




BE SEEN

2025 OPPORTUNITIES





At the LA Auto Show, you'll see more concept cars than we have seen at auto shows in years, it's really fun to see what the future is going to look like in cars, and that's something that not every auto show gets, but they definitely have that at the LA Auto Show.

—Forbes

José Muñoz President and CEO, Hyundai Motor Company

AUTOMOBILITY LA *GLOBAL IMPACT*

Mark your calendars for Thursday, November 20th, 2025, and join us for AutoMobility LA, the unrivaled global epicenter of the automotive industry! This electrifying event is more than just a gathering—it's a one-day B2B festival that unites the entire industry ecosystem, attracting thousands of decision makers and influencers from every corner of the globe.

At AutoMobility LA, we're always pushing boundaries and breaking new ground. Ensure that you and your Company witness the evolution firsthand through an expanded AutoMobility Exhibitor Collection, Main Stage Speakers Series, Fleet Mobility Showcase and new technology throughout the Campus.

Join us for a day of excitement, networking, innovation, and opportunity in the heart of the car culture capital of the world, Los Angeles!



22B+ IMPRESSIONS

Global media impressions via earned media from the event and strategically timed media communications



11,000+ IN ATTENDANCE

including media, journalists, influencers, industry insiders, automotive executives, and decision-makers



2,000+ CREDENTIALLED MEDIA



31 COUNTRIES REPRESENTED

AUTOMOBILITY LA

LOCAL EFFORTS, GLOBAL RESULTS



Publicity Value



Media Pickups



Global Press Releases Distributed



975K MULTIMEDIA IMPRESSIONS



1.6M REACH



235K VIDEO VIEWS



THE ZEVAS™

LA Auto Show officially announced the return of its signature awards program, THE ZEVAS™. Debuted in 2021 as the very first program of its kind, THE ZEVAS once again celebrated emerging and established automakers and their innovations in all-new electric and hybrid vehicles, and new zero-emission versions of existing models. This unique, consumer's choice award recognizes the top zero-emission vehicles across a variety of categories, and provides an unmatched forum to showcase the advancements and innovations that shape today's buyer interests, influence purchase behavior, and enhance overall driver satisfaction.



2.4K

Press Release
Pickups



241K

MultiMedia
Impressions



84.1K ENGAGEMENTS



10K+

Votes
Casted



53.4K HITS/VIEWS



2024 WINNERS

TOP SEDAN
Lucid Air

2024 WINNER



TOP TRUCK
Ford F-150 Lightning

2024 WINNER



TOP ULTRA-LUXURY
Ferrari SF90 Stradale

2024 WINNER



MOST ANTICIPATED
Volkswagen ID. Buzz

2024 WINNER



TOP CROSSOVER
Hyundai IONIQ 5

2024 WINNER



TOP SUV
Rivian R1S

2024 WINNER



TOP HYBRID
Toyota Prius Prime

2024 WINNER



TOP COMPACT/ COUPE
BMW i4 eDrive40

2024 WINNER



LA AUTO SHOW

ATTENDEE SPOTLIGHT

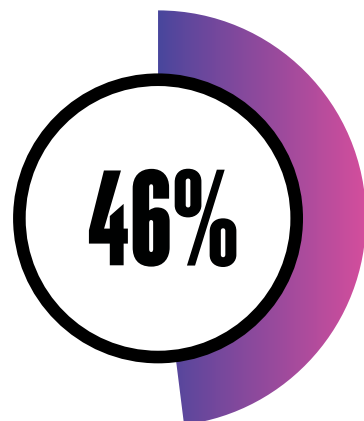
DIVERSITY



Ages 25-44 fall into our multicultural audience (African American, Hispanic, Asian)

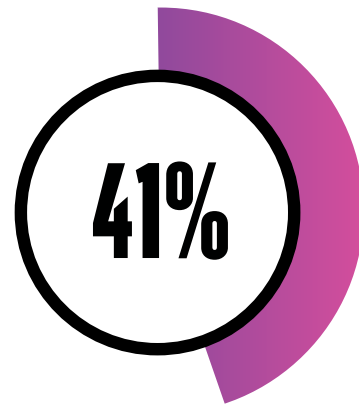


Nearly half of our audience is multicultural



Nearly half of the female audience is between 18-44

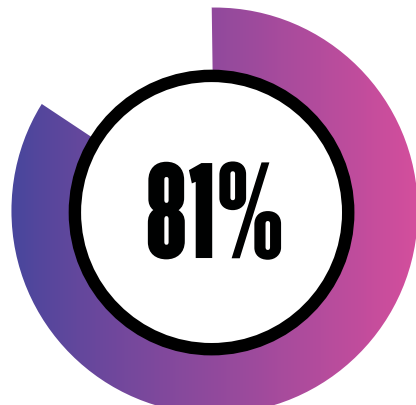
HIGH HOUSEHOLD INCOME



\$150K+ HHI



\$250K+ HHI

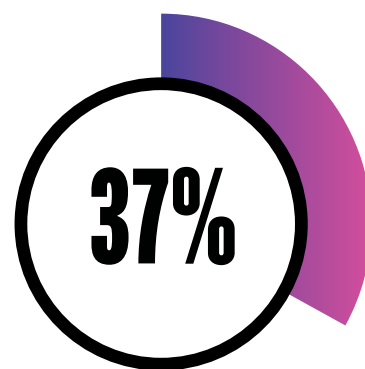


of visitors with \$250K+ HHI attend the show annually or every other year

MULTICULTURAL AUDIENCE



Hispanic, Latino or Spanish origin



Asian or Asian American



Black or African American



LA AUTO SHOW *TEST DRIVES*

Indoor Test Rides

- Hyundai IONIQ 5 N, IONIQ 5, IONIQ 6, IONIQ 9
- KONA Electric
- VW ID. Buzz
- Nissan ARIYA
- Ford Bronco Badlands
- Camp Jeep – Gladiator Rubicon,
- Wrangler Rubicon 392, Wrangler Rubicon 4XE

Street Test Drives

- Chrysler Pacifica
- Dodge Hornet, Durango
- Fiat 500e
- Jeep Wrangler, Gladiator, Grand Wagoneer, Wagoneer
- Polestar 3
- Ram 2500, 1500
- Subaru Ascent Onyx Edition, BRZ tS, Crosstrek Sport, Crosstrek Wilderness, Forester Touring, Impreza RS, Legacy Sport, Outback Onyx Edition XT, Outback Wilderness, Solterra Touring, WRX TR
- Tesla Cybertruck, Model S, Model X, Model 3, Model Y
- Volvo XC90 T8, XC40 Recharge, EX90, EX30
-

Electric Avenue Test Drives

- Cadillac LYRIQ
- Chevrolet Silverado, Blazer, Equinox
- Kia EV9 GT-Line, EV6 GT, EV6 GT-Line
- Lucid Air
- Rivian R1T, R1S
- VinFast VF 8, VF 9



150,000+

participants experienced a vehicle in motion across all indoor and outdoor tracks



20 BRANDS

and 54 models showcased the region's continued demand for both gas and electric vehicles



54%

found the test drives/rides had a positive impact on their future purchase consideration



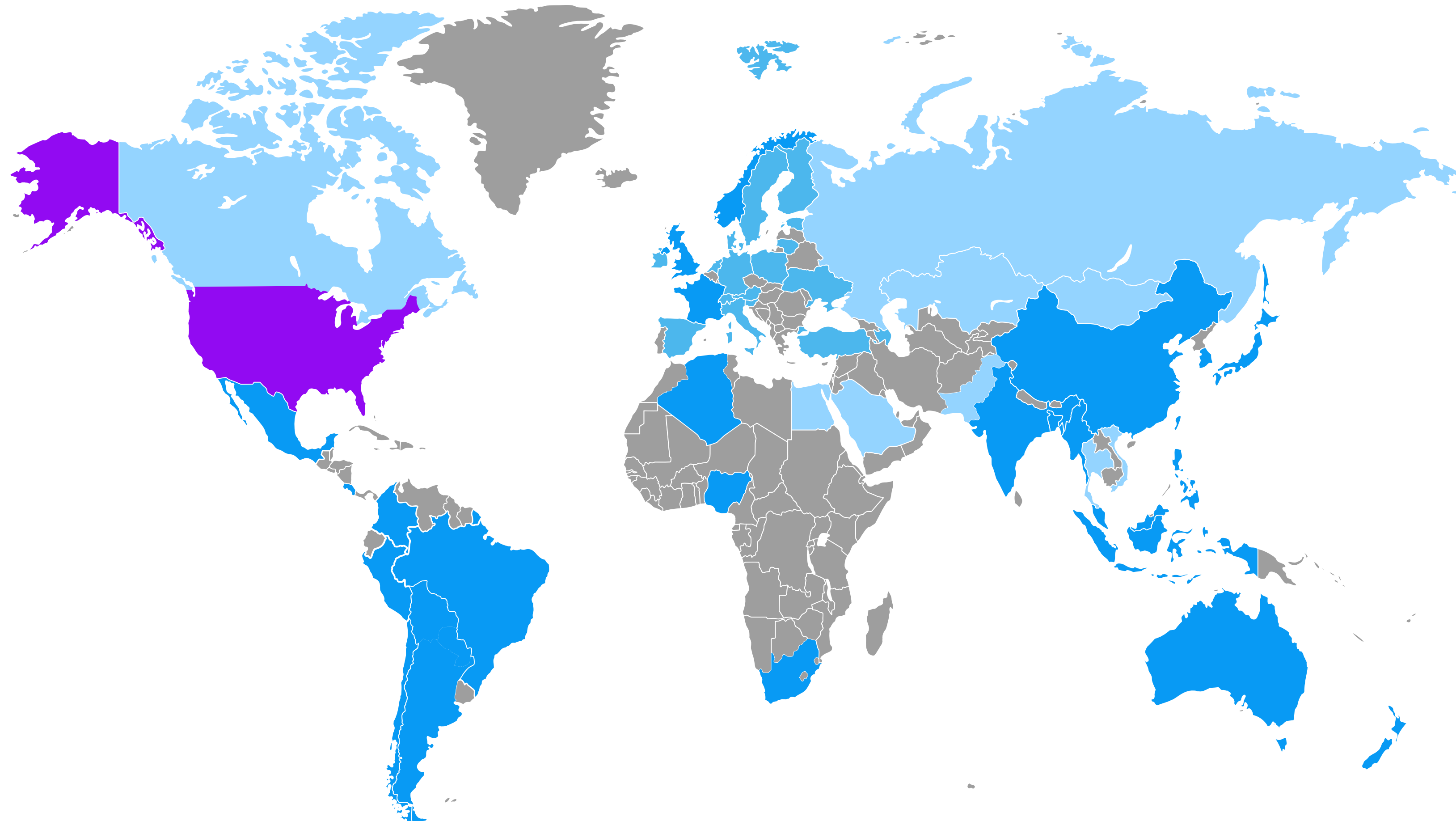
LA AUTO SHOW

GLOBAL INTEREST

LA Auto Show's global brand has far-reaching influence and interest from consumers. Over the 10 day showcase,

68 DIFFERENT COUNTRIES

and territories were represented!

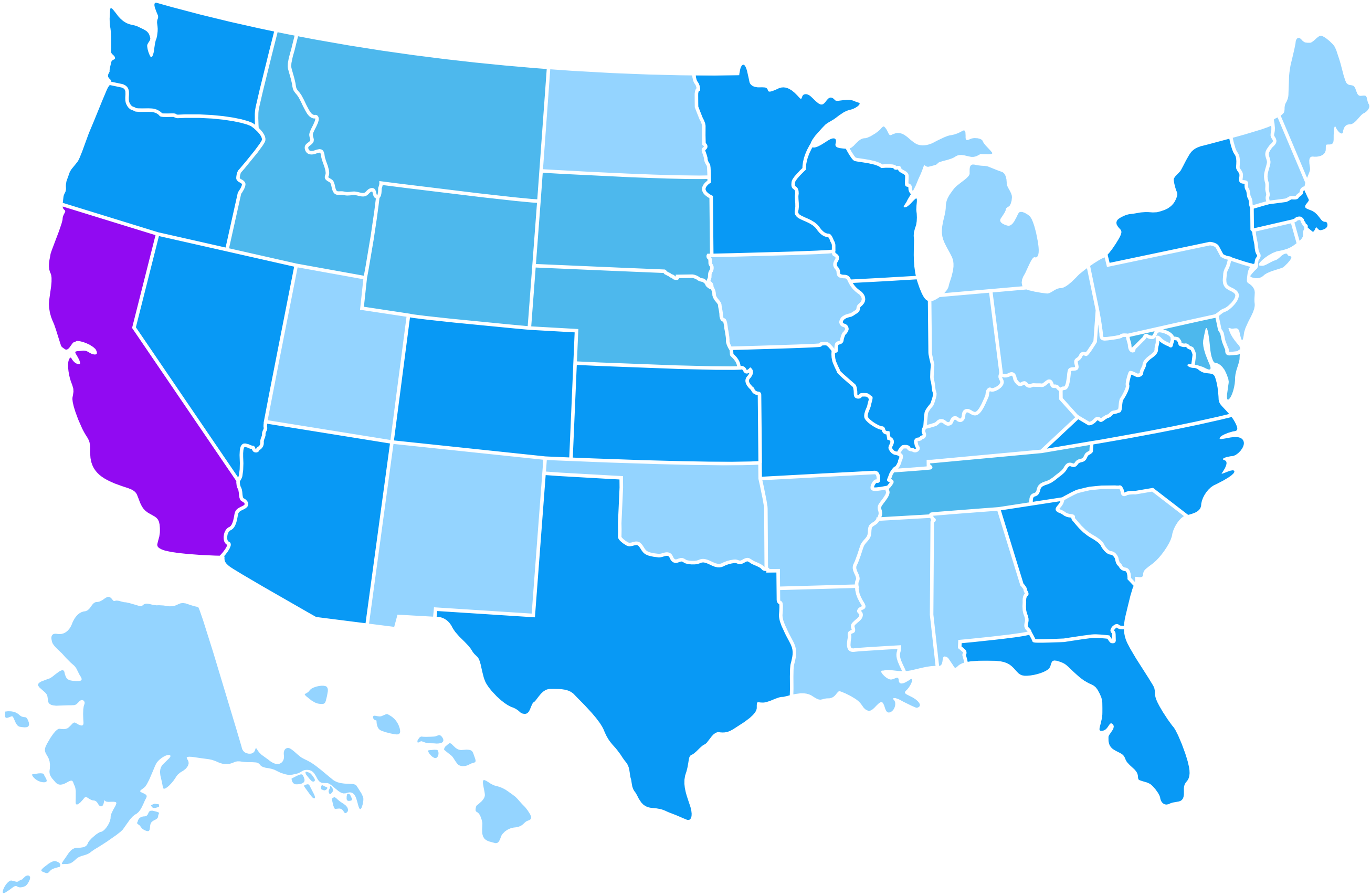


LA AUTO SHOW

NATIONAL FOCUS

ALL 50 STATES

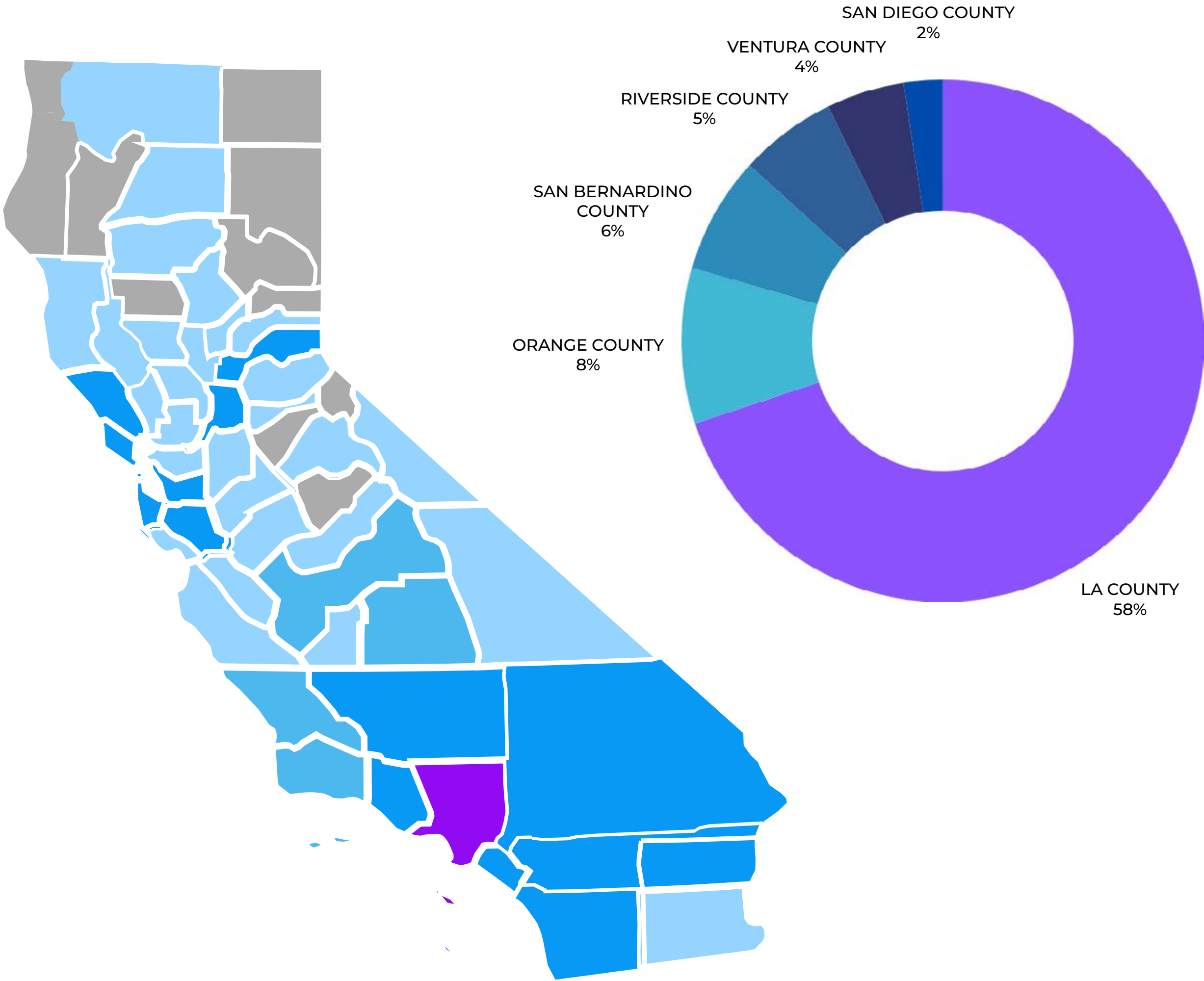
were once again represented by ticket buyers throughout the US. Florida, Arizona, Nevada, Texas, Washington, Colorado, New York and Georgia topped the list of out-of-state visitors.



