CONTENTS

AUTOMOBILITY LA (formerly known as Los Angeles Auto Show’s Press & Trade Days and Connected Car Expo)

I. About AutoMobility LA  
II. Overview  
III. Schedule  
IV. Attendance  
V. Opportunities to Connect

LOS ANGELES AUTO SHOW

I. About the Los Angeles Auto Show  
II. Demographics & Consumer Stats  
III. Visitor Insights  
IV. Schedule  
V. Opportunities to Connect

ADVERTISING OPPORTUNITIES

I. Onsite  
II. Digital

CONTACT
“Los Angeles is America's unofficial car capital, and the LA Auto Show (rechristened AutoMobility LA...for the media preview portion) always brings out impressive debuts.”
AutoMobility LA brings together the entire new mobility ecosystem. The four-day press and trade event brings automakers, tech companies, designers, developers, startups, investors, dealers, government officials and analysts together in Los Angeles each year to unveil the future of transportation before media from around the world.
SUNDAY, NOV. 25 — TUESDAY, NOV. 27

Hackathon in the Los Angeles Convention Center

MONDAY, NOV. 26

Networking Reception (hosted in the exhibit area)

TUESDAY, NOV. 27 — THURSDAY, NOV. 29

AutoMobility LA Tours presented by SBD

TUESDAY, NOV. 27

Conference (featuring solo talks and breakout sessions)
Auto-Tech Exhibits open
Auto-Tech Press Conferences (4-6)
Top Ten Automotive Startups Winner Announcements
Hackathon Winner Announcement

THURSDAY, NOV. 29

Green Breakfast
Green Car of the Year Announcement
Green Truck, SUV, Luxury Finalists Announcement by Washington Auto Show
Vehicle Debuts
Automaker Exhibits Open

*Subject to change
OVERVIEW OF AUTOMOBILITY LA

AUTOMOBILITY LA

Los Angeles Convention Center (LACC)
November 26-29, 2018
automobilityla.com
OVERVIEW BY LOCATION

Technology Pavilion
Located in Gilbert Lindsay Plaza in front of the Los Angeles Convention Center

Auto-Tech Exhibits & Press Conferences
In addition to the exhibits in the convention center, the Technology Pavilion holds 60 auto and tech exhibits featuring the latest products and services in mobility (exhibits open Monday evening and all day Tuesday).

AutoMobility LA Conference
The award-winning conference features more than 40 thought leaders across several panels, discussions, etc. Taking place within the Technology Pavilion, the AutoMobility LA Conference is where CEOs deliver their keynotes each year.

Green Awards
In addition to Green Car of the Year Awards, this year’s Green Truck, SUV and Luxury Vehicle finalists will be announced during Thursday’s Green Breakfast.

Networking Events
Including the annual Kickoff Party, breakfast and other industry socials.

Top Ten Automotive Startups
Signature honor program for newcomers to the industry; receive recognition, coaching and exhibit space in the Technology Pavilion.
OVERVIEW BY LOCATION

Main Halls & Atriums
Located inside the Los Angeles Convention Center

The Garage
Featuring the coolest customizers, tuners and aftermarket parts & accessories from Southern California and beyond.

Hackathon
An AutoMobility LA signature event focused on smart mobility and cities; while the Hackathon begins prior to November 26, the winner will be announced on Tuesday during the AutoMobility LA Conference.

Tours
From Tuesday to Thursday, attendees with a Conference & Vehicle Debuts Pass will have access to expert guided tours of the AutoMobility LA show floor.

Vehicle Exhibits & Press Conferences
Leading automakers featuring 1,000 new vehicles and unveiling the latest production cars & concepts in front of media from around the world.
AUTOMOBILITY LA ATTENDANCE

- Manufacturer (Auto): 48%
- Media: 15%
- PR/Advertising: 6%
- Analyst: 2%
- Tech/Startup/Investor: 4%
- Academia: 1%
- Dealer: 2%
- Government: 1%
- Designer/Developer: 5%
- Auto Industry: 16%

24,528

Industry and media professionals
Journalists from 45 countries attended AutoMobility LA

173*
BILLION IMPRESSIONS
*as of 12.15.17

36,600*
NEWS STORIES
*as of 12.15.17

AUTOMOTIVE-FOCUS
Automobile Magazine
Automotive News
Car and Driver
Cars.com
Edmunds
Jalopnik
Motor Trend
Road & Track
The Drive

