

The logo for the Houston Auto Show, featuring the words "HOUSTON AUTO SHOW" in white, bold, sans-serif capital letters. A stylized globe icon is positioned between the words "AUTO" and "SHOW". The logo is set against a red rectangular background.

**HOUSTON
AUTO
SHOW**

Partnership & Sponsorship **OPPORTUNITIES**

2027 | **JANUARY
27 - 31**



HOUSTON AUTO SHOW

The Houston Auto Show is the largest new car showcase in Texas, drawing auto enthusiasts and everyday consumers from across the region. Spanning across the NRG Center, this premier event offers an unmatched opportunity to showcase your brand and services to a massive, engaged audience.

Each year, tens of thousands of highly engaged consumers attend the show, creating a powerful environment for brand exposure, lead generation, and direct interaction. Visitors come from across the region to explore the latest vehicles, test drive new models, experience interactive exhibits and connect with a wide range of vendors. As a partner, you gain access to a dynamic audience actively exploring products, services, and innovations in the automotive, boating, and outdoor adventure spaces.

In addition to being a consumer-focused event, the show also supports and advances the mission of the Houston Automotive Dealers Association (HADA), the leading voice for franchised new-car and truck dealers in the Greater Houston Area. Through advocacy, industry support, and community engagement, HADA works to strengthen and promote a healthy automotive retail environment, and the show plays a key role in extending that impact across the local automotive community.



280

Current Members



2,523

\$5,739,941 Total
Scholarships Awarded
in past 23 years.



43

Houston
Auto Shows

If you're looking to put your business in front of a **ready-to-buy crowd**, this is the place to be.

Don't miss your opportunity to be part of one of the most anticipated automotive events in Texas.

The **2026 Houston Auto Show** delivered a highly engaged, purchase ready audience, with attendees spending an average of **3 hours onsite**, interacting with 10 vehicles each, and **50% planning to purchase within the next 12 months**.

The show proved its influence on consumer decision-making, with 79% reporting purchase impact, 31% adding brands to their consideration list, and 17% removing brands that were not present—reinforcing the importance of participation and serves as a critical bridge between research and dealership visits.



Age Range & Gender

Attendees ranged between the ages of 18–75
Majority (70%) of attendees were 25–55+ Males



Income

23% of attendees reported an income over \$200,000, with an average income of \$125,000



Boat Sales

200+ boats were sold on the Boat Show side of the event, proving potential buyers are in the room

PARTNERSHIP OPPORTUNITIES

OEM AND DEALERSHIP OPPORTUNITIES

OEM and dealership opportunities range from high-visibility branding to interactive activations that directly engage consumers and industry professionals. As Houston's premier Auto Show we can offer customized packages allowing manufacturers to align with their specific marketing goals, such as product launches, lead generation, or brand positioning.

To learn more about OEM and dealership partnership opportunities, contact RoShelle Salinas at rsalinas@houstoncardealers.com to discuss a customized package tailored to your marketing goals.





EXHIBIT SPACE

EXHIBIT SPACE – Automakers in one place!

Put your brand at the center of one of the region's premier automotive events. As Houston's only event where consumers can explore and compare multiple automakers under one roof, it attracts thousands of highly engaged attendees. Exhibit space offers a powerful opportunity to create interactive brand experiences, connect directly with consumers and gain exposure through a high-profile event known for excitement and innovation. Don't miss out—our 2026 survey found that more than 50% of attendees plan to purchase a vehicle within 12 months, and 17% removed a brand from consideration because it was not present at the event.



RIDE AND DRIVE

RIDE & DRIVE

The Ride & Drive Experience gives attendees the unique opportunity to get behind the wheel of the newest vehicles from major automotive manufacturers and experience their performance, technology and features firsthand. Designed to be interactive, convenient and pressure-free, this complimentary attraction allows guests to test drive a variety of models in a real-world setting. It's one of the most popular and engaging features of the Houston Auto Show, giving consumers the confidence to explore and compare vehicles in an exciting hands-on environment.



TOW & GO EXPERIENCE

TOW & GO EXPERIENCE – NEW IN 2027!

An interactive, hands-on activation designed to showcase the real-world capability, power and performance of today's most advanced trucks and SUVs.