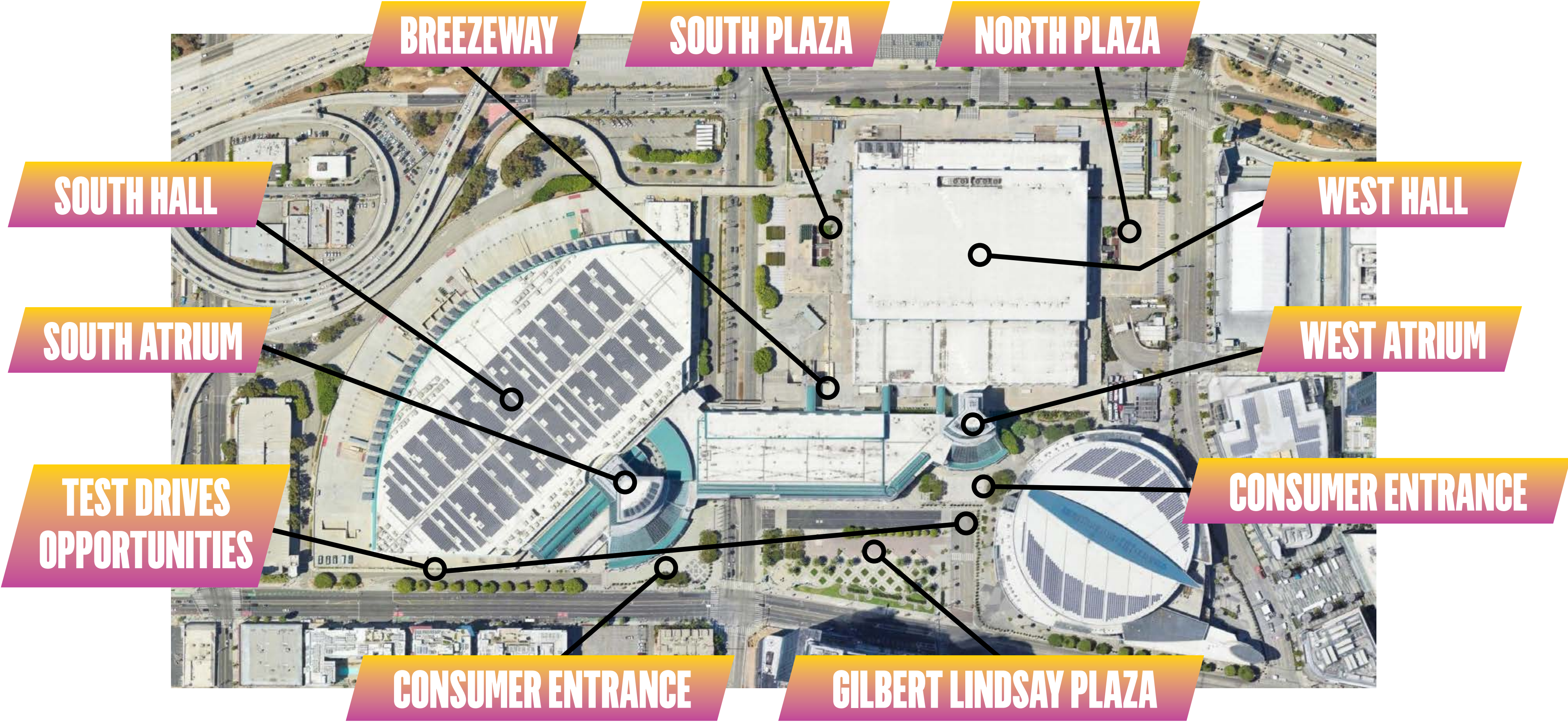
LA AUTO SHOW

A COVERED CALIFORNIA

Nearly every county was represented at the show with attendees coming from hundreds of different Southern California communities. SoCal's largest automotive event of the season saw strong visitation from Ventura County to San Diego County.



LOS ANGELES CONVENTION CENTER



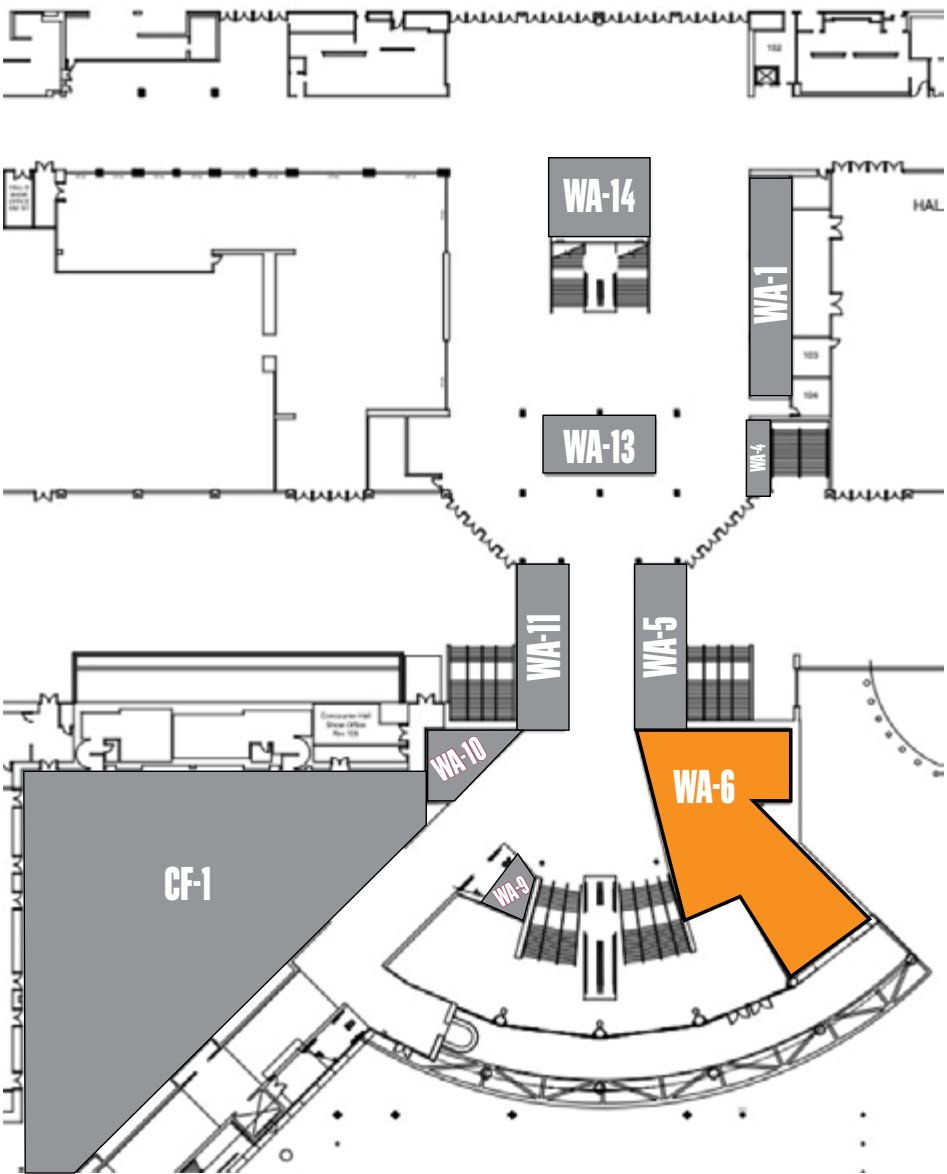
1M SQUARE FEET OF EXHIBITS AND ACTIVATIONS

WEST ATRIUM ENTRANCE

WA-668

One of the largest atrium exhibits offered, this ultra high traffic exhibit filled with natural light will be the first exhibit that attendees will see as they access the West Atrium.

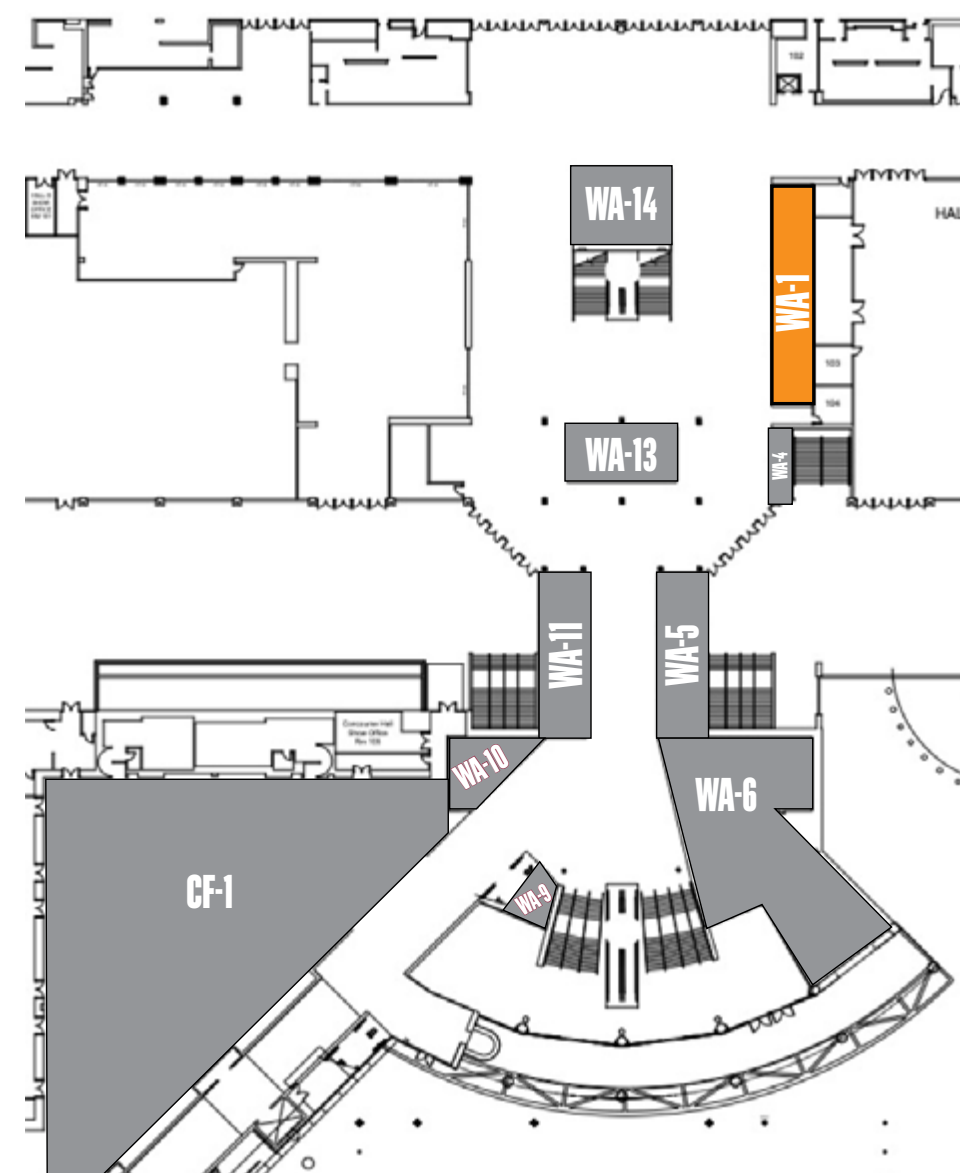
3,500 SQFT



WEST ATRIUM BOUTIQUE

WA-1

Create a space that is a true representation of your brand. This space provides a boutique feel that allows for a private guest experience. Prominently located on the way in and out of the West Hall & Petree Hall.



1,200 SQFT



SPARQ

Hello World.
I'm SPARQ AI

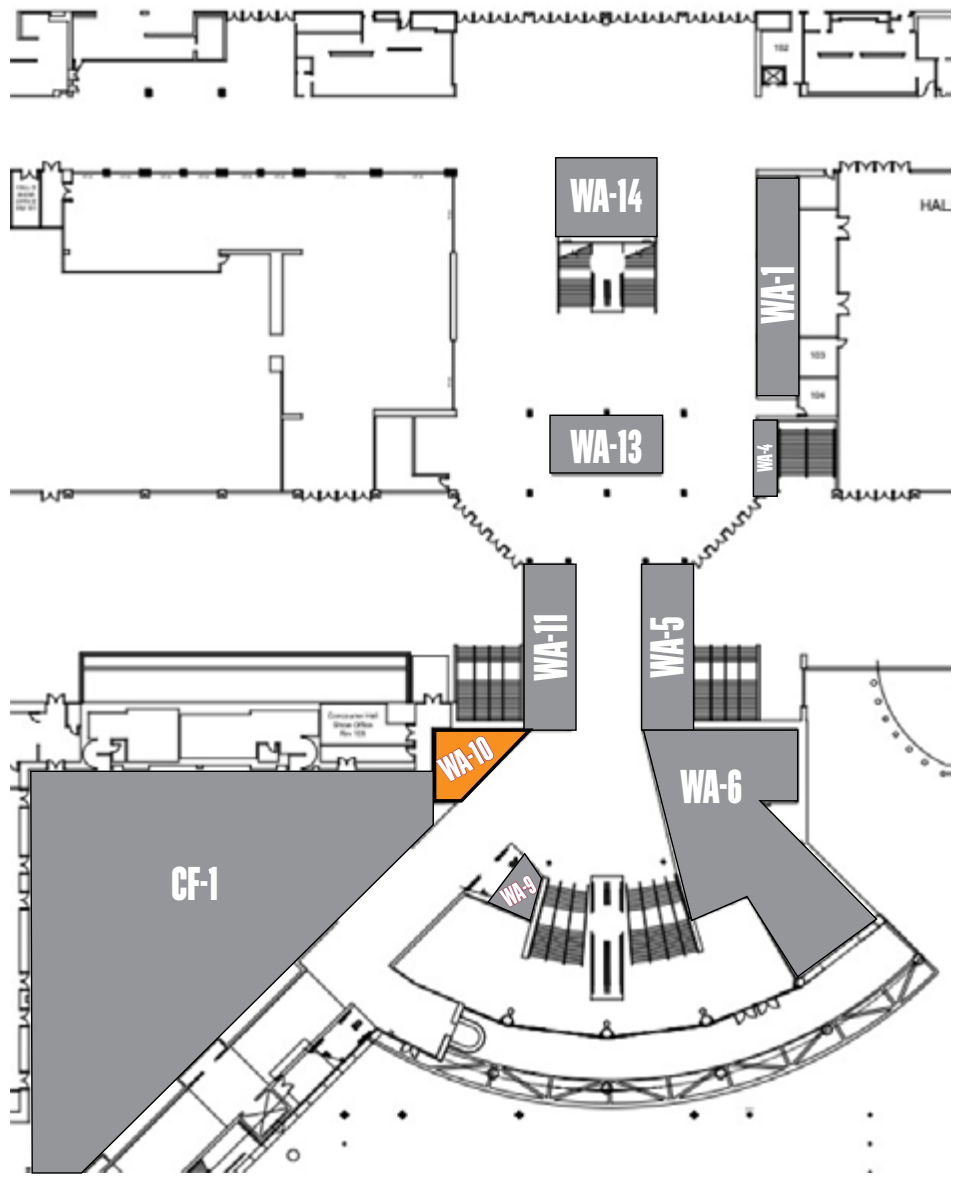
Press Event
Begins at 03:15PM

WEST ATRIUM FEATURETTE

WA-10

This turnkey main entrance and intersection exhibit is perfect for your show car. It will not be missed. This is one of the highest profile single car exhibits available.

596 SQFT

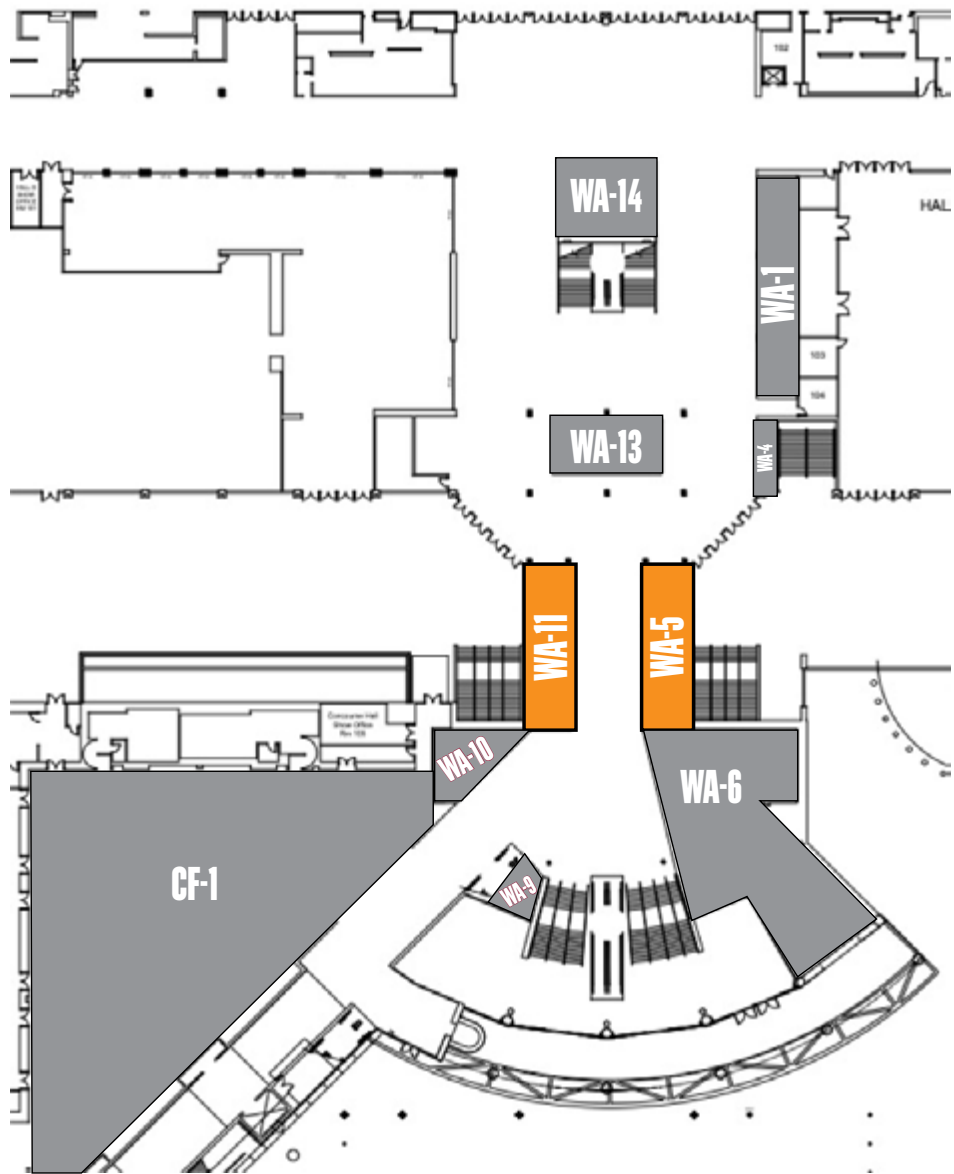


WEST ATRIUM AVENUE

(2 SPACES AVAILABLE)

WA-5 & 11

This is the main passageway into the west hall. All show attendees walk down West Atrium Avenue at some point in the day. Steal the spotlight with a traffic halting display worthy of your brand.



