BE SEEN
2020 ADVERTISING OPPORTUNITIES

AUTOMOBILITY LA (B2B)
November 17-19, 2020

LOS ANGELES AUTO SHOW (B2C)
November 20-29, 2020

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Please note that all page numbers are for print. For digital viewing, please add “3” to each page number.
Be seen in the nation’s largest car-buying market*
“The LA Auto Show has become the premier event to unveil new models for the United States market, usurping even the Detroit Auto Show, despite the former’s vicinity to the U.S.’ Big Three automakers... LA is the biggest car sales city, in the biggest car sales state, in the second largest car sales country. And Los Angeles has particular tastes as to what it wants from a new car.”

— DIGITAL TRENDS
Nov. 22, 2019
Gathering the Mobility Industry

AutoMobility LA (B2B) unites the entire automotive ecosystem for four spectacular days each year. Bringing together decision makers and influencers from around the world, the press and trade event sets an internationally-recognized stage for companies to break news and feature innovations alongside a signature conference highlighted by keynotes and panel discussions. With more than 42,000 news stories, both AutoMobility LA and the Los Angeles Auto Show generated more than 108 billion impressions, receiving coverage across a diverse mix of outlets that include:

- Top broadcast networks from ABC to NBC
- Top print dailies from the Los Angeles Times to The Wall Street Journal
- Business niche titles from Bloomberg to NPR
- Auto mastheads from Automobile Magazine to The Drive
- Tech pubs from CNET to TechCrunch
- Lifestyle media from Architectural Digest to The Hollywood Reporter

Attendee Snapshot

ABOUT AUTOMOBILITY LA

Acura
AEye
Amazon Web Services
ArtCenter College of Design
Axis
BMW
Brembo
Canoo
City of Los Angeles
Disney Pixar
Electrify America
Elektrobit
EVgo
Fontinalis Partners
Forbes
Ford
Garmin Automotive OEM
gita
HARMAN International
HERE Technologies
Honda
Intertrust
Karma Automotive
Kia
LEGO
Lincoln
Mashable
Mercedes-Benz
Mojo
NIO
Plug and Play Tech Center
Porsche
SiriusXM Connected Vehicles
Spin
Subaru
Tesla
The Kroger Co.
Tortoise
TuSimple
UCLA Health
Visa
Volkswagen
Xos Trucks
Zoox

Investor, Startup, and/or Tech 3%
PR and/or Advertising 5%
Media 15%
Analyst 1%
Academia 4%
Developer, Designer, and/or Hacker 7%
Government 1%
Manufacturer (Auto) 40%
Dealer 3%

Breakdown

Auto Industry (Non-Manufacturer) 20%

About Automobility LA
For over 112 years, Southern Californians have flocked to the Los Angeles Auto Show to discover the latest debuts by the world’s leading mobility brands and experience all their favorite makes and models, up-close and personal. For ten days, our experiential marketplace attracts decision influencers, near-term shoppers, and brand enthusiasts — offering clients the unique opportunity to target a highly-valuable and engaged consumer audience.

Data Source: Market Test n=200
*Foresight Research 2019 Report

Los Angeles

**Attendance by Los Angeles County residents increased 9% YOY.*

**69% of show attendees have a university degree, more than twice the local population**

- Out of Area
- Los Angeles County
- Orange County
- Riverside County
- San Bernardino County
- Ventura County

- High School or Less
- Some College (No Degree)
- Bachelor or Associate Degree
- Graduate or Professional Degree
92% of attendees are under the age of 55; a 33% increase from 2018.*

On average, attendees are more affluent than the local market.*

INCOME

AGE

Data Source: Market Test n=200
*Foresight Research 2019 Report
**Shopping Trends**

- Attendees spent, on average, over 5 hours at the show (4.25-hour season average)*
- 48% of intenders added brands to their consideration list while 22% subtracted brands from their list based on their experience*
- 81% of attendees intend to purchase a vehicle within the next 12 months (a 9% increase YOY)*
- 53% of attendees generate significant downstream impact on other buyers’ purchase and lease decisions*
- Crossovers, SUVs, and trucks in all size segments as well as midsize cars are directionally more likely to be on attendee consideration lists among 12-month intenders at the show.*

