WHAT IF YOU COULD CONNECT WITH MORE PEOPLE THAN A SOLD-OUT EAGLES GAME?

Not through a screen. Not through an ad.
Interacting with your vehicles.

With proven sales ROI.

YOUR BRAND. YOUR MARKET. YOUR AUTO SHOW.



NEW FOR 2027

Moving from survey insights to proven sales

The new Sales Match Program will provide participating brands with complimentary post-show reporting.

1

DATA COLLECTION

Auto Show maximizes attendee data collection through digital ticketing

2

THIRD-PARTY VERIFICATION

Urban Science matches attendee data to new vehicle sales

3

BRAND RESULTS

Participating brands receive sales numbers and market-share reports

Planned reporting intervals: 30 / 60 / 90 / 180 / 270 days after the show.

URBAN SCIENCE®

Program details and reporting intervals are tentative. Sales matching measures subsequent purchasing patterns, not causation.

(RE)INTRODUCING: THE PHILADELPHIA AUTO SHOW

A regional audience. A shared opportunity.



More than 100,000 consumers attend the Auto Show

A qualified audience of people exploring vehicles, brands and their next purchase.

100,000+

Auto Show visitors

44%

Report purchasing a new vehicle in the following year

69%

Household income above $100,000

Source: 2026 Attendee Insights Report. Survey findings are not attributed vehicle sales.

The Auto Show shapes brand consideration

Your vehicles deserve to be part of the comparison.

87%

Say the show influences which vehicle they buy

34%

Add brands because of their show experience

13%

Remove brands that are not at the show

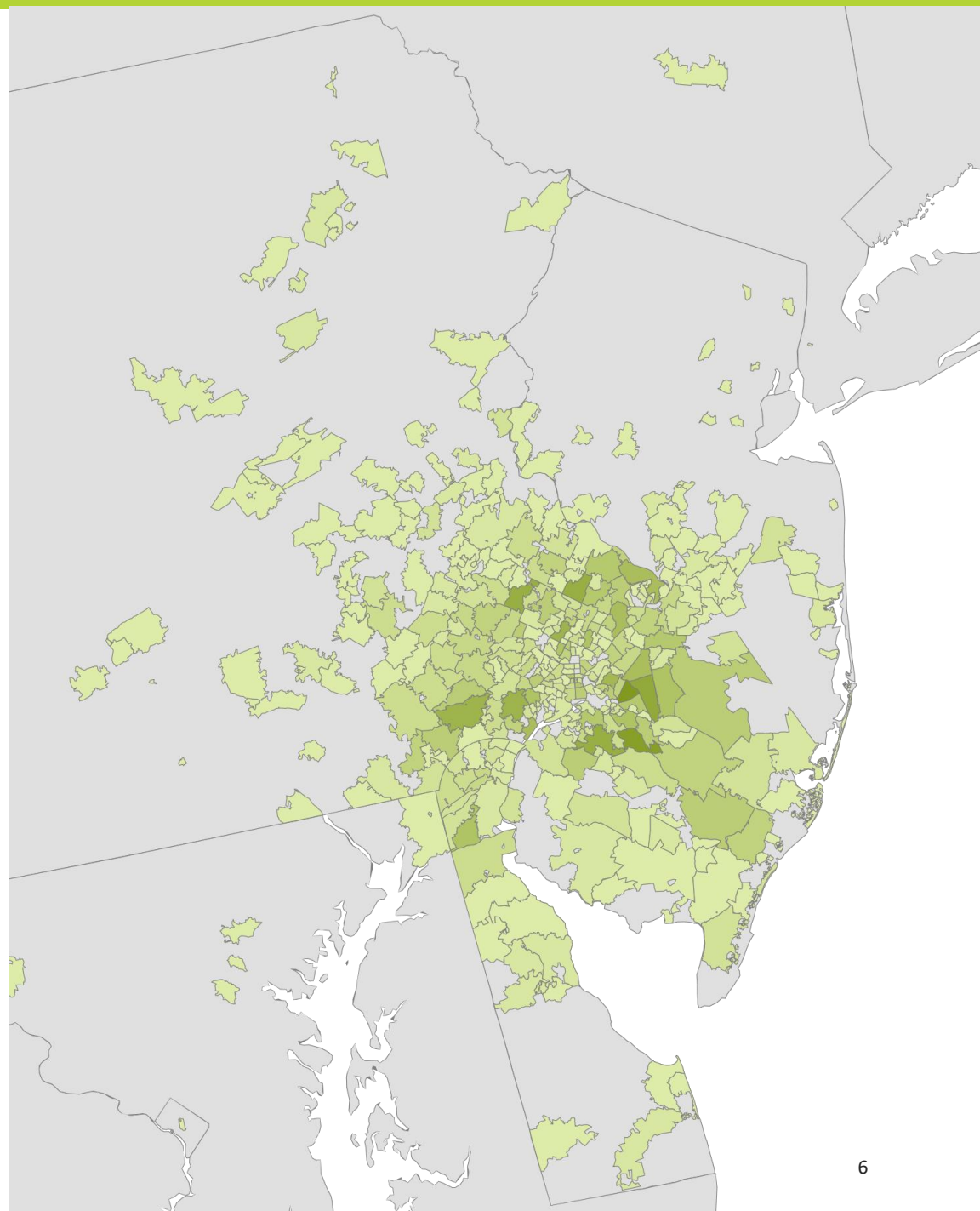
A coordinated display helps keep your brand in the consideration set.