2-1,020 SQFT

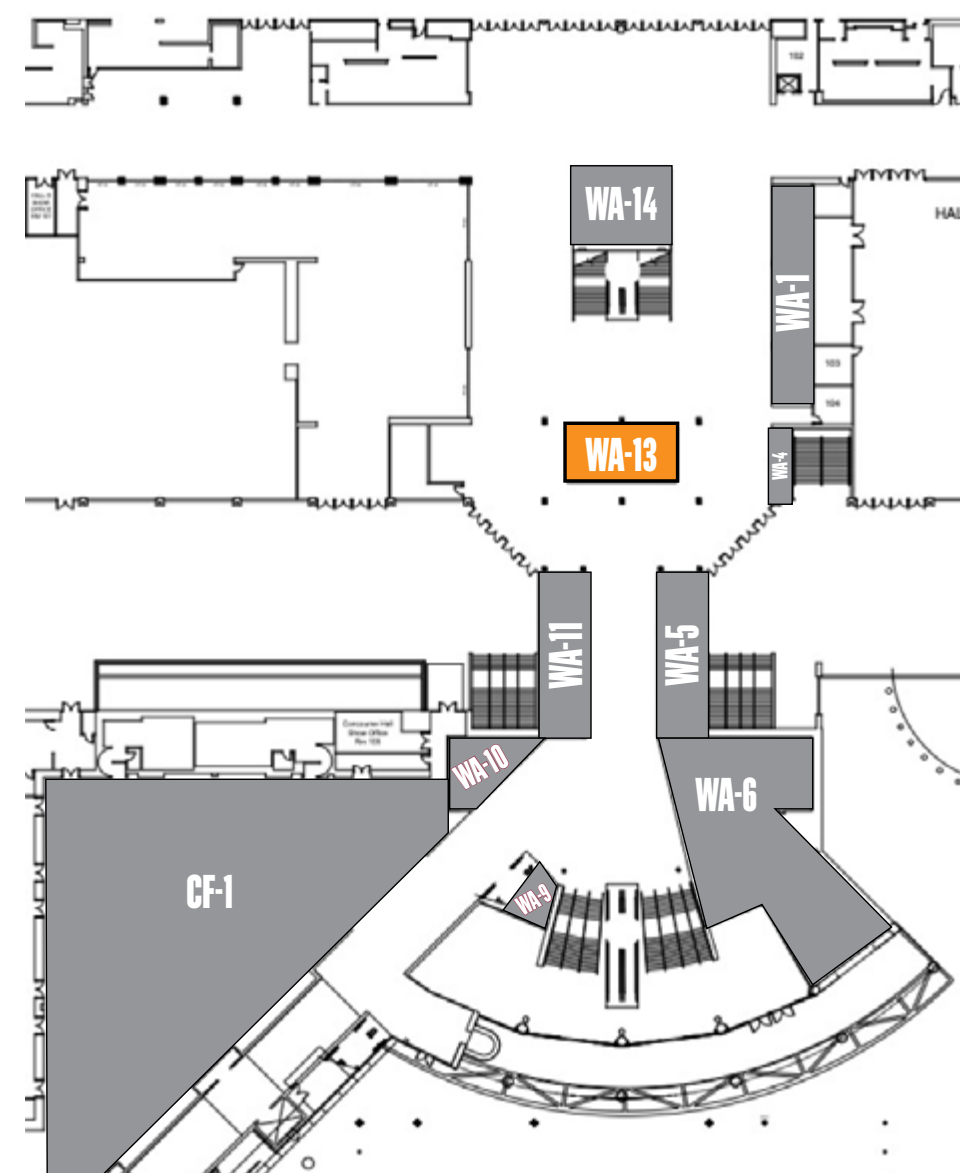
SOLD SEPARATELY OR TOGETHER



WEST ATRIUM CENTER STAGE

WA-13

Be in the center of it all with this open concept space, visible from 360 degrees. This space is easily viewed from the main entrance and is the delta of West Atrium Avenue.



600 SQFT

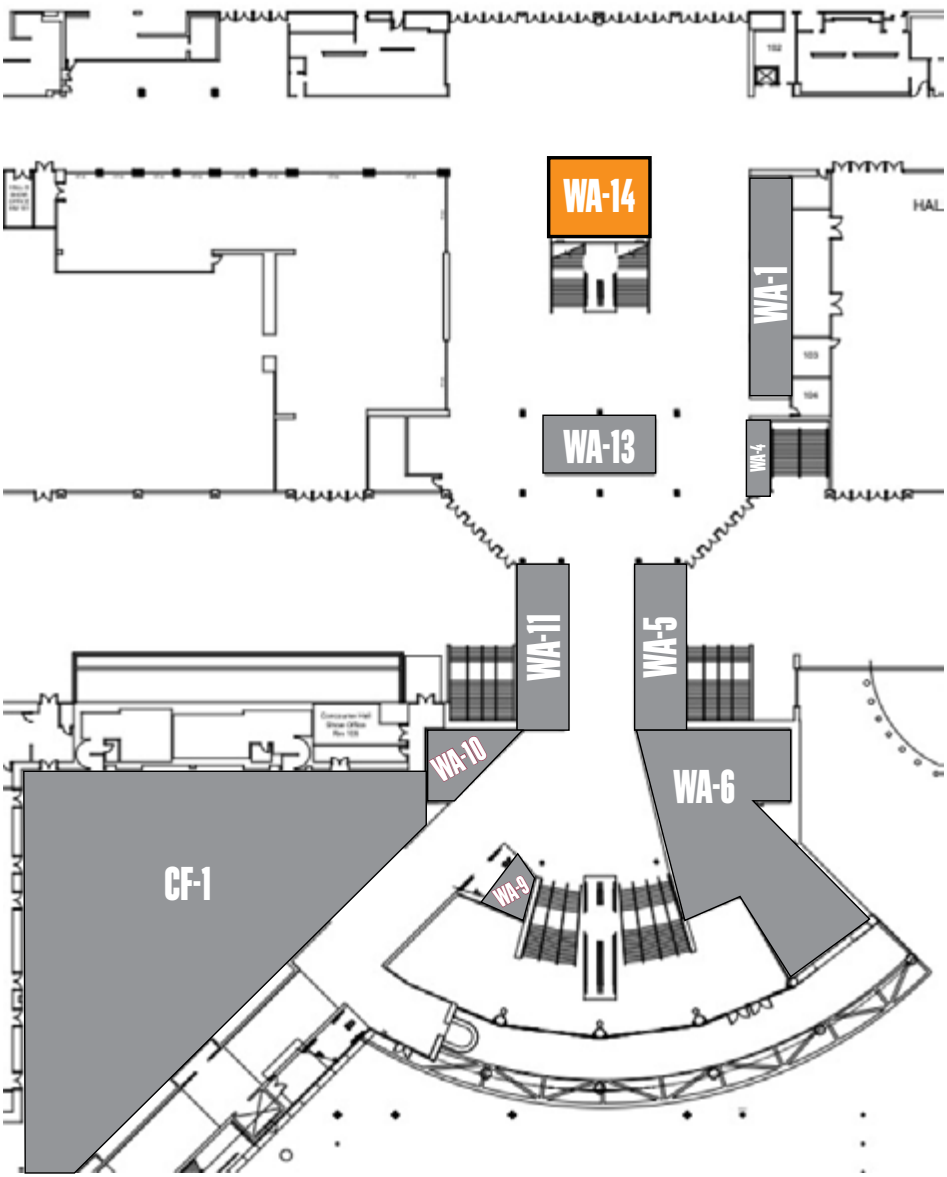


WEST ATRIUM ENCLAVE

WA-14

Intimate and accessible, this exhibit comes with a built-in ceiling and backwall. Up to two vehicles can fit easily.

1,065 SQFT

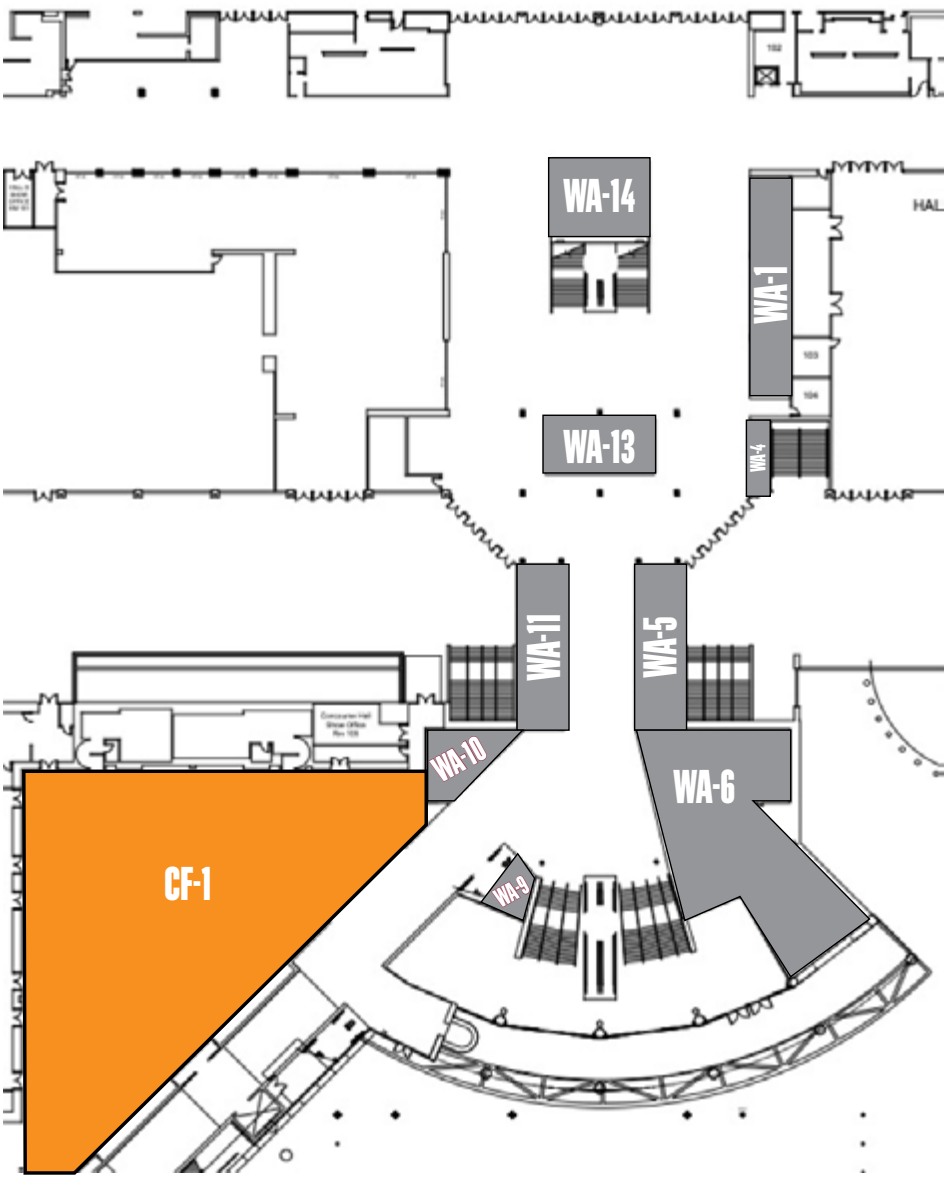


CONCOURSE FOYER

CF-1

A unique space that is versatile, highly trafficked and allows for a fully customized experience.

3,600 SQFT

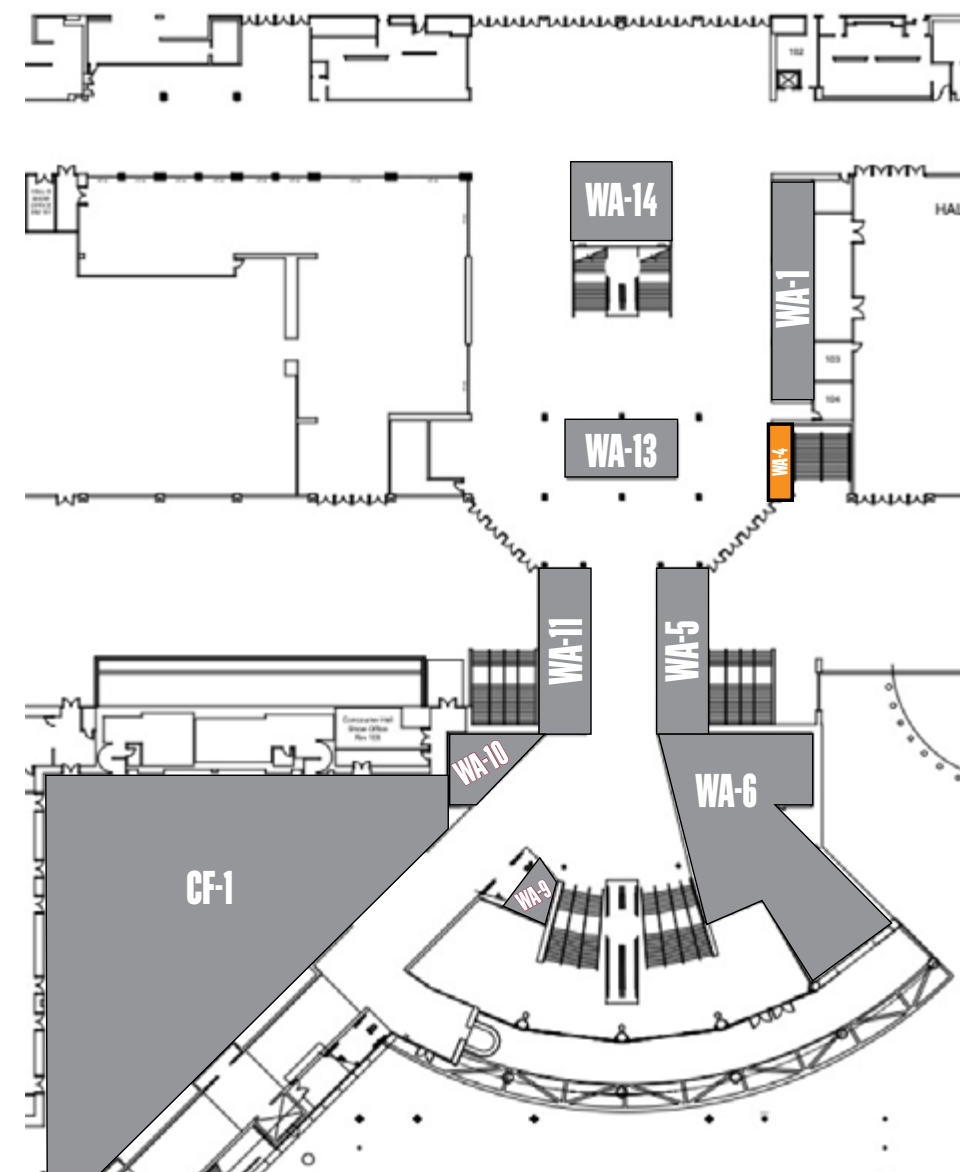


WEST ATRIUM ALCOVE

WA-4

Showcase your products in this accessible exhibit space that will have a strong impact. Perfect for single car displays or mobility products.

