



# AUTO SHOW PHILADELPHIA

# LUXURY PACKAGES

2026 PHILADELPHIA AUTO SHOW ■ JANUARY 30 – FEBRUARY 8 ■ PA CONVENTION CENTER

# BACKGROUND: 2025 Philly Auto Show Recap

115,799  
ATTENDEES

VERIFIED BY ALLIANCE FOR AUDITED MEDIA

43%

PLAN TO PURCHASE A VEHICLE  
IN THE NEXT 12 MONTHS

34%

ADDED BRANDS TO THEIR  
PURCHASE CONSIDERATION

75%

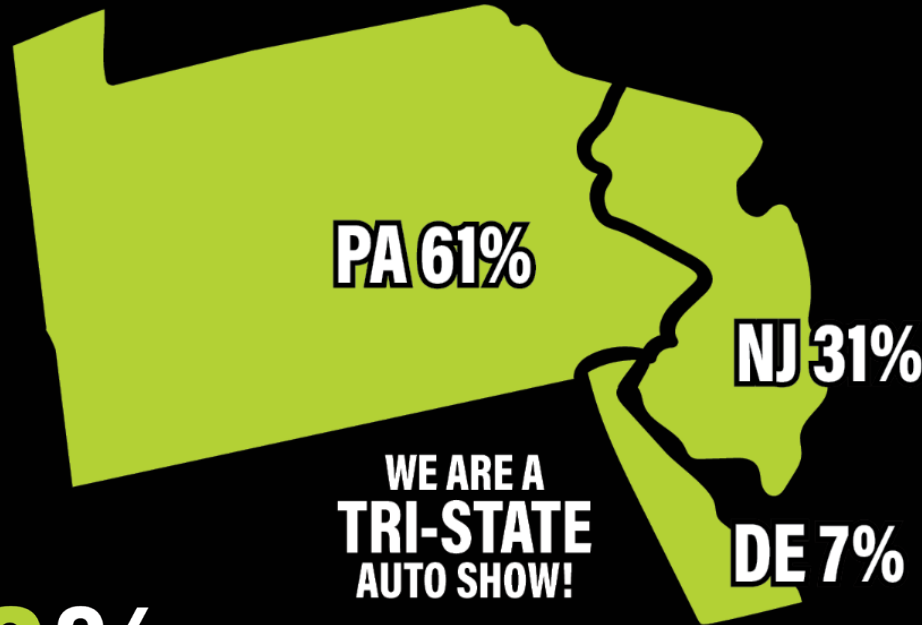
FOUND THE AUTO SHOW HELPFUL  
IN THEIR PURCHASE DECISION

92%

WERE HOPING TO SEE A BRAND  
THAT WAS NOT PRESENT

20%

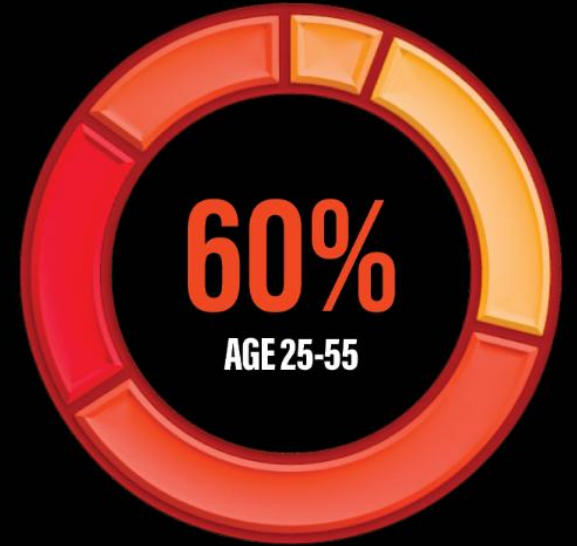
REMOVED MISSING BRANDS  
FROM CONSIDERATION



Your customers  
are **here** – and  
they are looking  
for **YOU!**

## AGE

|       |     |
|-------|-----|
| 18-24 | 6%  |
| 25-39 | 23% |
| 40-55 | 37% |
| 56-65 | 19% |
| 66+   | 15% |