**B2C Attendee Data**

- 95% of attendees would recommend the show**
- 91% attended in a party of two or more*
- 81% attended because the show is fun and entertaining*
- 70% attended to see one or more newly-launched vehicles*
- 70% attended to see concept cars on display*
- 65% attended to learn about new electronic features*
- 63% attended to see exotics and/or classic cars*
- 61% attended to learn about vehicle accessories*

*Foresight Research 2019 **Freeman 2019
Activate. Advertise.

Organizations — from startup to established — choose AutoMobility LA and the Los Angeles Auto Show to introduce and promote products/services, reach leading automotive manufacturers and technology brands, and broaden awareness among brand influencers and purchasers. Additionally, these companies also aim to influence decision makers within one or more of the available audiences (i.e., press, trade, and consumers).

Brands and organizations can participate in one or more of the following ways:

- **Space** including (but not limited to) exhibits and/or booths with brand activations, hospitality suites, meeting rooms, and test drives
- **Events** including (but not limited to) press announcements, competitions (e.g., Design & Developer Challenge, Hackathon, Top Ten Automotive Startups), giveaways, networking functions, show tours, and VIP receptions

**Key product and service categories include:**

- Aftermarket Brands
- Energy Companies
- Gaming & Entertainment
- Insurance Companies
- Lifestyle Brands
- Manufacturers & Suppliers
- Media Brands
- Technology Companies
- Transportation Service/Solution

**Find Your Voice**

Select the methods to highlight your brand and amplify your message.

- Banners (Exterior)
- Banners (Indoor)
- Banners (Online)
- Column Wraps
- Digital
- Escalator Graphics
- Floor Decals
- Light Pole Banners
- Stair Graphics
- Wall Graphics
- Window Clings

**Advertising Alumni**

Past clients include, but are not limited to:

- Airstream
- Al & Ed’s Autosound
- Alfa Romeo
- Amazon Game Studios
- Auto Alliance
- Buick
- BYTON
- Cadillac
- Chevrolet
- DUB Magazine
- EVgo
- Ford
- General Motors
- Genesis
- Honda
- Hyundai
- Jaguar Land Rover
- Kia
- L.A. Live
- LADWP
- Lincoln
- Mazda
- Mercedes-Benz
- Nissan
- Porsche
- Rivian
- State Farm® Insurance
- Subaru
- U.S. Army
- Volkswagen
Capturing the eyes of Southern Californian commuters on the Santa Monica and Pasadena Freeways (one of the busiest intersections in the country), the Los Angeles Convention Center is situated at the city’s epicenter; its proximity to L.A. Live and the Staples Center affords brands an added-value opportunity to make hundreds of millions of additional impressions on a diverse mix of patrons and aficionados attending awards shows, concerts, and a full lineup of Lakers, Clippers, and Kings games. Additionally, the Figueroa Corridor — which runs parallel to the convention center — features the state-of-the-art Los Angeles Football Club stadium alongside the historic Coliseum, current home to the Los Angeles Rams.
“While auto shows fall out of favor for major vehicle reveals and flashy displays, Los Angeles has held on remarkably well, continuing to attract Asian, American and European brands that can’t resist its huge media market and thriving, multifaceted car culture.”

— AUTOMOTIVE NEWS
November 21, 2019
Advertisement (shown in magenta) faces west towards one of the country’s busiest freeway interchanges — the Santa Monica (I-10) and Pasadena Freeways (I-110).

Santa Monica Freeway (I-10)
- 328,000 Westbound vehicles/day
- 236,000 Eastbound vehicles/day

Pasadena Freeway (I-110)
- 288,000 Southbound vehicles/day
- 299,000 Northbound vehicles/day

Dimensions
- 200’ W x 20’ H
Similar to B27AB, this large advertisement faces southwest towards one of the country’s busiest intersections — the Santa Monica (I-10) and Pasadena Freeways (I-110).

