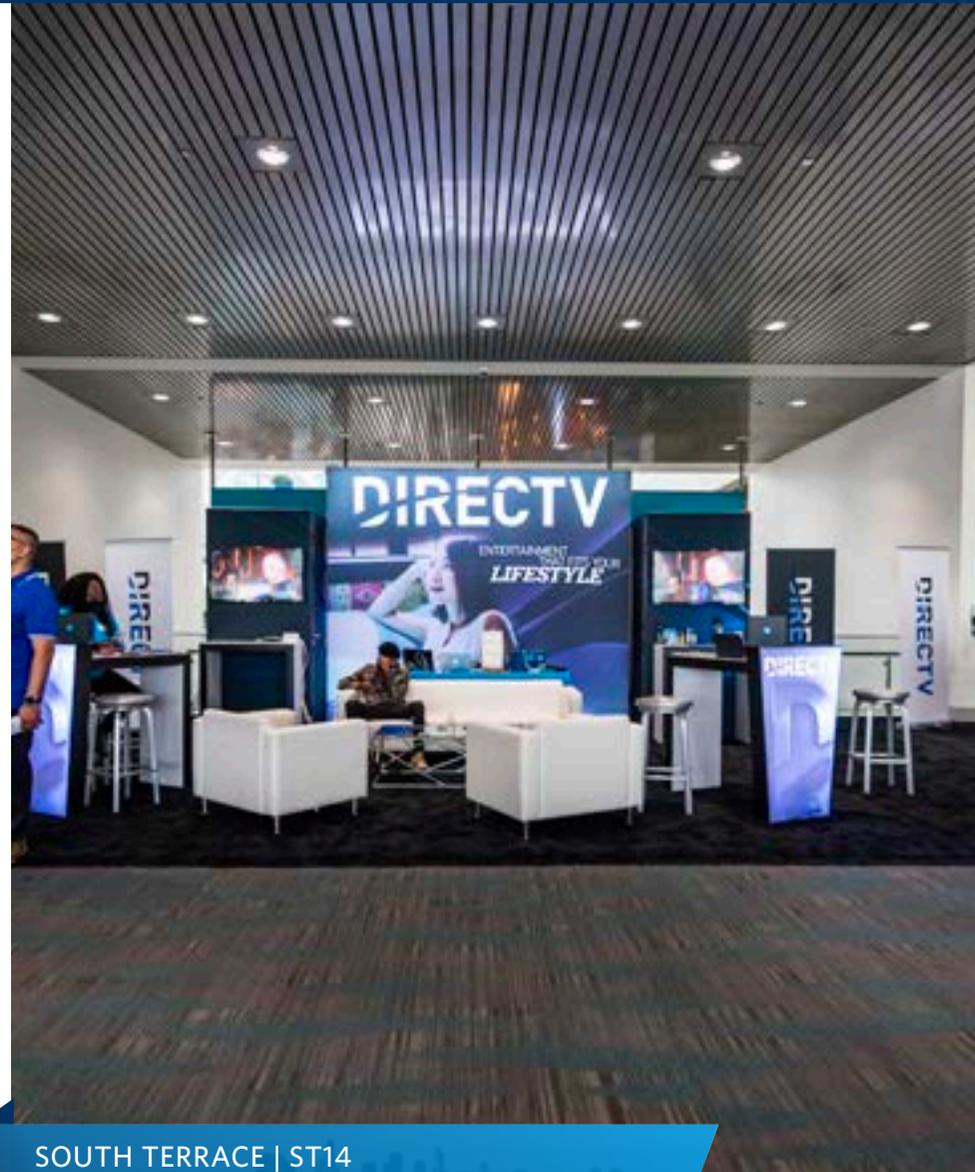
Feature your brand in this highly-trafficked exhibit space overlooking the South Atrium and Kentia Lobby escalators, just steps away from South Hall and the central hub of consumer concession stands (Compass Café).

Dimensions

641 sq. ft

Investment

\$20,000



SOUTH TERRACE | ST14
TERRACE EXHIBIT

Located on the South Terrace between the shortcut to and from West Hall, this high traffic area enjoys attendees walking from the breezeway to the South Hall.

Dimensions

801 sq. Ft.

Investment

\$20,000



SOUTH TERRACE | ST15
TERRACE EXHIBIT

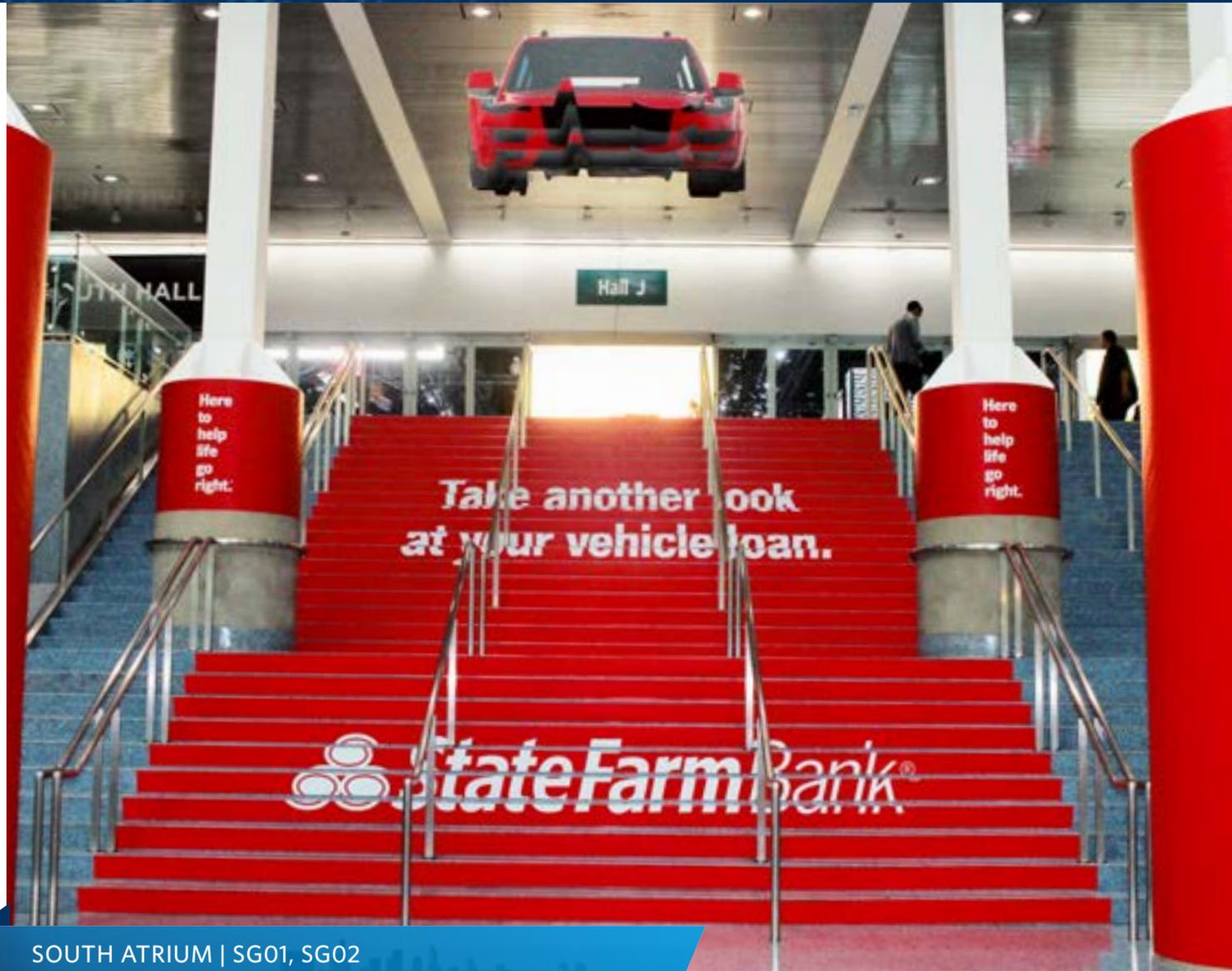
Located on the South Terrace between the shortcut to and from West Hall, this high traffic area enjoys attendees walking from the breezeway to the South Hall.

Dimensions

874 sq. ft

Investment*

\$20,000



SOUTH ATRIUM | SG01, SG02
ENTRANCE STAIRCASES

Feature your branding and messaging on the stairs leading from South Atrium to South Hall. This dramatic ad can be split between two sponsors or purchased as one (combining SG01 with SG02). Extend branding potential by adding escalator SEG01 (adjacent to the staircase).