TECH-FOCUS
CNET
Digital Trends
Engadget
PCMag
Recode
SlashGear
TechCrunch
The Verge
WIRED

TOP PRINT & ONLINE
Associated Press
Buzzfeed
Consumer Reports
Los Angeles Times
New York Times
Time, Inc.
U.S. News & World Report
USA Today
Wall Street Journal
Partner with AutoMobility LA to launch a podcast focused on the intersection of the automotive and tech sectors as well as the ever-changing landscape of transportation and broader mobility. Sponsor will have the exclusive rights to rebroadcast thought leadership content from the AutoMobility LA stage each year and to create-&-produce original content throughout the show. Benefits of becoming a sponsor include: brand mention in all invitations sent to “thought leaders,” exposure amongst 25,000 industry professionals and hundreds of thousands of consumers, full-page ads within Automotive News, inclusion in all marketing and PR elements related to the podcast and more!
Due to the industry’s growing demand for auto-tech content, show organizers have created the Technology Pavilion, a 50,000-square foot temporary structure located in Gilbert Lindsay Plaza (just outside the Los Angeles Convention Center). During AutoMobility LA, the Technology Pavilion is home to auto-tech exhibits, networking events, as well as keynotes, panels and presentations by the world’s most innovative thought leaders. During the Los Angeles Auto Show, the Technology Pavilion is converted into a consumer-facing showcase/activation; several billboards on the structure provide the opportunity for brands to generate millions of impressions among attendees and commuters. The Technology Pavilion offers a mix of advertising opportunities ranging from prominent billboards to colorful floor decals to creative tree wraps.
Establish yourself or reinforce your position within the ever-changing automotive/transportation space. Showcase your innovative products/services inside the Technology Pavilion. Ideal for startups, tech companies, automakers and tier 1+2 tech suppliers.

(rates to increase after September 1)

Put your brand in front of thousands of competing startups and enjoy the tremendous amounts of media coverage. Sponsorship opportunities include: Presenting Sponsor, Premium Sponsor, Mentorship Sponsor and Prize Sponsor.
**HOTEL KEYS**

Brand key cards for 6,000 rooms in the AutoMobility LA/LA Auto Show’s room block. Media and industry professionals from more than 45 countries will see your brand each Press & Trade Day. Sponsorship includes all coordination and costs associated with printing, production and distribution of hotel keys to the appropriate contacts.

---

**LANYARDS**

Prominently display your brand to over 25,000 industry and media professionals by sponsoring the lanyards of AutoMobility LA. Lanyards to be co-branded with your brand & AutoMobility LA’s logos and will be handed out to all attendees as they pick up their credentials.

---

**SHOW GUIDE**

The Show Guide is a full-color printed booklet produced each year. Cover, spread, full-page, and half-page ads available; space is limited.
Brand executive to write and/or provide content on the AutoMobility LA website about what is happening in the auto-tech industry. Blog entry can include text, infographics, white paper and/or video. Each bio post to receive attention from approximately 500-700 unique industry leaders.

Secure national and onsite exposure via Automotive News’ AutoMobility LA-edition slated for distribution in November 2018. Your brand will be able to influence a highly-targeted audience of 66,000 automotive industry subscribers: 11,000 of which are Director-level or higher. Your executive will have also the opportunity to be interviewed and quoted in Automotive News about the future of mobility, what it will be doing at AutoMobility LA and how your brand is important in the ecosystem. In addition, you will receive a full-page ad inside the publication.
DAILY TIP SHEET

Feature your company and/or message to AutoMobility LA attendees during show hours before they arrive. These extremely valuable e-blasts go out the evening before each day of the show with the schedule of press conferences, keynotes, speaker lineups, networking events and other important show info. Your brand will have the opportunity to reach 25,000 registered attendees, every day, to promote your booth and/or participation of AutoMobility LA.

GO GREEN

Align your brand with green-focused content featured on Thursday, November 29. Sponsorship includes naming rights, an exhibit adjacent to the green events, logo placement on print, digital and onsite materials and more.

INDUSTRY E-BLAST

Feature your company and/or message to AutoMobility LA’s database of more than 50,000 industry & media professionals with a dedicated e-blast; set to be delivered between November 25 - December 9, 2018 (date of your choice).