**Santa Monica Freeway (I-10)**
- 328,000 Westbound vehicles/day
- 236,000 Eastbound vehicles/day

**Pasadena Freeway (I-110)**
- 288,000 Southbound vehicles/day
- 299,000 Northbound vehicles/day

**Dimensions**
- 200’ W x 20’ H
Prominently feature company branding and messaging right below the south and/or west tower of the Los Angeles Convention Center — visible from Figueroa St. and Pico Blvd. by both commuters and attendees. These towers and eyebrows are frequently used in establishing shots by media.

Dimensions
- South Hall (SOB168): 215' W x 16'4" H
- West Hall (WOB164): 150' W x 16'4" H

A perfect complement to the Eyebrow Billboards, 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. These towers are frequently featured in establishing shots.

Dimensions
- South Hall (SOB169): 72' W x 16'4" H
- West Hall (WOB165): 85.4' W x 57.6" H
Located at the entrance to West Hall, this east-facing box office funnels a significant portion of show traffic — notably during AutoMobility LA — while enjoying high-visibility to foot traffic associated with the Staples Center and the L.A. Live Complex. The backlit feature provides the opportunity to gain impressions after sunset (around 5:00 PM in November/December).

**Dimensions**

120.6’ W x 3.2’ H

A significant amount of show traffic enters from Figueroa St. and Pico Blvd. into South Hall, thus giving this outdoor graphic consistent visibility. The backlit feature provides the opportunity to gain impressions after sunset (typically around 5:00 PM in November/December), especially from the foot and vehicular traffic associated with nearby attractions.

**Dimensions**

150.1’ W x 3.2’ H

Make the first — and last — impression on attendees at AutoMobility LA and the Los Angeles Auto Show. Display your ad on the entrance/exit walls of the West Hall and South Hall box offices.

**Dimensions**

(4 adjacent panels per ad; 6 ads in total per entrance/exit)

12.7’ W x 7.2’ H
Highly-visible billboards that face east towards the crowded intersection of Pico Blvd. and Figueroa St. — estimated to receive 30,000+ cars per day — are easily seen by commuters passing by the Los Angeles Convention Center (i.e., walking, driving, metro services, etc.).

Dimensions
- Left Billboard (B28): 48' W x 35' H
- Right Billboard (B30AA): 55' W x 38' H
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 (587,000 vehicles/day).

Dimensions
60' W x 40' H

This outdoor billboard sits right above the breezeway entrance to South Hall and faces northwest over the busy intersection of Pico Blvd. and L.A. Live Way — thus being highly-visible to commuters as well as by those walking between South and West Halls.

Dimensions
35' W x 45' H

These billboards face northwest towards the busy intersection of Pico Blvd. and L.A. Live Way, which receives traffic directly from the I-405. Accordingly, these banners are highly visible to commuters as well as by attendees walking between South Hall and West Hall.

Dimensions
Left Billboard (SEB24): 60' W x 30' H
Right Billboard (SEB23): 170' W x 40' H
“As the auto industry continues to turn green, companies are looking for ways to get their greener cars noticed at the Los Angeles Auto Show... So whether you need something fun, something practical, or something that’s kinder to the planet, they’re all at the auto show, shining under the lights.”

— ABC7
November 24, 2019
Feature your branding and messaging on the stairs leading from South Atrium to South Hall. This dramatic ad can be split between two sponsors or purchased as one (combining SS1A with SS1B). Extend branding potential by adding escalator SLE2 (adjacent to the staircase).

Dimensions
32.9’ W x 13.4’ H

Flank attendees with your branding as they ride up from South Atrium to the main show floor. This escalator is in a high-traffic area nearby to one of two main entrances to the show — the escalators carry attendees directly to the South Hall entrance.
Overlooking South Terrace, these banners are visible from the show’s busiest dining and networking area. The banners will also enjoy high visibility from attendees traveling between South and West Halls.

Dimensions
SLB300 Banner: 38' W x 5' H
SLB301-303 Banner: 30' W x 5' H
SLB304 Banner: 29' W x 5' H
Utilize this ideally-placed banner for quality brand visibility by consumers using the escalators rising towards the South Terrace and Compass Café as well as going down to Kentia Hall ("The Garage").

