



BE SEEN

2024 OPPORTUNITIES





Here you can connect with media, car enthusiasts and prospects, it's really the perfect combination of what you need in modern automotive commerce, business and industry.

– Andrea Soriani | Lucid VP Marketing and Communications



AUTOMOBILITY LA

AutoMobility LA is an internationally recognized event where industry professionals and decisions makers from around the world gather to experience groundbreaking automotive debuts, technological innovation, industry shaping announcements and to connect with the professionals shaping the entire industry's landscape - Thursday, November 21st, 2024.

Participate in the evolution firsthand with our enhanced AutoMobility LA Exhibitor Collection and Innovation Stage, accompanied by the inaugural Fleet Mobility Showcase, laying the groundwork for future trends across a connected industry.

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



40B+

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



INDUSTRY NETWORKING BREAKFAST
presented by Nikola



5M IMPRESSIONS



1.6M REACH



200K VIDEO VIEWS



10,500

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



2,000+

Credentialed Media



35 COUNTRIES



INDUSTRY NETWORKING LUNCHEON
presented by AT&T



INNOVATION SPOTLIGHT SESSIONS
with Hofer Powertrain and WiTricity



Local Impressions



Press Release Hits/Views



Article Mentions

LA AUTO SHOW

DIVERSITY



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



Nearly half of our audience is multicultural



Of women fall in the Gen Z and Millennial demo

HIGH HOUSEHOLD INCOME



Above \$125K HHI



Above \$275K HHI



People who make above \$275K annually attend the show annually

MULTICULTURAL AUDIENCE



Hispanic, Latino or Spanish origin



Asian or Asian American



Black or African American



75%

of attendees were ages 35-64



51

National average age for new vehicle buyers*



2X

more likely to be attending their first auto show by prospective 18-34 year olds



50%

of 18-24 years old were Hispanic, reflecting the current demographic mix of LA



*2022 Cox Automotive Car

LA AUTO SHOW



80,000+

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

PURCHASE CONSIDERATION

INFLUENCED

73%

Ages 25-34 said that attending the LA Auto Show impacted their decision on purchasing or leasing their next vehicle.

DIFFERENT BRAND

22%

More likely to consider a different brand when brands not present at the show.



EV STATS

CONSIDERATION

41%

Electric Avenue participants said it made an impact on their decision to buy or lease a new EV.

EV IMPORTANT FACTOR

49%

Intend to purchase in the next 12 months and 88% of the 49% are considering an EV or Hybrid.

EV EDUCATION

30%

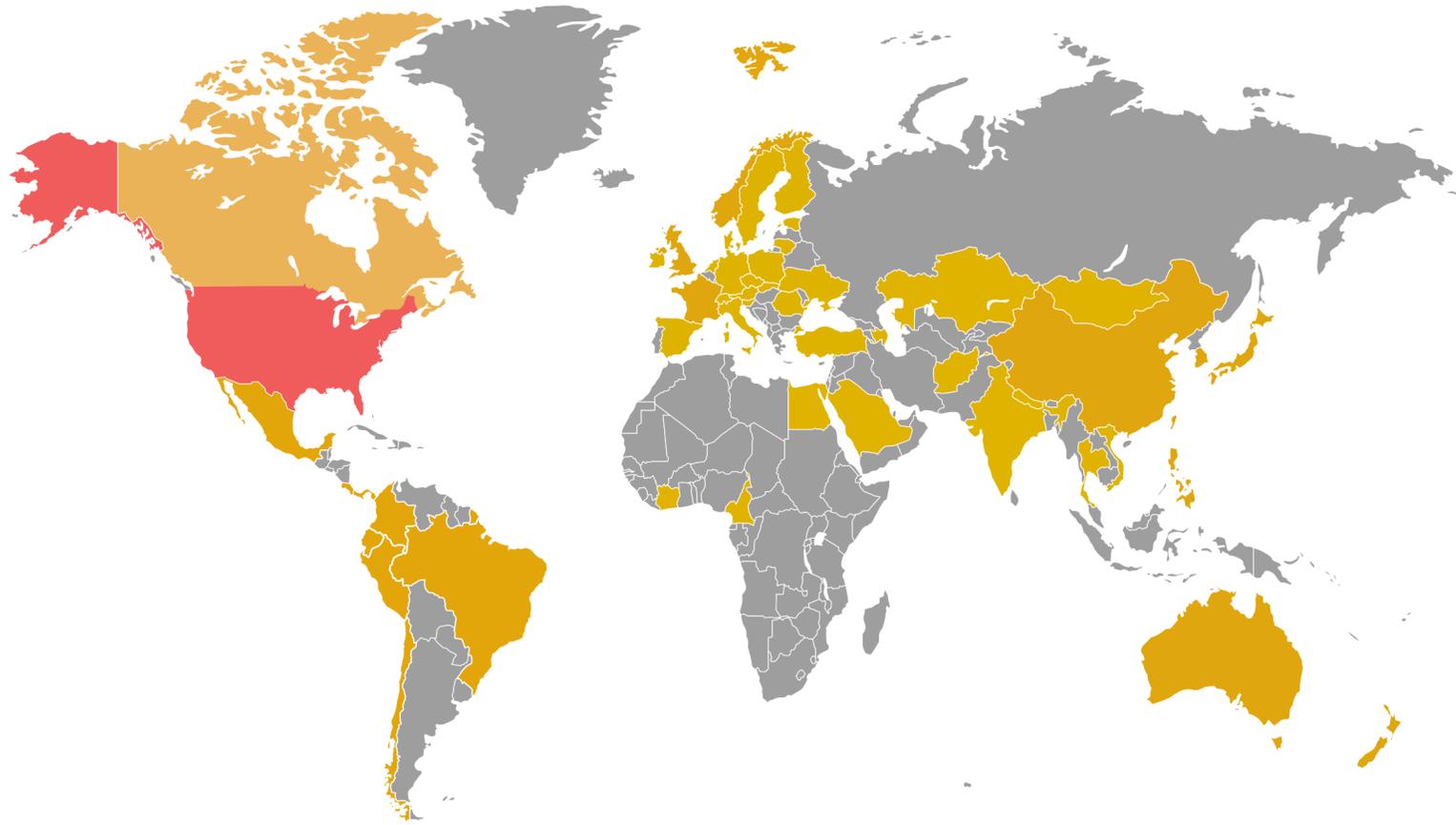
Attending the auto show directly influenced their inclination to buy a hybrid or electric vehicle in the future



LA AUTO SHOW

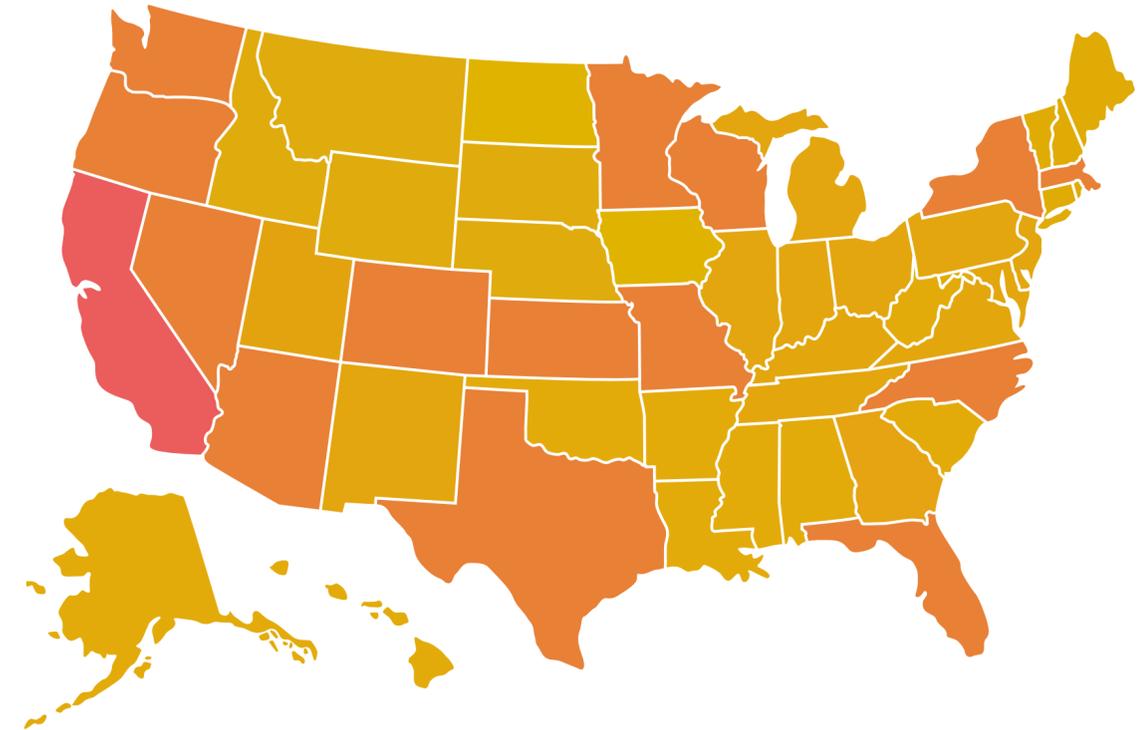
GLOBAL INTEREST

With a 117-year history, the LA Auto Show's global brand has far-reaching influence and interest from consumers. The 10-day showcase included consumers purchasing tickets from 41 different countries.



NATIONAL FOCUS

All 50 states were represented by ticket buyers and outside of California many states had significant representation including Arizona, Nevada, Texas, Washington, Florida and New York.

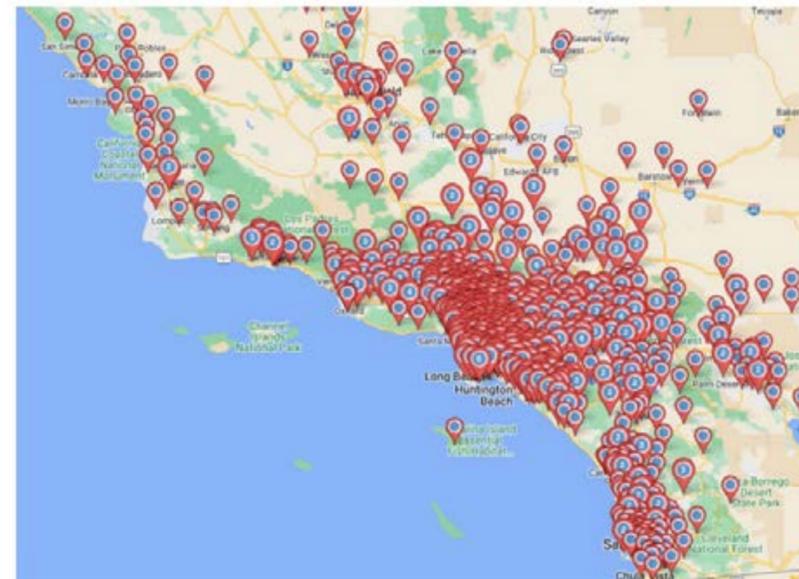
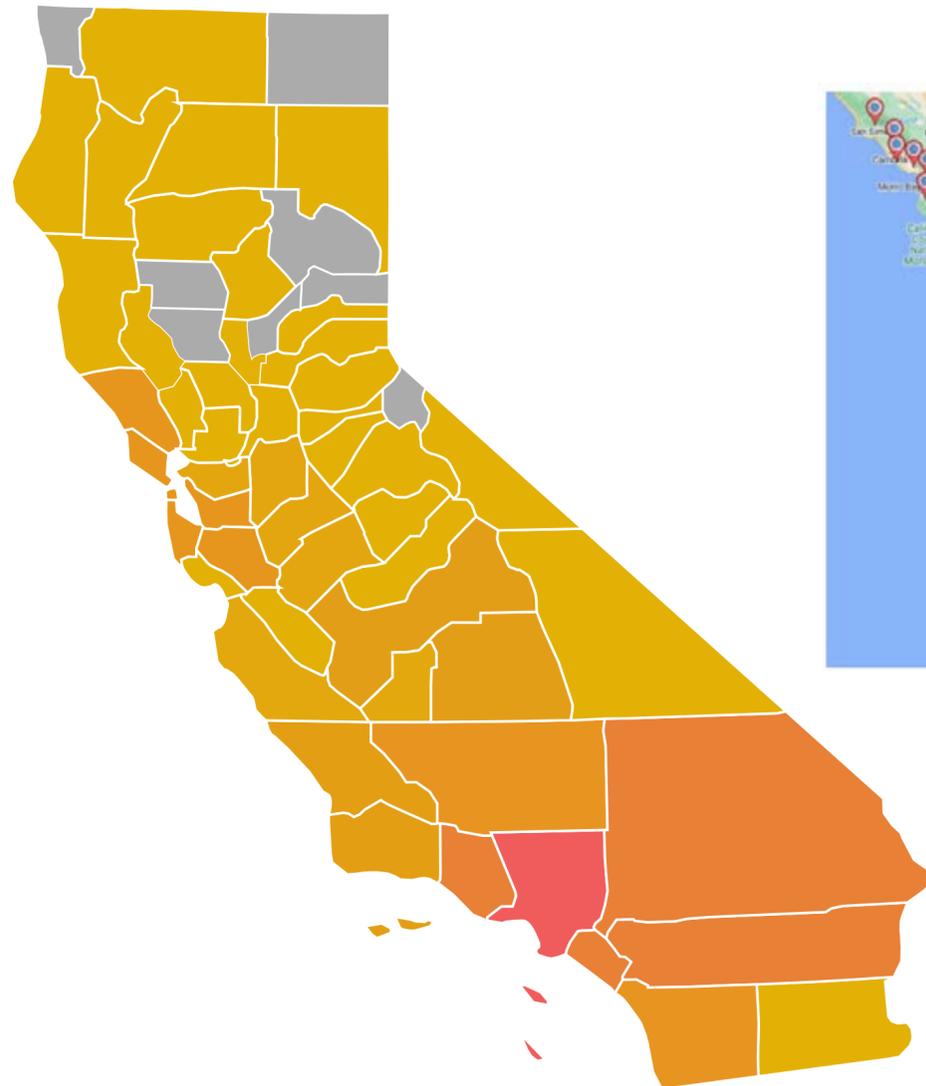


LA AUTO SHOW

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.



