

# GET IN THE *Driver's Seat*



**FEBRUARY 24 - 26, 2017**  
KNOXVILLE CONVENTION CENTER  
**KNOXAUTOSHOW.COM**

The 29th annual Auto Show attracts thousands of auto enthusiasts in one weekend, allowing you to capitalize on a qualified audience in one place at one time.



65% are ages **26 - 64 years old**, and 54% have an **undergraduate or master's degree**.

58% have a **household income of \$60,000+**, with 35% being **\$90,000+**.



## **BEST IN CLASS**

*Auto Show attendees are **affluent, educated and ready to purchase their next vehicle***

96% would **recommend the Auto Show**, and 94% **plan to return in 2017**.



86% feel their experience **will influence** their future purchase decisions.

**Fuel economy, value and performance/design** were cited as the most important considerations when purchasing their next vehicle.



53% are planning to **purchase their next vehicle** within 12 months.

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**Knoxville NEWS SENTINEL**

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# *Pick* **YOUR PITSTOP**

## ARE YOU AN AREA DEALER OR MANUFACTURER?



**Floor Space\*:** \$3.68 per square foot

\*Floor space reference: one standard, compact car requires a minimum of 200 square feet.

**Advertising:** The Auto Show special section advertising is available in full color half-page and full color full-page opportunities.

**Exhibit Services:** Should you have exhibit displays, signs or other materials, *it is mandatory* that you utilize our exhibit services program. The News Sentinel is the exclusive exhibit services provider of the Auto Show. Advance rates are available when you pre-order your services.

**Labor Service:** Labor is unionized and includes general labor and supervised labor services with minimum hour requirements. You may provide your own supervisor, but general labor must be completed through on-site union service.

**Freight Service:** Freight includes the delivery, un-loading, handling and storage of all exhibit displays, signs and materials and is priced per carton weight.

**Forklift and Rigging Service:** Rigging is the setting and dismantling of all exhibit displays and placement of signs and is priced by forklift/ scissor lift per hour with minimum hour requirements.

**Vehicle delivery and removal service** is an optional service and is priced per vehicle.

Visit [knoxautoshow.com](http://knoxautoshow.com) to review our complete exhibit services manual and floor space contract or contact Nicole Taylor at 865-342-6855, email [AutoShow@knoxnews.com](mailto:AutoShow@knoxnews.com) for more information.

## ARE YOU A RETAILER OR SERVICE PROVIDER?



**Exhibitor Booth Packages:**

Exhibitor booth packages begin at \$899 and include one 10' x 10' booth space. For more package options and details, visit [knoxautoshow.com](http://knoxautoshow.com).

**Advertising:**

You can also reach this auto-savvy audience by advertising in our Auto Show special section. Visit [knoxautoshow.com](http://knoxautoshow.com) to learn more.

For more information about exhibit booth space, advertising or sponsorship opportunities, contact Angie Howell at 865-342-6870 or email [AutoShow@knoxnews.com](mailto:AutoShow@knoxnews.com).