

SACAUTOSHOW

GET YOUR SALES **ROLLING** AT THE SACRAMENTO INTERNATIONAL AUTO SHOW

CAL EXPO • October 21 – 23

**Friday October 21 – 10am to 9pm • Saturday October 22 – 10am to 8pm
Sunday October 23 – 10am to 6pm**

THE SACRAMENTO INTERNATIONAL AUTO SHOW is an International Auto Show featuring the 2016 – 2017 new cars alongside exotics, custom rods and special displays that will provide a great venue for you to reach out to new consumers. This automotive and family-friendly setting generates great exposure and creates a robust sales environment for your business.

THE SACRAMENTO INTERNATIONAL AUTO SHOW serves the Sacramento-Roseville-Arden Arcade metropolitan statistical area with 2,149,127 people.* It serves an additional 25 communities within a 50 mile radius which contain an additional 1,139,382 persons.** According to the 2010 Census, this total of 3,288,509 persons would rank Sacramento as the **16th most populous metropolitan area in the United States.**

THE SACRAMENTO INTERNATIONAL AUTO SHOW has a marketing budget that exceeds \$150,000.00 and is a relevant mix of outdoor boards, electronic media, social media and print.

*2010 US Census Metropolitan Statistical area Sacramento

**Annual Census of Resident Population for Incorporated Places: California

*** Nielson Local Television Market Universe Estimates

10 x 10 – \$1,200 • 10 x 20 – \$2,100

(For larger booth spaces please contact show producer for pricing.)

Produced by: CASTLE COMMUNICATIONS, INC

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