200 SQFT

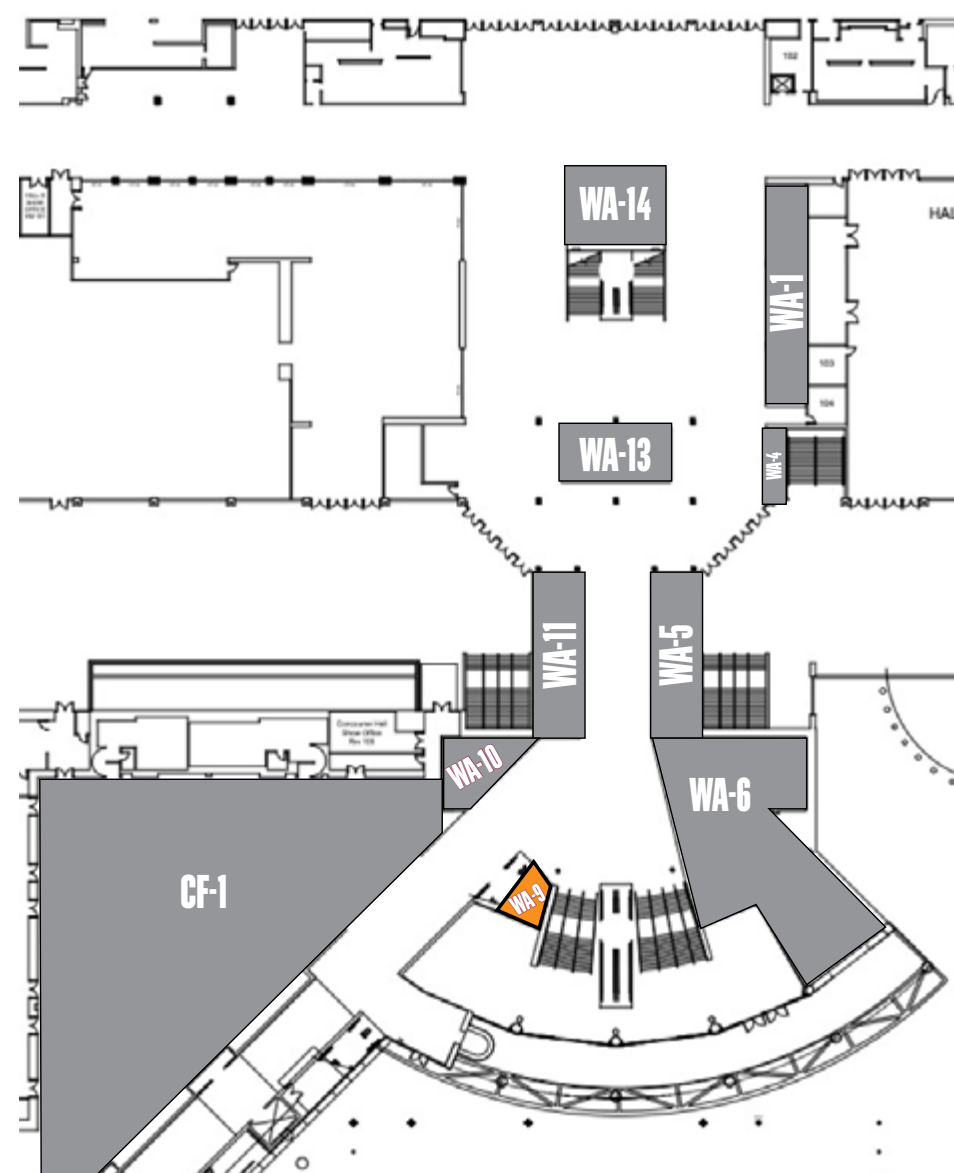


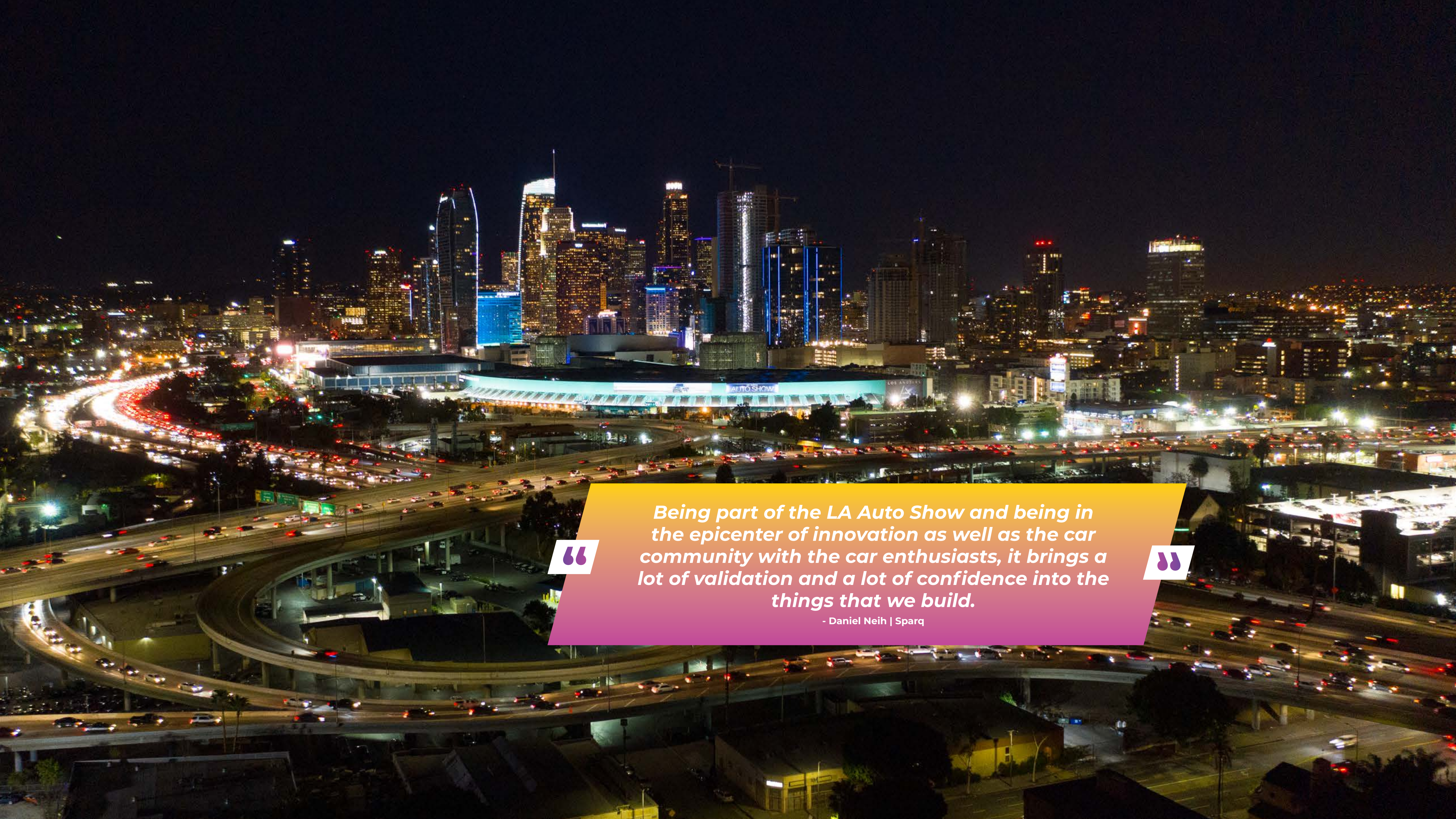
WEST ATRIUM COMPACT

WA-9

This displays prime location will have outsized impact.

175 SQFT

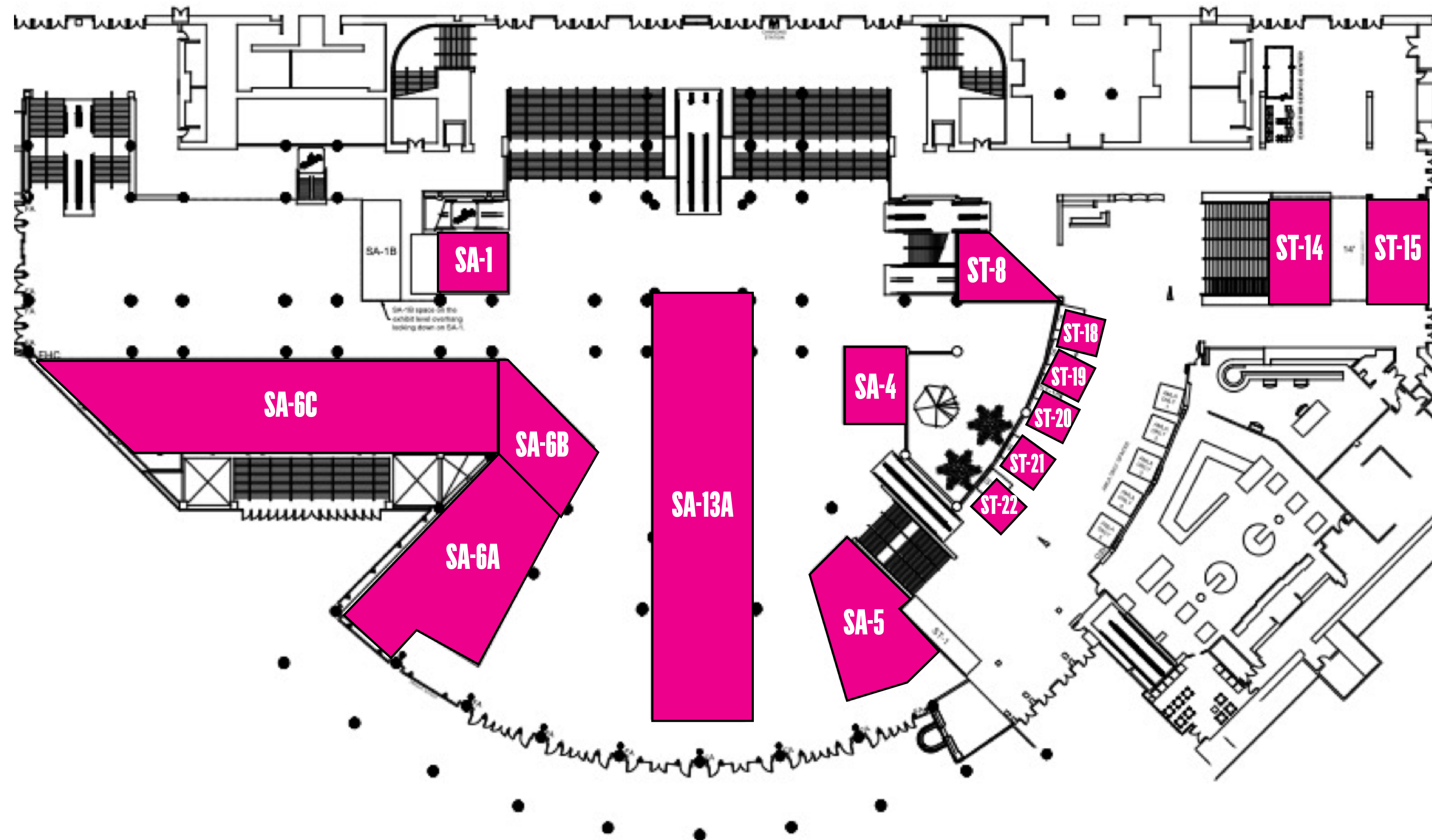




Being part of the LA Auto Show and being in the epicenter of innovation as well as the car community with the car enthusiasts, it brings a lot of validation and a lot of confidence into the things that we build.

- Daniel Neih | Sparq

SOUTH ATRIUM LAYOUT

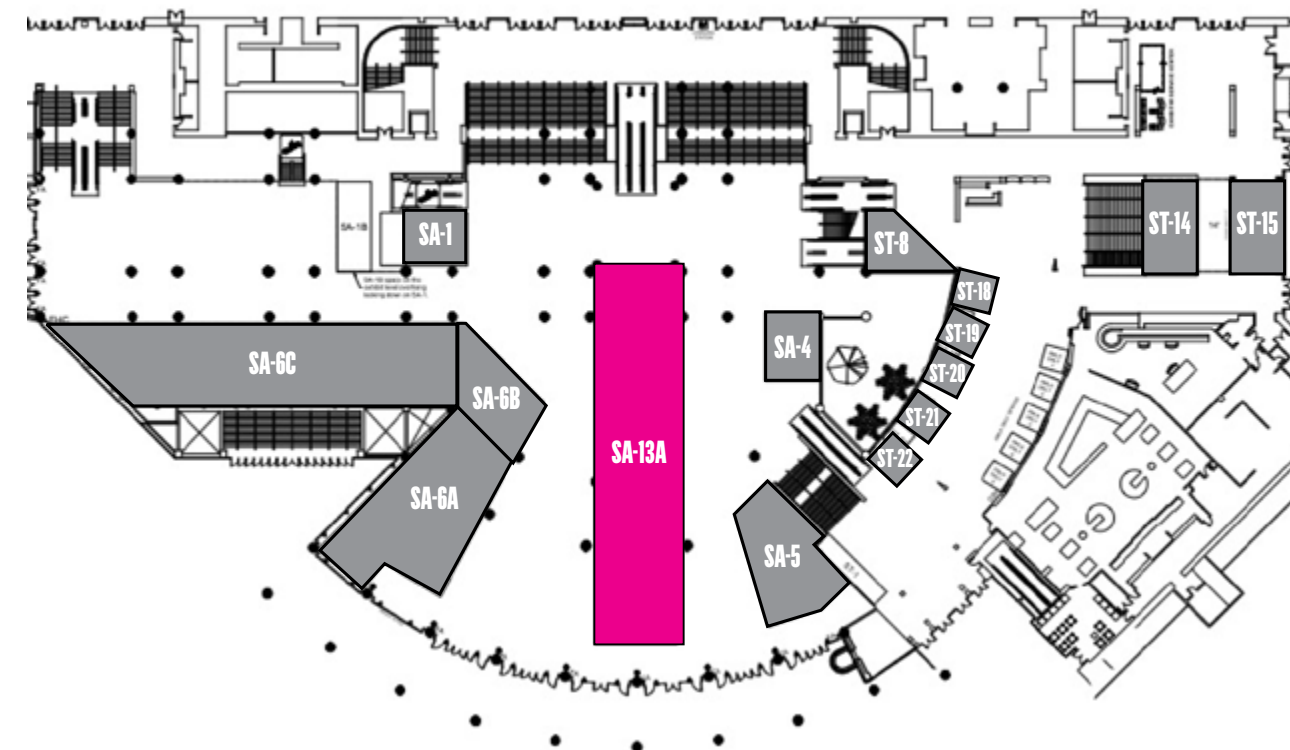


SOUTH ATRIUM CENTRAL RUNWAY

SA-13A

Be the center of attention. This exhibit is the first thing consumers see as soon as they walk in. This large, open display allows for multiple vehicles, perfect to show off your products.

5,000 SQFT

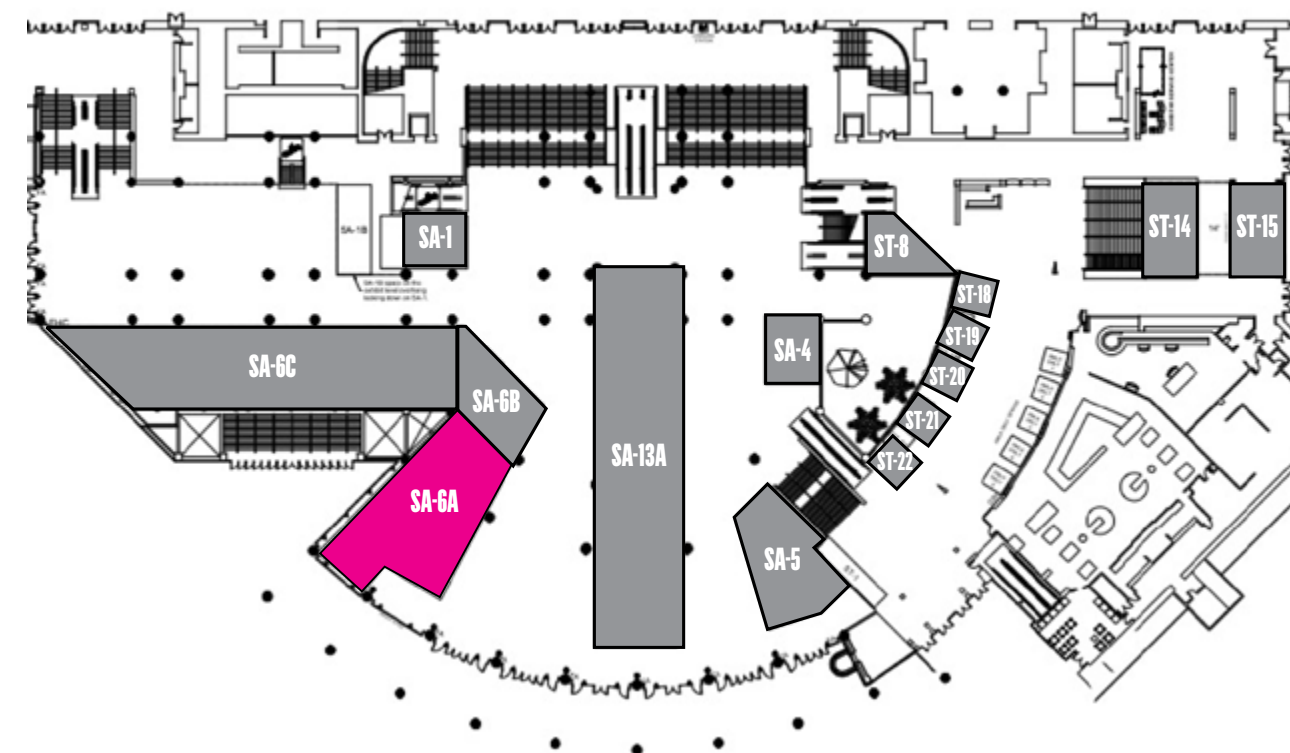


SOUTH ATRIUM FOYER

SA-6A

Flooded with natural the South Atrium Foyer offers a rightly sized customizable exhibition area to create a high impact product or brand experience.

3,600 SQFT

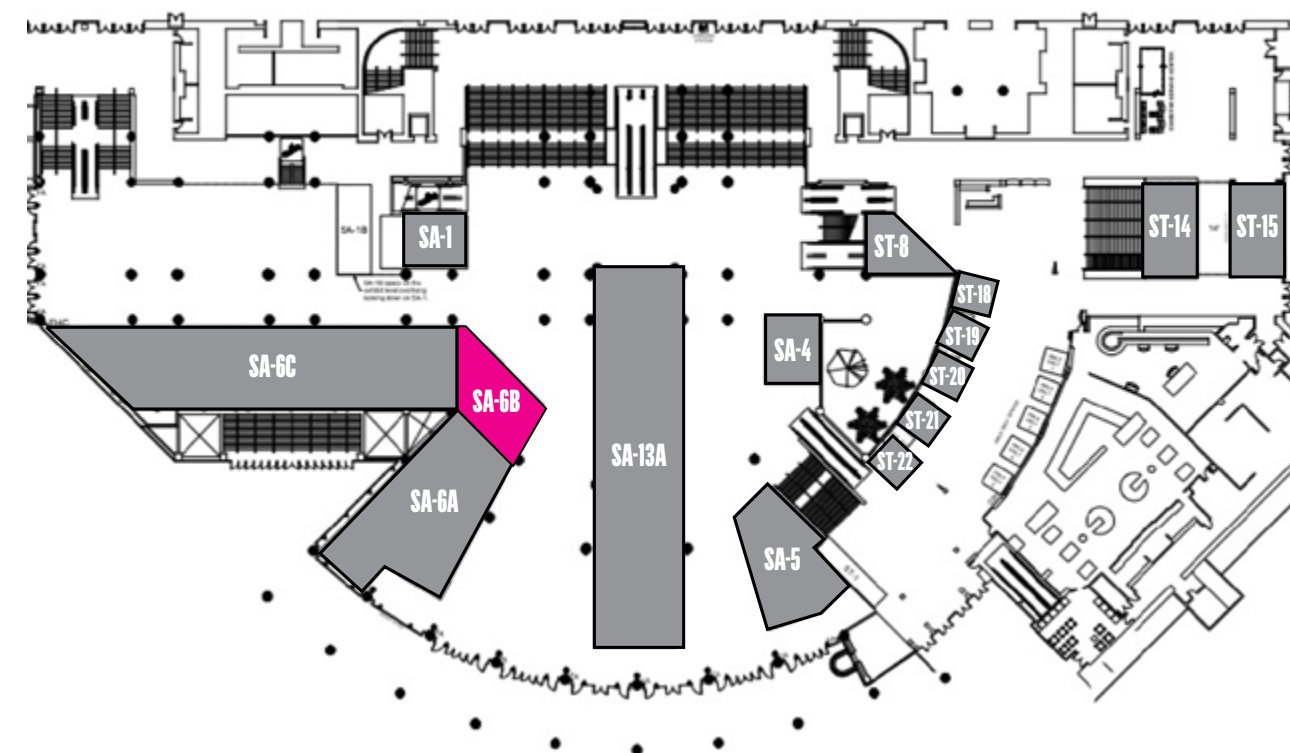


SOUTH ATRIUM INTERSECTION

SA-6B

This prominent corner exhibit faces the interior of the Atrium. This exhibit allows for a compact high-profile display.