66% LA COUNTY

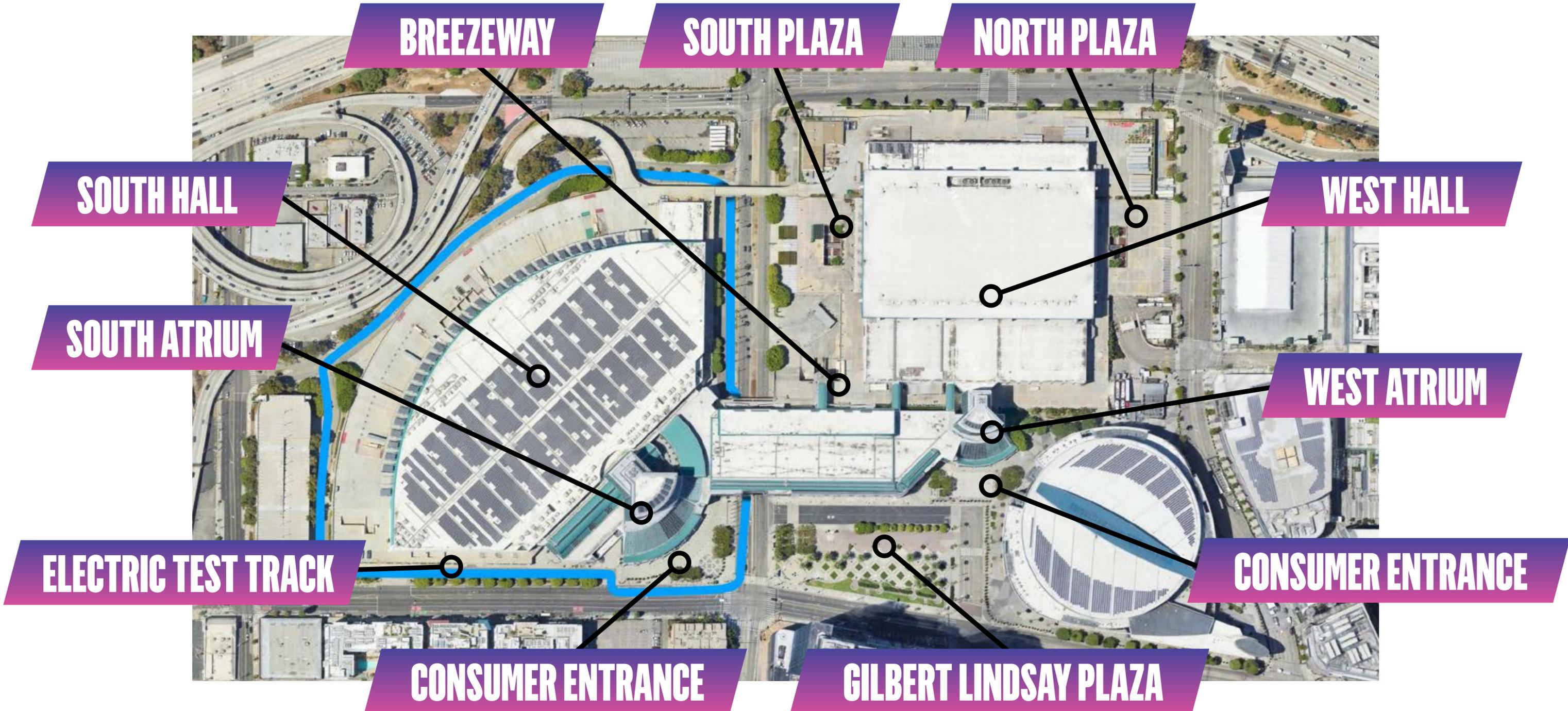
9% ORANGE COUNTY

6% SAN BERNARDINO COUNTY

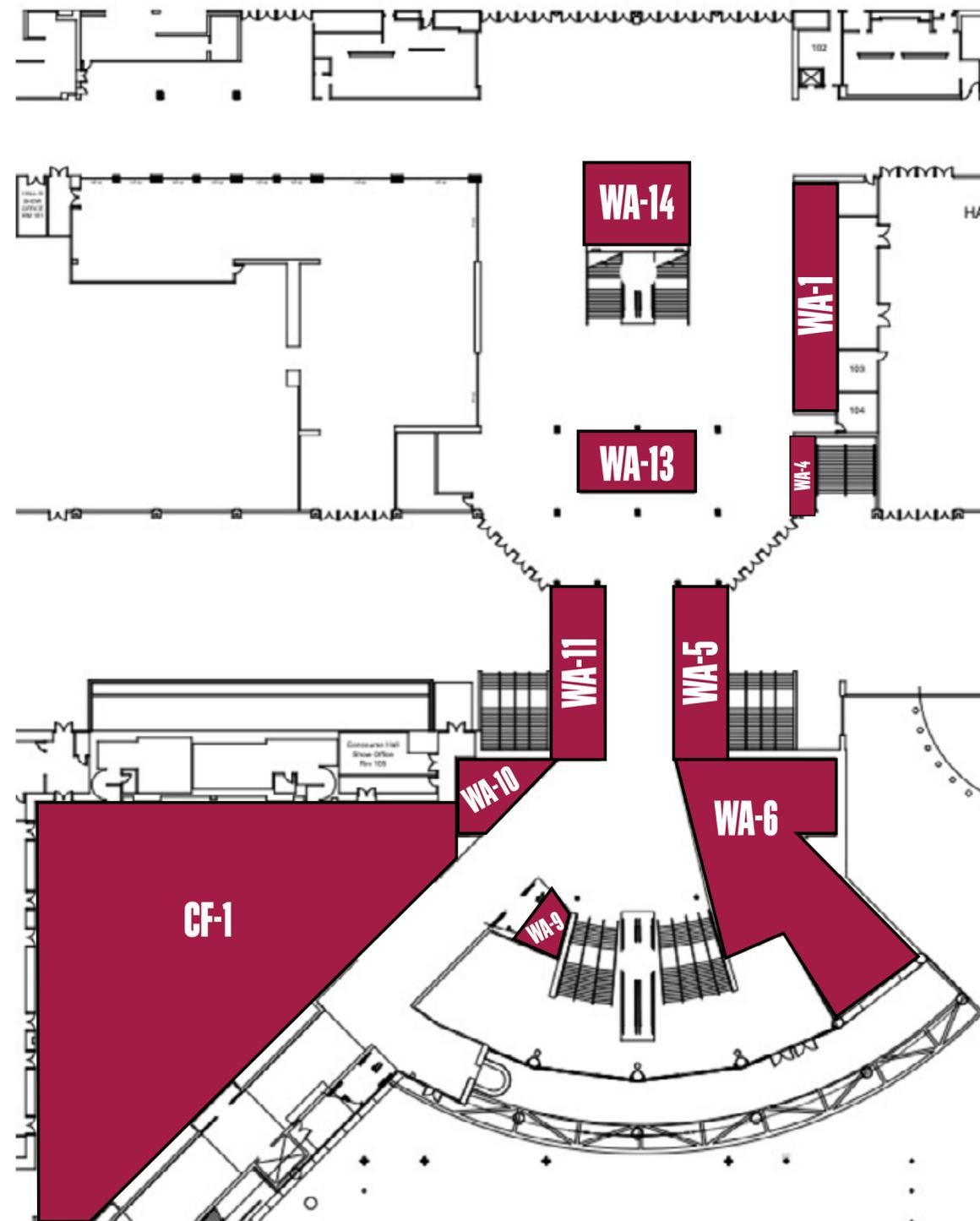
5% RIVERSIDE COUNTY



LOS ANGELES CONVENTION CENTER



WEST ATRIUM LAYOUT

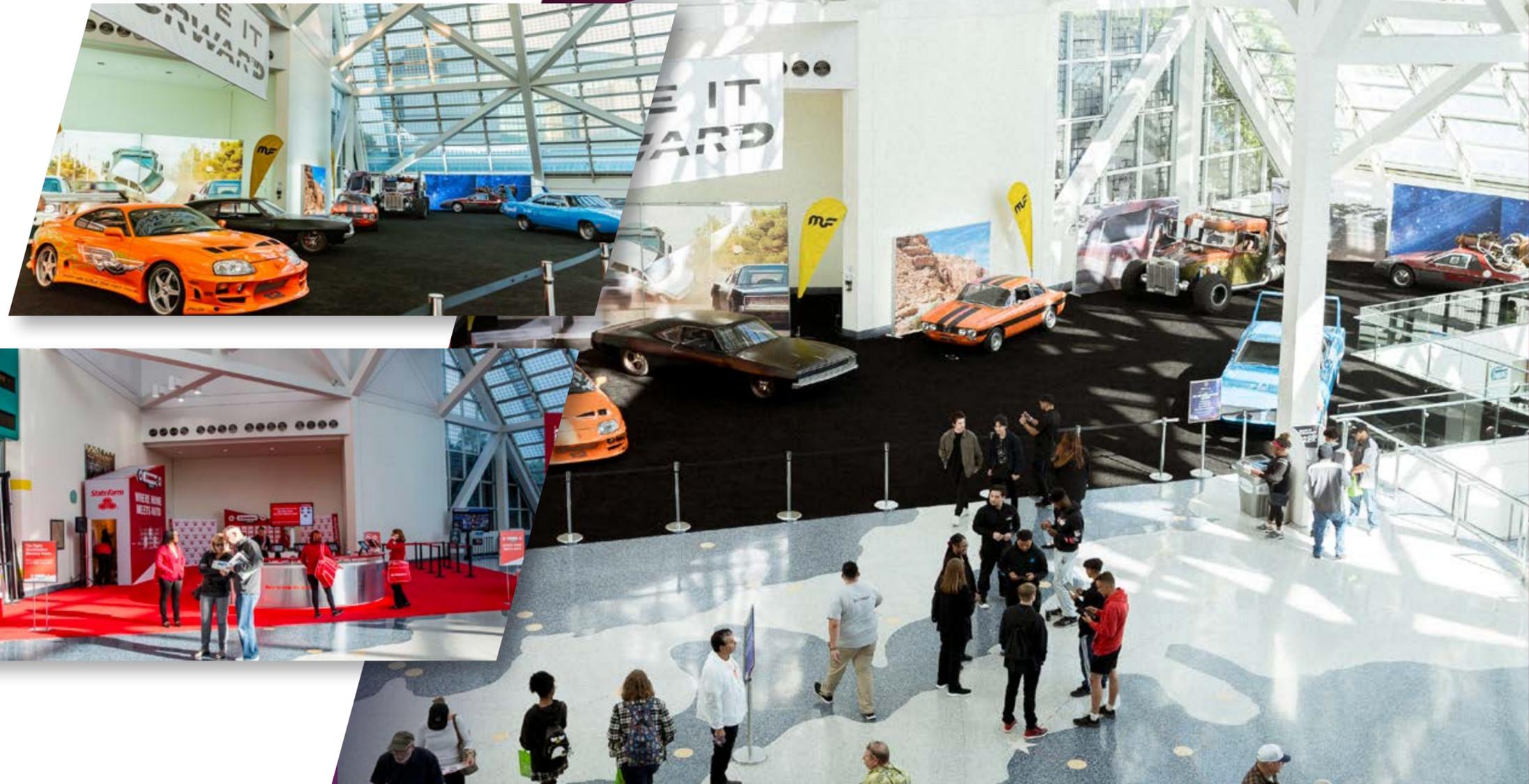
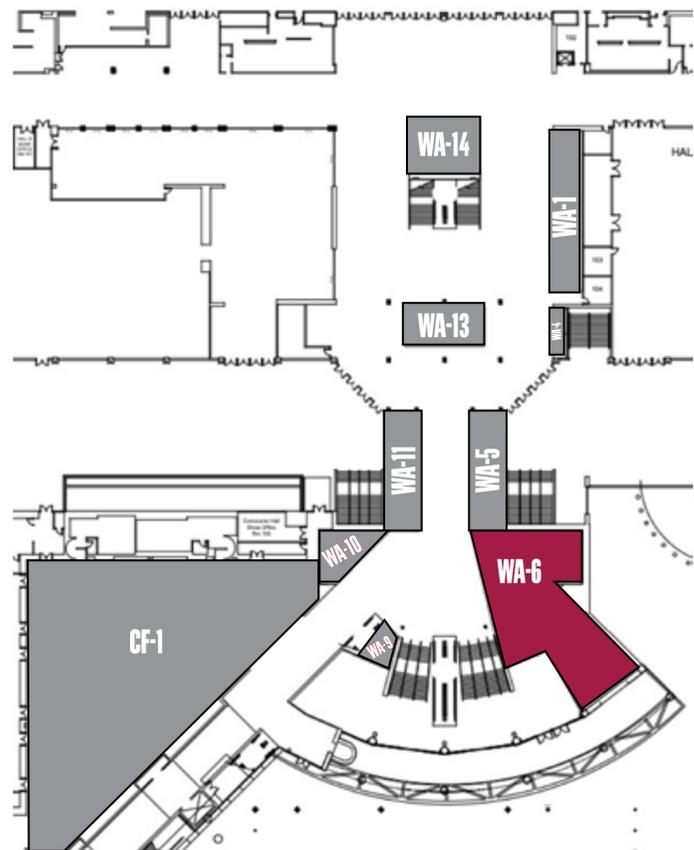


WEST ATRIUM ENTRANCE

WA-6

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.