## HOUSEHOLD INCOME

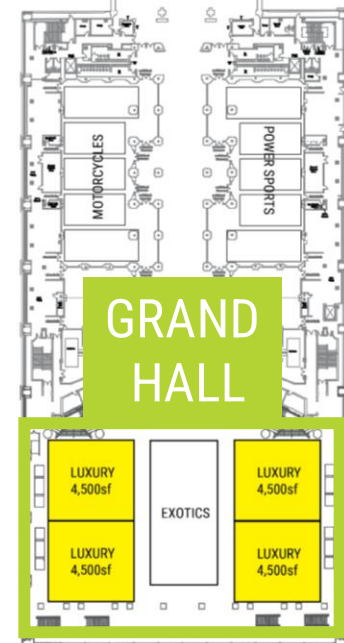
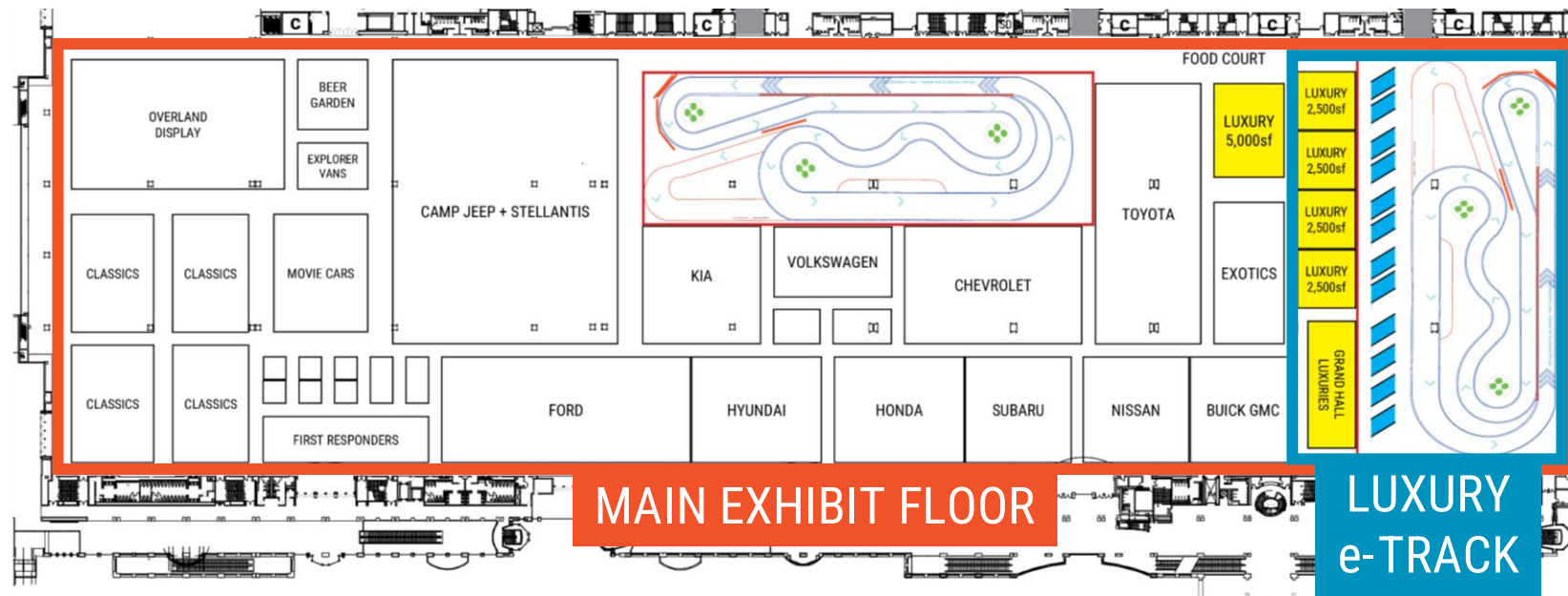
|               |     |
|---------------|-----|
| <60k          | 11% |
| \$60k-\$75k   | 7%  |
| \$75k-100k    | 12% |
| \$100k-\$150k | 21% |
| \$150k-\$200k | 19% |
| >\$200k       | 30% |





# CONTEXT: Potential 2026 Floor Plan

*For illustration only –  
Not for official release*









# OPTION 1: The **All-Inclusive** Package

## \$235,000 INVESTMENT

### Grand Hall Display

- 4,500sf exhibit space in the beautiful Grand Hall
- Drayage, installation and dismantle labor
- Carpet & Visqueen
- Overhead Lighting package
- 20' x 8' custom SEG graphic backwall
- Lighted double-sided SEG graphic ID tower
- Custom info counter with full graphics & electric
- Standard vehicle battery disconnect/reconnect
- Powered battery packs for up to eight (8) vehicles
- Daily vehicle detailing services
- Four (4) Product Specialists & Lead Generation