2,000 SQFT

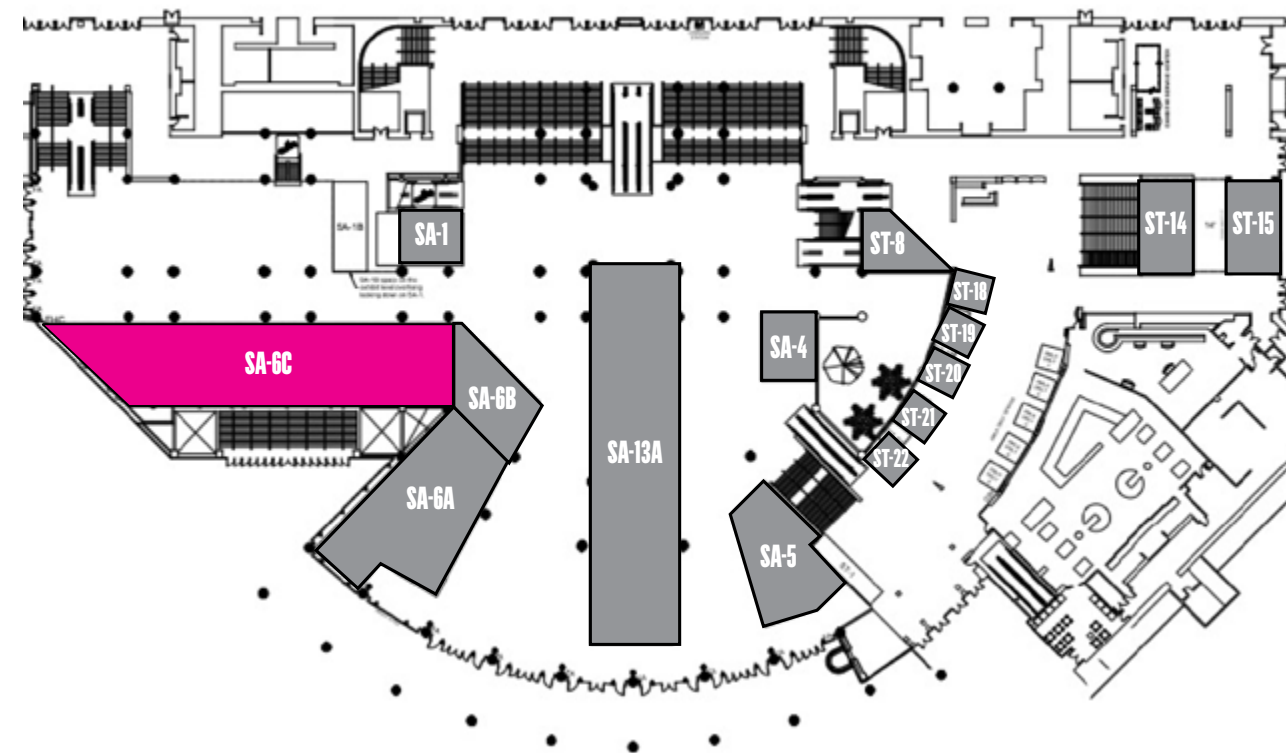


SOUTH ATRIUM EXPO

SA-6C

Create depth and environment with this sizeable display. This exhibit allows for graphics on the back wall for simple customization.

5,000 SQFT

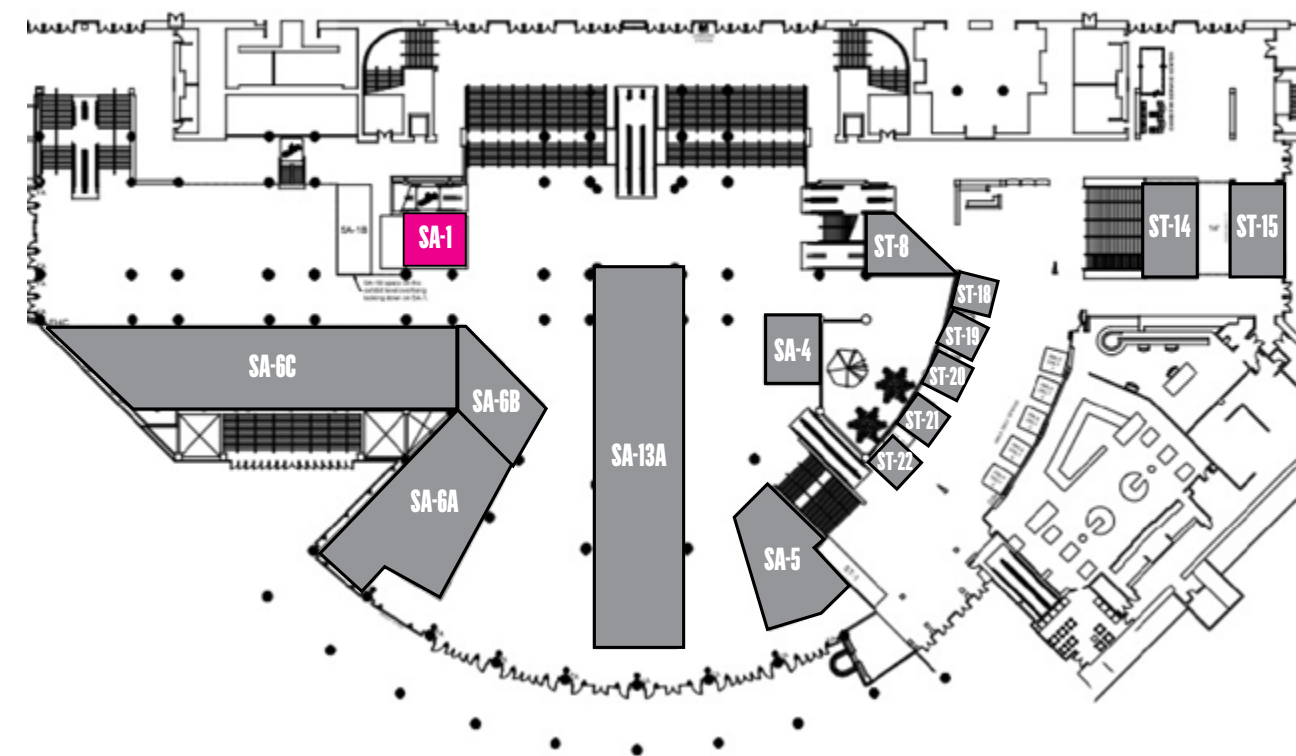


SOUTH ATRIUM CONVERGENCE

SA-1

A versatile space that allows for easy access and maximum engagement. Capture consumers as they enter and exit the bustling South Hall.

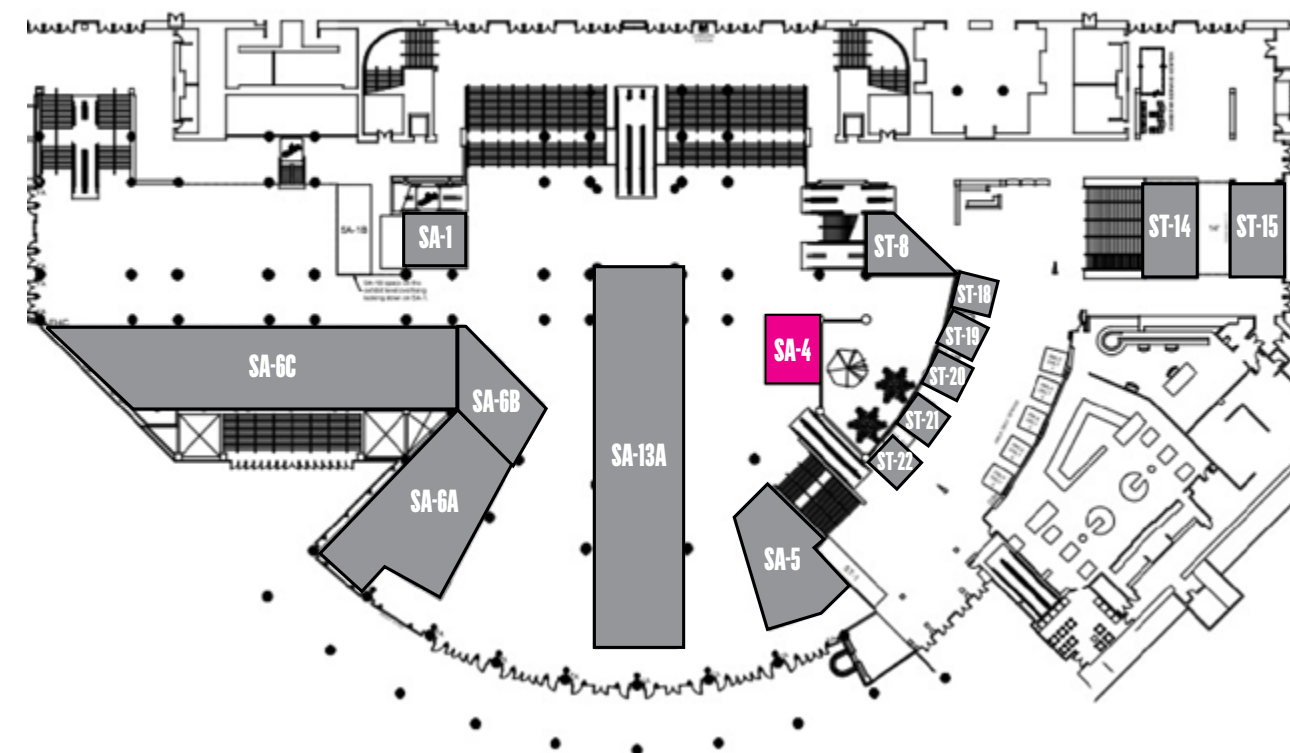
875 SQFT



SOUTH ATRIUM STATION

SA-4

This prime exhibit enjoys high visibility and is located directly adjacent to the food court. Backed up along a glass railing, the space features three fronts from which to engage visitors.



600 SQFT

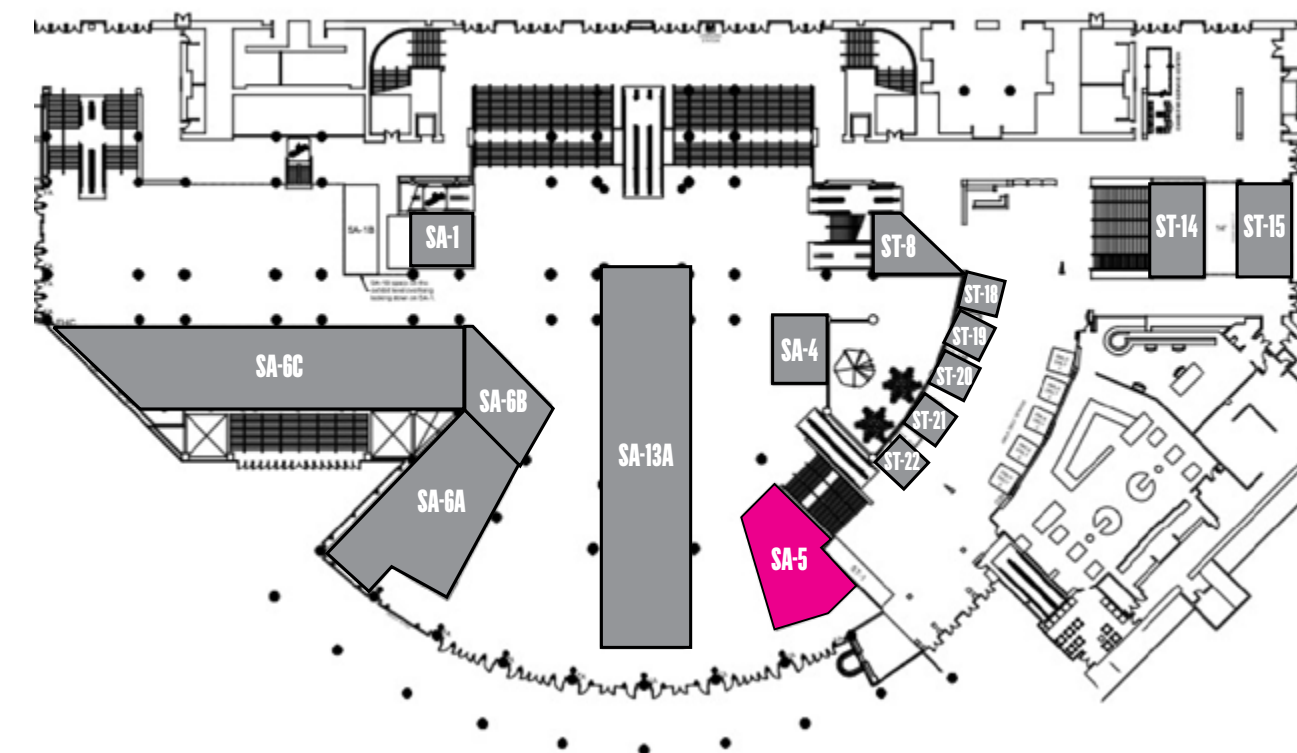


SOUTH ATRIUM FORECOURT

SA-5

Create excitement with one of the first displays attendees will see as they enter the building.

600 SQFT

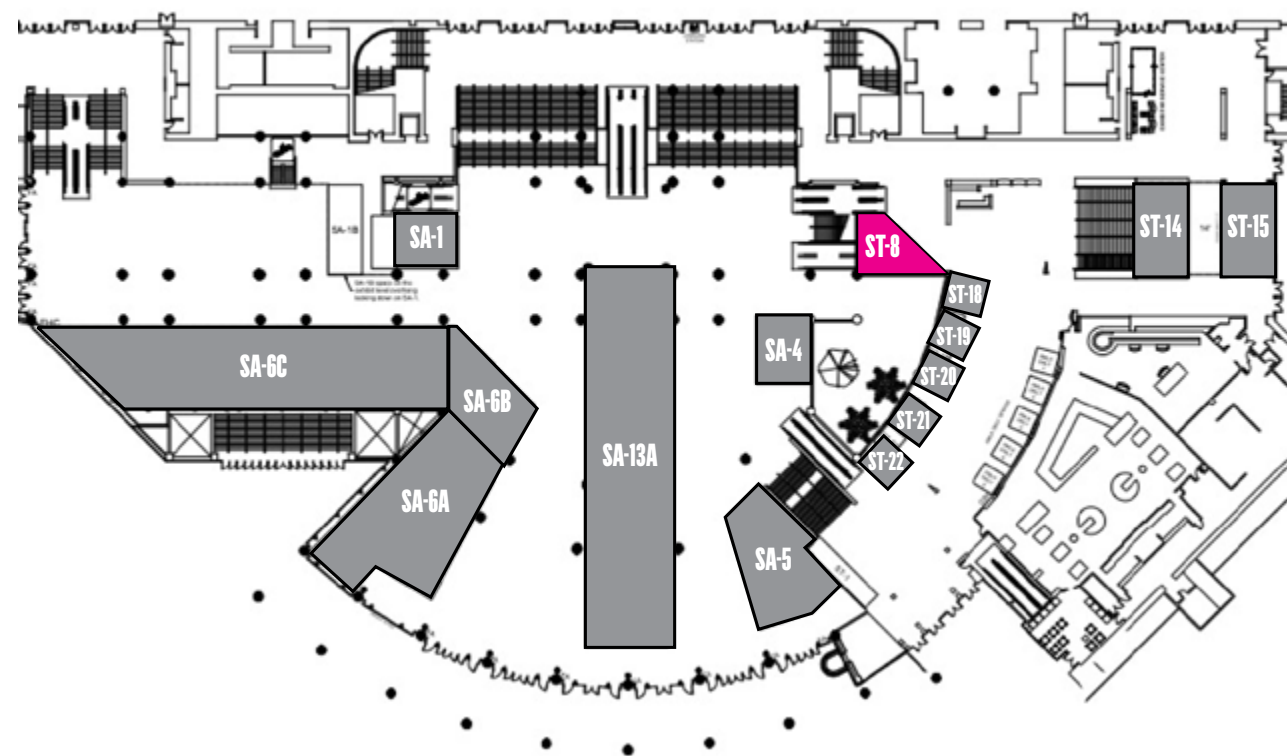


SOUTH TERRACE SHOWCASE

ST-8

Perfect for a prototype/ preproduction vehicle, or Hollywood IP. Capture the attention of those waiting for coffee and the mass of attendees using this crosswalk.

641 SQFT

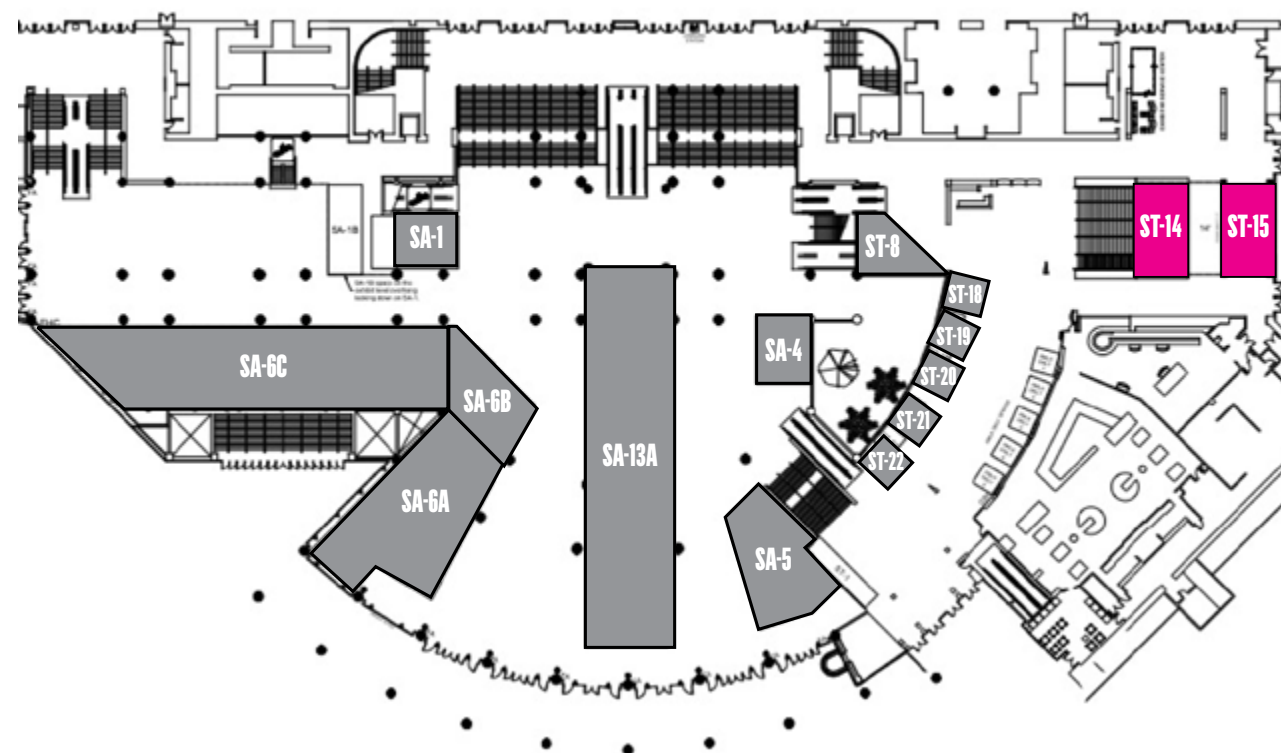


SOUTH TERRACE RETREAT

ST-14 & 15

Create a distinct environment to engage consumers.
Located at the entrance & exit of the breezeway and café.
Capture the attention and time of attendees with this customizable and versatile space.