3,938 SQFT

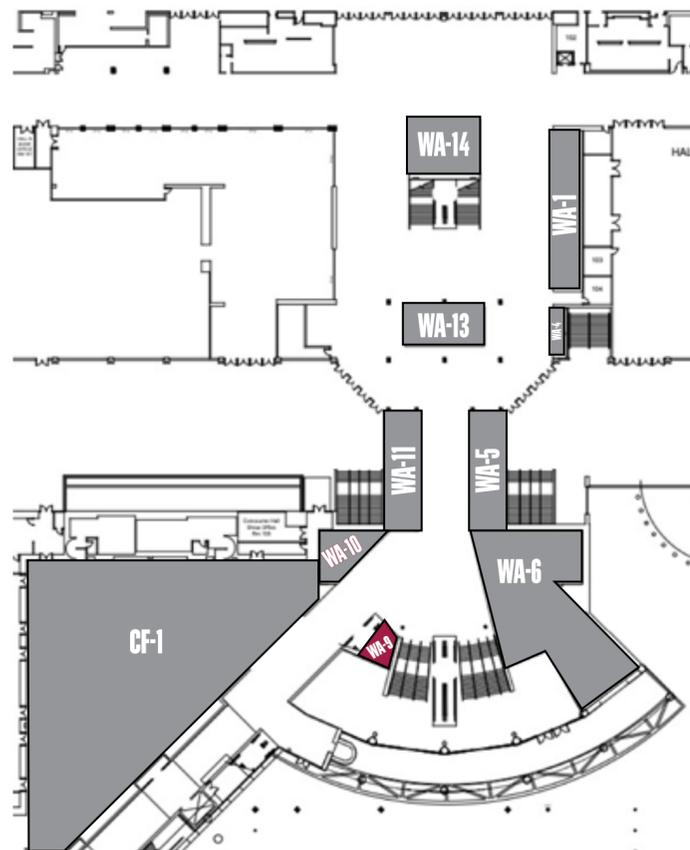


WEST ATRIUM COMPACT

WA-9

This displays prime location will have outsized impact.

175 SQFT

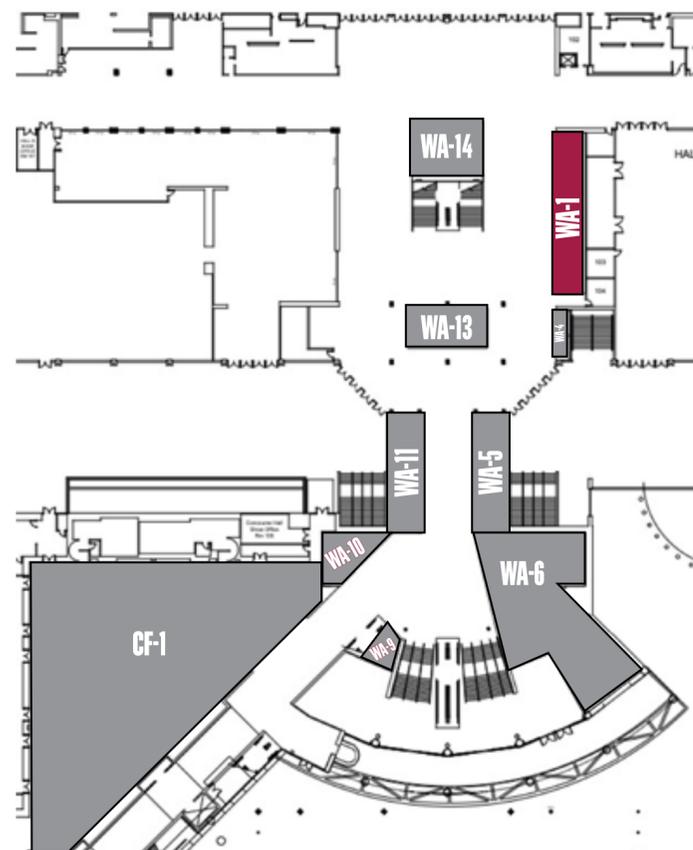


WEST ATRIUM BOUTIQUE

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.

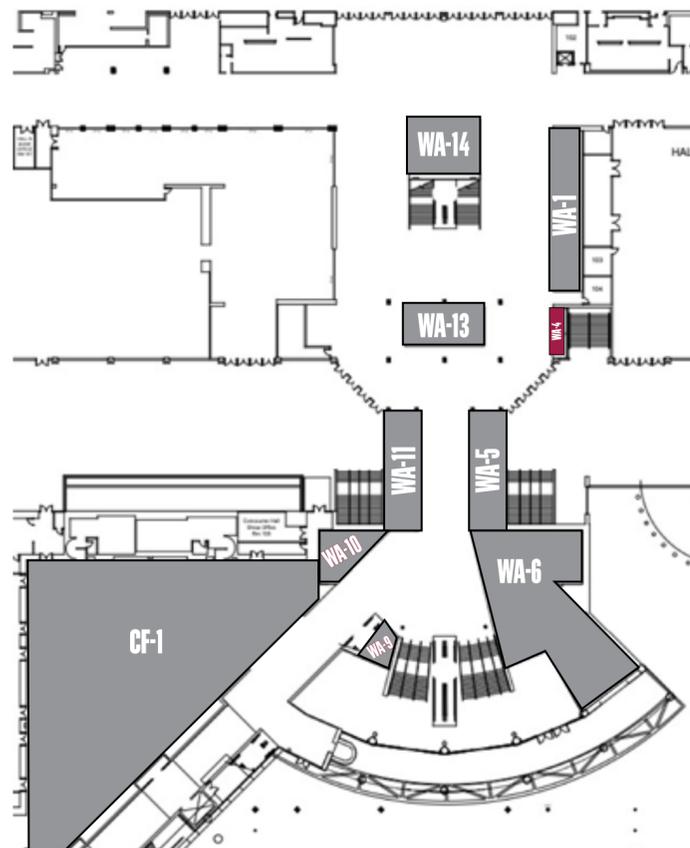
1,200 SQFT



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

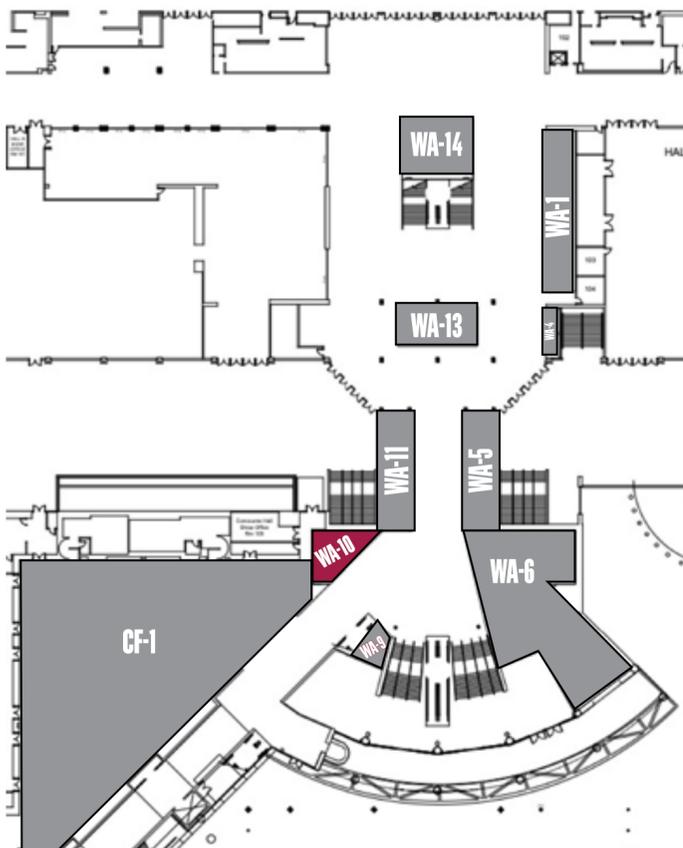


WEST ATRIUM FEATURETTE

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.

594 SQFT

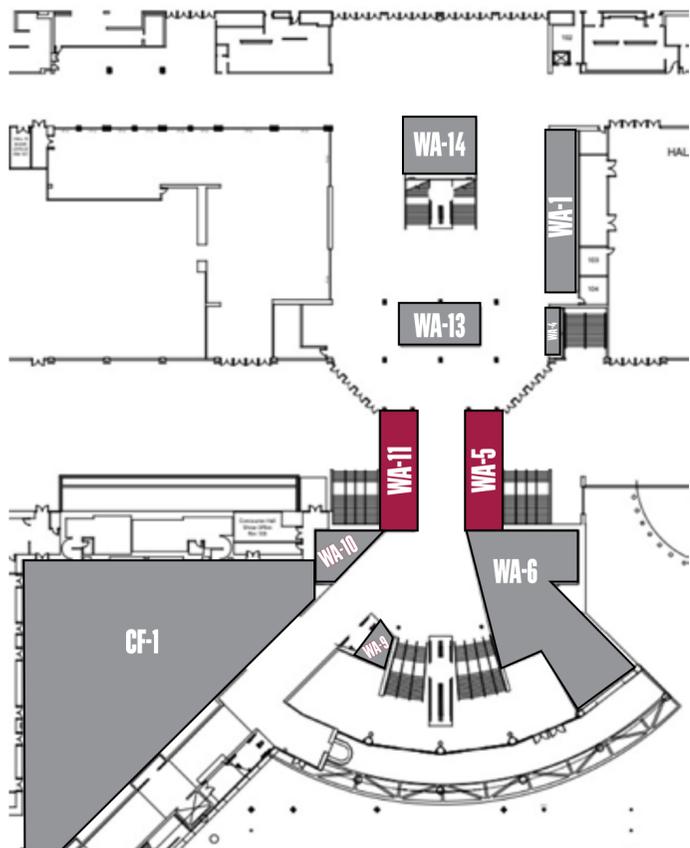


WEST ATRIUM AVENUE (2 SPACES AVAILABLE)

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.