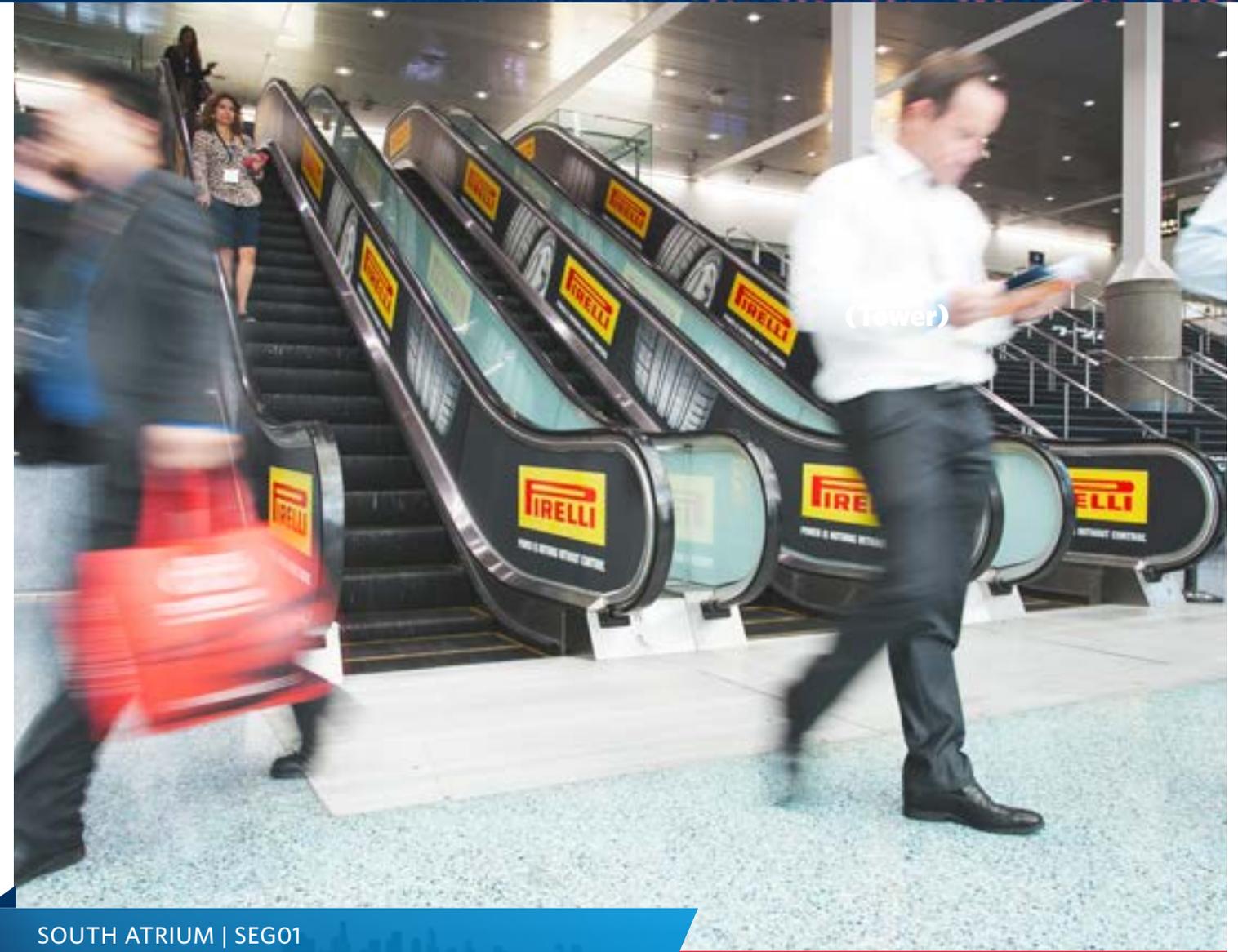
Dimensions

32.9' W x 13.4' H

Investment*

Individual: \$45,000

Both: \$80,000



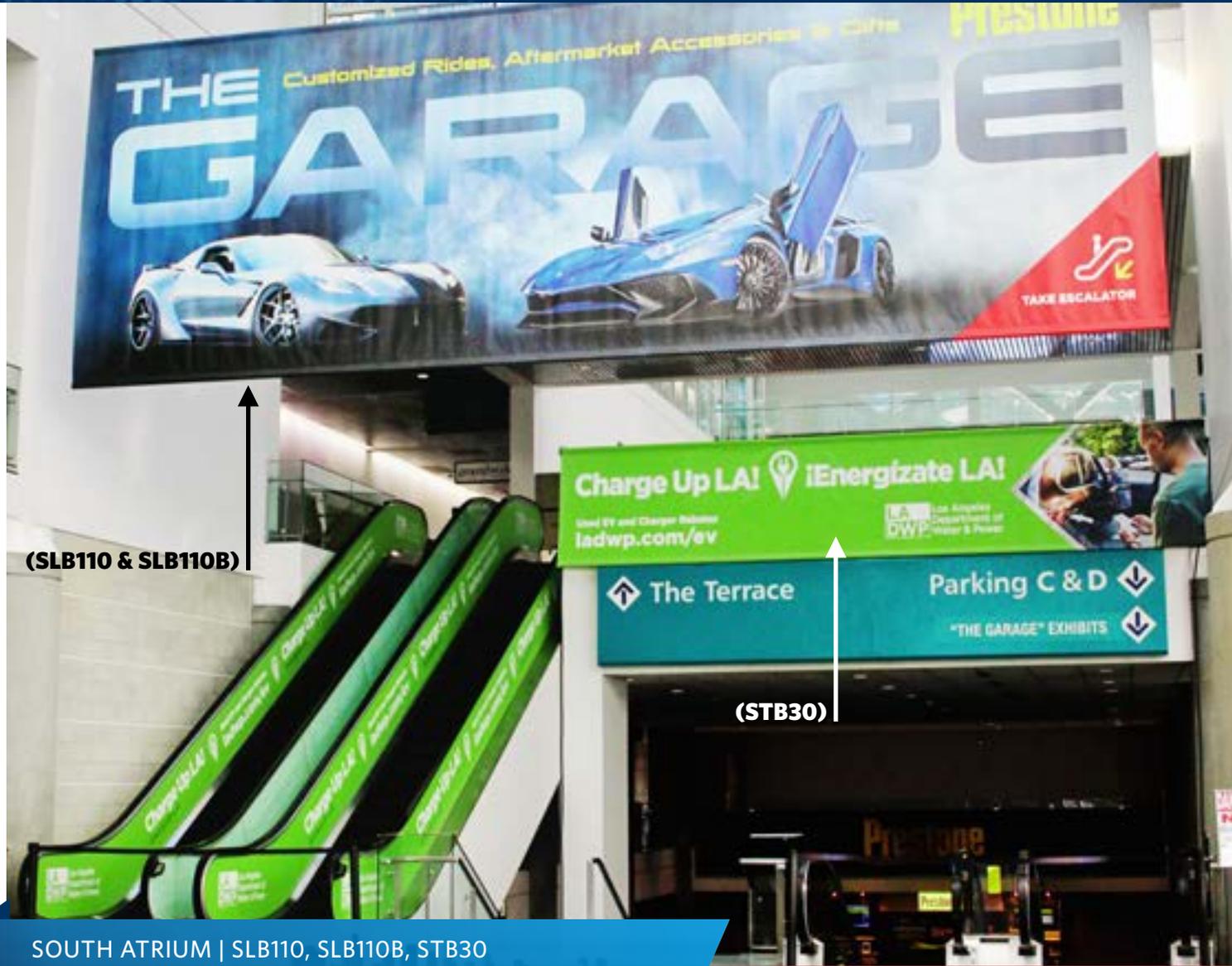
SOUTH ATRIUM | SEG01
ENTRANCE ESCALATORS

Flank attendees with your branding as they ride up from South Atrium to the main show floor. This escalator is in a high-traffic area nearby to one of two main entrances to the show — the escalators carry attendees directly to the South Hall entrance.

Investment*

\$35,000

*Note: Pricing covers all fees including production, installation, and dismantle



SOUTH ATRIUM | SLB110, SLB110B, STB30
AFTERMARKET HALL BANNERS

Utilize these ideally-placed banners for quality brand visibility by consumers using the escalators rising towards the South Terrace and Compass Café as well as going down to Kentia Hall (“The Garage”).

- Dimensions**
 SLB110 & SLB110B: 35’ W x 12’H
 STB30: 25.5’ W x 5’ H
- Investment***
 SLB110 & SLB110B (Double Sided): \$45,000
 STB30: \$15,000



SOUTH ATRIUM | SG03
CONCOURSE STAIRS

Located next to the South Atrium Terrace Escalators (SEG03), these stairs will lead attendees to and-from South Atrium to the South Terrace, Concourse Walkway, West Hall, and Petree Hall. These are a perfect complement to the South Atrium Concourse Escalators.

- Dimensions (Approx.)**
 21.3’ W x 13.4’ H
- Investment***
 \$35,000



SOUTH ATRIUM | SEG03
TERRACE ESCALATORS

Advertise on these highly visible escalators to reach thousands of visitors traversing the Breezeway, Compass Café, South Atrium, and The Garage. Escalator graphics adhere directly to vertical glass surfaces on these escalators.

Investment*
Starting at \$20,000



SOUTH ATRIUM | STB33-37
TERRACE BANNERS

Overlooking South Terrace, these banners are visible from the show's busiest dining and networking area. The banners will also enjoy high visibility from attendees traveling between South and West Halls.

Dimensions
STB33 & STB34: 37' W x 7' H
STB35 - STB37: 29.25' W x 7' H
Investment*
(Per ad; five single-sided ads total)
\$6,500

**Note: Pricing covers all fees including production, installation, and dismantle*



SOUTH ATRIUM | SLB3, SLB3B
CENTER BANNER

SOLD - Available 2023: Be front-and-center inside the South Atrium. This double sided banner will be seen by hundreds of thousands of attendees, being visible from South Terrace and by anyone walking into South Hall, The Garage (aftermarket hall), and the food court (Compass Café).

Dimensions

38' W x 15' H

Investment*

(double-sided)

\$60,000

***Note:** Pricing covers all fees including production, installation, and dismantle

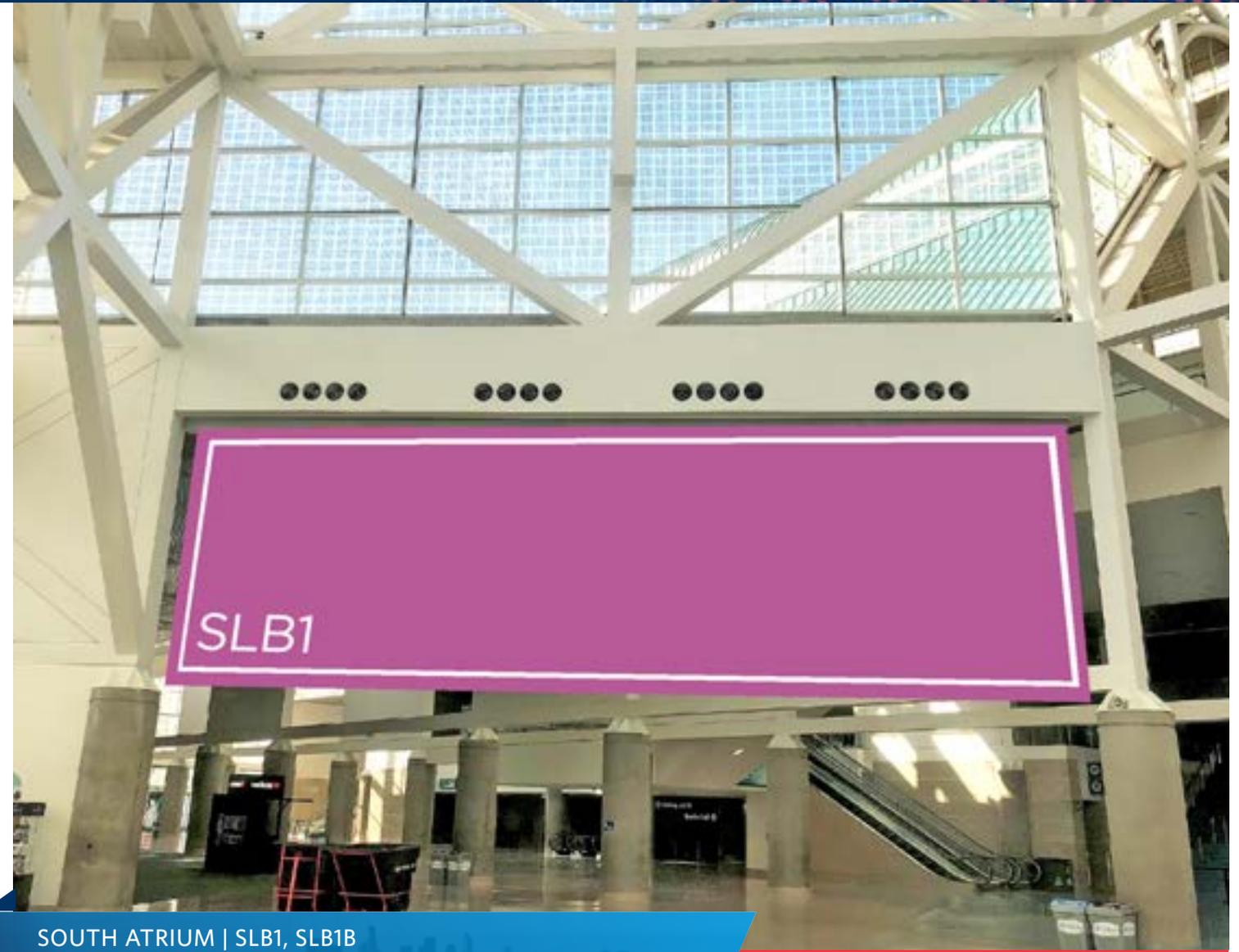


SOUTH ATRIUM | SLB4, SLB4B, SLB2, SLB2B
SOUTH ATRIUM BANNERS

These banners will be seen by hundreds of thousands of attendees; they are visible to anyone walking into South Hall Atrium and/or out of South Hall. Flanking the center banner, these banners can only be purchased in pairs (e.g., front & back or left & right).