801/874 SQFT



WHERE HOME MEETS AUTO

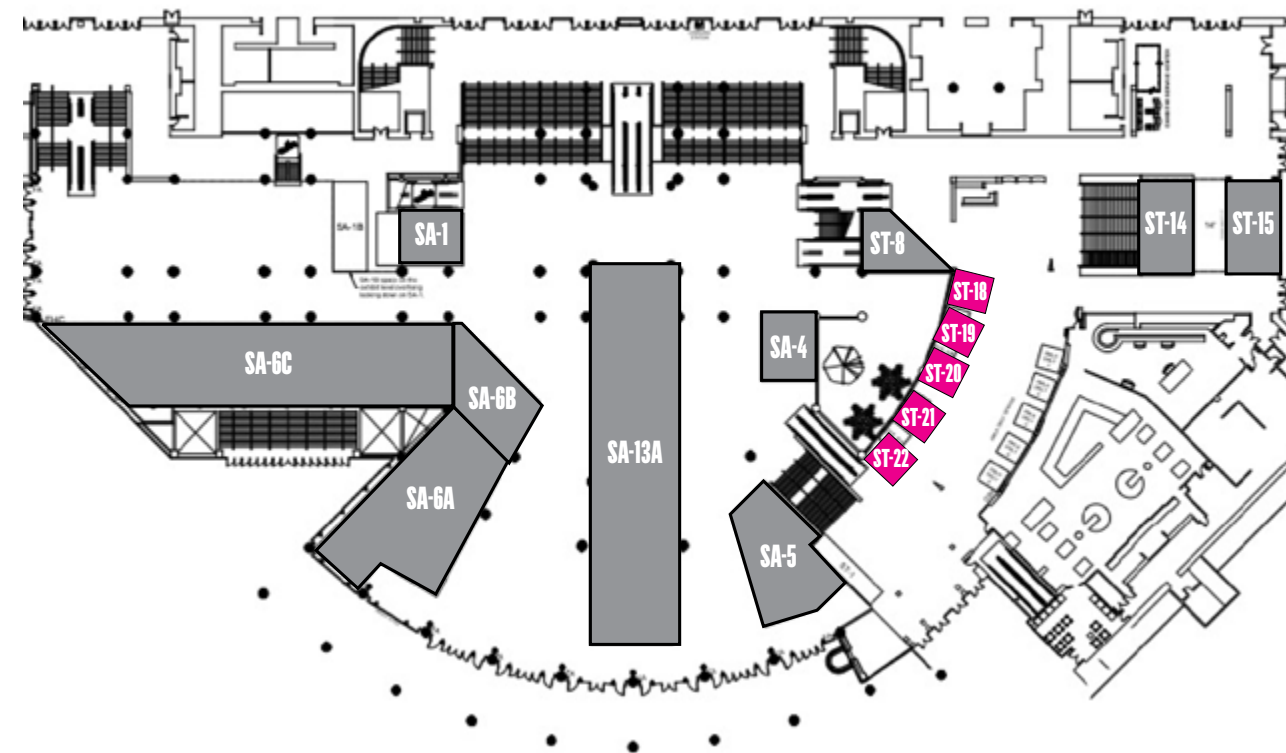
State Farm®

#StateFarmGarage

SOUTH TERRACE BALCONY

ST 18 – 22

Customizable space located in the bustling South Terrace overlooking the South Atrium and placed in prime traffic across from the main concession & dining area. Create meaningful connections with consumers in a more turnkey compact space.



10 X 10 & 10 X 20

BOOTHS AVAILABLE



Go from the Auto Show entrance
gate to the Golden Gate. In one go.



KIA
Movement that inspires

2026 Sportage Hybrid (SE) is a production-ready vehicle with limited features. Some features may vary. Expected 2026 inventory expected to be limited. Always drive safely and obey all traffic laws.

The 2026 Kia Sportage Turbo-Hybrid.

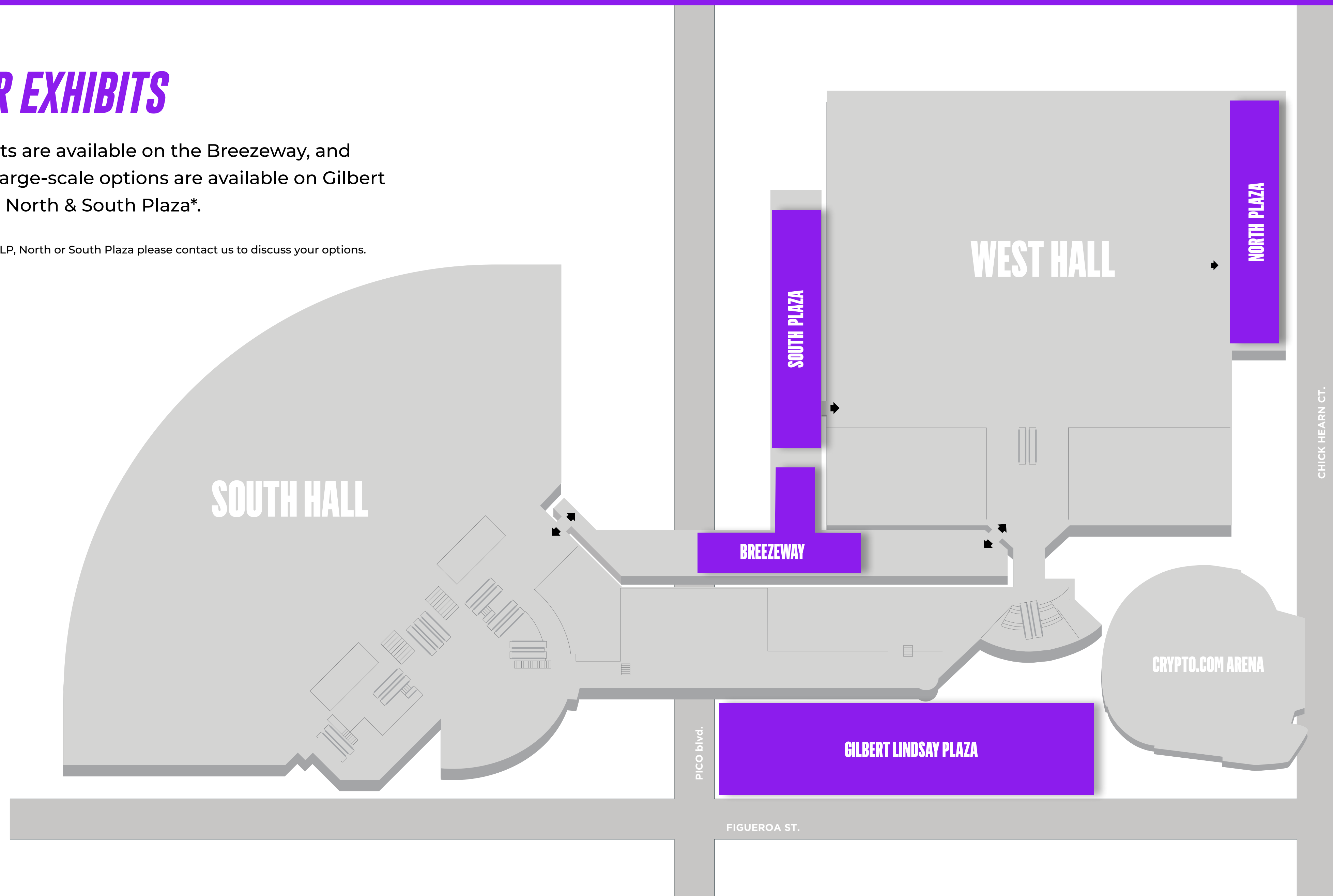
*"I will share good news here at the LA Auto Show.
The word is choice in the auto industry right now.
Two years ago it was EVs, last year it was hybrid.
Every automaker wants you to know there's a
choice, they're listening."*

—FOX Business National

OUTDOOR EXHIBITS

Turnkey exhibits are available on the Breezeway, and customizable large-scale options are available on Gilbert Lindsay Plaza*, North & South Plaza*.

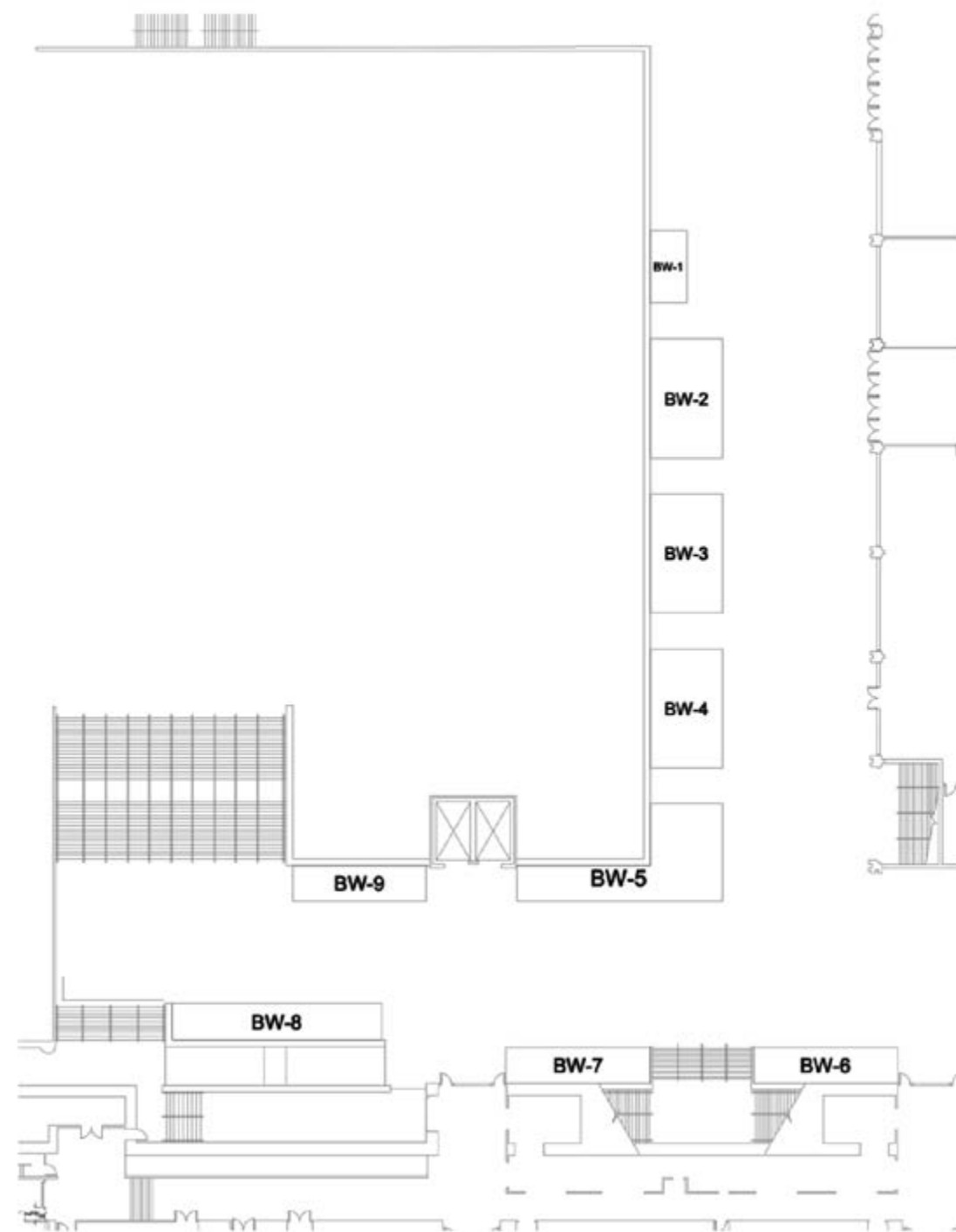
*If you have interest in GLP, North or South Plaza please contact us to discuss your options.



THE BREEZEWAY

The Breezeway is an outdoor exhibition area that has continuous foot traffic as customers cross between the south and the west sides of the building. Exhibiting on the Breezeway provides a great opportunity for products that are made to withstand the elements and requires very minimal build out to create an impactful exhibit. This area is used for food trucks on the weekends.

+SIZES UP TO **900 SQFT**



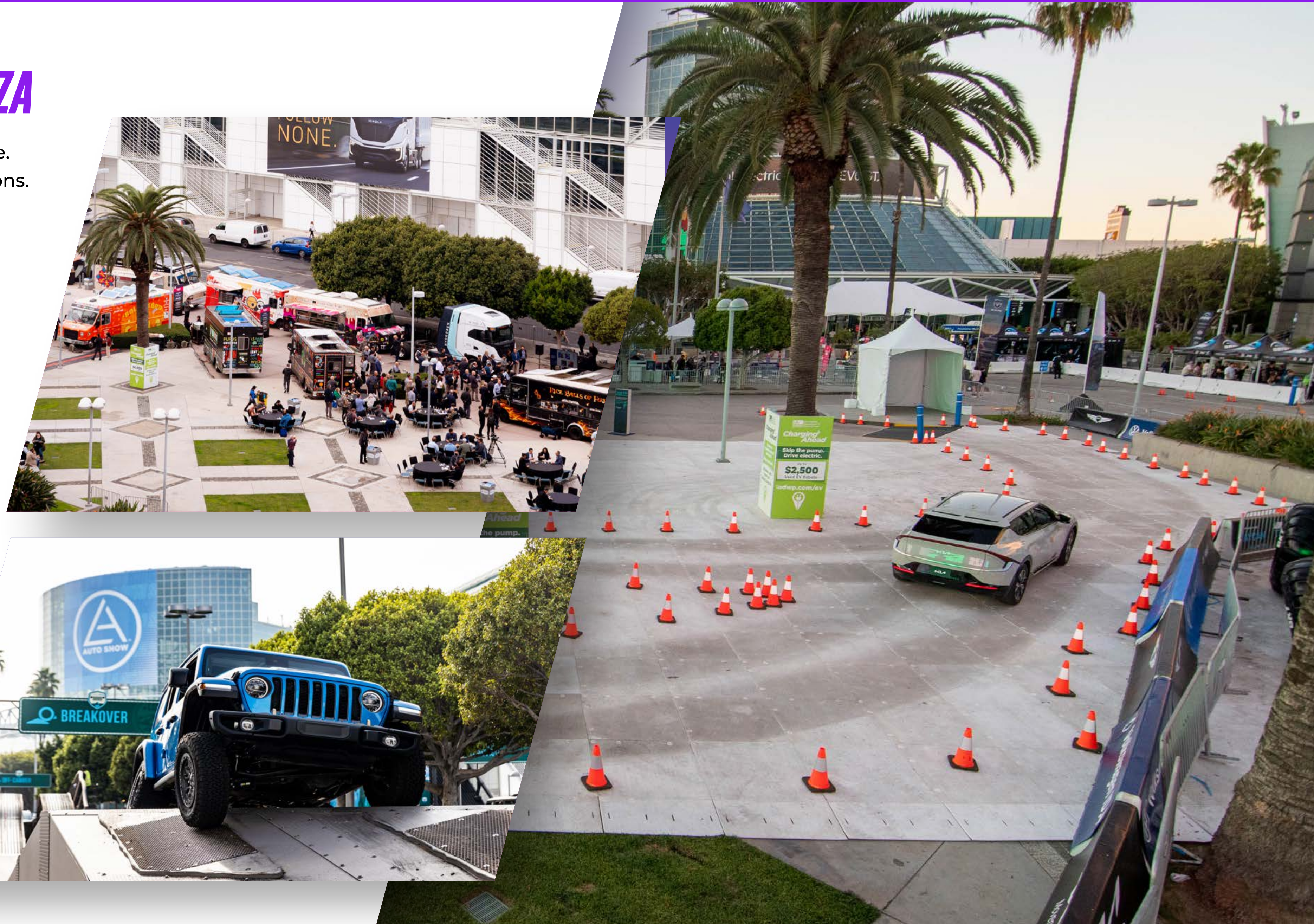
SOUTH PLAZA

Customizable outdoor activation space.
Please contact us to discuss your options.



GILBERT LINDSAY PLAZA

Customizable outdoor activation space.
Please contact us to discuss your options.



NORTH PLAZA

Customizable outdoor activation space.
Please contact us to discuss your options.





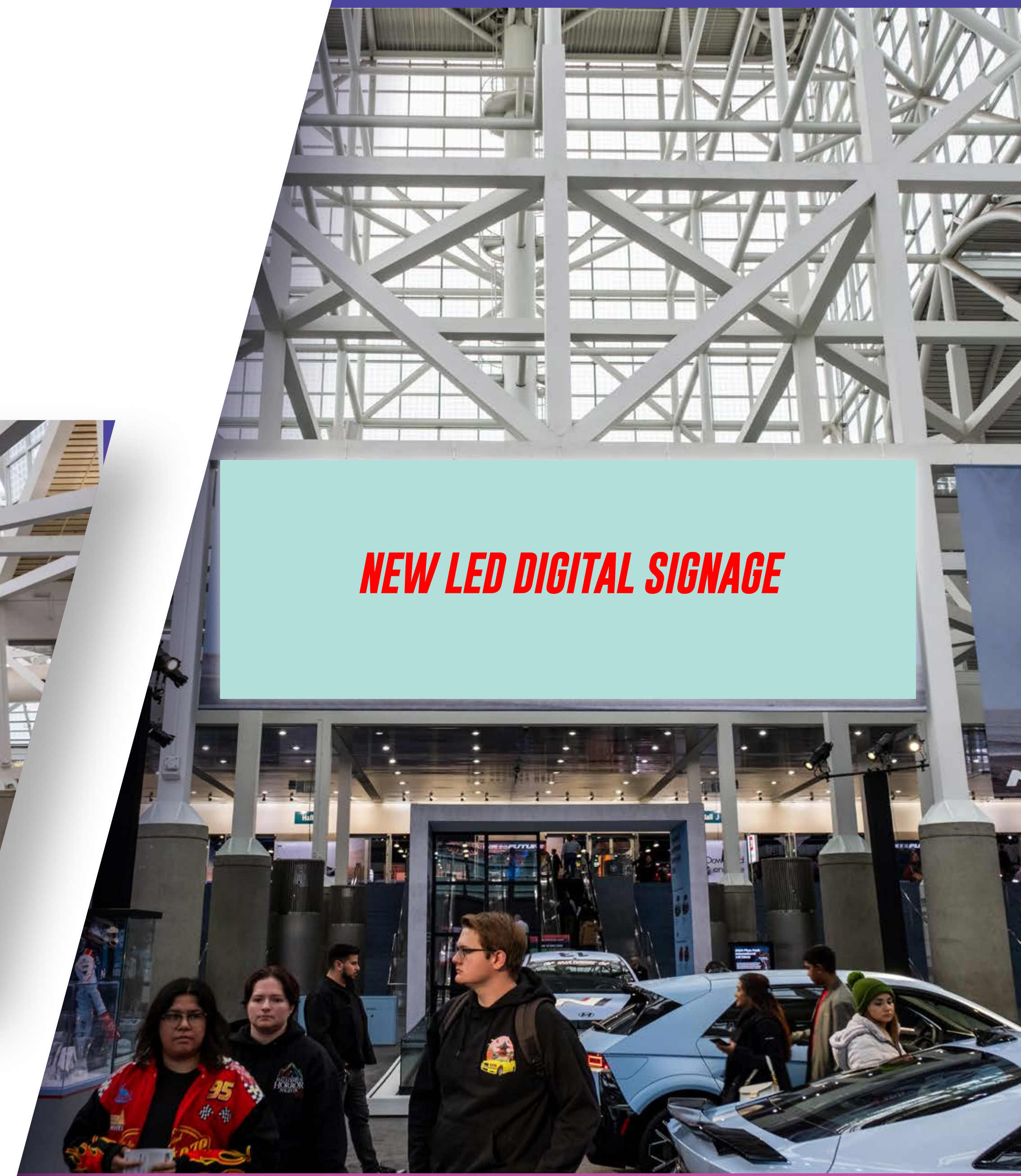
The Los Angeles Auto Show kicked off this week, and basically every new model that was unveiled is some sort of crossover or SUV... Nearly every single one is actually pretty interesting, and that's a good thing for customers and the industry as a whole.