Dimensions
25.5’ W x 5’ H

Located next to the South Atrium Concourse Escalators (SLE4), these stairs will lead attendees to-and-from South Atrium to the South Terrace, Concourse Walkway, West Hall, and Petree Hall. These are a perfect complement to the South Atrium Concourse Escalators.

Dimensions (Approx.)
21.3’ W x 13.4’ H
Advertise on these escalators to reach thousands of visitors traversing the Breezeway, Compass Café, Groundwork Coffee Co., South Atrium, and The Garage. Escalator graphics adhere directly to five vertical glass surfaces on both escalators.

A perfect complement to the Concourse Stairs, this escalator leads attendees from South Atrium to Compass Café, Concourse Walkway, West Hall, and Petree Hall. Escalator graphics adhere directly to six vertical glass surfaces on both sides.

Feature your brand in this highly-trafficked exhibit space overlooking the South Atrium and Kentia Lobby escalators, just steps away from South Hall and the central hub of consumer concession stands (Compass Café).

**Dimensions**
- South Atrium | SLE3 Garage Escalators: Multiple
- South Atrium | SLE4 Terrace Escalators: Multiple
- South Terrace | ST8 Terrace Exhibit: 641 sq. ft
Be front-and-center inside the South Atrium. This banner will be seen by hundreds of thousands of attendees, being visible from South Terrace and by anyone walking into South Hall, The Garage (aftermarket hall), and the food court (Compass Café).

Dimensions
38’ W x 15’ H
These banners hang directly over the entrance/exit to the South Atrium from the multi-level Venice parking structure and valet parking. Immediately to the right of this billboard (upon entering from Figueroa Dr.) is the South Hall box office — one of only two main ticketing locations at the show.

Dimensions
38' W x 15' H

Capitalize on test drive foot traffic with a custom-branded “wall cling” above the doorway leading to Figueroa Street as well as the multi-level Venice parking structure and valet parking. This is located near to the South Hall box office — one of only two main ticketing locations at the show.

Dimensions
17' W x 19' H
Do something different. As an alternative to standard column wraps, these dynamic cubes can be configured in the style of your choosing. These cubes can be stacked up to 12 feet high for impactful advertising.

**Dimensions**
4’ x 4’ x 4’ (per box)

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**MULTIPLE LOCATIONS**
**COLUMN CUBES**

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**SOUTH ATRIUM | WLCCI-4**
**STEEL COLUMN WRAPS**

Steel columns are an easy option for sprinkling branding throughout the Los Angeles Convention Center’s South Atrium. Steel column wraps are highly customizable and available on a first-come, first-serve basis.

**Dimensions (Approx.)**
8.6’ Diameter x 7.7’ H

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**MULTIPLE LOCATIONS**
**COLUMN WRAPS**

With dozens of columns throughout the Los Angeles Convention Center, there is a great opportunity to gain brand exposure across several locations. Column wraps are highly customizable and available on a first-come, first-serve basis.

**Dimensions**
Vary by location
These backlit billboards are located between the sets of glass doors that lead into the South Hall. There are six lightboxes and are available on a first-come, first-serve basis.

**Dimensions**
10’ W x 8’ H

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One of the first exhibits seen when entering the South Atrium from the main hall box office, this is the only available space that incorporates the front glass windows.

**Dimensions**
2,013 sq. ft.

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Located directly next to SA17, this slightly smaller space includes the windows facing Figueroa Dr. test drives and enjoys high visibility from the entrance doors leading into the South Atrium from the main hall box office. Exhibit packages well with SA17.

**Dimensions**
1,600 sq. ft.
“A show dominated by electrified vehicles from the Ford Mustang Mach-E to the Audi E-Tron Sportback to the Toyota RAV4 Prime, LA exhibited its green credentials once again. As of the publication of this article, there have been over 40 U.S. and global debuts in Los Angeles. To say it’s been a busy show is an extreme understatement.”