REGIONAL REACH

Your buyers are here

The Auto Show draws consumers from across the tri-state market.

PA	59%
NJ	34%
DE	6%



Percentages are rounded; attendee heatmap and geographic mix from 2026 attendee insights.

One brand. One display. A shared investment.

Designed for established dealer advertising groups and independently organized dealers.

SHARE THE INVESTMENT	Participating dealerships can divide the package cost.
STRENGTHEN THE BRAND	Create a coordinated presence for the regional dealer network.
SIMPLIFY EXECUTION	The Auto Show manages all included display production and services.

YOU BRING THE CARS.

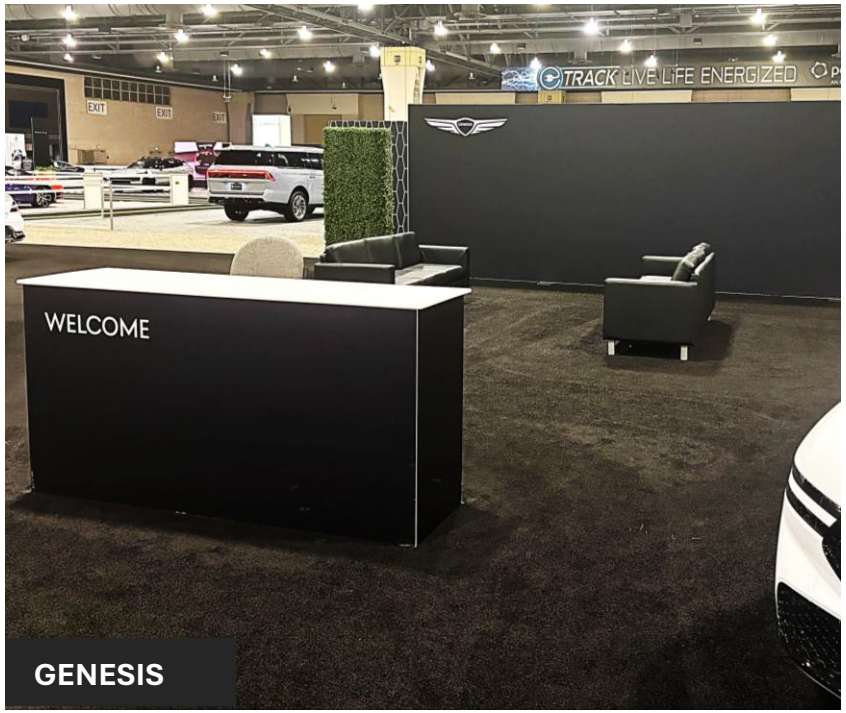
WE'LL HANDLE THE REST.

Turnkey display packages include branded structures, vehicle support, detailing, setup and trained product specialists.



Professional brand experiences, made easier

The Auto Show has produced dealer displays since 2024. Nearly a dozen brands have utilized our services.



GENESIS



CADILLAC



HONDA

Sample of Auto Show produced displays

SAMPLE PACKAGES

Choose the footprint that fits your brand

All options include turnkey exhibit services and staffing; dealers supply vehicles and transportation.

4–6 VEHICLE DISPLAY

$85,000

4,000 sq. ft.

Carpet • Custom backwall • ID tower • branded counter • detailing • I&D labor • electrical service • 3 product specialists

8-10 VEHICLE DISPLAY

$155,000

8,000 sq. ft.

Carpet • Custom backwall/ storage room • ID tower • branded counter • detailing • I&D labor • electrical service • 4 product specialists

2-3 VEHICLE DISPLAY + 2 VEHICLE INDOOR TRACK ACTIVATION

$132,000

2,500 sq. ft. adjacent to track

Carpet • ID tower • branded counter • detailing • I&D labor • electrical service • professional drivers • registration hardware, software, staffing • 2 product specialists

Sample packages; final scope and terms to be confirmed.

SIMPLE PATH TO PARTICIPATION

From group agreement to show-floor presence

One shared decision. One coordinated brand experience.

01

ALIGN

Identify participating dealerships and agree on how to fund the display.

02

SELECT

Choose the appropriate package, vehicles and group point of contact.

03

EXECUTE

Coordinate vehicle delivery while the Auto Show handles included exhibit services.

Participation arrangements, responsibilities and deadlines will be confirmed with each group.

YOUR BRAND. YOUR MARKET. YOUR AUTO SHOW.

LET'S PUT YOUR BRAND IN FRONT OF YOUR NEXT CUSTOMERS.

To discuss a shared dealer-group display or request a customized participation proposal, contact:

AUTO SHOW DIRECTOR

Kelsey Baker | kelsey@adagp.com | 267-815-1898

AUTO SHOW PHILADELPHIA

Produced by the Auto Dealers Association of Greater Philadelphia