### e-Track Activation

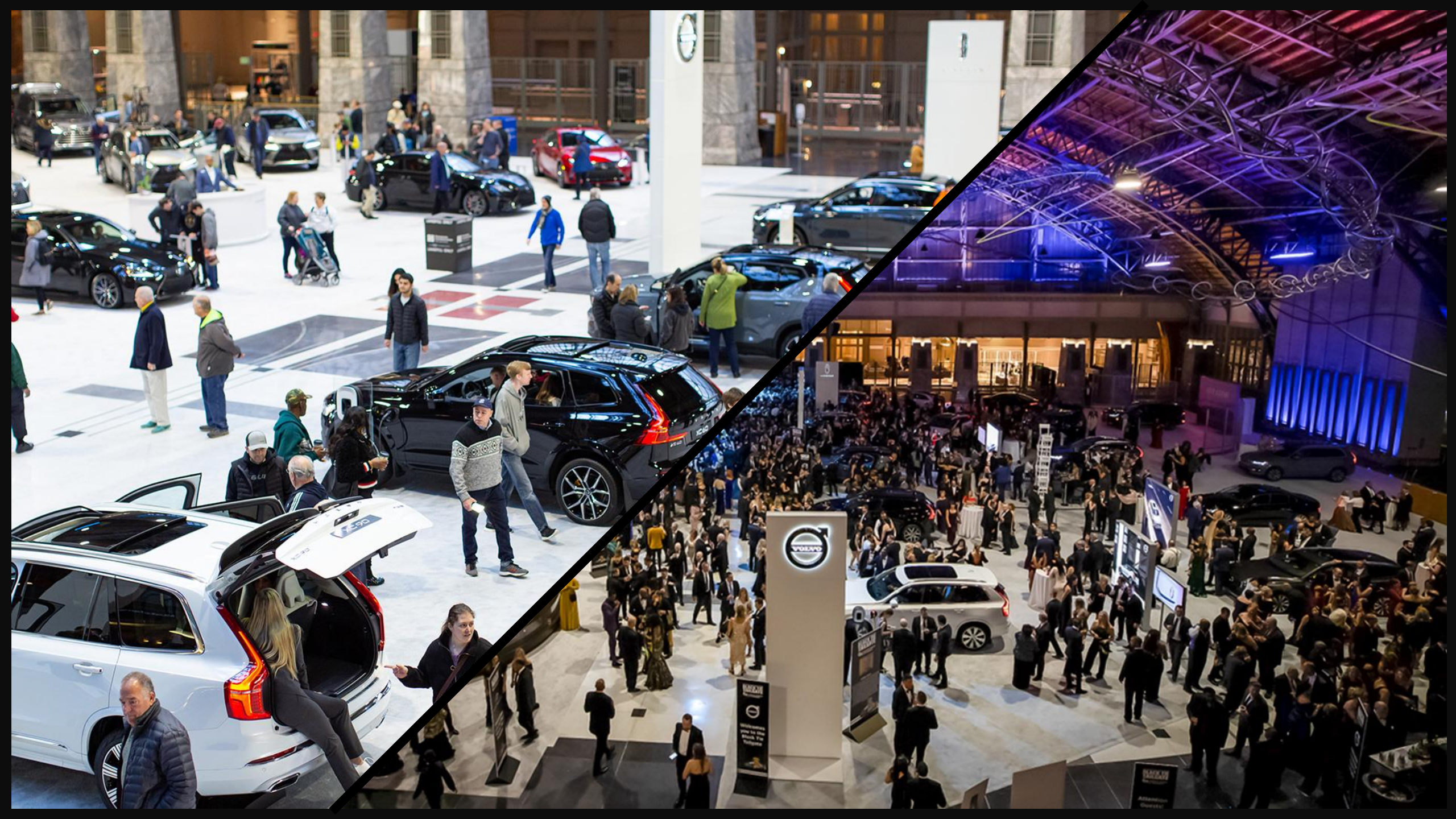
- One (1) EV or PHEV for test rides on main floor luxury e-Track
- Option to have same model on display in staging area
- Branded signage in staging area
- Waiver/survey hardware/software
- Staffing

### Black Tie Tailgate – benefiting CHOP

- Top-tier Grand Sponsor
- Event concludes in Grand Hall space
- Logo on event invitation, website
- Logo on event advertising (TV/radio/transit)
  - \$300K+ value / 30M+ Impressions
- 60 Black Tie Tailgate tickets + 500 Auto Show tickets