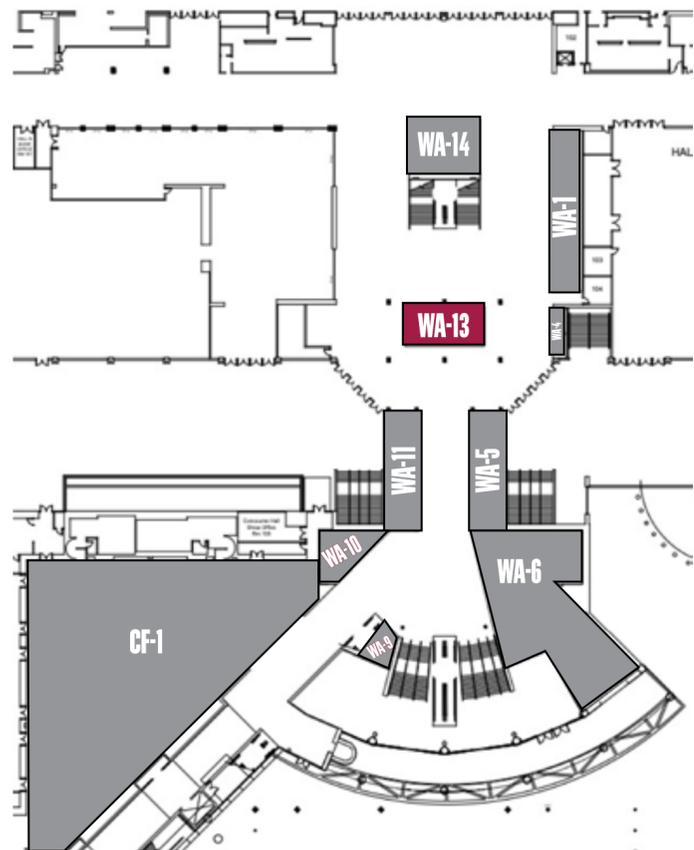
2-1,020 SQFT
SOLD SEPARATELY OR TOGETHER



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

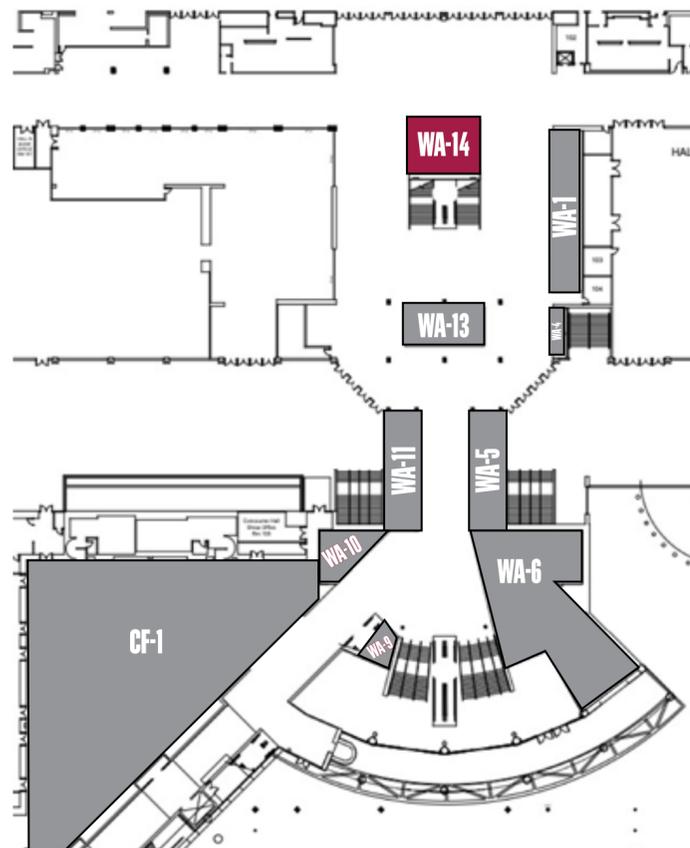


WEST ATRIUM ENCLAVE

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

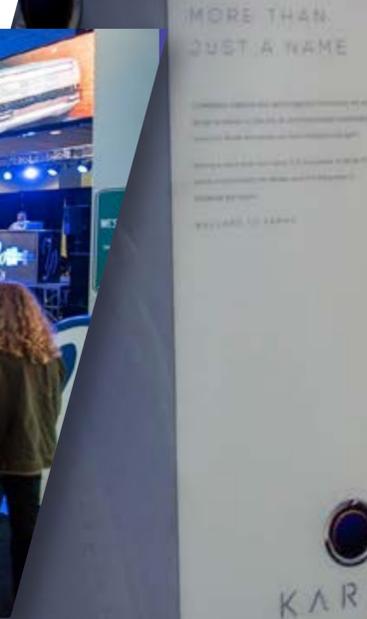
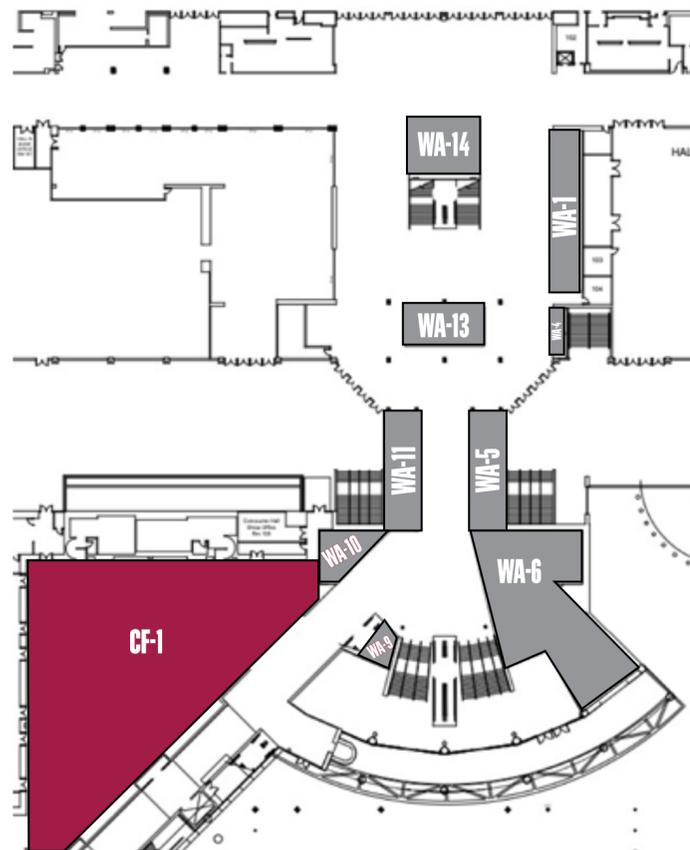


CONCOURSE FOYER

CF-1

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

4,095 SQFT





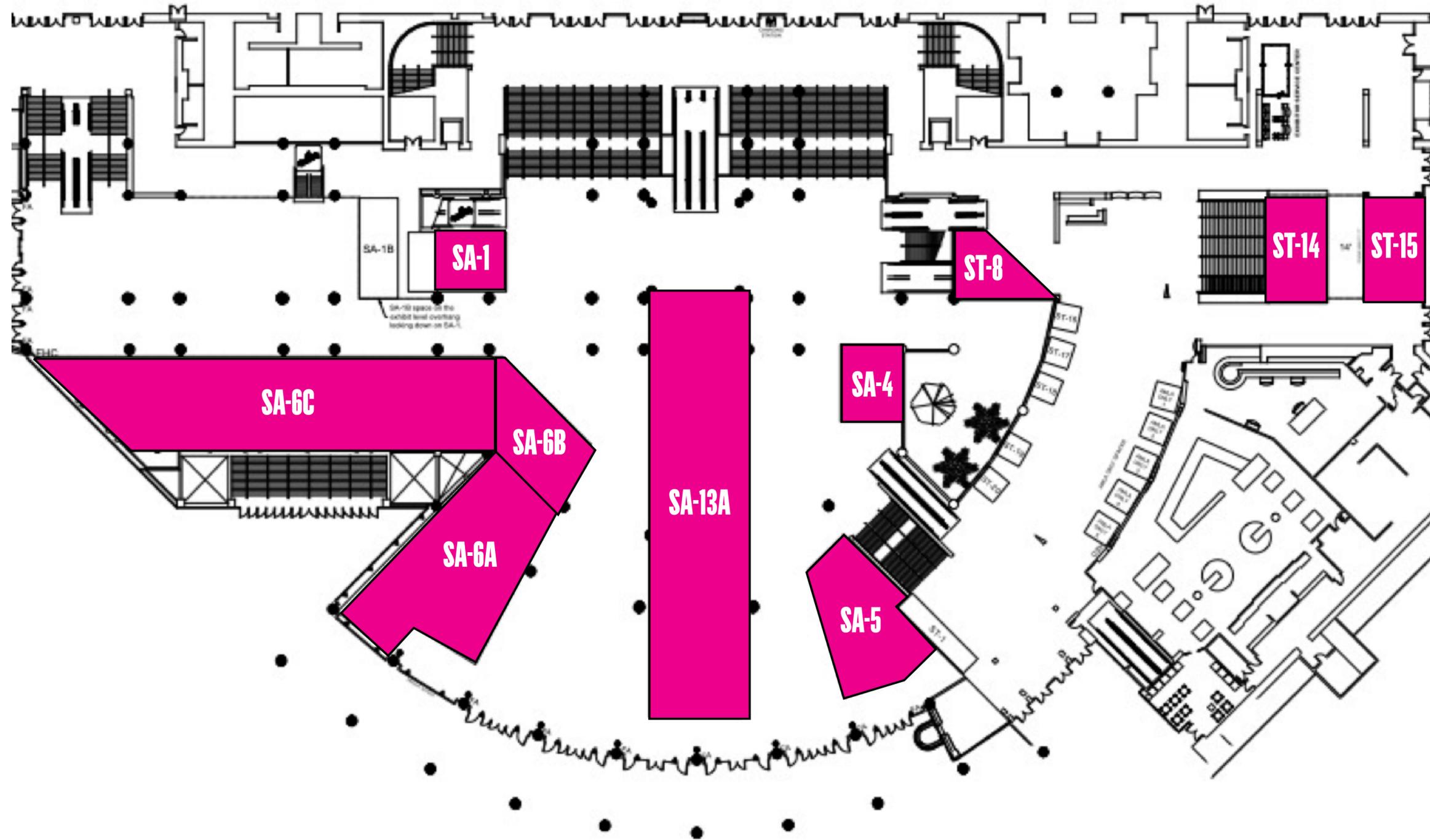
We broke records!



- Justin Capolongo | Tesla Business Development



SOUTH ATRIUM LAYOUT

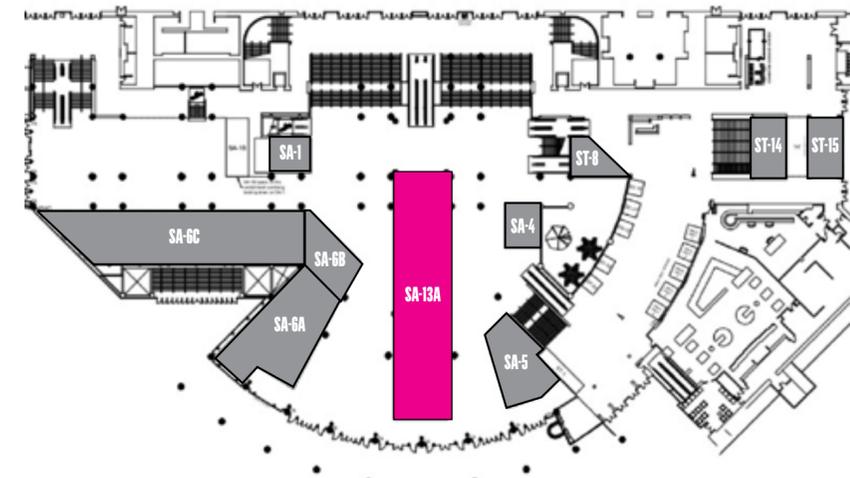


SOUTH ATRIUM CENTRAL RUNWAY

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 of your products.

5,886 SQFT

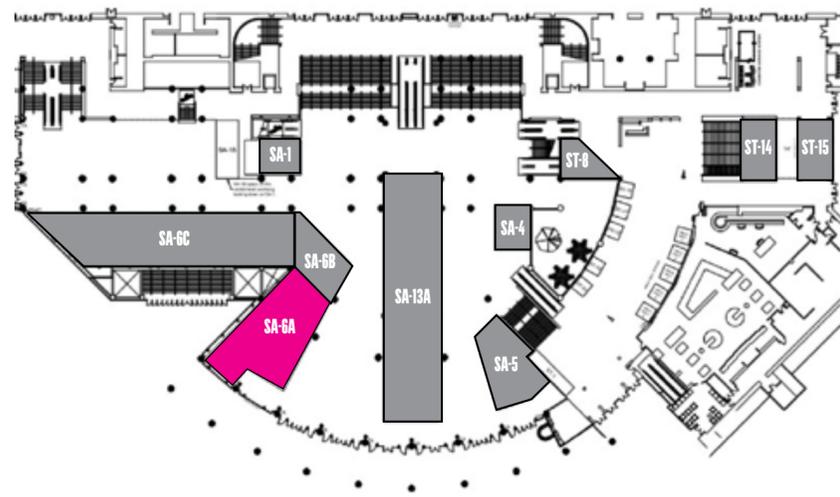
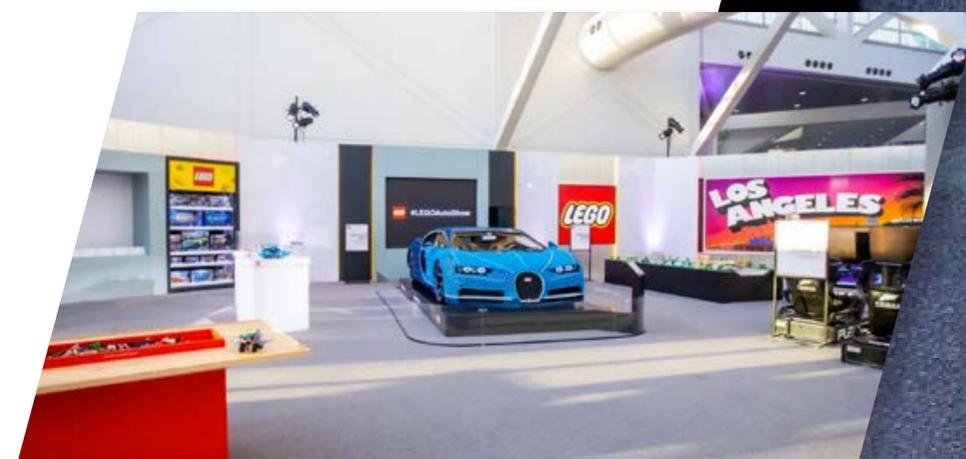


SOUTH ATRIUM FOYER

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.