—Jalopnik

SOUTH ATRIUM LED DIGITAL MARQUEE (FRONT & BACK) SLB-3

NEW for 2025 dynamic high visibility LED digital signage, bring your creative story to life and command the attention of show consumers in the prime South Atrium.

CONTACT US FOR MORE INFORMATION



SOUTH ATRIUM CENTER BANNERS ***RIGHT AND LEFT OF CENTER (FRONT & BACK)*** ***SLB 2/B & 4/B***

These hanging banners are proudly displayed front and center as attendees walk into the convention center. They also have a great view from those exiting South hall on the terrace.

\$40,000 PAIR / **\$75,000** ALL FOUR

16' W X 20' H



CONCOURSE WALKWAY DIGITAL LED DISPLAYS

CWB 1-10

NEW for 2025 dynamic high visibility LED digital signage, bring your creative story to life and command the attention of show consumers along the main indoor walkway connecting the South & West Halls. 6 total double sided LED displays available to use.

CONTACT US FOR MORE INFORMATION

NEW LED DIGITAL SIGNAGE

NEW LED DIGITAL SIGNAGE

NEW LED DIGITAL SIGNAGE

NEW LED DIGITAL SIGNAGE
NEW LED DIGITAL SIGNAGE

SOUTH ATRIUM WING BANNER

SLB-1

Placed prominently on the left side of the South Atrium this is one of 4 can't miss banners in the South Atrium. A prime branding opportunity that stands alone or pairs perfectly with an atrium display.

\$45,000 DOUBLE SIDED

53' W X 16' H



SOUTH ATRIUM ENTRANCE STAIRCASE ***(2 AVAILABLE)*** ***SG-01 & 02***

Showcase your branding and messaging by taking over the staircase connecting the South Atrium to South Hall. This eye-catching opportunity offers dramatic exposure and can be shared between two exhibitors or seized entirely for maximum impact by combining the top and bottom of the staircase. Amplify your brand's reach further by including the escalator conveniently adjacent to the staircase. Elevate your presence further with column wraps for an unparalleled visibility moment. Special package pricing for Stairs, Columns & Escalator.

\$45,000 FLIGHT / **\$80,000** BOTH

32.9' W X 13.4' H



SOUTH HALL ENTRANCE ESCALATORS

SEG-01

Surround your audience with your brand as they ascend from the South Atrium to the main show floor! This escalator resides in a bustling, high-traffic zone. Directly leading attendees to the South Hall entrance, it's a golden opportunity to immerse your brand in their journey.

\$35,000

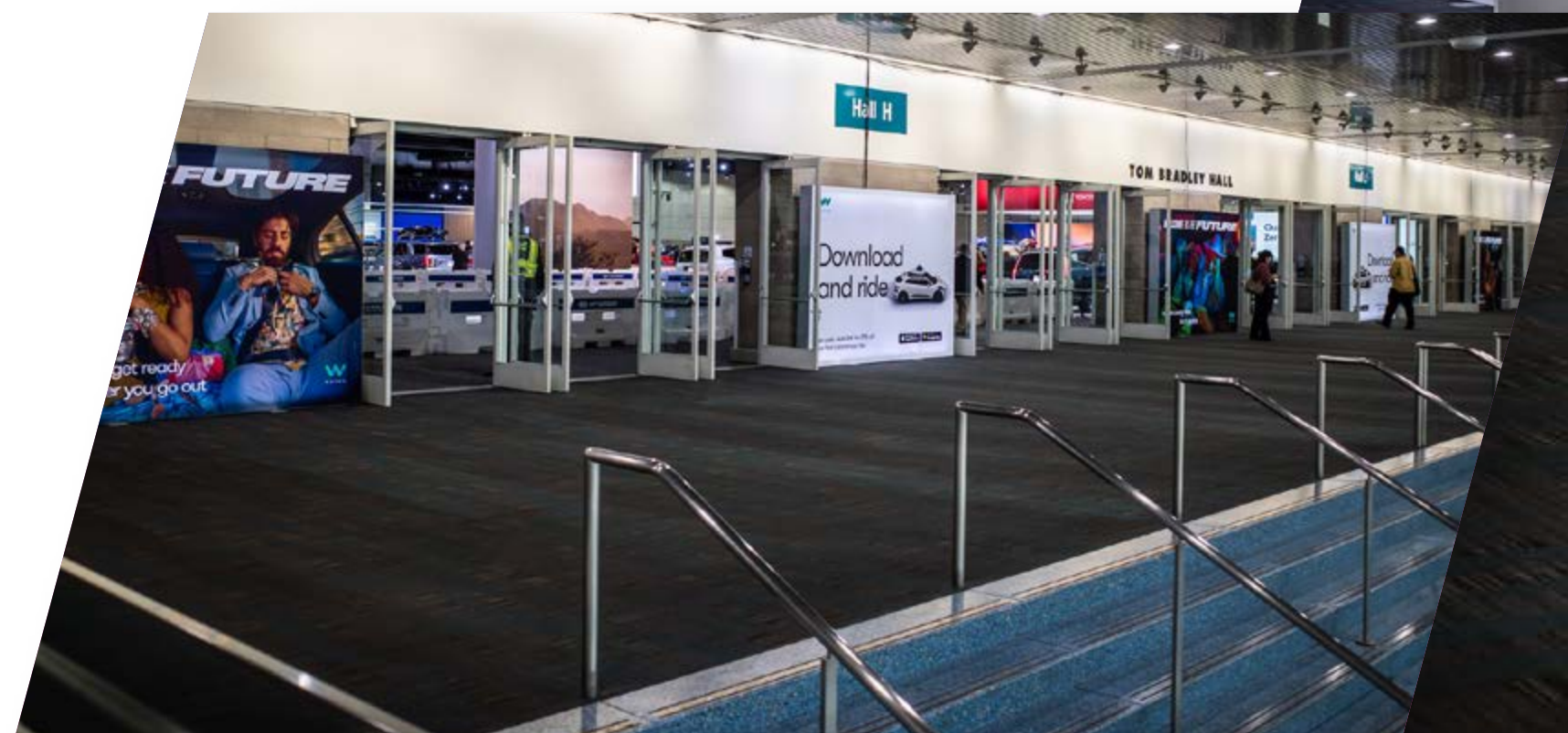


SOUTH HALL ENTRANCE LIGHT BOXES

Own the attention of consumers entering the main South Hall with eye popping light boxes to share your brand message.

5 AVAILABLE
\$15,000 EACH

PURCHASE ALL 5
\$65,000



SOUTH TERRACE TAKEOVER

STB 33, 34, 35, 36 & 37

Captivate consumers with can't miss mass branding covering the South Terrace, located above the building's main concession hub and cross traffic throughfare, best utilized as a full set of 5.

29.5' W X 7' H

37' W X 7' H

5 AVAILABLE
\$15,000 EACH

PURCHASE ALL 5
\$65,000



WEST ATRIUM ENTRANCE

WG-01

Own the first impression of consumers as they enter the West Atrium. One of 2 Main Entrances, the opportunity includes two Staircases & Escalators. Can be sold separate or combined.

STAIRCASE

\$45,000

ESCALATOR

\$25,000

COMBINED

\$55,000

LEFT STAIRCASE

19'9" W X 12'6" H

RIGHT STAIRCASE

27'11" W X 12'6" H



WEST ATRIUM LED DIGITAL MARQUEE

WLB 1/B & WLB 2/B

NEW for 2025 dynamic high visibility LED digital signage, bring your creative story to life and command the attention of show consumers as they enter the prime West Atrium.

NEW LED DIGITAL SIGNAGE



NEW LED DIGITAL SIGNAGE

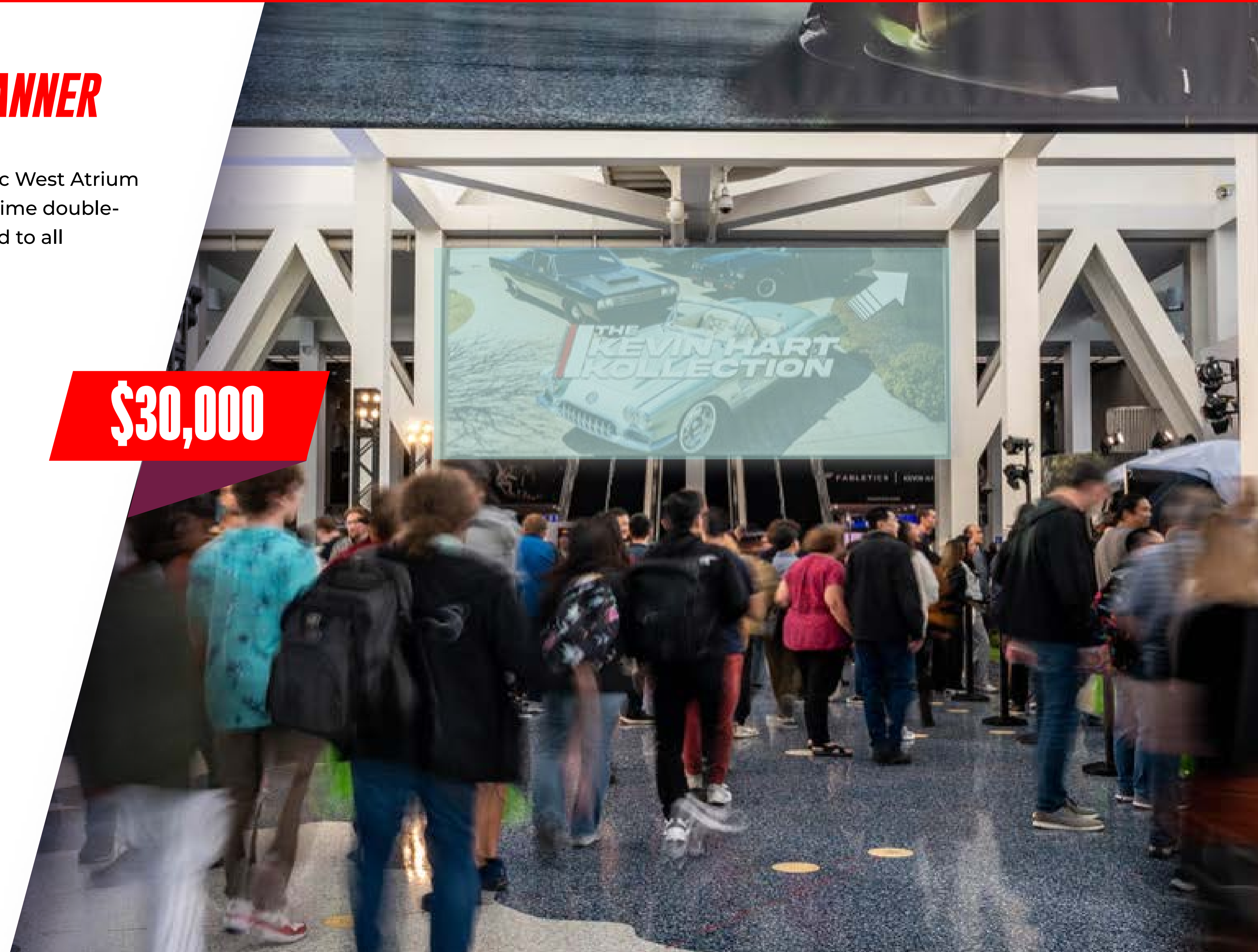


WEST ATRIUM ENTRANCE BANNER

WLB 2/B

Front and Center Branding across the high traffic West Atrium Avenue on the way to the West Hall Entrance. Prime double-sided banner to ensure your message is delivered to all consumers. Capture attention from every angle.

\$30,000

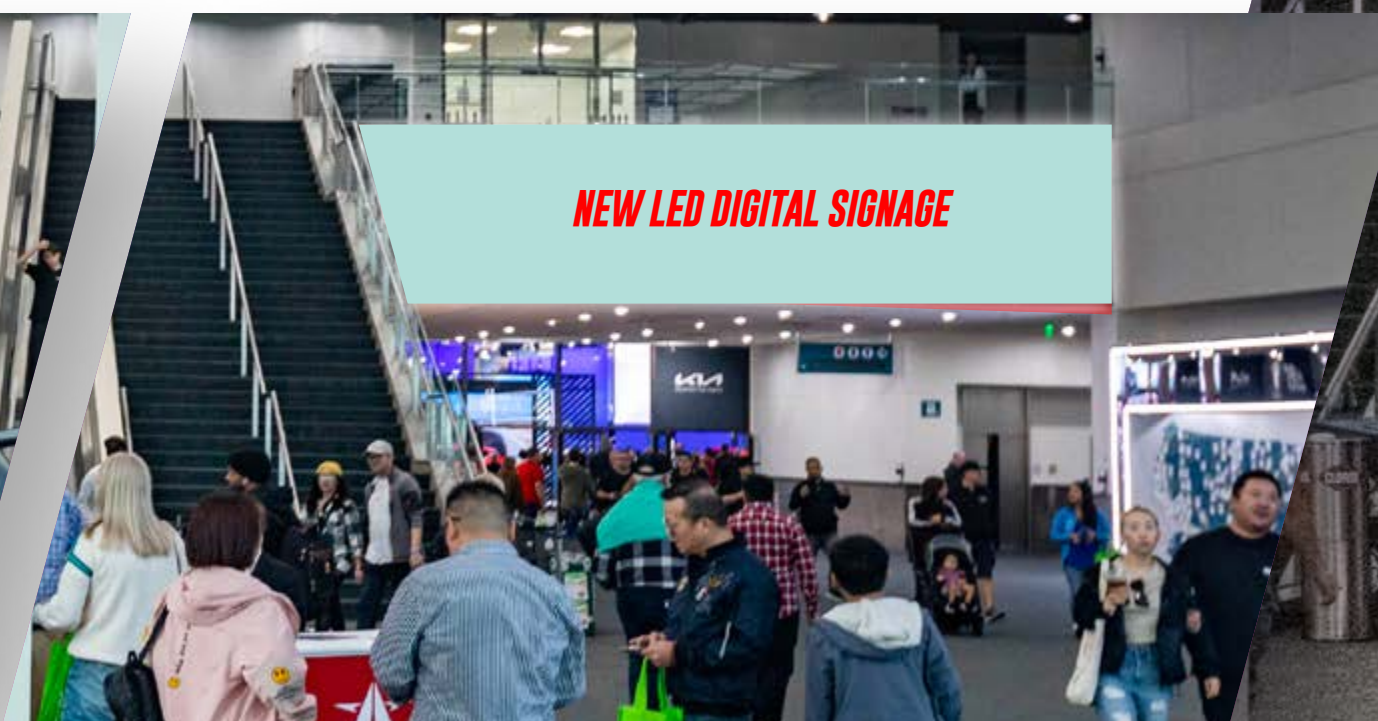


WEST HALL ENTRANCE LED DIGITAL MARQUEE

WLB 20 & 30

NEW for 2025 dynamic high visibility LED digital signage, bring your creative story to life and command the attention of show consumers in the prime West Atrium as they make their entrance to the main West Hall.

CONTACT US FOR MORE INFORMATION



AFTERMARKET HALL BANNERS

SMALL BANNER – STB 30, LARGE BANNER – HSLB110

Leverage these strategically positioned banners to grab the attention of attendees on the escalators leading to the South Terrace and descending towards Kentia Hall (“The Garage”). Further increase your leverage by utilizing the terrace escalators to further amplify your message.

LARGE BANNER

\$30,000

35’ W X 12’H

SMALL BANNER

\$15,000

25.5’ W X 5’H



SOUTH TERRACE ESCALATORS

SEG-02

These escalators, situated at the crossroads of South Hall, Atrium, Terrace, and Kentia Hall, offer prime visibility to all attendees. Combine these escalators with the Aftermarket Hall Banners to achieve peak brand exposure.