# OPTION 2: The **Grand Hall** Package

## \$175,000 INVESTMENT

### Grand Hall Display

- 4,500sf exhibit space in the beautiful Grand Hall
- Drayage, installation and dismantle labor
- Carpet & Visqueen
- Overhead Lighting package
- 20' x 8' custom SEG graphic backwall
- Lighted double-sided SEG graphic ID tower
- Custom info counter with full graphics & electric
- Standard vehicle battery disconnect/reconnect
- Powered battery packs for eight (8) vehicles
- Daily vehicle detailing services
- Four (4) Product Specialists & Lead Generation

### Black Tie Tailgate – benefiting CHOP

- Top-tier Grand Sponsor
- Event concludes in Grand Hall space
- Logo on event invitations, website
- Logo on event advertising (TV/radio/transit)
  - \$300K+ value / 30M+ Impressions
- 60 Black Tie Tailgate tickets + 500 Auto Show tickets







# OPTION 3: The **e-Track** Package

---

## **\$160,000 INVESTMENT**

- 2 EVs/PHEVs on main floor luxury e-Track
- 2,500sf adjacent to track for registration and up to four (4) display vehicles
- Powered battery packs for four (4) vehicles
- Standard carpet & branded lighted ID tower within space
- Two barrier covers with brand logo at loading area
- Track designed and built by Show Management
- Track safety personnel
- Access to powered Level 2 charging station
- Registration hardware/software/staffing
- Professional Drivers









# OPTION 4: The **Display +** Package

## \$150,000 INVESTMENT

### Main Exhibit Floor Display

- 5,000sf exhibit space on the Main Exhibit Floor
- Drayage, installation and dismantle labor
- Carpet & Visqueen
- 20' x 8' customized SEG graphic backwall
- Lighted double-sided SEG graphic ID tower
- Custom info counter with full graphics & electric
- Standard vehicle battery disconnect/reconnect
- Powered battery packs for eight (8) vehicles
- Daily vehicle detailing services
- Four (4) Product Specialists & Lead Generation

### Black Tie Tailgate – benefiting CHOP

- Gold Sponsor - \$15,000
- Food stations, bar and seating in display space during event
- Logo on event invitations, website
- 16 Black Tie Tailgate tickets + 200 Auto Show tickets





# EXAMPLES: Display Elements



Lighted ID Tower



Custom Backwall & Info Counter



e-Track Barrier Cover



# ENHANCEMENTS: Available Add-Ons

---

- Additional Graphic Systems
- Hanging Signs
- Custom Furnishings
- Vehicle Platforms
- LED Video Walls
- Wheel Stands
- Audio/Visual Components
- Upgraded Flooring Options
- Plants/Floral/Greenery
- ...and more!



# EVALUATE:

Which  
package  
is right  
for your  
brand?



|                     | OPTION 1<br>All-Inclusive | OPTION 2<br>Grand Hall | OPTION 3<br>e-Track | OPTION 4<br>Display + |
|---------------------|---------------------------|------------------------|---------------------|-----------------------|
| Grand Hall presence | ✓                         | ✓                      | ✗                   | ✗                     |
| Main floor presence | ✓                         | ✗                      | ✓                   | ✓                     |
| Vehicles on display | up to 9                   | up to 8                | up to 4             | up to 8               |
| e-Track vehicles    | 1                         | ✗                      | 2                   | ✗                     |
| BTTG sponsorship    | ✓                         | ✓                      | ✗                   | ✓                     |
| Carpet              | ✓                         | ✓                      | ✓                   | ✓                     |
| Overhead lighting   | ✓                         | ✓                      | ✗                   | ✗                     |
| Display elements:   |                           |                        |                     |                       |
| Backwall            | ✓                         | ✓                      | ✗                   | ✓                     |
| Info counter        | ✓                         | ✓                      | ✓                   | ✓                     |
| ID Tower            | ✓                         | ✓                      | ✓                   | ✓                     |
| Staffing            | ✓                         | ✓                      | ✓                   | ✓                     |
| Labor               | ✓                         | ✓                      | ✓                   | ✓                     |
| INVESTMENT          | \$235,000                 | \$175,000              | \$160,000           | \$150,000             |



# THANK YOU

**Mike Gempp**

Executive Director

[mike@adagp.com](mailto:mike@adagp.com)

610-733-2800

**Kelsey Baker**

Auto Show Director

[kelsey@adagp.com](mailto:kelsey@adagp.com)

267-815-1898

**Jenn Jackson**

Director of Auto Show Relations

[jenn@adagp.com](mailto:jenn@adagp.com)

704-907-9288

We work for YOU!

The Philadelphia Auto Show is proudly produced by

  
**AUTO DEALERS ASSOCIATION**  
of Greater Philadelphia

---

3311 Swede Road ■ East Norriton, PA 19401 ■ [adagp.com](http://adagp.com)