

SAMPLE DISPLAY PROPOSAL

2026 PHILADELPHIA AUTO SHOW

4,000 SQ.FT. DISPLAY PACKAGE

SPACE, DISPLAY & SETUP

- 4,000 sq.ft. standard carpet
- 20' x 8' backwall with custom SEG graphics
- 3' x 10' ID tower with custom SEG graphics
- 6' info desk with custom graphics & electric drop
- Drayage, installation & dismantle labor
- Seven (7) battery converters with electric drops
- Electrician labor for battery and battery converter connections
- Initial and daily vehicle detailing services for 7 vehicles

Space, Display & Setup Total: \$59,000

STAFFING

- 4 Product Specialists
- Lead Management hardware/software

Staffing Estimate: \$40,000

TOTAL INVESTMENT: \$99,000

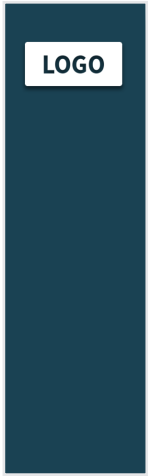
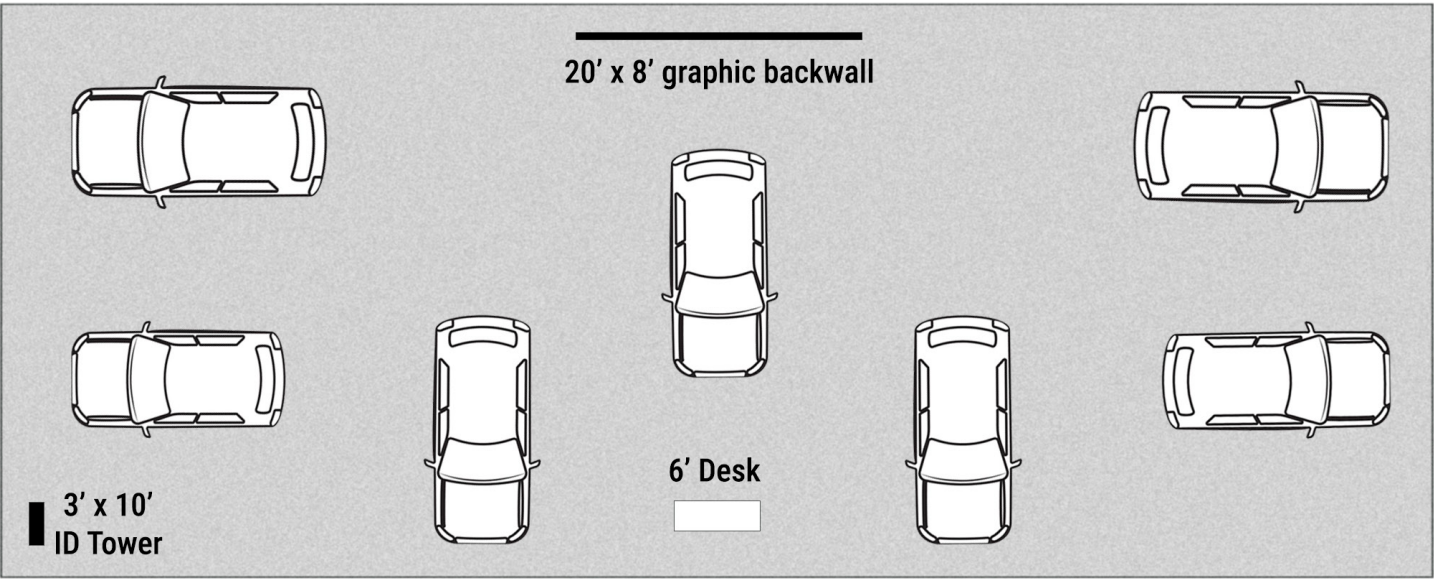
AVAILABLE ENHANCEMENTS

- Luxury e-Track activation - \$40,000
- Black Tie Tailgate Sponsorship - \$7,500 - \$20,000
- 10'x8' LED Video Wall - \$10,500
- LED Interactive Kiosk Table - \$2,000
- Vehicle Wheelstands - \$2,500 - \$5,000
- Furniture & Greenery... and more!



JANUARY 30 — FEBRUARY 8
PENNSYLVANIA CONVENTION CENTER

SAMPLE LAYOUT & GRAPHICS

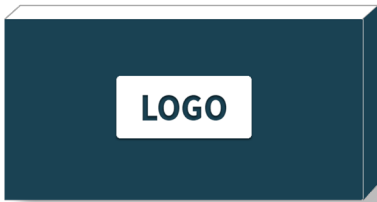


ID Tower



Backwall

All graphics are completely customizable to your brand!



Desk

INTERESTED?

Contact Kelsey Baker | Auto Show Director | kelsey@adagp.com | C: 267-815-1898