\$25,000



CONCOURSE STAIRCASE

SG-03

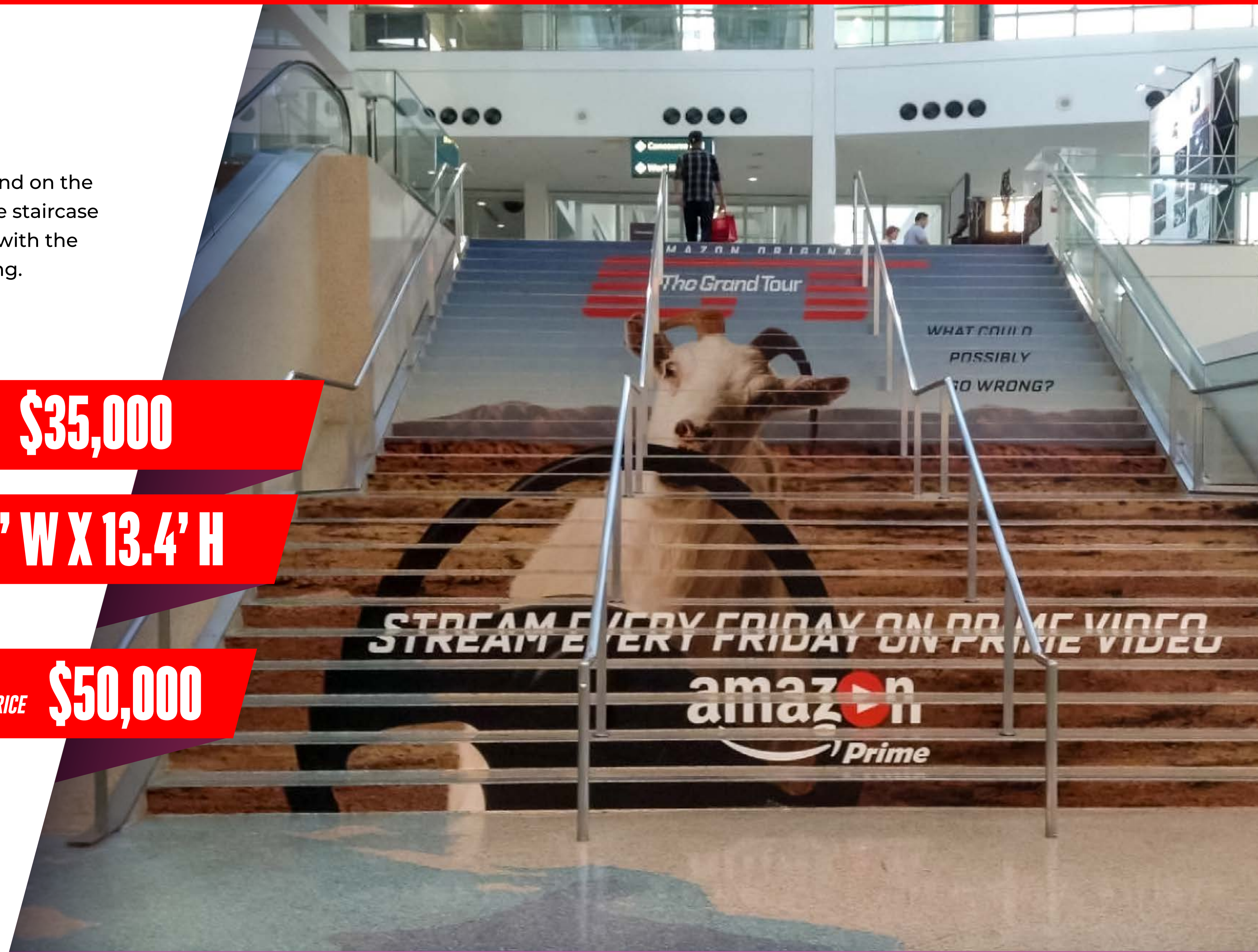
Located near the main South Atrium Entrance and on the way to the connecting concourse. The concourse staircase is situated right at the front entrance. Combine with the Concourse Escalators and receive package pricing.

\$35,000

21.3' W X 13.4' H

ESCALATORS +
STAIRS PACKAGE PRICE

\$50,000



CONCOURSE ESCALATORS

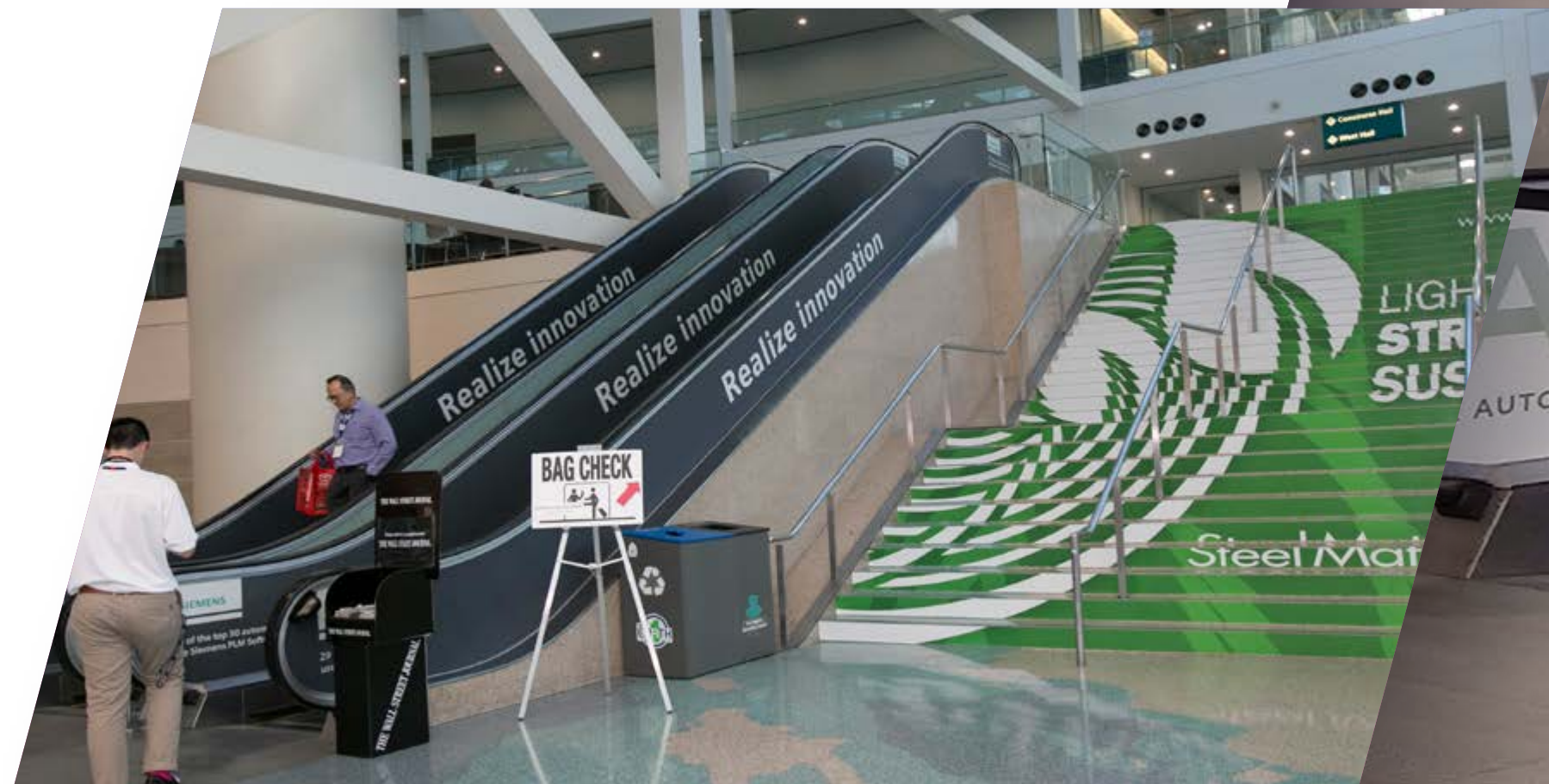
SEG-03

Captivate entrants as soon as they arrive with distinct prominent branding at the entrance of the South Atrium as well as the concourse.

\$25,000

ESCALATORS +
STAIRS PACKAGE PRICE

\$50,000





We broke records!

– Justin Capolongo | Tesla Business Development



SOUTH TOWER BILLBOARD

SEB 1 & SEB 2

Own the South Hall entrance! One of our most coveted advertising assets. Prominently 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.

\$273,000

TOWER

72' W X 72' H

EYEBROW

150' W X 16.4' H



WEST TOWER BILLBOARD

WEB1 & WEB2

Command the West Hall Entrance! One of our most coveted advertising assets. Prominently 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.

\$252,000

TOWER 85.4' W X 57.6' H

EYEBROW 150' W X 16.4' H



FREEWAY BILLBOARD 1

SEB 21

Facing Southbound overlooking one of the busiest intersections in Los Angeles, this prime billboard will be shown to millions as they pass, increasing brand awareness as well as promoting your presence at the LA Auto show.

\$210,000

200' W X 20' H

422M IN ANNUAL TRAFFIC AT THE I-10
& I-110 INTERCHANGE

VERADO. #1 SELLING FULL-SIZE PICKUP IN LA.



CHEVROLET

Most 2018 new retail registrations in the GM light truck Large Pickup segments in the Los Angeles DMA. DMA is a registered trademark of the Nielsen Company. Used under license.

FREEWAY BILLBOARD 2

SEB 22

Overlooking one of the busiest intersections in Los Angeles, this prime Billboard will be shown to millions as they pass, increasing brand awareness as well as promoting your presence at the LA Auto show.

\$210,000

200' W X 20' H

422M IN ANNUAL TRAFFIC AT THE I-10
& I-110 INTERCHANGE



PICO EAST BILLBOARDS 1, 2 & 3

CEB 1

Highly Visible billboards that face East towards the crowded intersection of Pico Blvd. & Figueroa St. Estimated to receive 55K + cars per day, this series of billboards are seen by commuters passing by the Convention Center as well as show attendees. Best used as a series of 3. Package Pricing for the Series of 3.

\$75,000

55' W X 38' H

1

2

3

PICO EAST BILLBOARDS 2

CEB 2

Second in the Series of Pico East Billboards, available together or separate this highly visible billboard faces East towards the crowded intersection of Pico Blvd. & Figueroa St. Estimated to receive 55K + cars per day, this is easily seen by commuters passing by the Convention Center as well as show attendees. Package Pricing for the Series of 3.

\$90,000

48' W X 35' H

SHOWN WITH CEB 2 CENTER WITHOUT 1&3



PICO EAST BILLBOARD 3

CEB 3

Highly Visible billboard that faces East towards the crowded intersection of Pico Blvd. & Figueroa St. Estimated to receive 55K + cars per day, this is easily seen by commuters passing by the Convention Center as well as show attendees. Package Pricing for the Series of 3.

\$75,000

55' W X 38' H

SHOWING 2 & 3



GILBERT LINDSAY PLAZA BILLBOARD

CEB 5 OR 566

Be the center of attention outside at the Gilbert Lindsay Plaza with this massive billboard that will grab the attention of attendees on Media Day as well as consumers participating in test drives around the building. Additionally, you have the benefit of cross traffic Crypto.com arena attendees & the hotel, retail across the street facing your branding.

\$95,000

110' W X 40'H

OPTIONAL

\$60,000

55' W X 40' H



BREEZEWAY BANNERS

CEB 21-24

It's nearly impossible to overlook these prominently displayed banners. These outdoor banners allows your brand to command attention as attendees travel between the south and west hall and while they visit the Breezeway exhibits & Food Trucks.

\$35,000 PER AD

\$60,000 FOR TWO

\$100,000 FOR ALL FOUR

50' W X 16' H



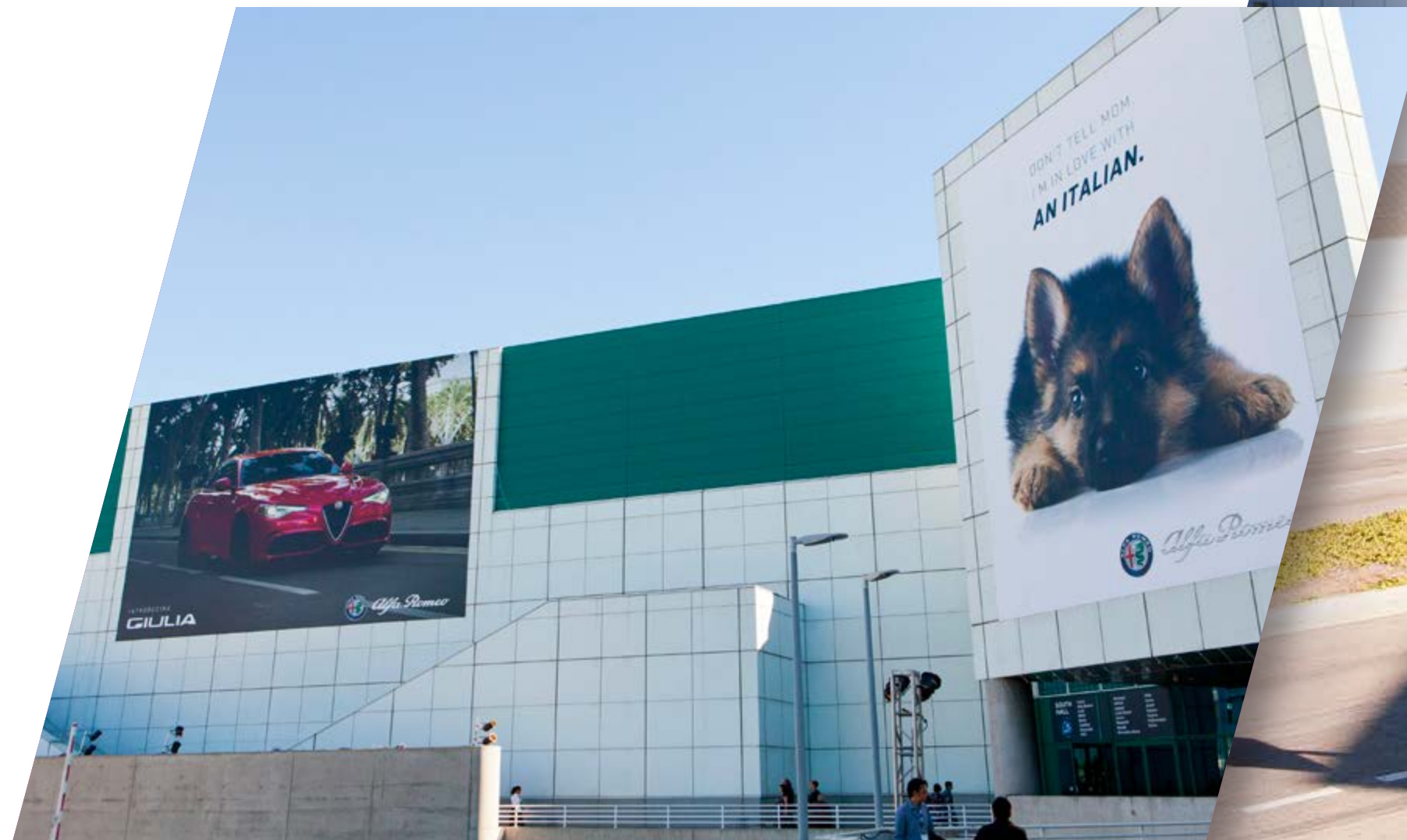
PICO WEST BILLBOARD

CEB 20

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.

\$75,000

60' W X 40' H



PICO WEST TOWER BILLBOARD

SEB 25

This outdoor Vertically Oriented billboard sits right above the breezeway entrance to South Hall and faces northwest over the busy intersection of Pico Blvd. and LA Live way – Thus being highly visible to commuters as well as by those walking between South and West Halls.

\$65,000

35' W X 45' H



PICO WEST BLVD BILLBOARD

SEB 24 & 23

These billboards face northwest towards the busy intersection of Pico Blvd. & LA Live Way. Accordingly, these banners are highly visible to commuters and attendees walking along the Breezeway.

LEFT BILLBOARD

\$85,000

60' W X 30'H

RIGHT BILLBOARD

\$125,000

170' W X 40'H

SEB24

SEB23

GILBERT LINDSAY PLAZA FENCING

Running along Figueroa Blvd. Gilbert Lindsay Plaza fencing is now available for a major brand visibility campaign. 5 available spaces.

\$10,000 EACH

120' W X 72'H

\$40,000 FULL BUYOUT



FREESTANDING TOWERS

Command attention with our freestanding towers, available in several sizes with prominent placement.



\$6,500 EACH

\$8,500 EACH

\$9,500 EACH

\$15,500 EACH

3' W X 8' H

4' W X 10' H

5' W X 12' H

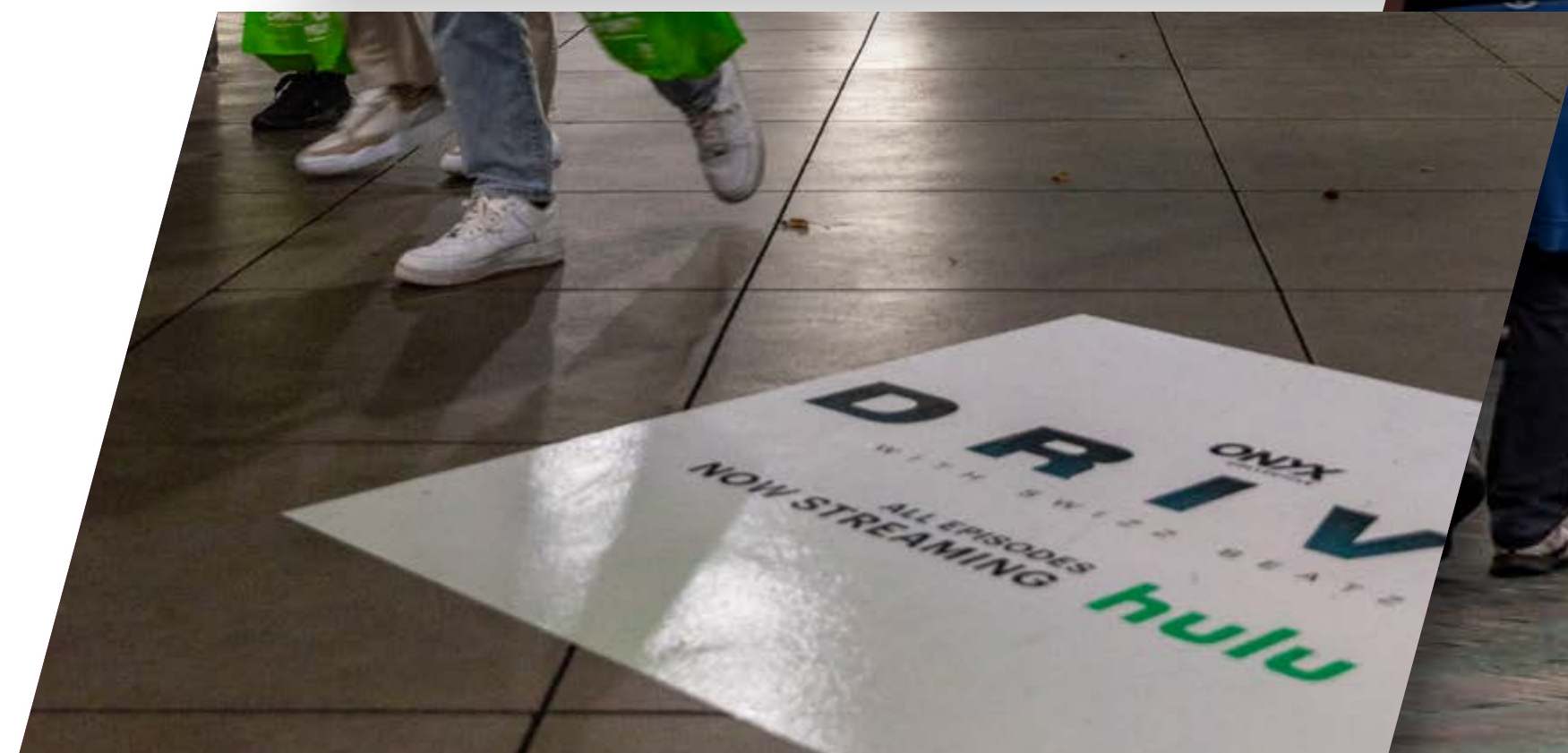
6' W X 16' H



CAN'T BE MISSED CLINGS

Create dynamic branding at several heavily trafficked locations using custom clings on walkways and indoor & outdoor walls or windows.

CUSTOM PRICING





THANK YOU

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