— MOTOR1.COM
November 21, 2019
Be seen in the heavily-trafficked walkway connecting South Hall and West Hall. The breezeway is packed with exhibits, food trucks, activations, and attendees during both trade and consumer days. These highly-visible billboards are hard to miss and enjoy the benefit of being seen beyond the official convention center campus.

Dimensions
50’ W x 16’ H
These hanging banners are located throughout the main indoor walkway connecting West and South Hall (includes access to Concourse Hall). Although they may be purchased individually, these banners offer an ideal opportunity to dominate the walkway and display a series of consecutive messages facing the same direction. A majority of all show visitors will pass through this walkway at least once.

**Dimensions**
19’ W x 6’ H
“More and more, the Los Angeles Auto Show is becoming the leading car expo — not just in the US, but also on the international level.”

— AUTO ILLUSTRIERTE
November 25, 2019
Showcase your brand on one of the first banners attendees see as they enter the show and rise up the West Atrium escalators (E5) and stairs (S3). This banner faces east towards the West Hall box office.

Dimensions
26' W x 12' H

This West Atrium location is prime for grabbing the attention of attendees traveling between South Hall and West Hall, with visibility from neighboring Concourse Foyer and the entry doors behind the box office. Escalator graphics adhere directly to vertical glass surfaces.
Capitalize on prime branding as attendees leave West Hall into the West Atrium. This billboard is on the other side of BS1A and faces all attendees walking from the West Hall to South Hall, Concourse Hall, and Kentia Hall (“The Garage”).

Dimensions
26' W x 12' H

Located in the West Atrium, these banners hang parallel to WLB1/WLB1B and face all attendees entering the show from the West Hall ticket booths or attendees walking from the West Hall to South Hall, Concourse Hall, and Kentia Hall (“The Garage”). Available as single or double-sided.

Dimensions
26' W x 12' H
The entrance staircase flanks the only escalators into West Atrium from the West Hall box office — one of only two main ticketing locations at the show. Accordingly, the entrance escalators (E5) are a great complement to these stairs. Graphics adhere to the vertical portion of the stairs in strips, creating a dramatic effect.

Dimensions
26’ W x 12’ H

This is the only set of escalators into West Atrium from the West Hall box office — one of only two main ticketing locations at the show. Branded graphics adhere directly to six vertical glass surfaces.

Dimensions
Multiple
This West Atrium opportunity is visible to all attendees approaching West Hall as well as to media and industry professionals heading up to the show office and meeting rooms (e.g., Media Center). Escalator graphics adhere directly to vertical glass surfaces.

**Dimensions**
1.7' W x 48.7' H

These billboards in the West Atrium face all attendees entering the show from the West Hall box office and walking from West Atrium to South Hall, Concourse Hall, and Kentia Hall ("The Garage") on the other. Available on both sides of the Meeting Room Escalators (E7).

**Dimensions**
37' W x 8.5' H
Takeover these six prominent columns in West Atrium and transform them into unique, eye-catching ads. At four panels per column, capitalize on the opportunity to promote your brand up to 24 times in a concentrated, high-traffic area of the show.

Dimensions
5' W x 10' H

Be the first, and last thing, attendees see when entering the West Hall — these backlit lightboxes are located along the walls leading to West Hall’s main entrance. There are two locations available.

Dimensions
(Per location; six adjacent panels per location)
20' W x 8' H
Showcase your brand and messaging prominently inside West Atrium with this large banner that can be easily seen by attendees flowing in-and-out of West Hall (to the right of meeting room escalators and hall entrance banners).

Dimensions
80' W x 17.5' H

Feature your brand front-and-center as one of the first exhibits attendees see when entering the West Atrium; this highly-visible space is located at the intersection of Concourse Walkway and the West Atrium.

Dimensions (Approx.)
596 sq. ft.

Enjoy high impressions with these two atrium walkway exhibit locations, positioned at the cross-section of multiple heavily-trafficked areas: the Breezeway (outdoor), the Concourse Walkway/Foyer, and the convergence of West Atrium and West Hall.

Dimensions
1020 sq. ft.
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