WI-FI

Become the exclusive sponsor of the show’s wi-fi network at the Los Angeles Convention Center from November 20 through December 9. This exclusive sponsorship will receive a 20’ x 20’ exhibit, branded log-in splash page, logo on promotional emails to all attendees, onsite signage and more.
Generate awareness for your brand via logo placement throughout the Los Angeles Convention Center by becoming a general sponsor of AutoMobility LA and/or the Los Angeles Auto Show. Simply identify the audience(s) you are looking to reach — press, trade, and/or consumer.
COFFEE BREAK SPONSORSHIP

Place your logo directly into the hands of industry and media professionals networking around the hospitality stations during the conference breaks by sponsoring “Coffee Breaks.” Options may include your messaging on custom coffee mugs and complimentary refreshments. We will work with you to design and place branded mugs on the hospitality table stationed inside the exhibit hall where breaks will take place and mugs will be available for attendees to keep as a souvenir. Additionally, your messaging/logo will appear in the conference rooms during coffee breaks.
ADVERTISING ON AUTOMOBILITYLA.COM

Feature your brand and/or message throughout AutoMobility LA’s website (automobilityla.com) by securing your digital billboard space. Determine your target audience (press and trade, public or both) and utilize the following: Homepage Slider, Banner Ad, Blog Post, Web Page Sponsor, Daily Tip Sheet and/or E-Blast.

**HOMEPAGE SLIDER**
Receive maximum exposure among media & trade with a slider along the top of the homepage (content subject to approval). Your brand/message will be featured as the second slider in the rotation.

**WEB PAGE SPONSOR**
Become the title sponsor of one of the most visited pages on the AutoMobility LA website. Sponsorship includes company name/logo/message on any of the following pages: Schedule, Vehicles Debuts, Speakers, Getting Here & Hotels and/or Housing Landing Page.

**BLOG POST**
Content must be supplied to show management team; content must be relevant to realm of automobility (subject to review). Blog entry can include text, infographics, white paper and/or video.
“The century-old L.A. Auto Show...is one of the largest, longest-running and most popular car exhibitions in the world. The 110th edition of show...draws not only thousands of car fans but also a huge contingent of industry workers and automotive and technology journalists who want a close-up look at the newest things on wheels.”

LOS ANGELES TIMES
(NOV. 2017)

PHOTO: Honda activation during the L.A. Auto Show
Following AutoMobility LA, the Los Angeles Auto Show (LA Auto Show) welcomes Southern Californians to the city’s biggest annual gathering. Over the course of ten jam-packed days, visitors come together to celebrate car culture, connect with their favorite automotive brands, test drive the latest vehicles, explore the nation’s largest public aftermarket showcase and even discover rideables and transportation services that are changing the way we get from point A to B.
FRIDAY, NOV. 30 — SUNDAY, DEC. 9

Los Angeles Auto Show (open to the public) throughout the L.A. Convention Center Campus
Automaker Exhibits Open in the L.A. Convention Center

FRIDAY, NOV. 30 — SUNDAY, DEC. 2

Early Entry to LA Auto Show (premium ticket grants 7:00am access to show; includes coffee)

FRIDAY, DEC. 7 — SUNDAY, DEC. 9

Early Entry to LA Auto Show (premium ticket grants 7:00am access to show; includes coffee)

SATURDAY, DEC. 1 — SUNDAY, DEC. 2

Expert-Guided Group Tours of LA Auto Show (premium ticket includes expert, headset, continental breakfast)

SATURDAY, DEC. 8 — SUNDAY, DEC. 9

Expert-Guided Group Tours of LA Auto Show (premium ticket includes expert, headset, continental breakfast)

*All event & exhibition dates tentative*
ATTENDEE DATA

77% attend because the show is fun & entertaining*

73% attend to see one or more newly-launched vehicles*

63% attend to see concept cars on display*

55% attend to see exotic or classic car displays*

90% attend with friends, children and/or spouse*

37% YOY growth of online ticket sales**

5 hours average time spent at the show (compared to 3.5-hour auto show average)*

SHOPPING STATS

63% attendees intending to purchase a new vehicle within the next 12-months*

38% intenders adding brands to their consideration list based on their experience*

33% attendees generating significant downstream impact on other buyers’ purchase & lease decisions*

DIVERSITY

Diverse array of brands topped consideration list additions.*

LUXURY

Compared to the local market, show visitors in the market for a new vehicle skew toward certain luxury brands.*

*Foresight Research 2017 Report  **Eventbrite 2017
VISITOR INSIGHTS

Top Events Attendees Visit**

- 35% Dodger Games
- 29% LA County Fair
- 26% Clippers/Lakers/Kings Games
- 12% Long Beach Grand Prix
- 7% Coachella