Built to be both educational and entertaining, Tow & Go gives consumers a deeper understanding of how modern vehicles perform under load, helping them make more informed purchasing decisions. Whether comparing capability across brands or simply experiencing the latest engineering innovations firsthand, guests will see why today's trucks and utility vehicles are more versatile and powerful than ever before. It's a must-see attraction that brings capability to life right on the show floor.



VIP NIGHT

VIP PREVIEW NIGHT

Preview Night offers invited guests an exclusive first look at the Houston Auto & Boat Show before it opens to the public, creating a high-end networking and entertainment experience. The evening features complimentary valet service, curated bites, cocktails and access to the full Auto Show experience and provides brands with a unique opportunity to connect with VIP guests.



BUYER'S GUIDE

BUYER'S GUIDE

Distributed as a complimentary take-home magazine, the Houston Auto Show Buyer's Guide is a premium publication designed to inform, engage and influence purchasing decisions long after attendees leave the show. With more than 60 pages of vehicle information, manufacturer advertising and exclusive editorial content, it serves as a trusted resource for consumers researching their next vehicle purchase. Each listing includes photos, descriptions, MSRP ranges, estimated MPC ratings and key engine specifications for vehicles available in the Houston market. Inquire to see our rate card.

AFTER MARKET EXPO

A key highlight of the event is the Aftermarket Expo, located within the same expansive hall as the major manufacturer and dealership displays - ensuring maximum visibility and foot traffic. This high-energy area features ultra-luxury vehicles, live car wrap demonstrations, off-road builds and accessories, giveaways, contests, classic cars, and interactive exhibits. It's also a showcase for cutting-edge automotive technology available for purchase.

HOUSTON
AUTOSHOW

AFTERMARKET BOOTHS

10x10	\$1,500
10x20	\$2,500
20x20	\$3,500
20x30	\$4,500
20x40	\$5,500
20x60	\$6,500
30x40	\$8,500

We do not have booths smaller than 10x10, but we can accommodate larger, if needed

BOOTH MAP + PLACEMENT WILL BE
SHARED AT A LATER TIME.

AFTERMARKET EXPO BENEFITS & OPPORTUNITIES:

INTEGRATED INTO THE
SHOW FLOOR NEAR AUTO
MANUFACTURERS

INCLUSION IN OFFICIAL
HOUSTON AUTO SHOW
WEBSITE

SOCIAL MEDIA
INTEGRATION
(additional cost)

EMAIL MARKETING
OPPORTUNITIES
(additional cost)

PRIME OPPORTUNITY TO SHOWCASE
AND SELL GOODS & PRODUCTS

OPPORTUNITY TO PARTICIPATE IN VIP NIGHT
(discounted ticket for Aftermarket Expo partners)



PRESENTING SPONSORSHIP OPPORTUNITY

OFFICIAL
SPONSOR

\$50,000 CASH

+ OPPORTUNITY TO HELP PROMOTE THE EVENT



For over 40 years, the Houston Auto Show has been the premier destination for automotive enthusiasts, industry leaders and consumers to experience the latest innovations in the automotive world — all under one roof at NRG Center. As one of the largest non-rodeo events hosted at the venue, the five-day event attracts a highly engaged audience eager to explore more than 500 new-model vehicles, immersive test drive experiences, classic car displays and aftermarket exhibits. The Presenting Sponsor opportunity offers unparalleled visibility and brand alignment with one of Houston's most recognized and respected consumer events, delivering extensive exposure through advertising campaigns, on-site branding, media coverage and direct engagement with influential attendees, dealership executives and automotive manufacturers. This partnership is designed for a company seeking long-term collaboration, market impact and meaningful connection with a loyal, affluent and purchase-ready audience.

AS THE PRESENTING SPONSOR, YOUR BRAND WILL BENEFIT FROM PREMIER VISIBILITY AND DIRECT ENGAGEMENT WITH A MASSIVE, HIGHLY TARGETED AUDIENCE THROUGH THE FOLLOWING EXCLUSIVE OPPORTUNITIES AND ASSETS:

- Exclusive logo lock-up with Houston Auto Show + company logo featured across all event marketing and promotional materials, including:
 - Advertising campaigns reaching audiences through television spots, billboards, radio spots, print, and digital.
 - Official event merchandise, including t-shirts, programs and promotional items
 - Prominent signage displayed throughout NRG Center during the event
 - VIP Preview Night invitations, credentials and related event materials
- Dedicated exhibit space to showcase products, services and brand activations directly to attendees – 5,500 square feet
- Featured inclusion in Houston Auto Show social media campaigns and promotional content
- Premier brand visibility and recognition on HoustonAutoShow.com
- Sponsor recognition in all event press releases and media communications
- 50 tickets to the VIP Preview Night Party
- 250 complimentary tickets to the Houston Auto Show for guests, clients and employees
- Opportunity to participate Press Day activities