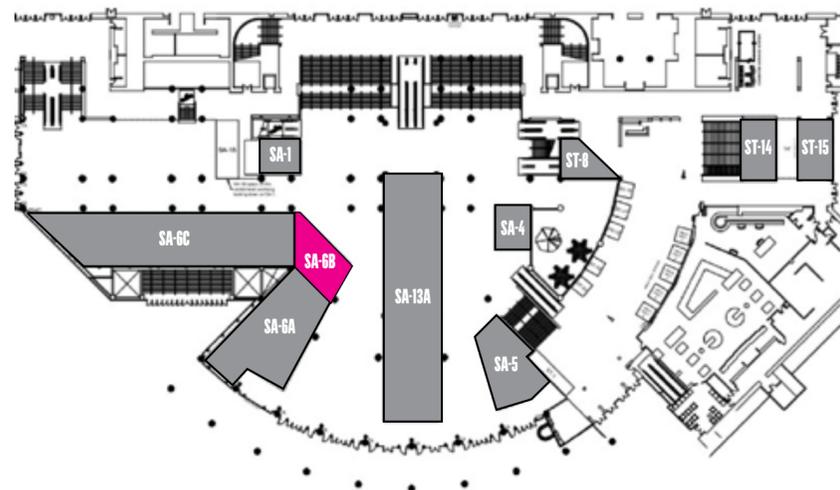
3,418 SQFT



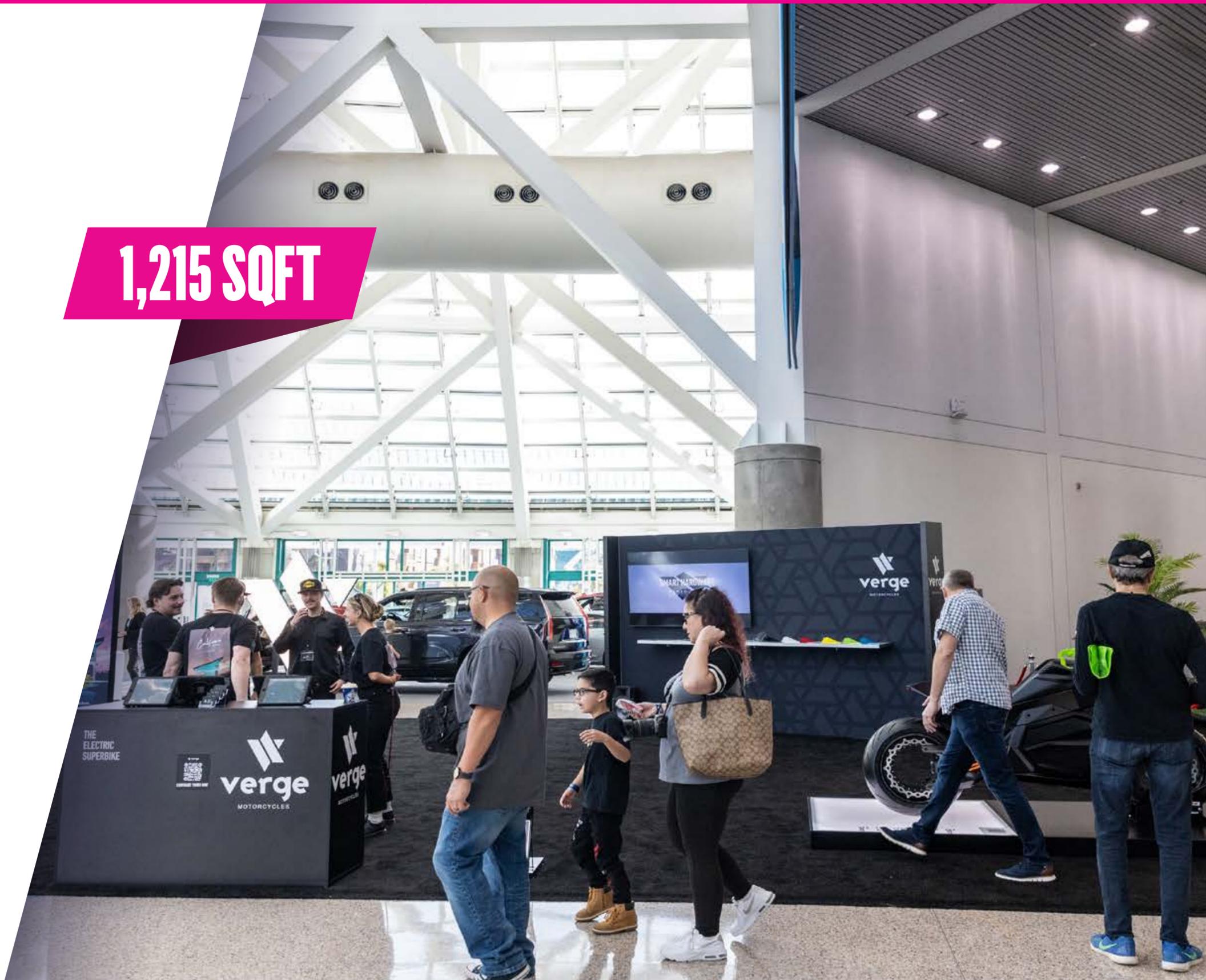
SOUTH ATRIUM INTERSECTION

SA-6B

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



1,215 SQFT

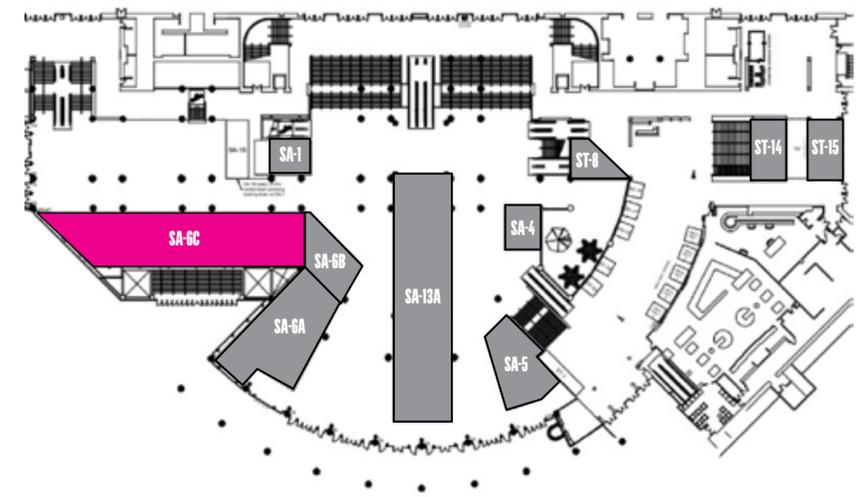


SOUTH ATRIUM EXPO

SA-6C

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

5,718 SQFT

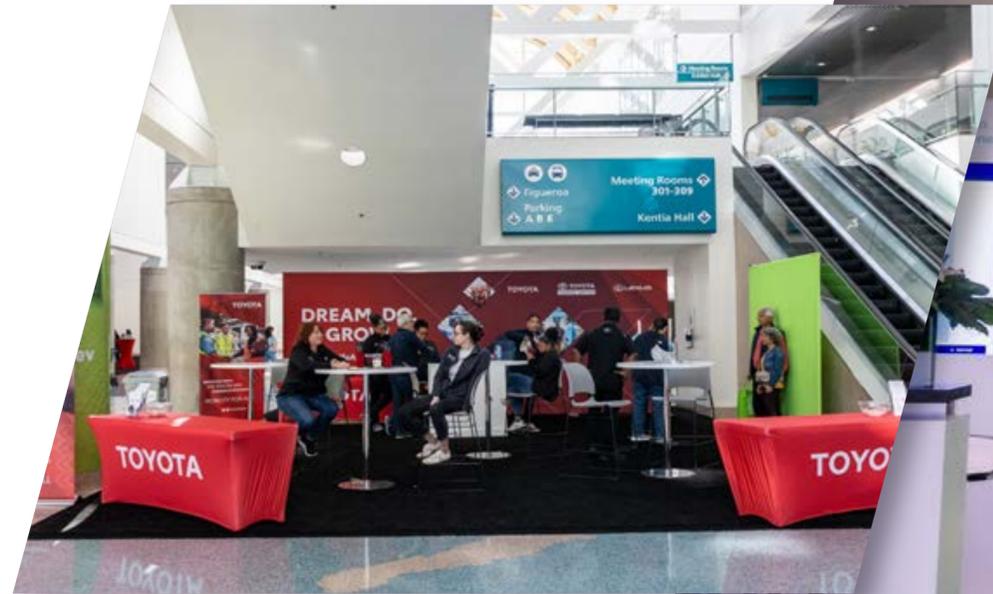
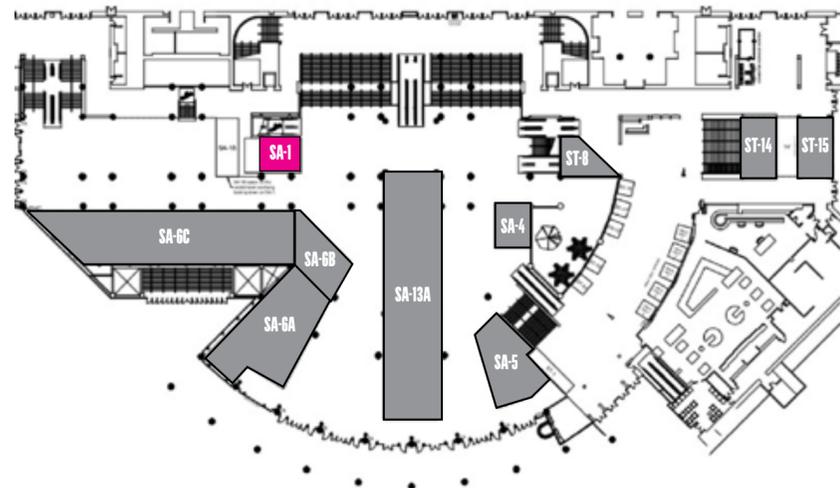


SOUTH ATRIUM CONVERGENCE

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

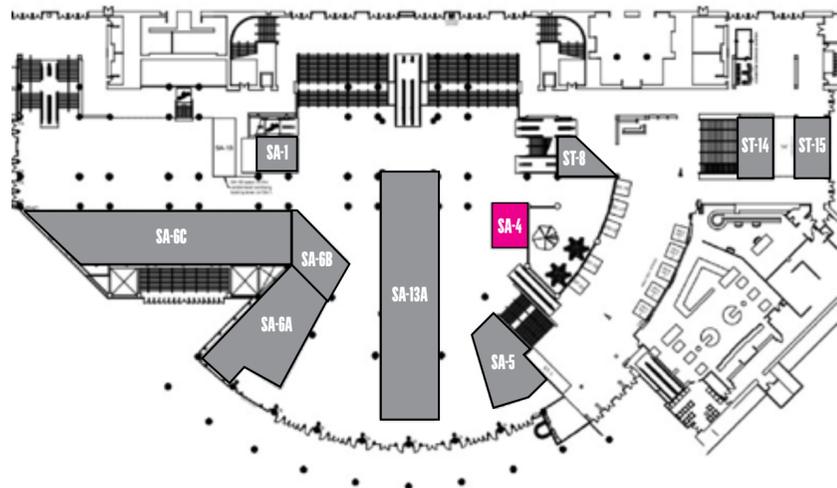


SOUTH ATRIUM STATION

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.

