

ROCHESTER'S FABULOUS RIVERSIDE CONVENTION CENTER

The only building in the area specifically designed for shows and conventions.

The perfect setting for a Major International Auto Show.

A PROVEN DRAW — GREAT PUBLIC ATTENDANCE EVERY YEAR



On the Genesee River which bisects Rochester in the heart of affluent Monroe County, with 100,000 square feet of exhibition space, the Convention Center offers a 2,000 car ramp garage, four enclosed truck bays, overhead

loading doors to drive onto the exhibit floor, and state-of-the-art utility services. Rochester, New York, the home of KODAK, XEROX, BAUSCH & LOMB, is a market you cannot afford to miss.

MASSIVE PROMOTION AND ADVERTISING CAMPAIGN

NEWSPAPERS — The show is presented by the *Democrat and Chronicle* which ran daily large color ads along with 3 special Auto Show supplements.

POSTER AND FLYERS — Over 50,000 flyers distributed pre-show at over 100 participating Rochester area dealerships. A direct advertising campaign that perfectly targets the car owner.

PLUS CAMPIAGNS ON Groupon, Facebook and Google

TELEVISION — Heavy schedules on all stations serving the area with emphasis on News and Prime Time. The 2019 schedule included over 230 spots on the major network affiliates, plus major campaigns on cable.

RADIO — Saturation campaigns on all stations in the key market area. The 2019 campaign utilized over 400 one-minute spots with emphasis on drive times.

SPONSORED by THE ROCHESTER AUTOMOBILE DEALERS ASSOCIATION

Produced by Richard Sherman, President of Exposition Managers Organization, Inc., 4 Highwater Road, Hilton Head, SC 29928. For Show Information, write, call, or Fax 843-686-5640, or e-mail: shermexpo@roadrunner.com

