

GET IN THE *Driver's Seat*



FEBRUARY 23 - 25, 2018
KNOXVILLE CONVENTION CENTER
KNOXAUTOSHOW.COM

The 30th 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 to review our complete exhibit services manual and floor space contract or contact **Robynne Connell** at 865-342-6485, email 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.

Advertising:

You can also reach this auto-savvy audience by advertising in our Auto Show special section. Visit knoxautoshow.com to learn more.

For more information about exhibit booth space, advertising or sponsorship opportunities, contact **Robynne Connell** at 865-342-6485 or email AutoShow@knoxnews.com.