720 SQFT

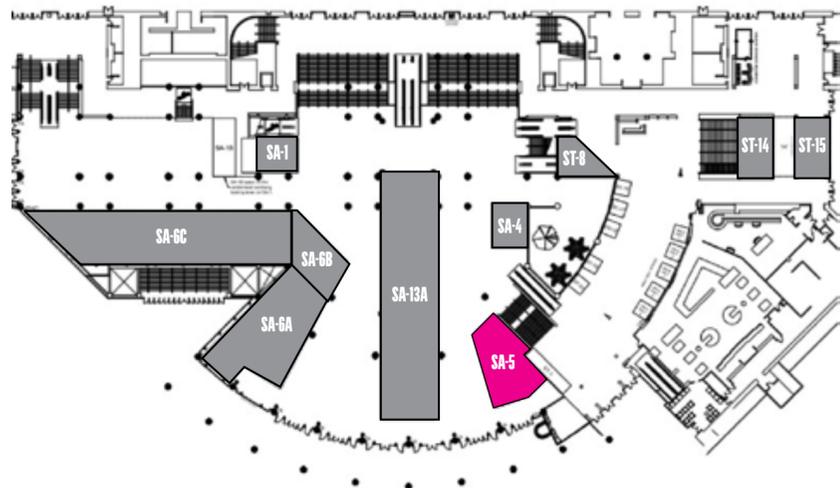


SOUTH ATRIUM FORECOURT

SA-5

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

600 - 1,700 SQFT

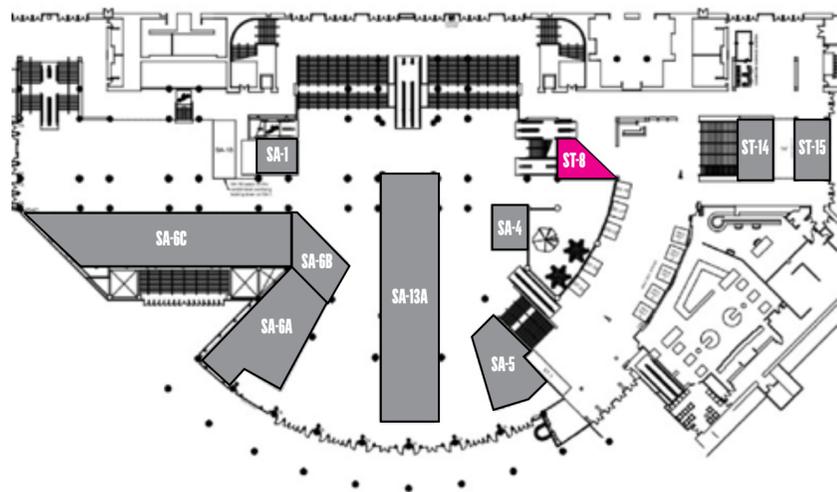


SOUTH TERRACE SHOWCASE

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

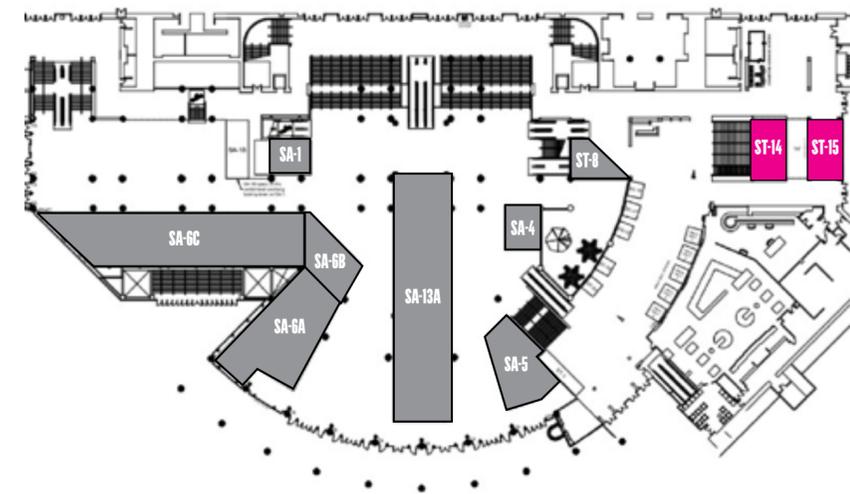


SOUTH TERRACE RETREAT

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.

1,005 / 874 SQFT



In a historic first, 1 in every 4 new cars sold last quarter in California were zero-emission vehicles (ZEVs). Earlier this year, the state surpassed its goal of selling 1.5 million ZEVs – a full two years ahead of schedule.

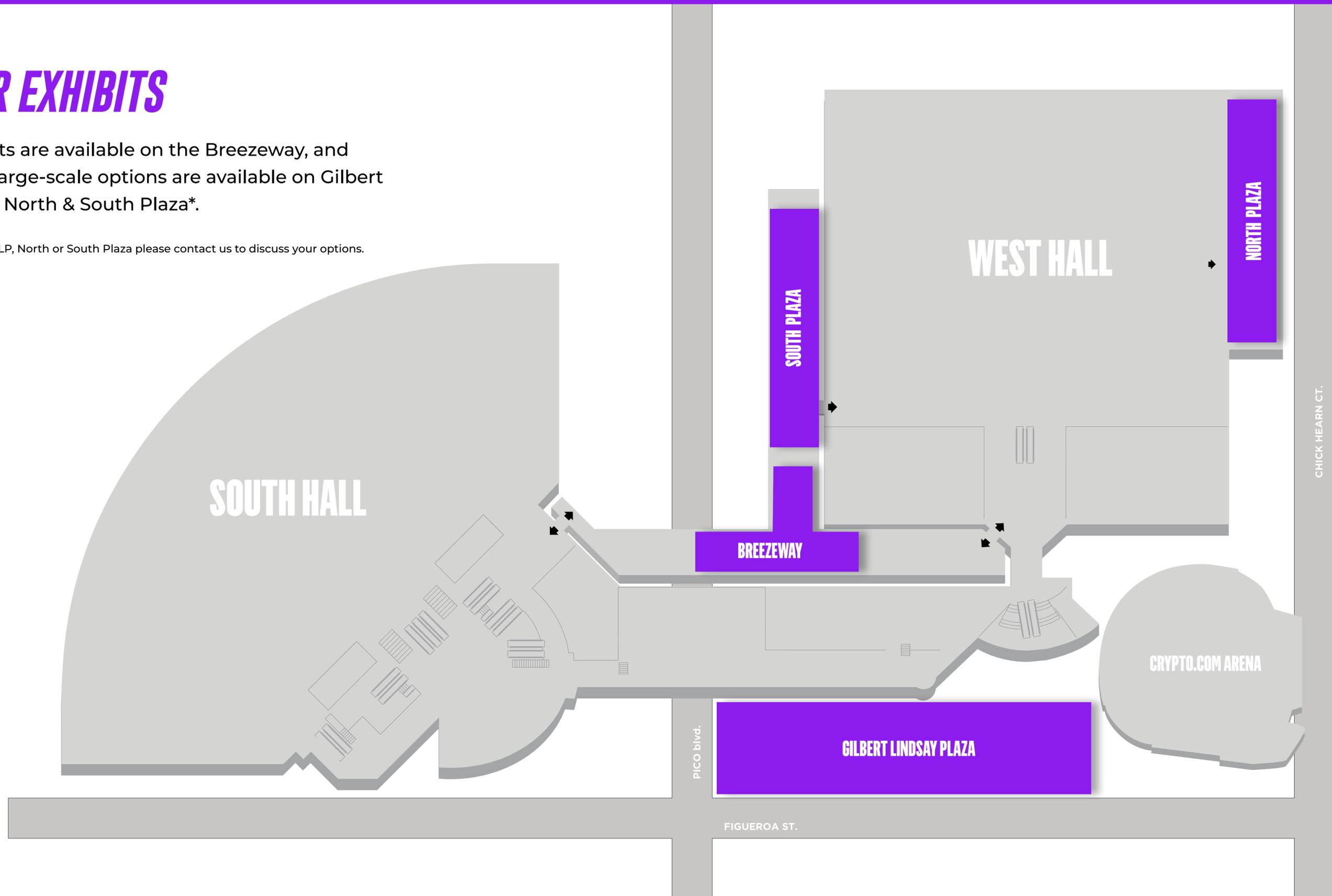
-Gov. Gavin Newsom, 8/2/23



OUTDOOR EXHIBITS

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

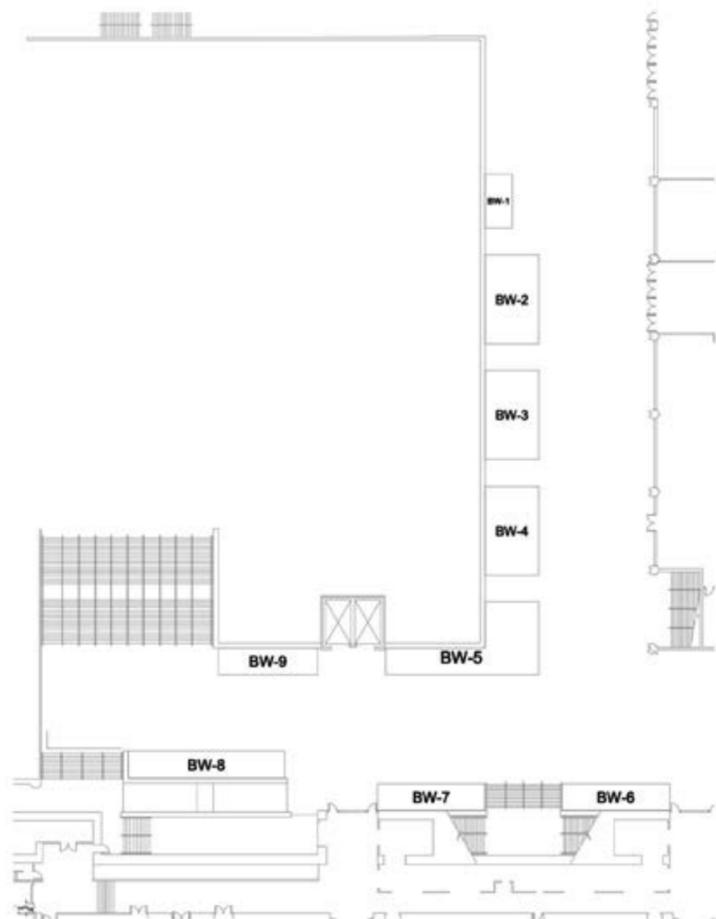
*If you have interest in GLP, North or South Plaza please contact us to discuss your options.



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 FROM **400 SQFT**



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.



SOUTH PLAZA

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





“ Due to the county’s extreme economic and cultural diversity, you’ll find both affordable suburbs of Los Angeles and high-end neighborhoods within driving distance of each other. Similarly, historically Black neighborhoods and other ethnic enclaves have also made L.A. the diversified county it is today. ”

-California.com

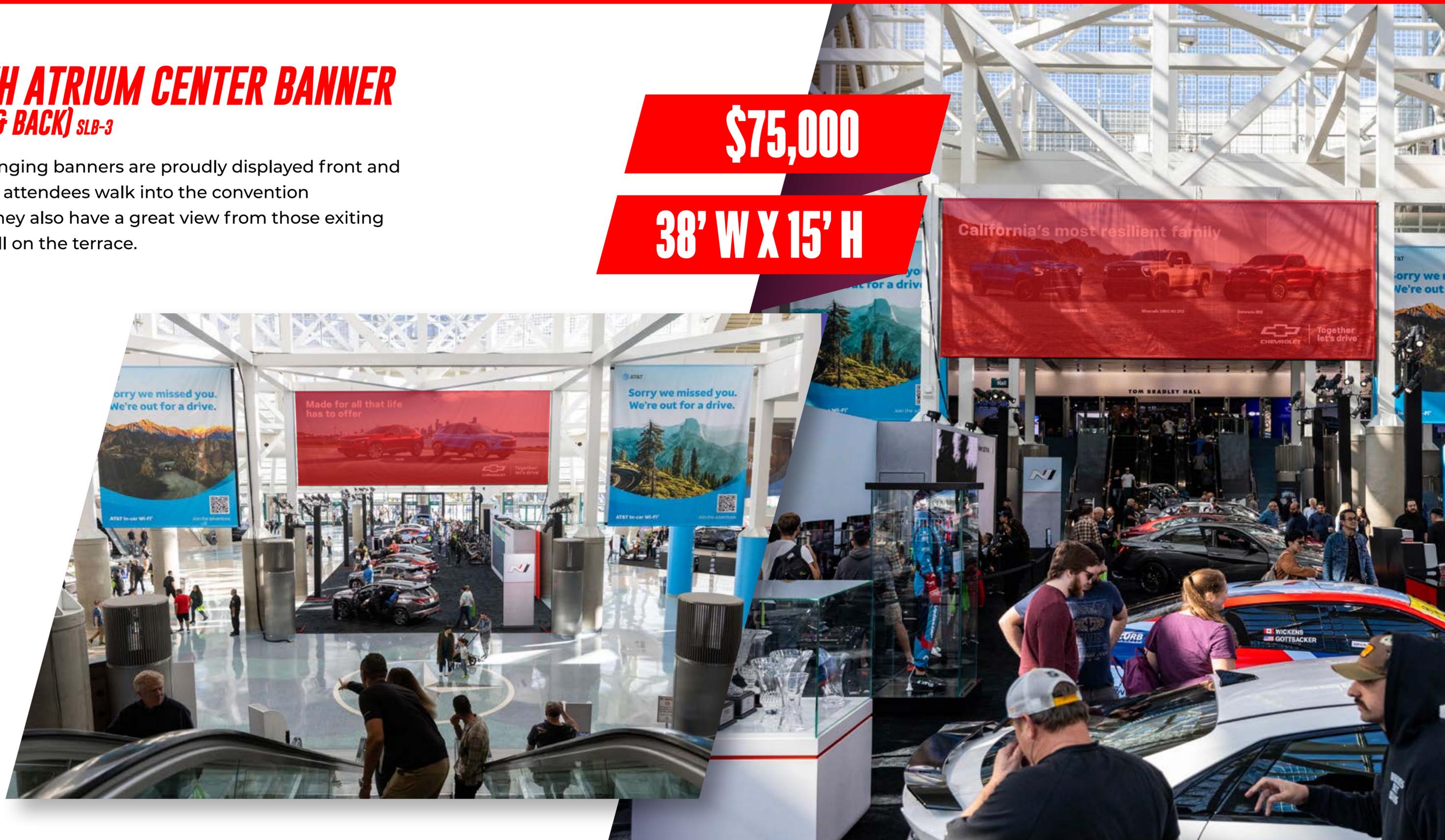


SOUTH ATRIUM CENTER BANNER ***(FRONT & BACK) SLB-3***

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.