THE ROCHESTER AUTOMOBILE DEALERS ASSOCIATION

Cordially invites you to exhibit

AT THE THIRTY-FIFTH ANNUAL

GREATER ROCHESTER INTERNATIONAL AUTOMOBILE SHOW

MARCH 5 - 8, 2020

ROCHESTER'S FABULOUS FLOREANO RIVERSIDE CONVENTION CENTER
Rochester, New York



Democrat and Chronicle

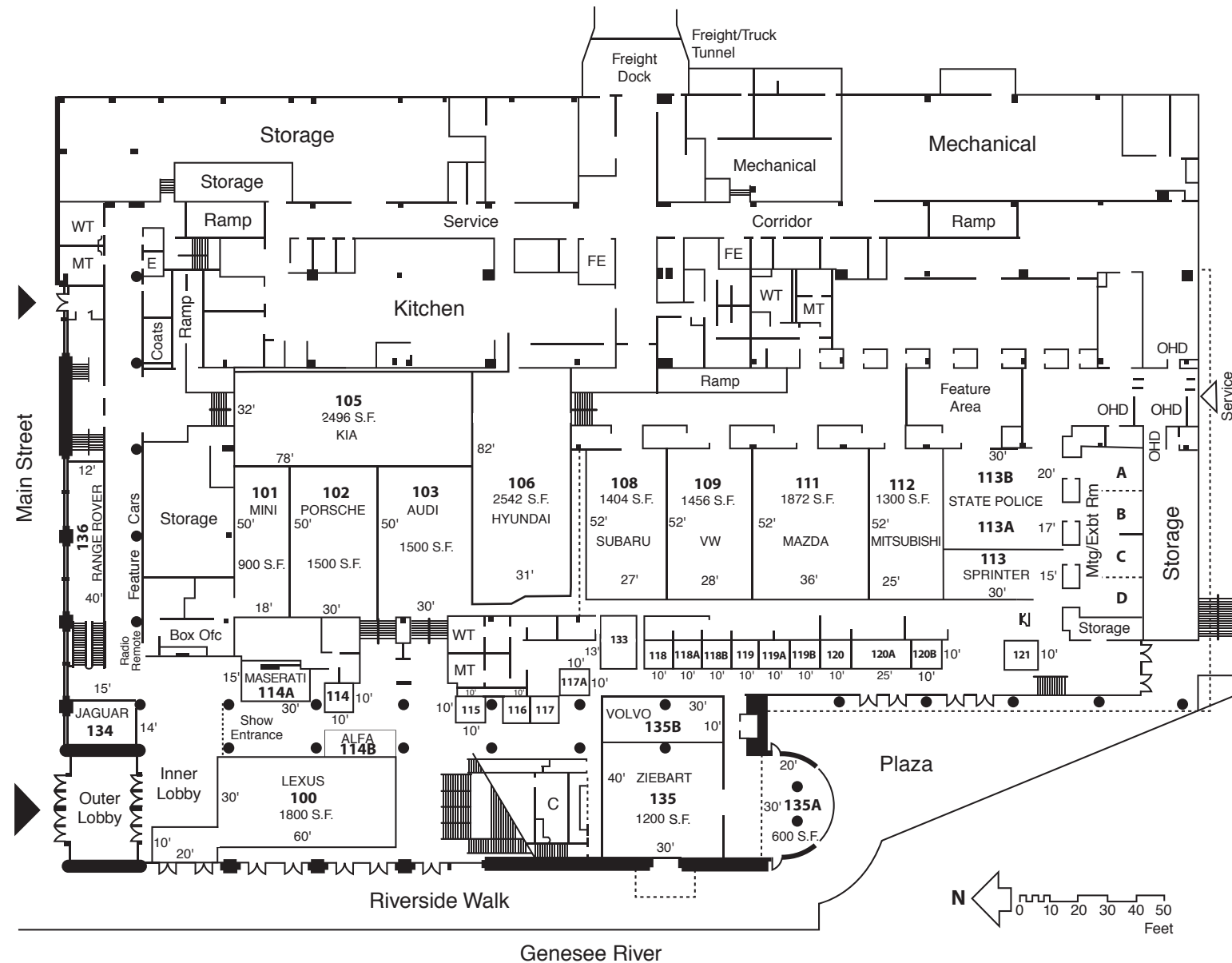


35th GREATER ROCHESTER INTERNATIONAL AUTO SHOW

MARCH 5 thru SUNDAY, MARCH 8, 2020
FLOREANO RIVERSIDE CONVENTION CENTER

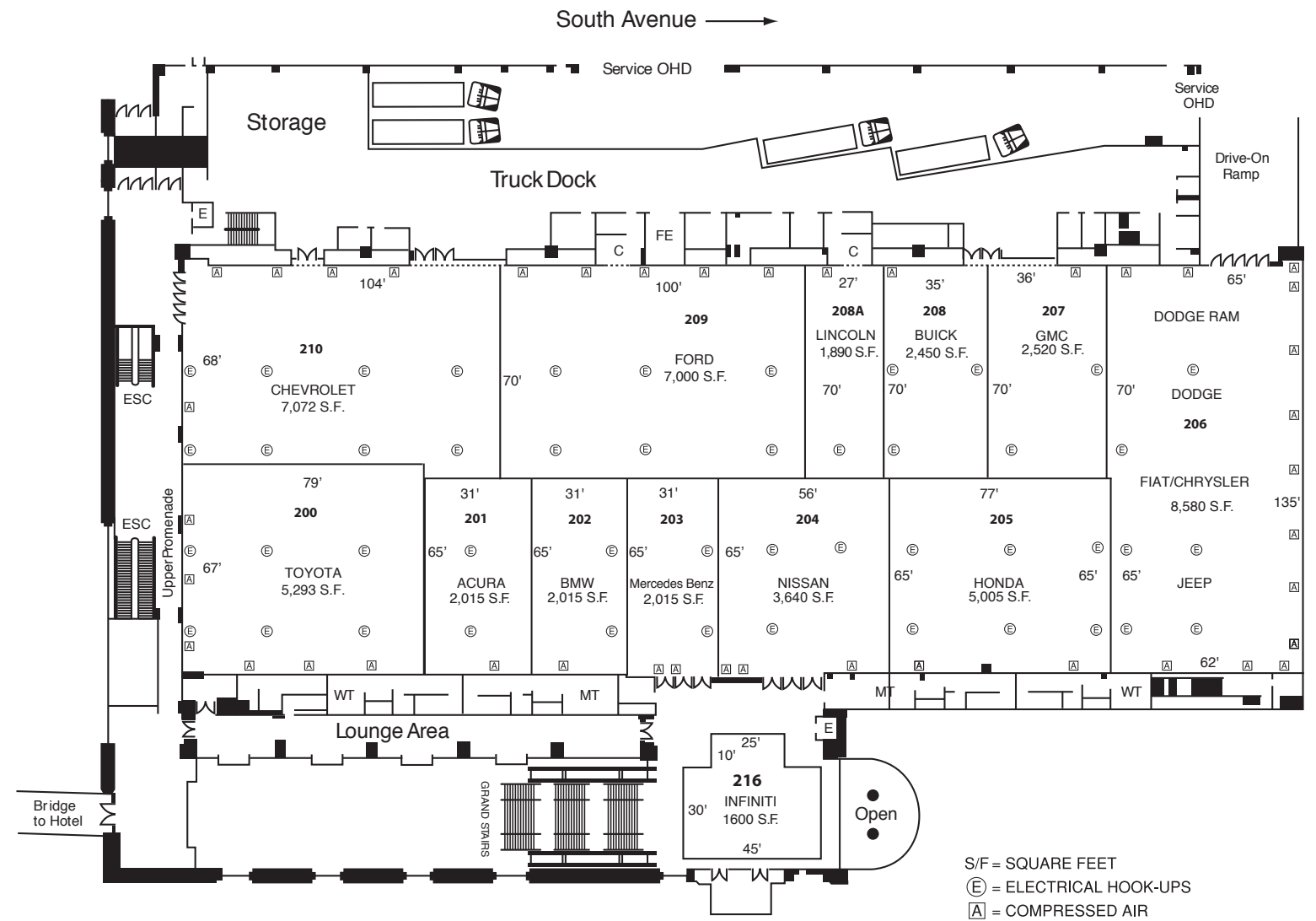
Democrat and Chronicle

PERFECTLY TIMED TO KICK OFF THE SPRING SELLING SEASON



FIRST FLOOR EXHIBIT AREA

PRELIMINARY FLOORPLAN
2019 Spaces Marked



SECOND FLOOR EXHIBIT AREA