Dimensions
 16' W x 20' H

Investment*
 \$40,000/pair
 \$75,000/all four

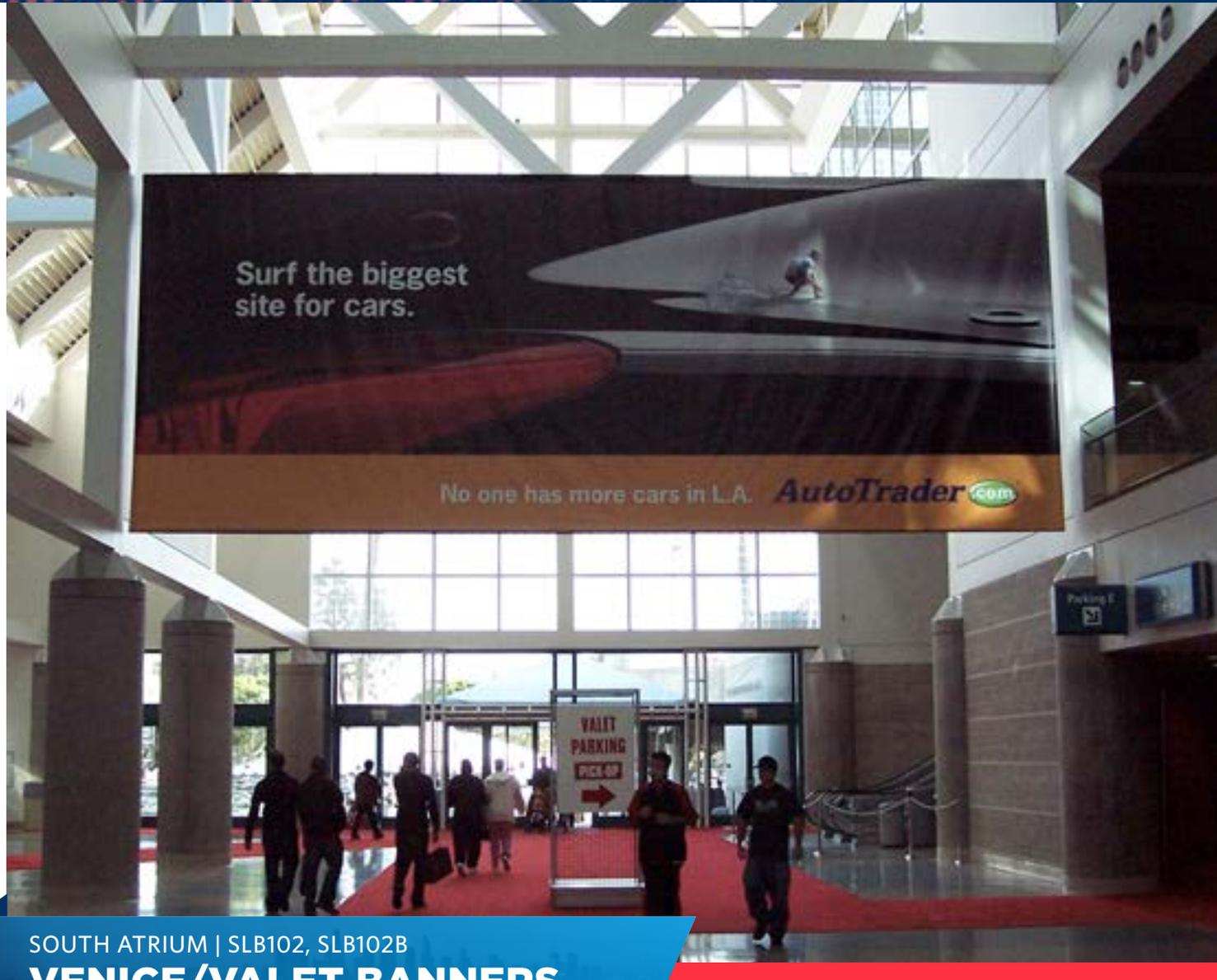


SOUTH ATRIUM | SLB1, SLB1B
SOUTH ATRIUM WING BANNER

Above the walkway to SA6C and Figueroa Test Drives, this banner will be seen by hundreds of thousands of visitors walking into South Hall Atrium and South Hall.

Dimensions
 53' W x 16' H
Investment*
 \$35,000/Double Sided

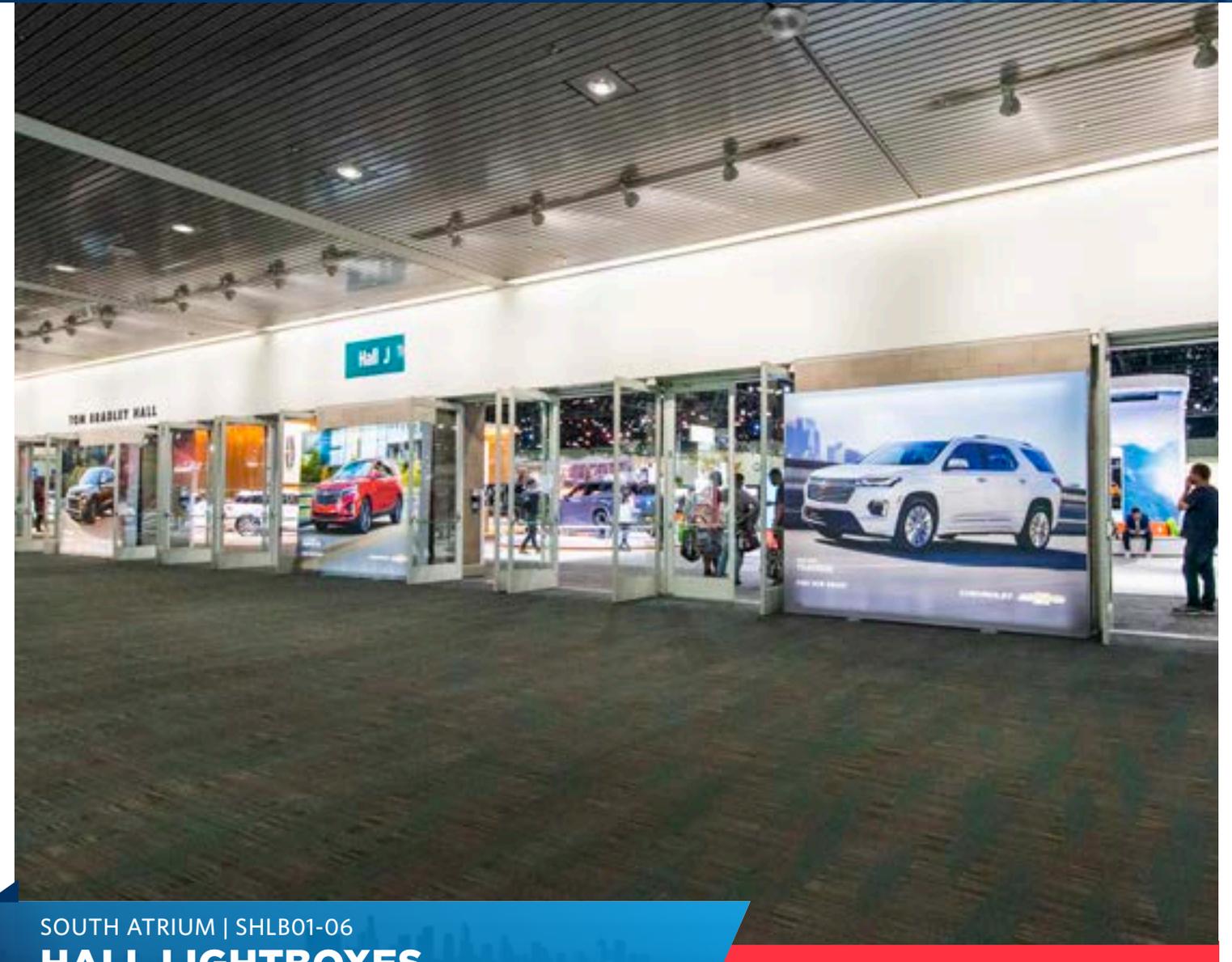
**Note: Pricing covers all fees including production, installation, and dismantle*



SOUTH ATRIUM | SLB102, SLB102B
VENICE/VALET BANNERS

These banners hang directly over the entrance/exit to the South Atrium from the multi-level Venice parking structure and valet parking. Immediately to the right of this billboard (upon entering from Figueroa Dr.) is the South Hall box office — one of only two main ticketing locations at the show.

Dimensions
 38' W x 15' H
Investment*
 \$40,000 (double-sided)



SOUTH ATRIUM | SHLB01-06
HALL LIGHTBOXES

SOLD - Available 2023: These backlit billboards are located between the sets of glass doors that lead into the South Hall. There are six lightboxes and are available on a first-come, first-serve basis.

Dimensions
 10' W x 8' H
Investment*
 \$22,500 per lightbox
 \$100,000 set of six



MULTIPLE LOCATIONS
COLUMN CUBES

Do something different. As an alternative to standard column wraps, these dynamic cubes can be configured in the style of your choosing. These cubes can be stacked up to 12 feet high for impactful advertising.

Dimensions
4' x 4' x 4' (per cube)

Investment*
(set of three cubes)

Individual: \$15,000
Multiple: Inquire



SOUTH ATRIUM | JLSCW1-4
STEEL COLUMN WRAPS

Steel columns are an easy option for sprinkling branding throughout the Los Angeles Convention Center's South Atrium. Steel column wraps are highly customizable and available on a first-come, first-serve basis.

Dimensions (Approx.)
8.6' Diameter x 7.7' H

Investment*
Individual: \$4,000
Multiple: Inquire



MULTIPLE LOCATIONS
COLUMN WRAPS

With dozens of columns throughout the Los Angeles Convention Center, there is a great opportunity to gain brand exposure across several locations. Column wraps are highly customizable and available on a first-come, first-serve basis.

Dimensions
Vary by location

Investment*
Individual: \$4,000
Multiple: Inquire

*Note: Pricing covers all fees including production, installation, and dismantle



CONCOURSE



“In the aftermath of pandemic restrictions that started 18 months ago, the upcoming auto show—one of Los Angeles' largest events and a major draw for international visitors—will focus not only more on electric vehicles, but on an education on rapidly changing automotive technology.”

— DOT.LA
2021



CONCOURSE | CF1
CONCOURSE EXHIBIT

This concourse exhibit is located at the crossroads as attendees leave the West Hall & walk towards Galpin Customs & South Hall.

Dimensions

3,600 sq/ft

Investment

\$35,000





CONCOURSE | CEB21-24
BREEZEWAY BANNERS

Be seen in the heavily-trafficked walkway connecting South Hall and West Hall. The breezeway is packed with exhibits, food trucks, activations, and attendees during both trade and consumer days. These highly-visible billboards are hard to miss and enjoy the benefit of being seen beyond the official convention center campus.

Dimensions

50' W x 16' H

Investment*

Individual: \$35,000
 For Two: \$60,000
 All Four: \$100,000



CONCOURSE | CWB1-5, CW6-10
CONCOURSE BANNERS

SOLD - Available 2023: These hanging banners are located throughout the main indoor walkway connecting West and South Hall (includes access to Concourse Hall). Although they may be purchased individually, these banners offer an ideal opportunity to dominate the walkway and display a series of consecutive messages facing the same direction. A majority of all show visitors will pass through this walkway at least once.

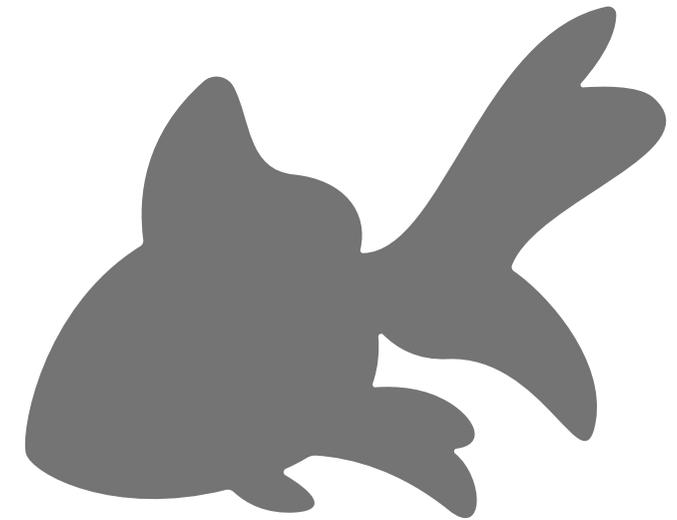
Dimensions

19' W x 6' H

Investment*

(Per ad; five single-sided ads per direction)
 \$6,000

*Note: Pricing covers all fees including production, installation, and dismantle



WEST ATRIUM



“Auto shows might just be the best way to get a sense of what you might want to park in your driveway next, but they're also excellent family outings, in part because there are always things to catch a child's eye and capture their imagination. At this week's LA Auto Show, there's a good chance one of those things will be the Barbie Extra Car, a full-size two-seat convertible designed to promote Mattel's range of fashion dolls and accessories.”