Most Important Display Elements*

- 79% Ability to access/sit in the vehicles
- 70% Having a full selection of vehicles to choose from
- 70% Having the vehicle I’m interested in
- 67% Concept cars on display
- 59% Well-informed product specialists

*Foresight Research 2017  **Eventbrite 2017
SOCIAL STATS

15,000,000* Views on Facebook — 76% growth
2,650,000* Views on Instagram — 141% growth
1,030,000* Views on Twitter — 147% growth
86,000** Followers on Facebook — 14% growth
61,000** Followers on Twitter — 6% growth
41,000** Followers on Instagram — 39% growth

*November 27-December 10  **January 1-December 31
TICKETING

Place your logo and message into the hands of every attendee at this year’s show. Whether you are looking to promote your brand several times before the event or want to direct visitors to your activation, this opportunity offers several ways to connect. Sponsorship includes logo placement on all ticket stock as well as website and more.

CHARGING STATIONS

Promote your brand at the Los Angeles Auto Show by sponsoring the interactive charging stations. Be seen by hundreds of thousands of visitors from November 26 - December 9. Each station has the capability of looping your brand’s video content (ten charging stations total).
GENERAL SPONSOR

Generate awareness for your brand via logo placement throughout the LA Convention Center by becoming a general sponsor of the Los Angeles Auto Show — a straightforward way to reach the public consumer audience.

CAFÉ SPONSOR

Transform South Hall Atrium’s café into your company’s very own branded restaurant from Nov. 25-Dec. 9. Place your brand in front of hundreds of thousands of visitors by creatively integrating your logo and messaging throughout the high-traffic destination.

WI-FI

Become the exclusive sponsor of the show’s wi-fi at the convention center from Nov. 19-Dec. 9. This exclusive sponsorship will receive a 20’ x 20’ exhibit, branded log-in splash page, logo on promotional emails to all attendees, onsite signage and more.
Enjoy a highly scalable and customizable sponsorship opportunity for automotive brands: Brand Days/Nights at the Los Angeles Auto Show. The idea is simple: invite all drivers of your make and/or a particular model to attend this year’s show, where they can engage with your brand, see the newest version of their vehicle and connect with fellow enthusiasts. A great way to show your appreciation for local vehicle owners and clubs with special ticket offers, Brand Days/Nights provide an ideal environment for soft-selling prospective buyers in a social environment. Brand Day/Night slots are limited; sponsorships sold to automotive brands on a first-come, first-serve basis. Past sponsors include Nissan and Toyota.

Basic sponsorship includes show promotion onsite & online, signage, database marketing, social media engagement, brand name featured on printed & digital tickets and much more. Enhancements, including a “cars & coffee”-style tailgate, photo ops and food & beverage options, are also available for an additional fee.
AutoMobility LA and the Los Angeles Auto Show serve as a dual-purpose stage for brands to stand-out, engage and communicate with a highly-targeted trade and consumer audience, respectively. Catering to the nation’s largest luxury, performance, technology and green markets, the shows are among the world’s most influential automotive events. Maximize your company’s exposure by selecting a mix of opportunities throughout the venue — as well as digitally.

**Key product and service categories include:**

- Manufacturers & Suppliers
- Energy Companies
- Gaming/Entertainment
- Insurance Companies
- Lifestyle Brands
- Media Brands
- Tech Companies
- Transportation Service/Solution
AutoMobility LA and the Los Angeles Auto Show are ideal platforms for brands that are looking to introduce new products/services, seeking to reach leading automotive manufacturers and technology companies and/or aiming to broaden awareness among brand influencers and purchasers of mobility products and services.

**Opportunities for onsite advertising, include:**

- Banners (Exterior)
- Banners (Indoor)
- Banners (Online)
- Column Wraps
- Custom Options
- Escalator Graphics
- Floor Decals
- Light Pole Banners
- Stair Graphics
- Wall Graphics
- Window Clings
Utilize the online audience of the *Los Angeles Auto Show* (website and database) to expand your visibility and reach, with [laautoshow.com](http://laautoshow.com) experiencing over 2 million page views in the month of November.

**E-BLAST EMAIL**
Feature your company and/or message to *Los Angeles Auto Show*’s consumer database with a reach of more than 140,000.

**BANNER AD**
Feature your brand and/or message throughout the *Los Angeles Auto Show*’s website ([laautoshow.com](http://laautoshow.com)) by securing your digital billboard space.