\$75,000

38' W X 15' H

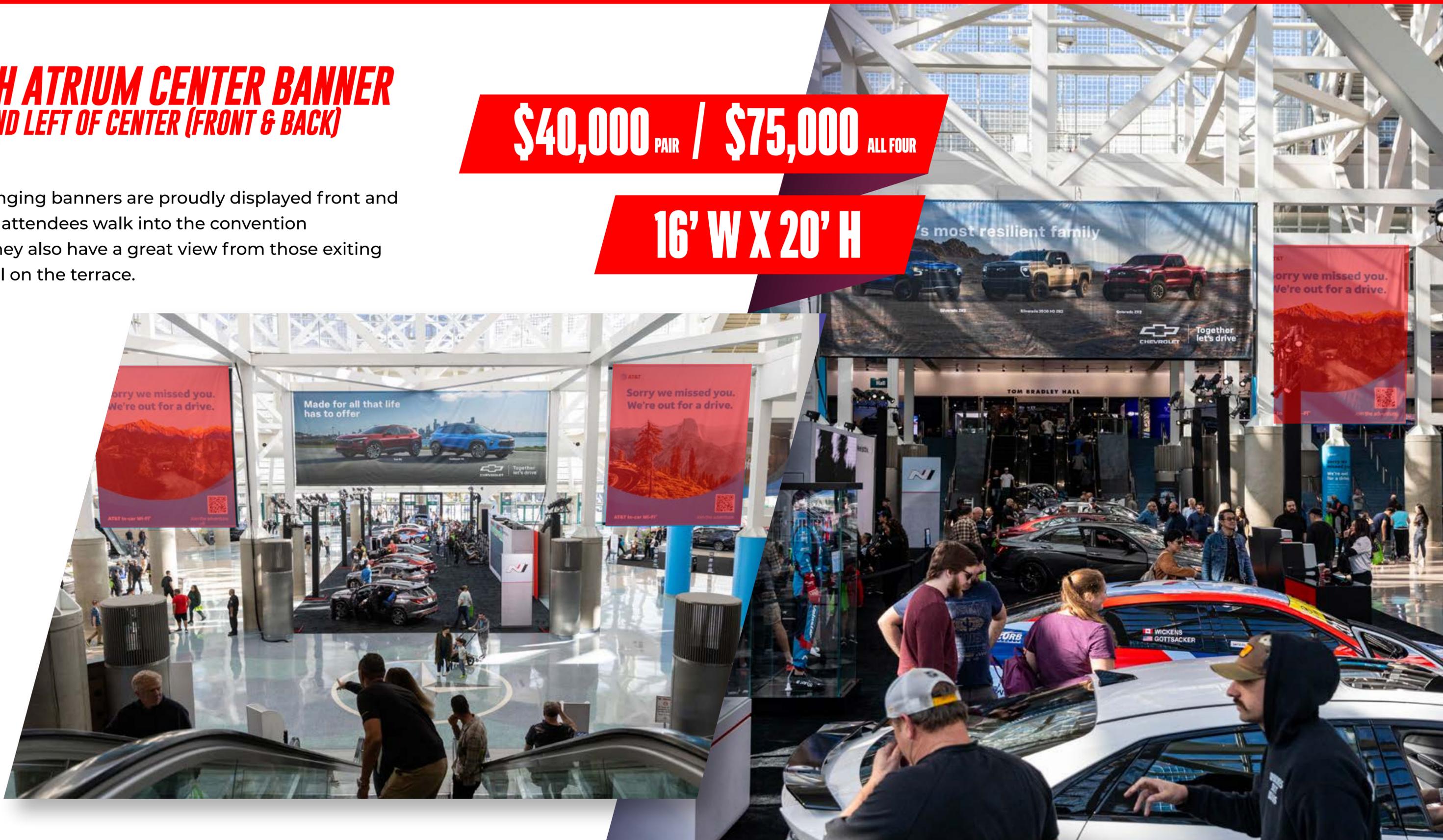


SOUTH ATRIUM CENTER BANNER ***RIGHT AND LEFT OF CENTER (FRONT & BACK)*** SLB 2/B & 4/B

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



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



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 ENTRANCE BANNERS

WLB 1/B & WLB 2/B

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

\$30,000 EACH / **\$50,000** BOTH

26' W BY 12' H



WEST HALL ENTRANCE BANNERS

WLB 20 & 30

The West Hall Entrance Banners are prominently displayed to the majority of the West Atrium and cannot be missed walking to the West Hall. Most impactful when combined to cover both sides

\$30,000 EACH / **\$50,000** BOTH

37 W' BY 8.5 H



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 BANNERS

CWB 1-10

These 5, double sided hanging banners are located throughout the main indoor walkway connecting West and South Hall. These banners may be purchased individually, however for maximum effect they can be purchased as a group, allowing you to command the walkway.

19' W X 6'H

\$6,7000 PER AD

\$67,000 FOR ALL 5



CONCOURSE STAIRCASE

SG-03

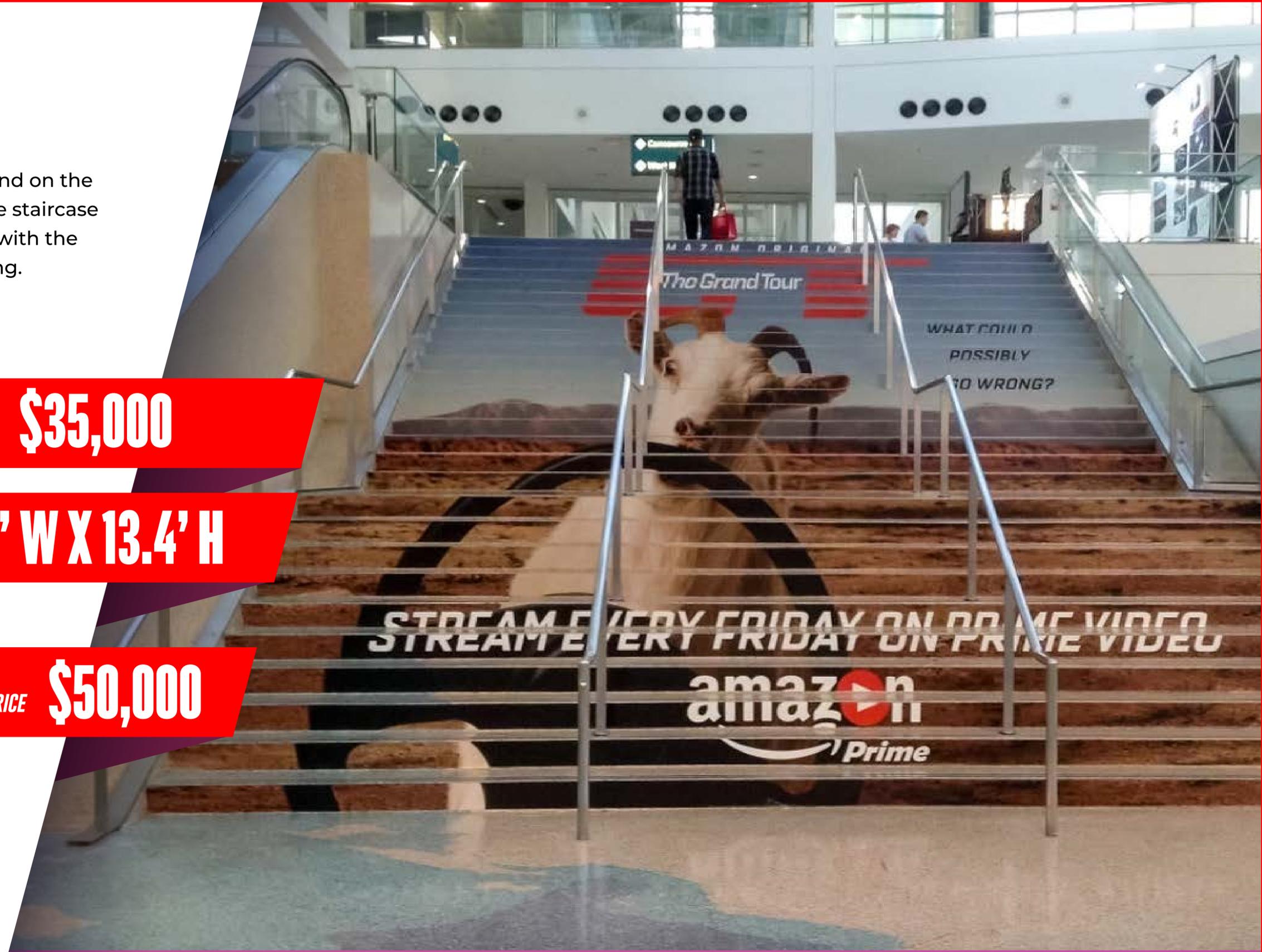
Located near the main South Atrium Entrance and on the way to the connecting concourse. The concourse staircase is situated right at the front entrance. Combine with the Concourse Escalators and receive package pricing.

\$35,000

21.3' W X 13.4' H

ESCALATORS +
STAIRS PACKAGE PRICE

\$50,000



CONCOURSE ESCALATORS

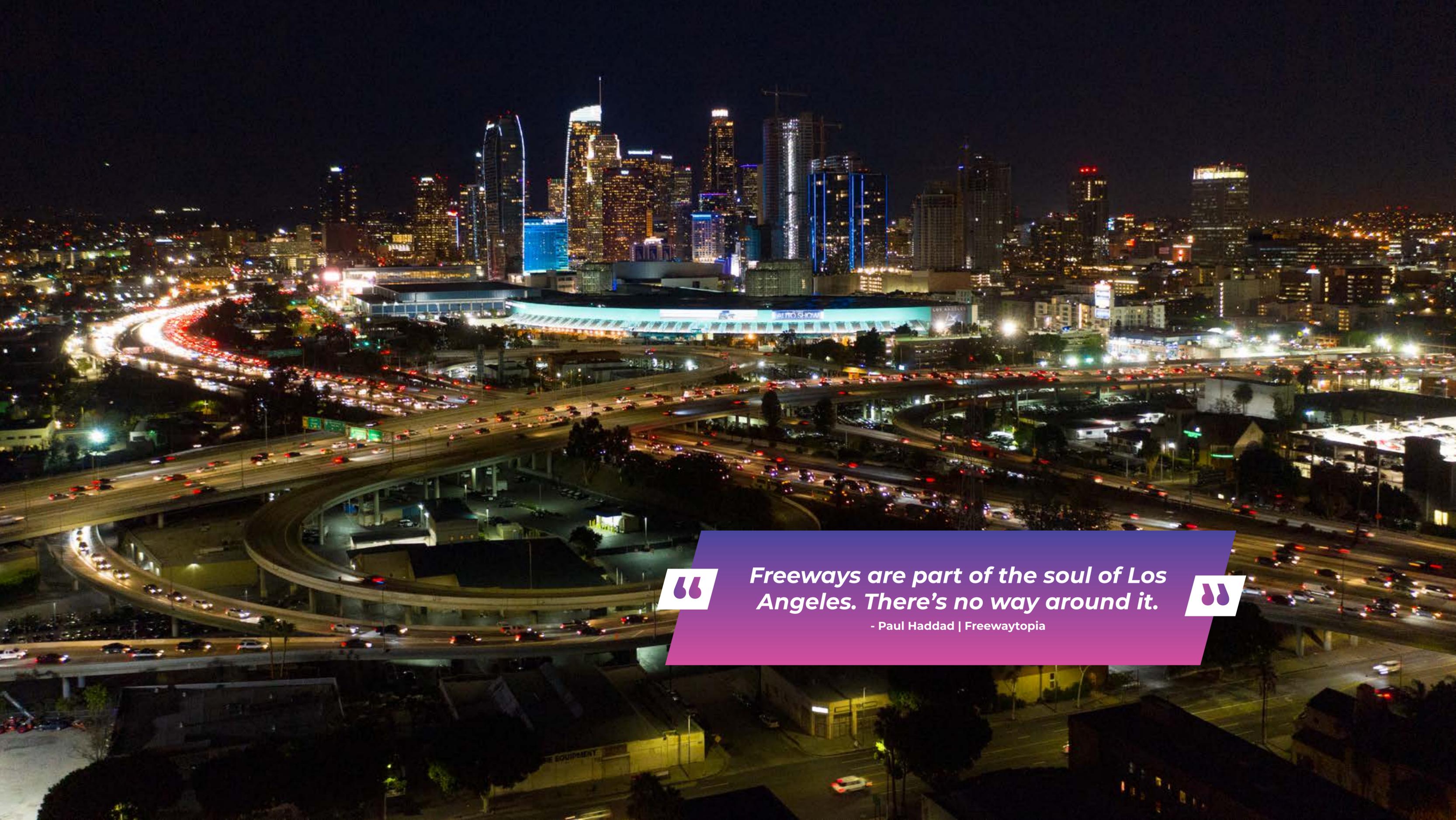
SEG-03

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**





Freeways are part of the soul of Los Angeles. There's no way around it.