— CNET ROADSHOW
2021



WEST ATRIUM | WA8
WEST ATRIUM EXHIBIT

Flooded with natural Southern Californian light, this West Atrium space is the first exhibit visible to attendees entering the show en route to Concourse, Petree, and West Halls. This unique area is available a la carte; it can also be packaged with space WA6, escalator wraps WEG01, staircase wrap WG01, and banner WLB1 & WLB1B for brands looking to make the ultimate splash.

Dimensions
1,919 sq. ft.

Investment
\$35,000



WEST ATRIUM | WA6
WEST ATRIUM EXHIBIT

Enjoy high visibility in this location—situated in the West Atrium, this exhibit is one of the first seen from the high-traffic West Hall main entrance.

Dimensions
 1,600 sq. ft.
Investment
 \$40,000



WEST ATRIUM | WA10
ENTRANCE EXHIBIT

Feature your brand front-and-center as one of the first exhibits attendees see when entering the West Atrium; this highly-visible space is located at the intersection of Concourse Walkway and the West Atrium.

Dimensions
 596 sq. ft. (approx.)
Investment
 \$25,000



WEST ATRIUM | WA5
WALKWAY EXHIBIT

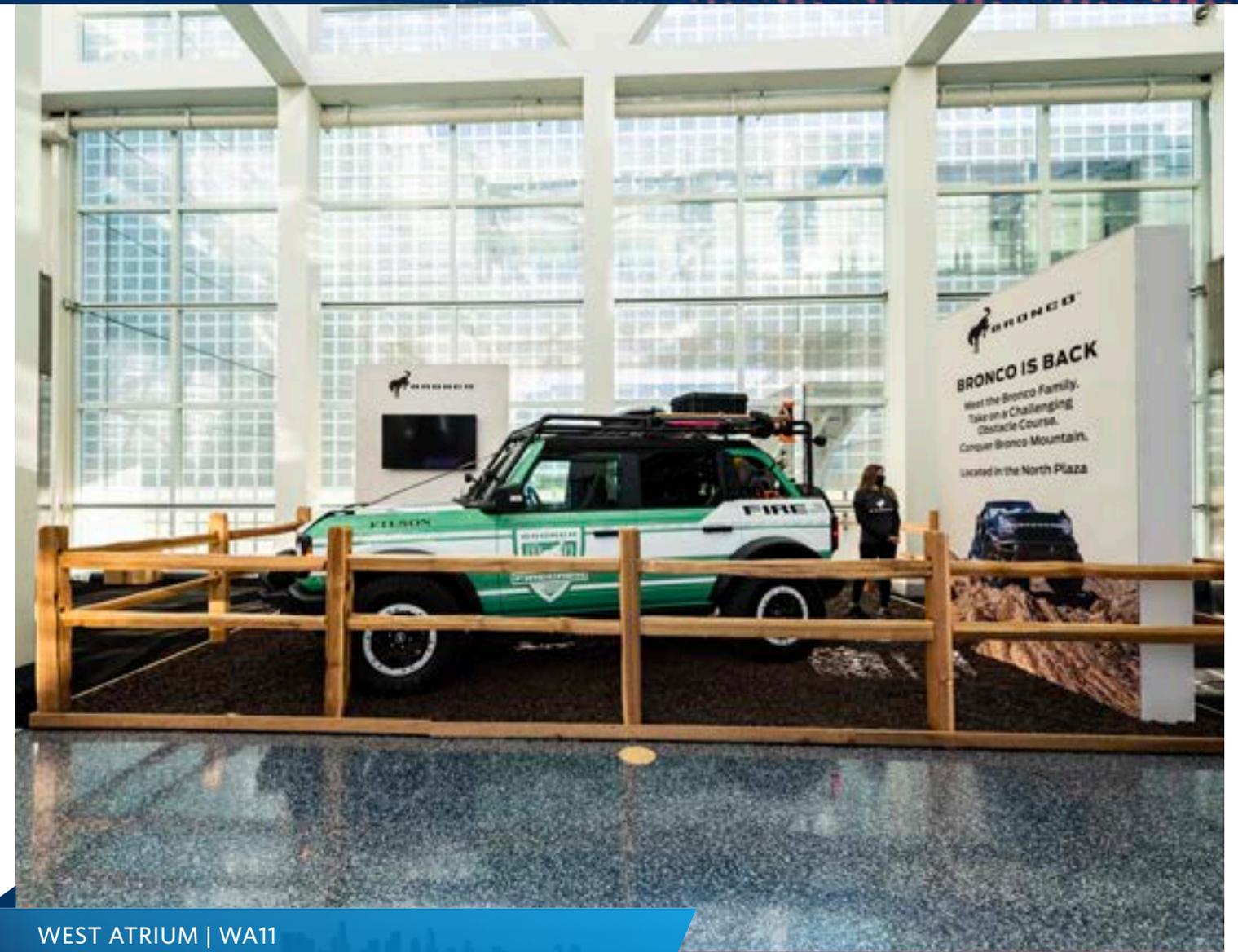
Enjoy high visibility with this atrium walkway exhibit location, positioned at the cross-section of multiple heavily-trafficked areas: the Breezeway (outdoor), the Concourse Walkway/Foyer, and the convergence of West Atrium and West Hall.

Dimensions

1020 sq. ft

Investment

\$30,000



WEST ATRIUM | WA11
WALKWAY EXHIBIT

Enjoy high impressions with this walkway exhibit locations, positioned at the cross-section of multiple heavily-trafficked areas: the Breezeway (outdoor), the Concourse Walkway/Foyer, and the convergence of West Atrium and West Hall.

Dimensions

1020 sq. ft

Investment

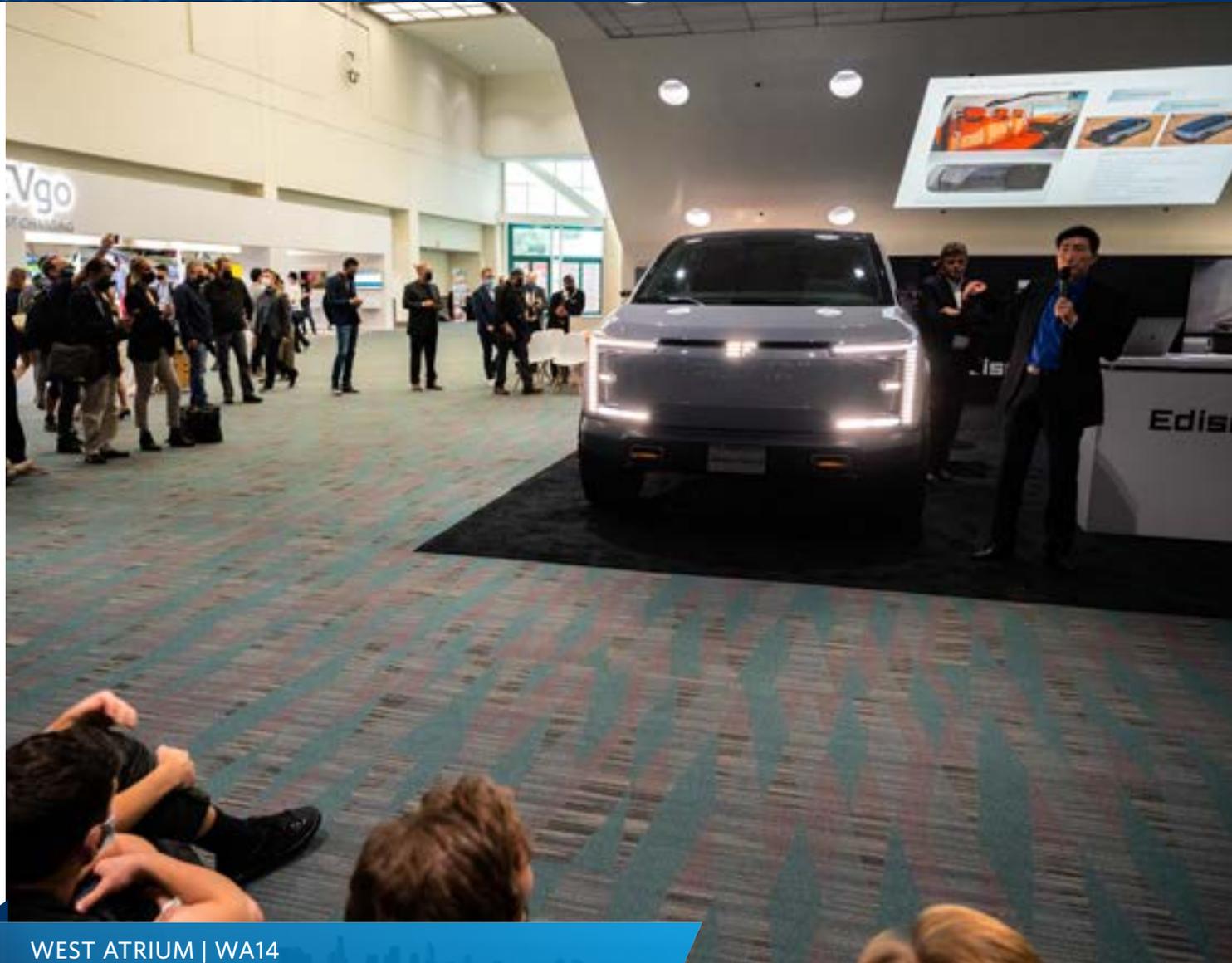
\$30,000



WEST ATRIUM | WA1-3
WEST ATRIUM EXHIBIT

Enjoy high visibility in this scalable location situated in the West Atrium—proximate to the entrances of West Hall and Petree Hall—visited by every show attendee. For brands looking to maximize their impact, this exhibit pairs well with banner WLB31 as well as the West Atrium column advertisements.

