

# SACAUTOSHOW

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

**CAL EXPO • October 20 – 22**

**Friday October 20 – 10am to 9pm • Saturday October 21 – 10am to 8pm**

**Sunday October 22 – 10am to 6pm**

**THE SACRAMENTO INTERNATIONAL AUTO SHOW** is an International Auto Show featuring the 2017 – 2018 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 • 10 x 30 - \$3,500**

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

**Produced by: CASTLE COMMUNICATIONS, INC**

2377 Gold Meadow Way, Suite 100, Gold River, CA 95670

(916) 635-2728 • [www.sacautoshow.com](http://www.sacautoshow.com) • [stacey@castlecommunications.net](mailto:stacey@castlecommunications.net)