ALL AUTOMOBILE CONTRACTS WILL BE SENT IN EARLY OCTOBER BASED ON THIS FLOOR PLAN, WHICH WAS FORMULATED TO CONFORM WITH THE SPACE ALLOCATION GUIDELINES OF THE RADA. PLEASE RETURN THE ENCLOSED ORDER FORM TO CONFIRM YOUR PARTICIPATION.

EXHIBIT SPACE RATES

1. AUTOMOBILE RATE — \$4.25 per square foot (includes carpeting)
2. AUTO ACCESSORIES — \$10.00 per square foot (includes booth background)

THE CAR BUYING PUBLIC OF ROCHESTER HAS A LONG LOVE AFFAIR WITH THE INTERNATIONAL AUTO SHOW. ATTENDANCE HAS ALWAYS BEEN STRONG AND OF A VERY HIGH QUALITY. FOR 34 YEARS, IT HAS BEEN THE PLACE FOR DECISION. NOW FOUR FULL DAYS AND NIGHTS TO LEAD INTO THE SPRING SELLING SEASON.

SHOW HOURS

Thursday & Friday	—	Noon to 10 p.m.
Saturday	—	10 a.m. to 10 p.m.
Sunday	—	10 a.m. to 7 p.m.

PRIVATE PREVIEW—BY INVITATION ONLY
MARCH 4 — 6 P.M. TO 10 P.M.