- Dimensions**
Up to 1,200 sq. ft.
- Investment**
\$40,000



WEST ATRIUM | WA14

WEST ATRIUM EXHIBIT

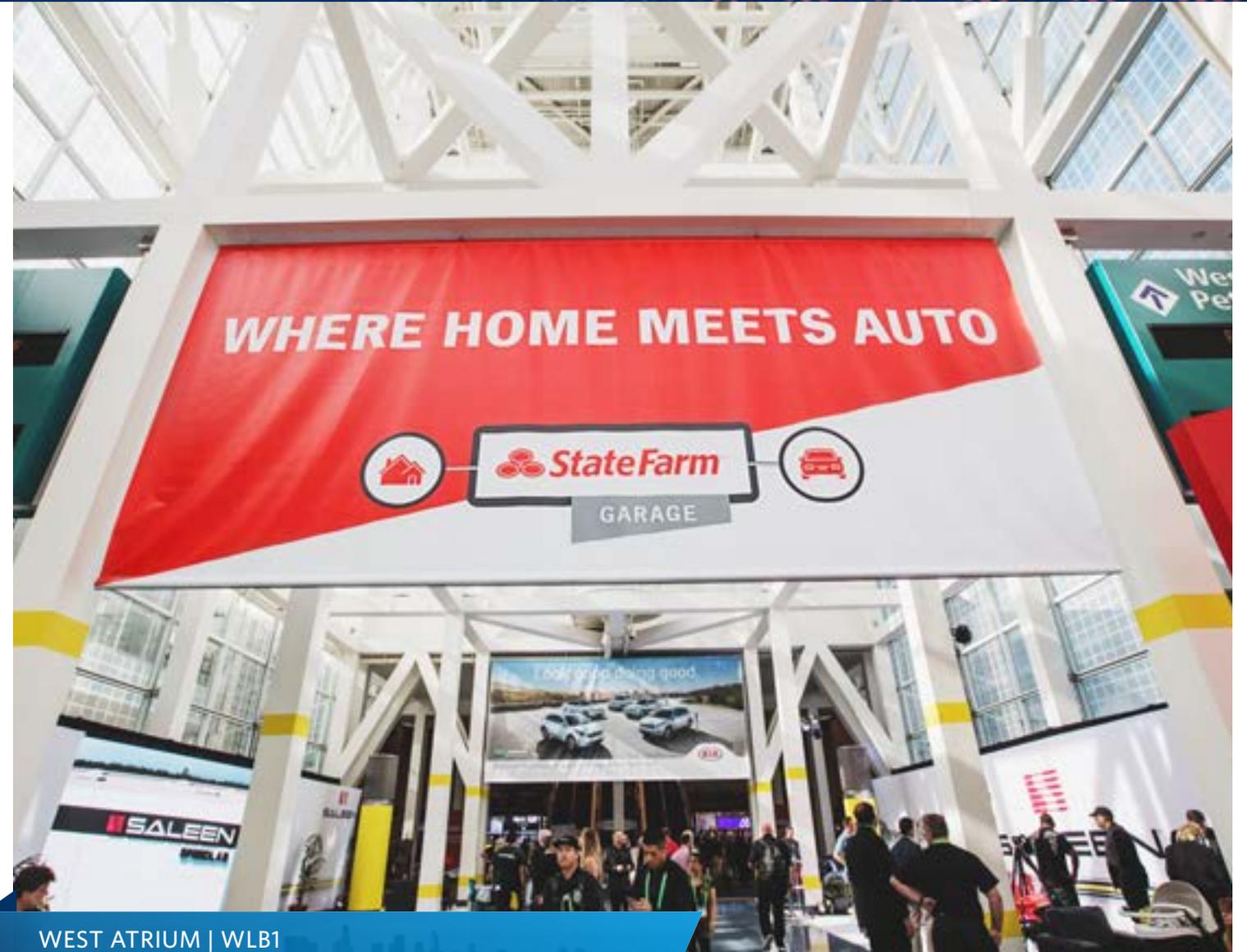
Located directly across from the entrance into West Hall and Petree Hall. This west atrium location works well for brands looking for creative space.

Dimensions

1,065 sq. ft.

Investment

\$40,000



WEST ATRIUM | WL B1

ATRIUM BANNER

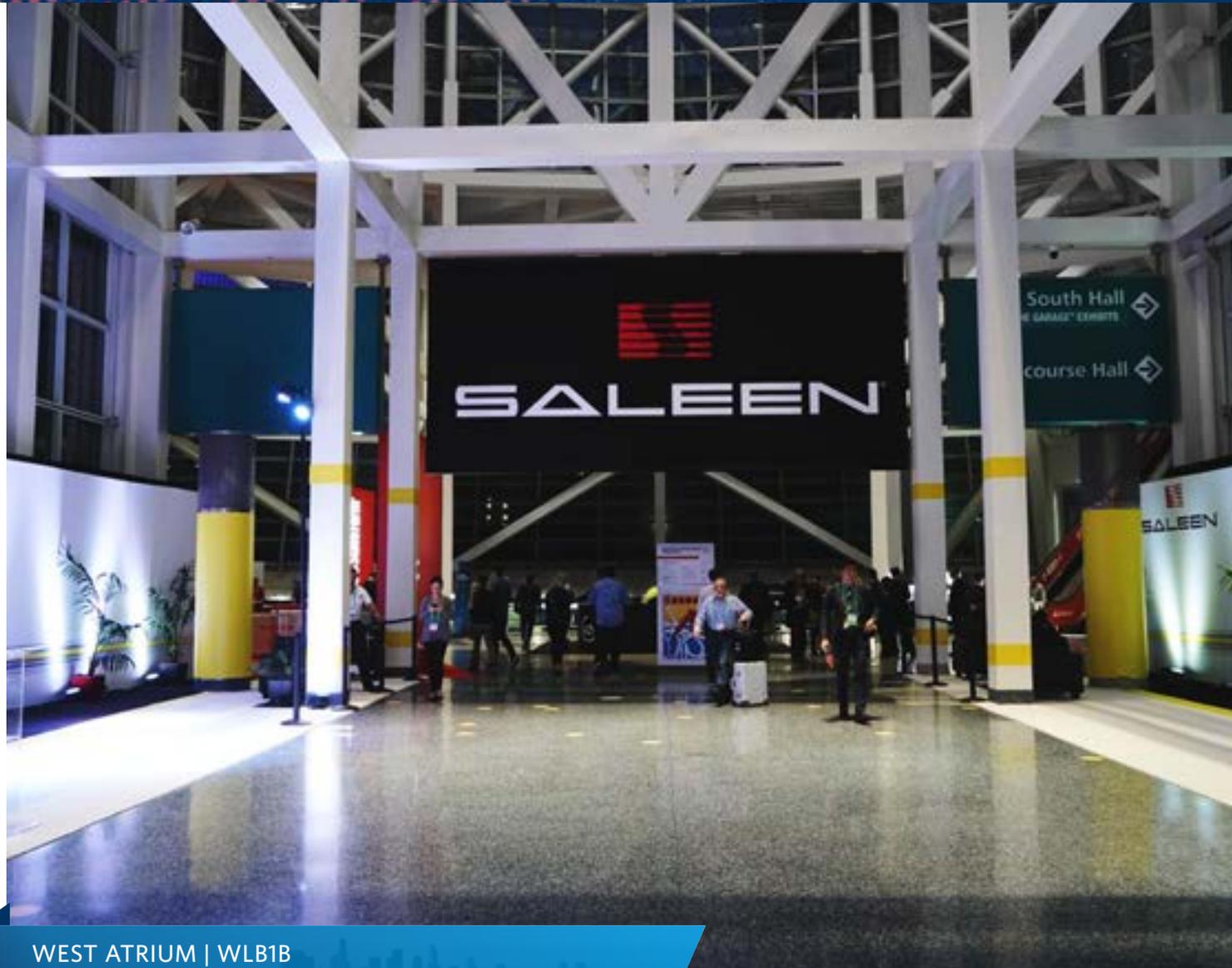
Showcase your brand on one of the first banners attendees see as they enter the show and rise up the West Atrium escalators (WEG01) and stairs (WG01). This banner faces east towards the West Hall box office.

Dimensions

26' W x 12' H

Investment*

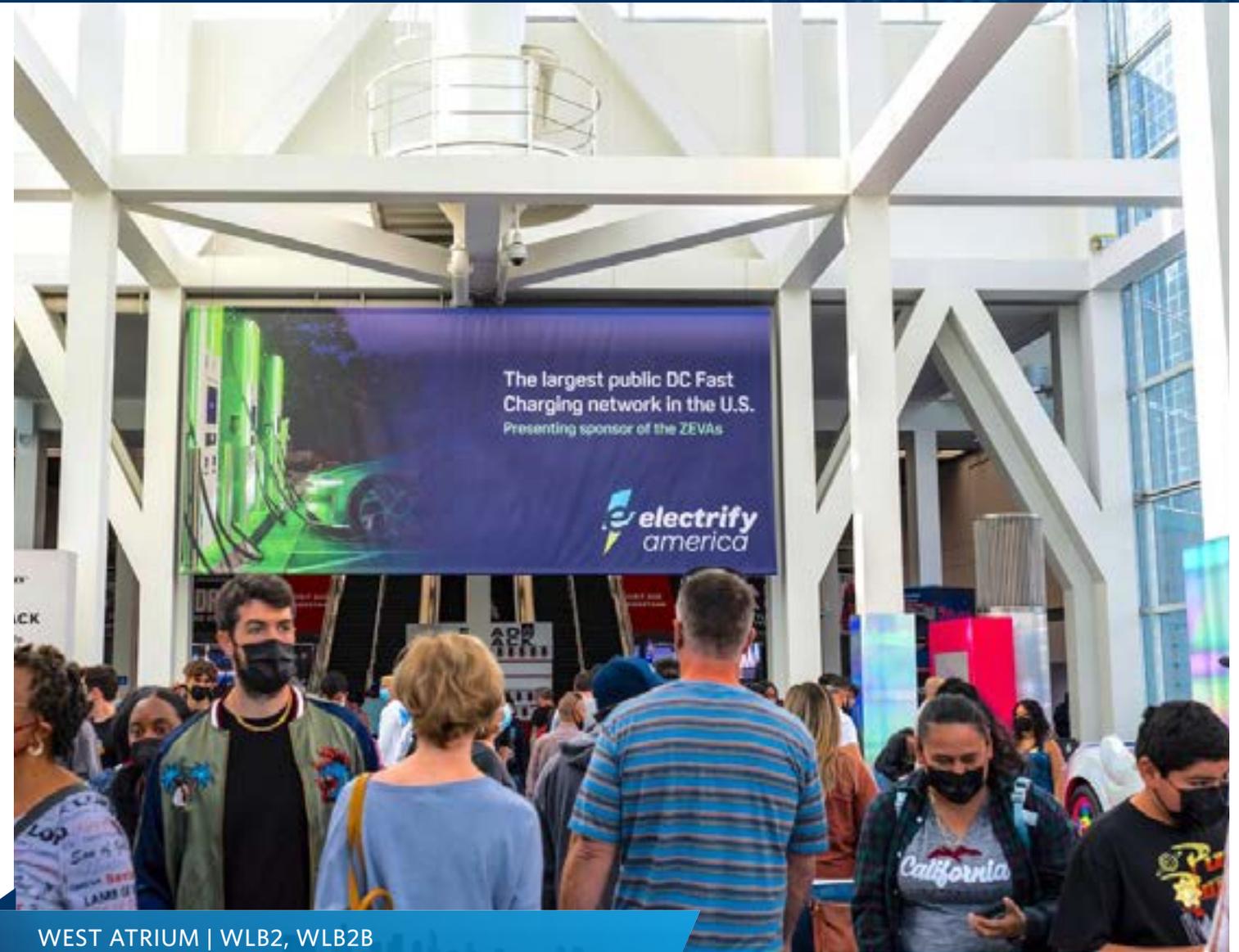
\$40,000



WEST ATRIUM | WLB1B
ATRIUM BANNERS

Capitalize on prime branding as attendees leave West Hall into the West Atrium. This billboard is on the other side of WLB1B and faces all attendees walking from the West Hall to South Hall, Concourse Hall, and Kentia Hall (“The Garage”).

Dimensions
 26’ W x 12’ H
Investment*
 \$40,000



WEST ATRIUM | WLB2, WLB2B
ATRIUM BANNERS

Located in the West Atrium, these banners hang parallel to WLB1/WLB1B and face all attendees entering the show from the West Hall ticket booths or attendees walking from the West Hall to South Hall, Concourse Hall, and Kentia Hall (“The Garage”). Available as single or double-sided.