- Paul Haddad | Freewaytopia

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

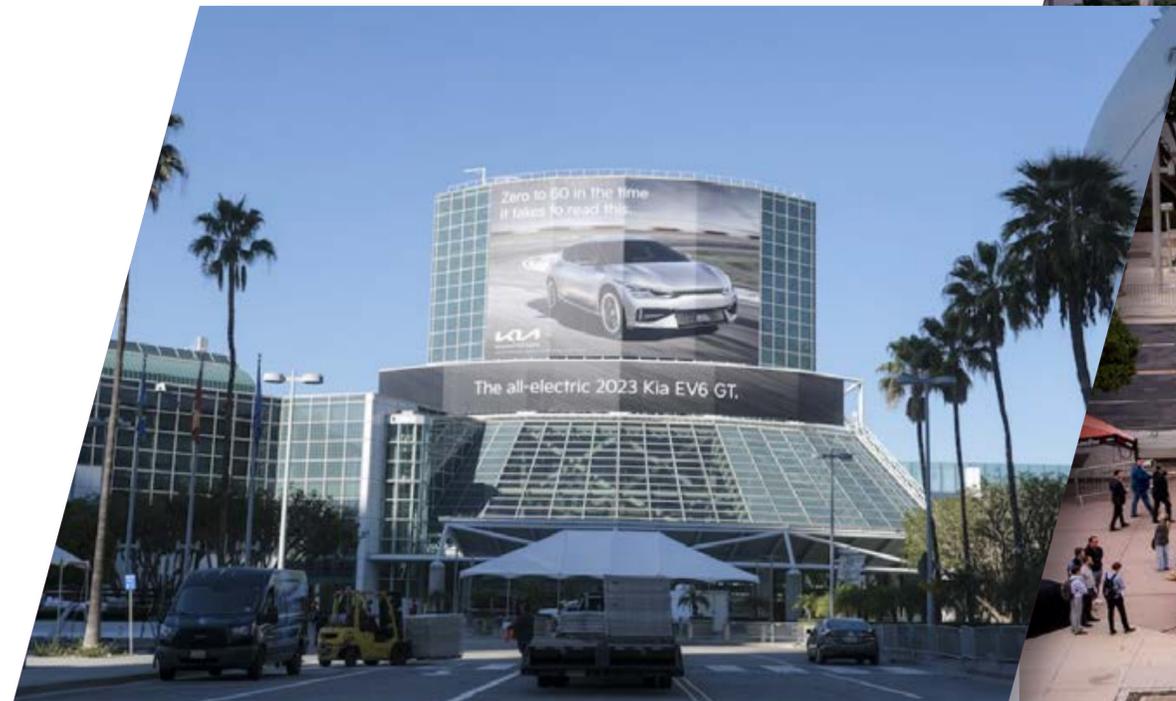
WEB1 & WEB2

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

167 MPH and 0-60 in 4.7

2

stinger | KIA

FORM OVER
FORMULA.
GENESIS G80 SPORT

3

GENESIS.COM

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



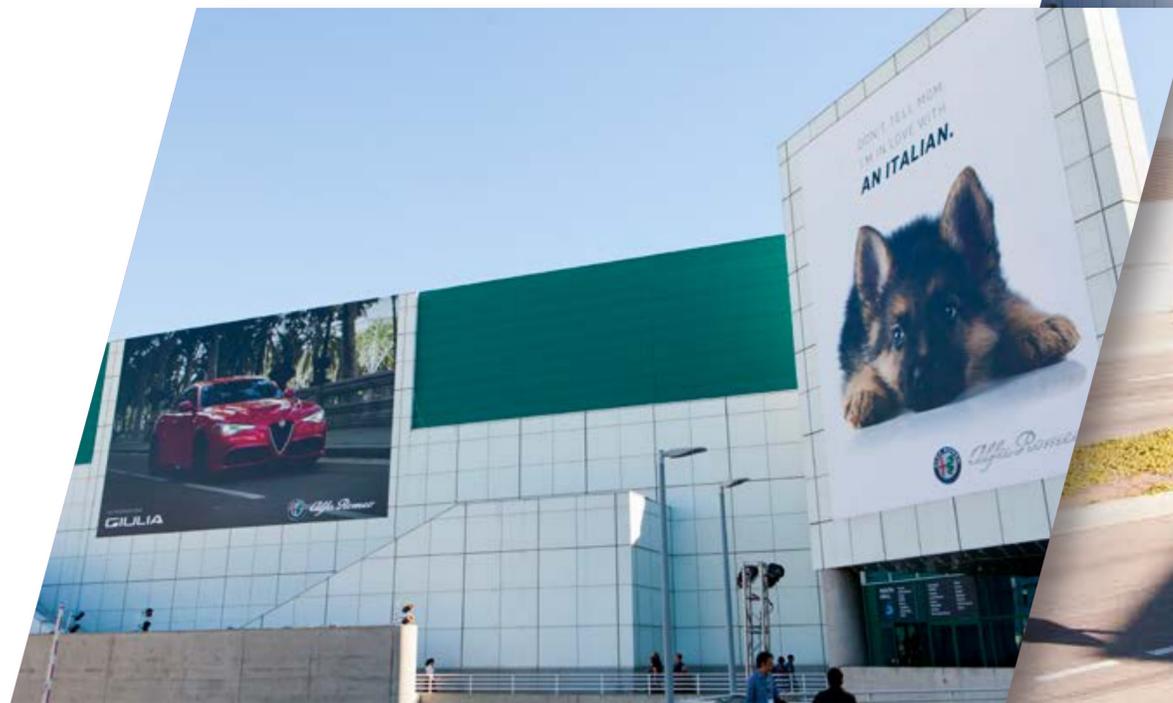
PICO WEST BILLBOARD

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.

\$85,000

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.

\$75,000

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

NEW

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

- 4 Parking Garage Entrances Available including parking gate arms, these come in packages of 2 plus parking gate arms.
- 4 Main Entrance Opportunities Available (6 X 16 Only)
- 4 Satellite Entrances Available
- Custom Locations Including your display or test drive.



\$6,500 EACH

3' W X 8' H

\$8,500 EACH

4' W X 10' H

\$9,500 EACH

5' W X 12' H

\$15,500 EACH

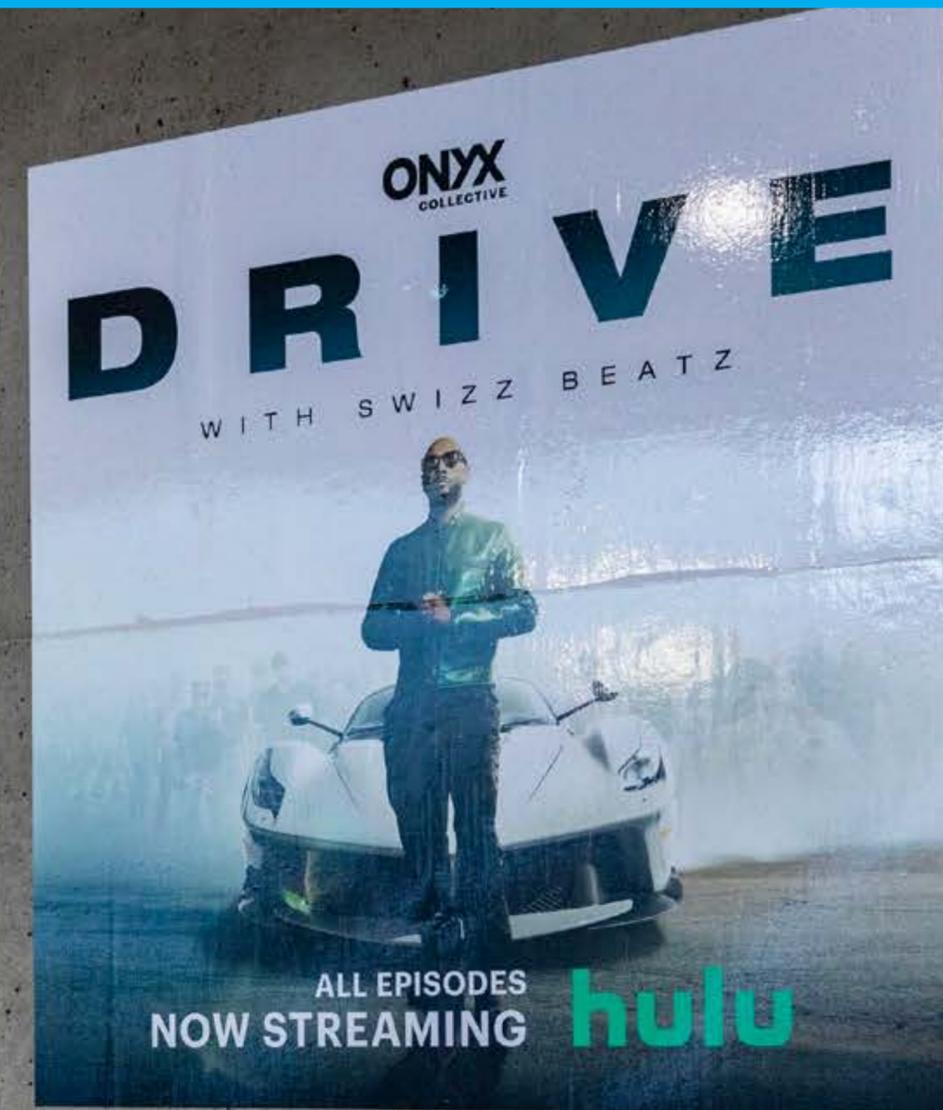
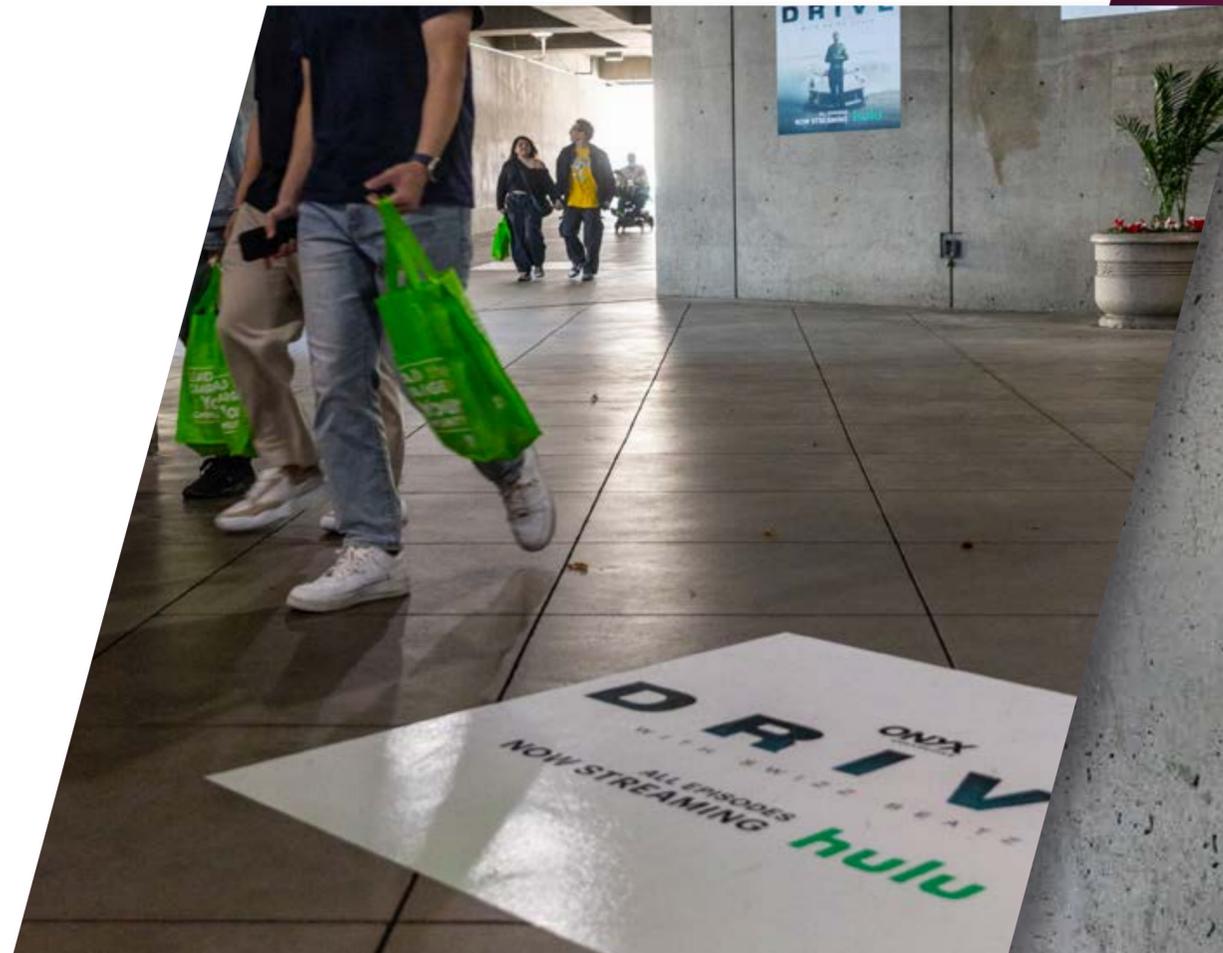
6' W X 16' H

CAN'T BE MISSED CLINGS

Create dynamic branding at several heavily trafficked locations using 4 X 4 clings that can be placed on walkways and outdoor walls.

CUSTOM PRICING

4' W X 4' H





THANK YOU

CONTACT:

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