Dimensions
 26’ W x 12’ H
Investment*
 Individual (Single-Sided): \$40,000
 Both (Double-Sided): \$65,000

**Note: Pricing covers all fees including production, installation, and dismantle*

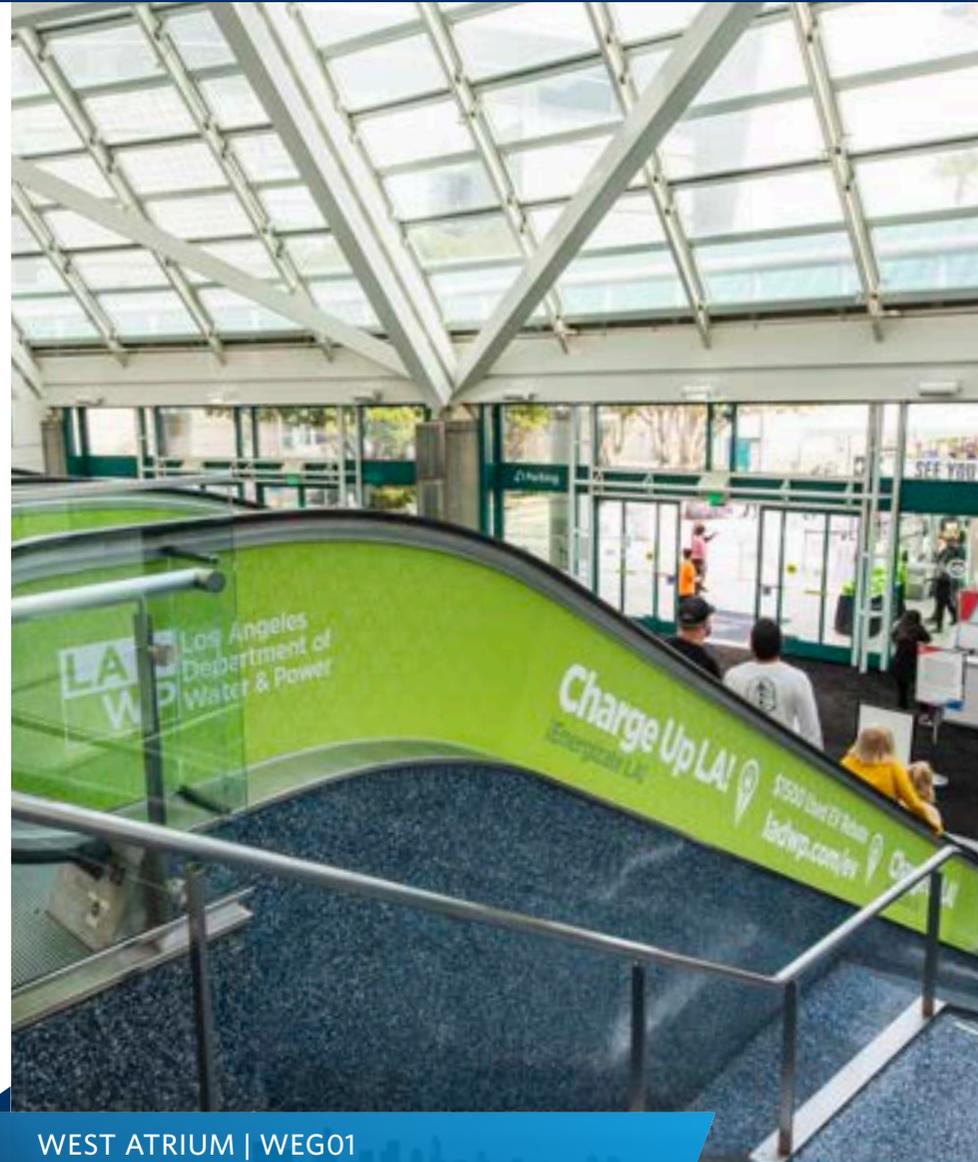


WEST ATRIUM | WG01
ENTRANCE STAIRCASE

The entrance staircase flanks the only escalators into West Atrium from the West Hall box office — one of only two main ticketing locations at the show. Accordingly, the entrance escalators (WEG01) are a great complement to these stairs. Graphics adhere to the vertical portion of the stairs in strips, creating a dramatic effect.

Dimensions
 Left Staircase: 19'9" W X 12'6" H Right Staircase: 27'11" W x 12'6" H

Investment*
 \$45,000

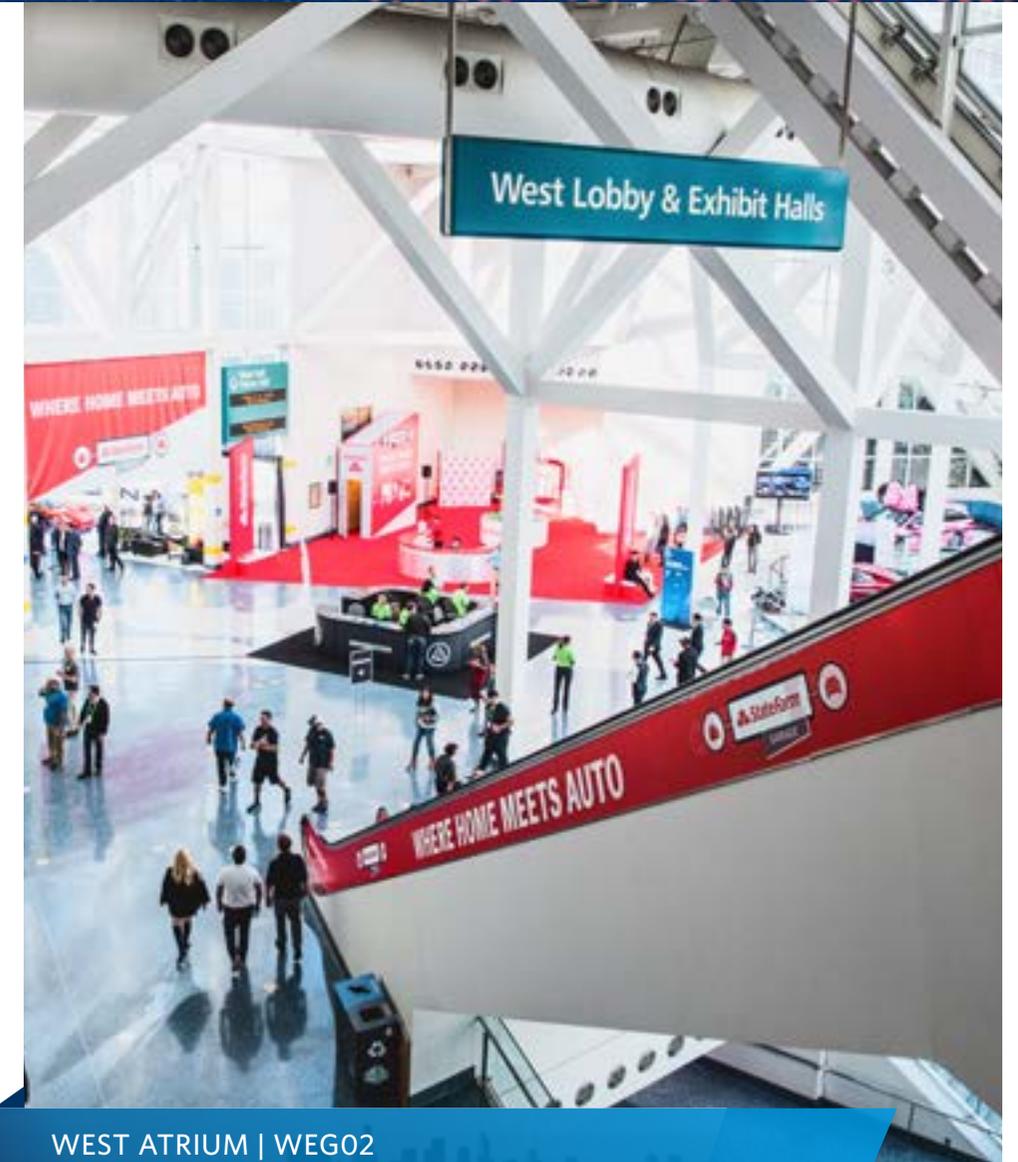


WEST ATRIUM | WEG01
ENTRANCE ESCALATOR

This is the only set of escalators into West Atrium from the West Hall box office — one of only two main ticketing locations at the show. Branded graphics adhere directly to six vertical glass surfaces.

Investment*
 \$25,000

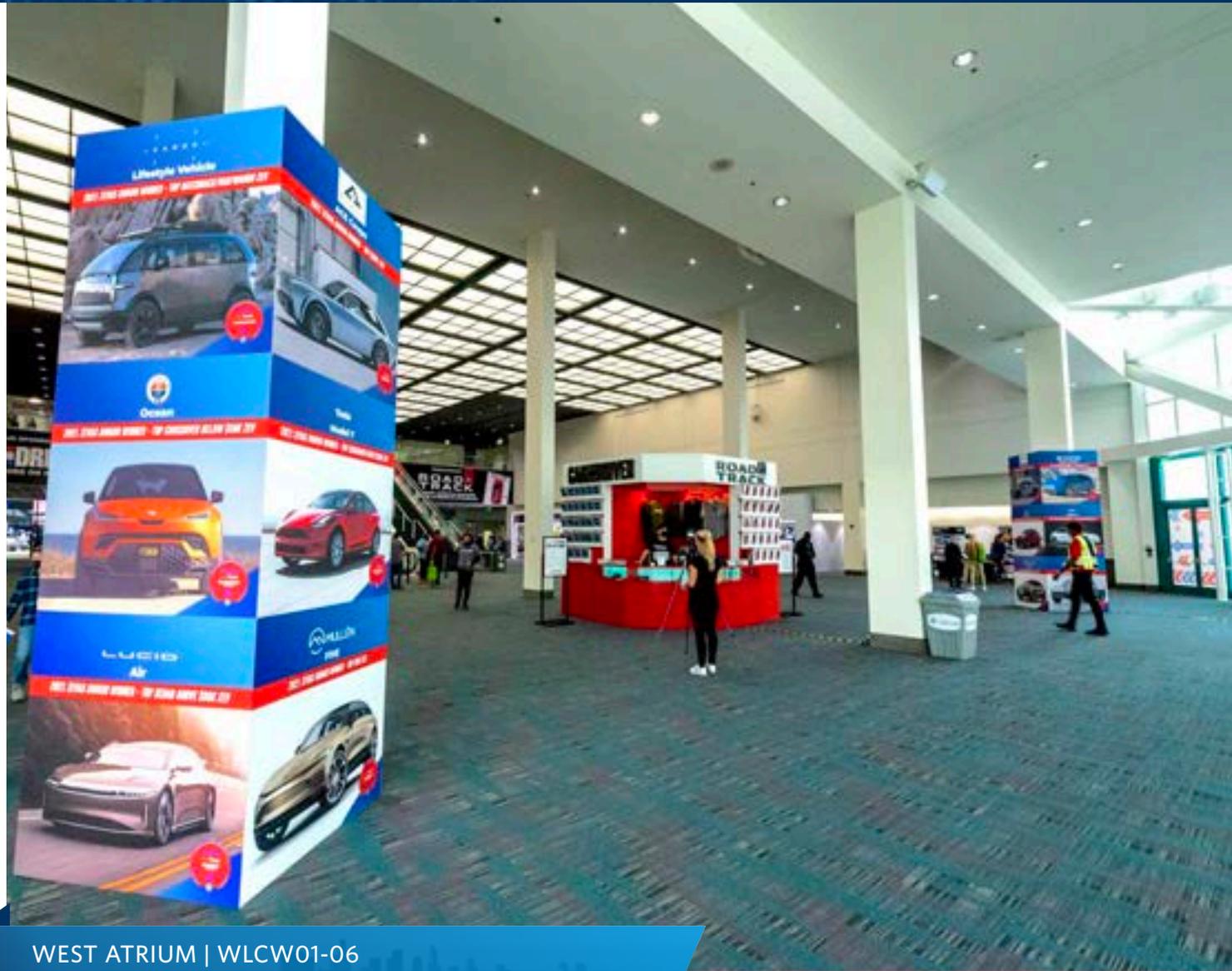
**Note: Pricing covers all fees including production, installation, and dismantle*



WEST ATRIUM | WEG02
MEETING ROOM ESCALATORS

Showcase your brand on one of the first banners attendees see as they enter the show and rise up the West Atrium escalators (WEG01) and stairs (WG01). This banner faces east towards the West Hall box office.

Investment*
 \$40,000



WEST ATRIUM | WLCW01-06
ATRIUM COLUMNS

Takeover these six prominent columns in West Atrium and transform them into unique, eye-catching ads. At four panels per column, capitalize on the opportunity to promote your brand up to 24 times in a concentrated, high-traffic area of the show.

Dimensions

5' W x 10' H

Investment*

Individual (One Column): \$10,000

All (Six Columns): \$50,000



WEST ATRIUM | WHLB01, WHLB02
HALL LIGHTBOXES

Be the first, and last thing, attendees see when entering the West Hall — these backlit lightboxes are located along the walls leading to West Hall's main entrance. There are two locations available.

Dimensions

(Per location; six adjacent panels per location)

20' W x 8' H

Investment*

\$35,000

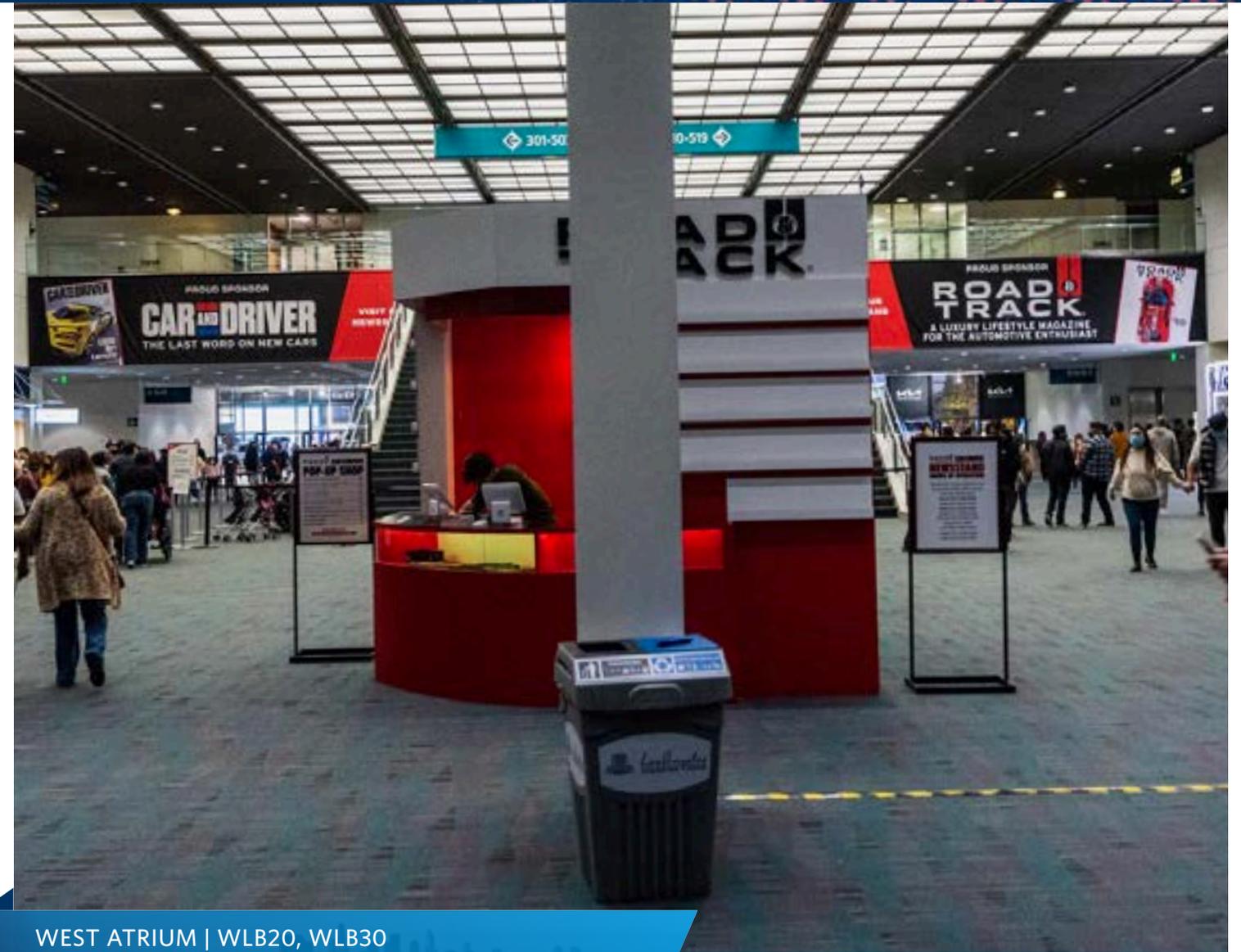
*Note: Pricing covers all fees including production, installation, and dismantle



WEST ATRIUM | WLB31
ATRIUM BANNER

Showcase your brand and messaging prominently inside West Atrium with this large banner that can be easily seen by attendees flowing in-and-out of West Hall (to the right of meeting room escalators and hall entrance banners).

Dimensions
 80' W x 17.5' H
Investment*
 \$55,000

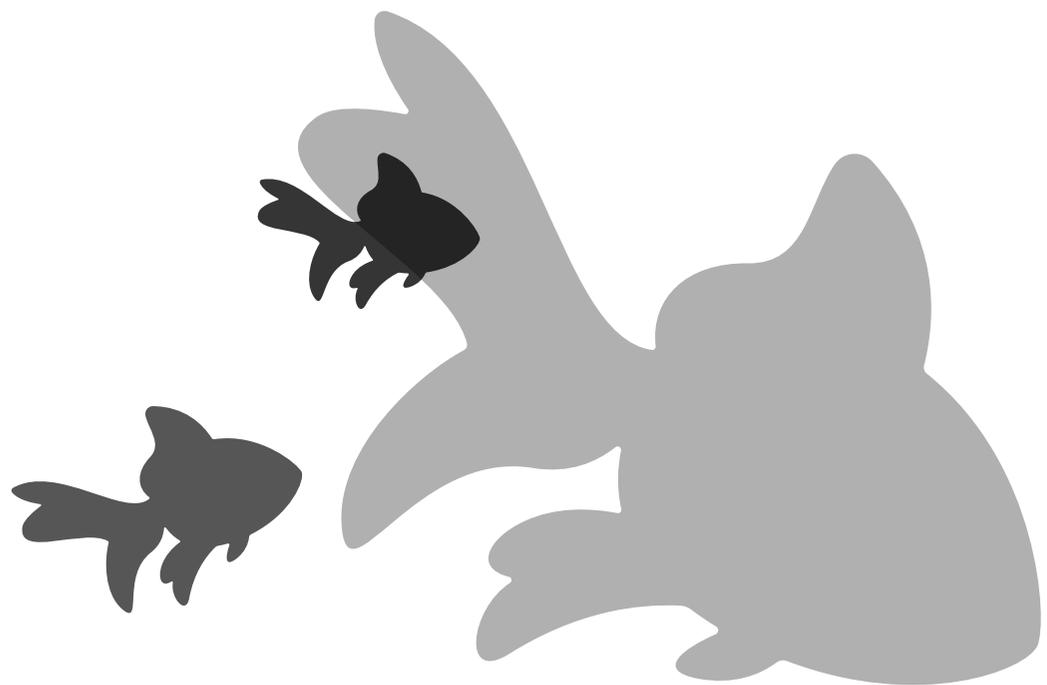


WEST ATRIUM | WLB20, WLB30
HALL ENTRANCE BANNERS

SOLD - Available 2023: These billboards in the West Atrium face all attendees entering the show from the West Hall box office and walking from West Atrium to South Hall, Concourse Hall, and Kentia Hall ("The Garage") on the other. Available on both sides of the Meeting Room Escalators (WEG03).

Dimensions
 37' W x 8.5' H
Investment*
 Individual: \$30,000
 Both: \$55,000

**Note: Pricing covers all fees including production, installation, and dismantle*



EXTERIOR

PHOTO: Aerial View — Downtown Los Angeles & Los Angeles Convention Center

“Automakers descended upon La La Land to debut an array of new vehicles ahead of the official opening of the Los Angeles Auto Show, which runs for 10 days over the Thanksgiving holiday and is a must-see for industry insiders, car enthusiasts and consumers. Over the past decade, the theme of the LA Auto Show has evolved into green technology, electrification and mobility innovation, and this year was no different.”

— FORBES
2021

EXTERIOR | SEB21

FREEWAY BILLBOARD

SOLD - Available 2023: Similar to SEB22, this large advertisement faces southwest towards one of the country's busiest intersections — the Santa Monica (I-10) and Pasadena Freeways (I-110).

Santa Monica Freeway (I-10)

328,000 Westbound vehicles/day

236,000 Eastbound vehicles/day

Pasadena Freeway (I-110)

288,000 Southbound vehicles/day

299,000 Northbound vehicles/day

Dimensions

200' W x 20' H

Investment*

\$210,000

**Note: Pricing covers all fees including production, installation, dismantle, and lighting during show hours*





EXTERIOR | SEB22
FREEWAY BILLBOARD 01

Advertisement (shown in magenta) faces west towards one of the country's busiest freeway interchanges—the Santa Monica (I-10) and Pasadena Freeways (I-110).

Santa Monica Freeway (I-10)

328,000 Westbound vehicles/day

236,000 Eastbound vehicles/day

Pasadena Freeway (I-110)

288,000 Southbound vehicles/day

299,000 Northbound vehicles/day

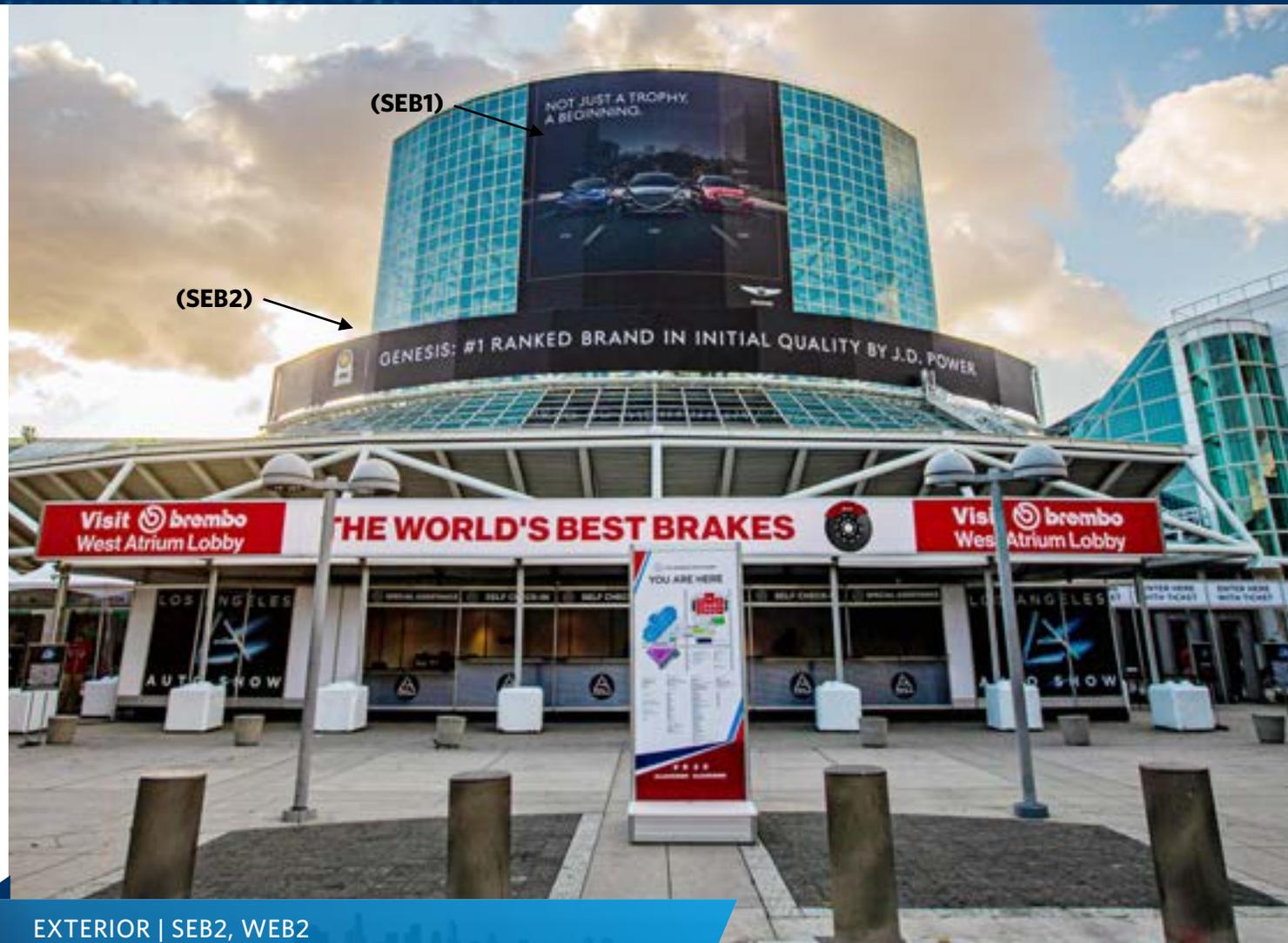
Dimensions

200' W x 20' H

Investment*

\$210,000

**Note: Pricing covers all fees including production, installation, dismantle, and lighting during show hours*

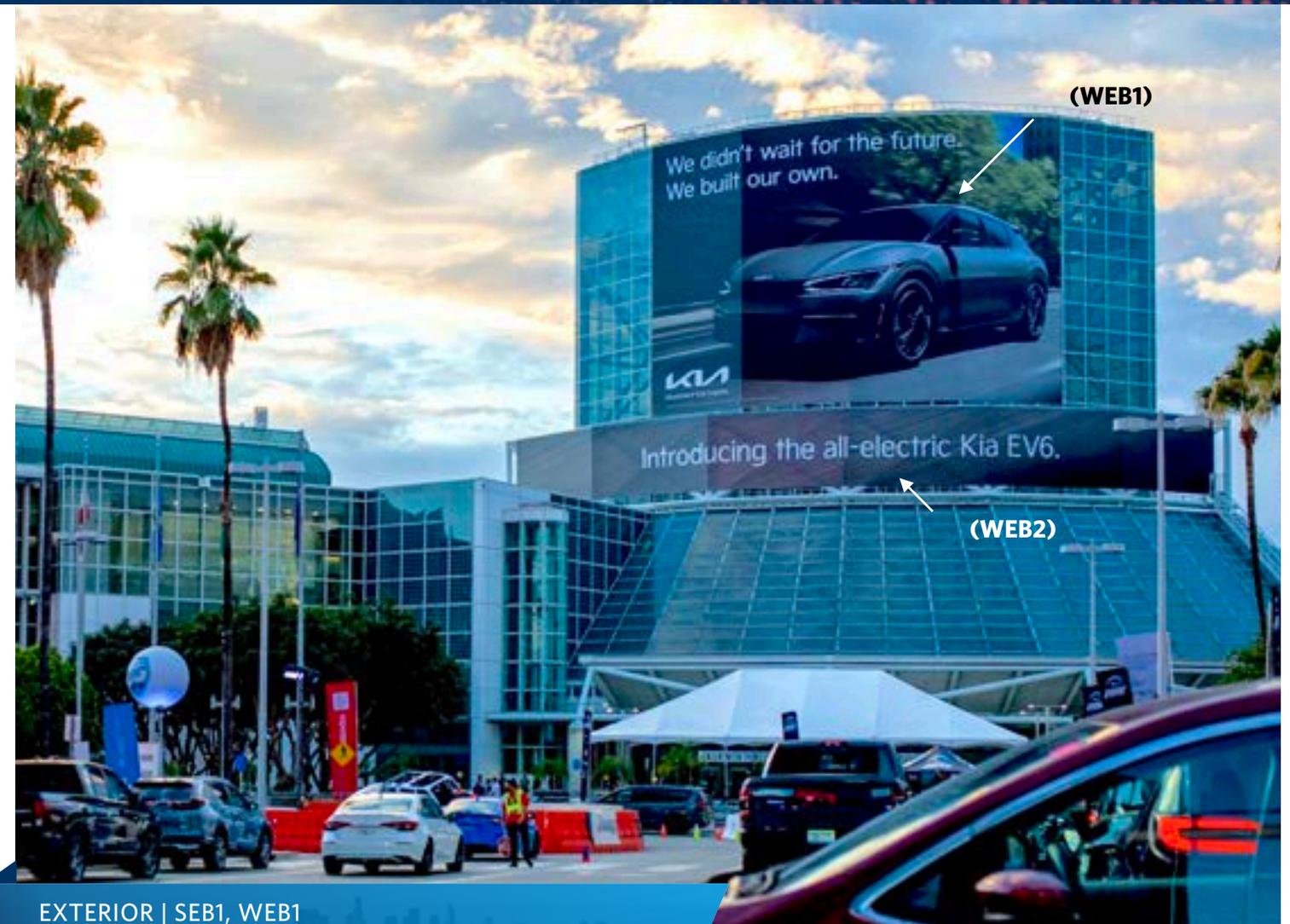


EXTERIOR | SEB2, WEB2
EYEBROW BILLBOARDS

SOLD - Available 2023: Prominently feature company branding and messaging right below the south and/or west tower of the Los Angeles Convention Center — visible from Figueroa St. and Pico Blvd. by both commuters and attendees. These towers and eyebrows are frequently used in establishing shots by media.

Dimensions
 South Hall (SEB2): 215' W x 16'4" H
 West Hall (WEB2): 150' W x 16'4" H

Investment*
 South Hall (SEB2): \$80,000
 West Hall (WEB2): \$70,000
 Both Eyebrows: \$135,000



EXTERIOR | SEB1, WEB1
TOWER BILLBOARDS

SOLD - Available 2023: A perfect complement to the Eyebrow Billboards, place your company's branding and messaging on the south and/or west tower of the Los Angeles Convention Center — visible from Figueroa St. and Pico Blvd. by both commuters and attendees. These towers are frequently featured in establishing shots.

Dimensions
 South Hall (SEB1): 72' W x 72' H
 West Hall (WEB1): 85.4' W x 57.6' H

Investment*
 South Hall (SEB1): \$175,000
 West Hall (WEB1): \$165,000
 Both Towers: \$330,000

*Note: Pricing covers all fees including production, installation, and dismantle

*Note: Pricing covers all fees including production, installation, dismantle, and — if applicable — lighting



(CEB2)

EXTERIOR | CEB2

PICO EAST BILLBOARD

SOLD - Available 2023: Highly-visible billboard that faces East towards the crowded intersection of Pico Blvd. and Figueroa St. — estimated to receive 30,000+ cars per day — is easily seen by commuters passing by the Los Angeles Convention Center (i.e., walking, driving, metro services, etc.).

Dimensions

48' W x 35' H

Investment*

\$85,000

**Note: Pricing covers all fees including production, installation, dismantle, and lighting during show hours*



EXTERIOR | CEB3

PICO EAST BILLBOARD

This highly visible outdoor location faces east at the very busy intersection of Pico and Figueroa Street and is estimated to receive 30,000 cars per day. Showcased alongside CEB2, CEB3 is visible to attendees driving to the Los Angeles Convention Center, walking from surrounding parking locations and passengers on the L.A. Metro Link.

Dimensions

55' W x 38' H

Investment*

\$75,000

**Note: Pricing includes all fees including: production, installation, dismantle and lighting during show hours.*



EXTERIOR | CEB5
GLP BILLBOARD

Parallel to Figueroa St., this outdoor billboard faces east over the convention center's Gilbert Lindsay Plaza. The advertisement will be seen by visitors entering into the West Atrium (closest to Crypto.com Arena) as well attendees participating in ride and drives in and around the plaza.

Dimensions
40' H x 110' W

Investment*
\$95,000

**Note: Pricing covers all fees including production, installation, dismantle, and lighting during show hours*



EXTERIOR | CEB20
PICO WEST BILLBOARD

Central billboard faces west over the busy intersection of Pico Blvd. and L.A. Live Way, enjoying high exposure to commuters around the convention center and, to a limited extent, traffic from I-110 (587,000 vehicles/day).

Dimensions
 60' W x 40' H
Investment*
 \$85,000



EXTERIOR | SEB25
PICO WEST BILLBOARD

This outdoor billboard sits right above the breezeway entrance to South Hall and faces northwest over the busy intersection of Pico Blvd. and L.A. Live Way—thus being highly-visible to commuters as well as by those walking between South and West Halls.

Dimensions
 35' W x 45' H
Investment*
 \$75,000

**Note: Pricing covers all fees including production, installation, dismantle, and — if applicable — lighting*



EXTERIOR | SEB23, SEB24
PICO BILLBOARDS

These billboards face northwest towards the busy intersection of Pico Blvd. and L.A. Live Way. Accordingly, these banners are highly visible to commuters and attendees walking between South Hall and West Hall.

Dimensions
 Left Billboard (SEB24): 60' W x 30' H
 Right Billboard (SEB23): 170' W x 40' H
Investment*
 Left Billboard (SEB24): \$85,000
 Right Billboard (SEB23): \$180,000



DIGITAL

PHOTO: Ford Mustang Mach-E

STATS

- ▶ **500K** engaged digital fans, followers, and subscribers
- ▶ **446K** unique laautoshow.com visitors during run of show

Most Visited Webpages (excluding homepage)

automobilityla.com

1. Register
2. Vehicle Debuts
3. Schedule
4. Media Kit

laautoshow.com

1. Tickets
2. Dates & Hours
3. All Vehicles
4. Test Drives

Social Media Statistics (combined accounts during showtime)

- ▶ Facebook: **7M** total impressions
- ▶ Instagram: **3.6M** total impressions
- ▶ Twitter: **268K** total impressions
- ▶ YouTube: **6M** views



AUTOMOBILITY LA™

GET YOUR BRAND ON A GLOBAL STAGE

ACTIVATE AT THE SHOW

MORE INFORMATION



AUTOMOBILITYLA.COM

WEBPAGE SPONSOR

Become the title sponsor of a page on the AutoMobility LA website. This sponsorship opportunity includes company name, logo, and message on any of the following top-viewed pages: Homepage, Schedule, Vehicles Debuts, Speakers, Directions & Hotels.

Investment

Starting at \$10,000

LAAUTOSHOW.COM

WEBPAGE SPONSOR

Become the title sponsor of a page on the Los Angeles Auto Show website. This sponsorship includes company name, logo, and message on any page (excluding home page and ticketing).

Investment

Starting at \$20,000

LAAUTOSHOW.COM

SOCIAL MEDIA SPONSOR

Utilize the social media following of AutoMobility LA and/or the Los Angeles Auto Show to amplify the presence of your brand. Available platforms include: Facebook, Instagram, and Twitter.

Investment

Varies

**AUTOMOBILITY LA
TIP SHEET**

Feature your company name, logo, and/or message to AutoMobility LA attendees before they arrive onsite. This extremely valuable e-blast goes out the evening before the show with the schedule of all press conferences, networking events, speaker lineups, and other important show info.

Investment
\$20,000

**AUTOMOBILITY LA
E-BLAST**

Utilize email blasts to showcase your company name, logo, and/or message to AutoMobility LA's industry database.

Reach
25,000+

Investment
Inclusion: \$10,000
Dedicated: \$25,000

**LOS ANGELES AUTO SHOW
E-BLAST**

Feature your company name, logo, and/or message to the Los Angeles Auto Show's large database of consumers.

Reach
275,000+

Investment
Inclusion: \$20,000
Dedicated: \$50,000

LA AUTO SHOW

THE LA AUTO SHOW RETURNS
NOV 18-27, 2022!

EXHIBIT AT THE LA AUTO SHOW



contact

MAUREEN McGRATH

VP, Sales & Partnership Relations
maureen@laautoshow.com

MICHELE GOLL

Director of Sales & Partnership Relations
micheleg@laautoshow.com