The Houston Auto Show is seeking a Presenting Sponsor committed to a collaborative, multi-year partnership focused on growth, innovation and community impact. We are looking for a company that values cross-promotional opportunities and wants to play a key role in elevating one of Houston's premier consumer events. Flexible and customizable sponsorship opportunities allow us to align with your company's ROI objectives, acquisition goals and marketing priorities.

We invite your company to join us as the presenting sponsor and help shape the future of one of Houston's most anticipated and influential annual events.



FAMILY DAY NEW THIS YEAR!

January 31st, 2027

\$10,000 CASH

+ IN-KIND SUPPORT

Align your brand with one of the most engaging, family-focused experiences at the Houston Auto Show - Family Day. This unique sponsorship opportunity puts you in front of thousands of families in a relaxed, high-energy environment designed for connection, discovery, and fun.

Family Day transforms the show floor into an interactive playground where parents and children explore side by side. As a sponsor, your brand becomes part of hands-on activities, immersive exhibits, games, and live entertainment that keep kids engaged while parents spend more time discovering vehicles and making purchase decisions.

This is a powerful opportunity to create meaningful, positive brand associations by delivering memorable experiences - whether through interactive activations, photo moments, giveaways, or custom-branded challenges. Family Day encourages longer dwell time, deeper engagement, and repeat interactions with attendees throughout the day.

Sponsor Family Day and position your company as a champion of community, connection and family-friendly fun while engaging directly with a broad audience of auto and boat enthusiasts.



WHY SPONSOR FAMILY DAY?

Family Day is designed to broaden the Show's appeal beyond traditional attendees by creating memorable experiences for parents and children alike. Let us work with you to build a customized sponsorship package that drives engagement, builds brand loyalty, and delivers measurable results.

FAMILY DAY BENEFITS & OPPORTUNITIES:

- **High Visibility:** Reach thousands of attendees from across Houston in a dynamic, high-traffic environment (estimated 12,000 people)
- **Positive Brand Association:** Align your brand with innovation, community, and family-friendly entertainment:
 - Naming rights (e.g., "Family Day presented by [Sponsor]")
 - On-site branding and signage throughout NRG Center
 - Branded activity zones or experiential exhibits
 - Digital and social media promotion leading up to and during the event
 - Inclusion in media, PR, and promotional campaigns
- **Experiential Marketing:** Opportunity to create hands-on activations that leave a lasting impression. Interactive activities include :
 - Company mascot appearance
 - Kid-friendly games or coloring stations
 - Live demonstrations or entertainment
 - Photo opportunities and branded activity stations
 - Giveaways and family-focused promotions
 - Sampling, product display, and direct-to-consumer engagement opportunities

MILITARY AND FIRST RESPONDERS DAY

January 29th, 2027

\$10,000 CASH

+ IN-KIND SUPPORT

MILITARY AND FIRST RESPONDERS DAY HONORS THOSE WHO SERVE BY TRANSFORMING THE SHOW FLOOR INTO A SPACE OF RECOGNITION AND ENGAGEMENT.

As part of this initiative, the Houston Auto and Boat Show will offer a special discount for active and retired military and first responders, reinforcing the event's commitment to accessibility and appreciation. As a sponsor, your brand becomes part of dedicated programming, ceremonial moments, interactive displays, and exclusive experiences designed to celebrate these heroes while creating opportunities for authentic interaction.

The event encourages extended engagement as attendees explore the show, participate in special activities, and connect with brands that demonstrate genuine appreciation. Whether through branded lounges, recognition activations, giveaways, or tribute walls, your presence can create lasting impressions and meaningful connections with a deeply respected audience.



MILITARY & FIRST RESPONDERS DAY BENEFITS & OPPORTUNITIES

High Visibility: Reach thousands of attendees from across Houston in a dynamic, high-traffic environment

Positive Brand Association: Align your brand with innovation, community, and support for everyday heroes:

- Naming rights (e.g., "Military and First Responders presented by [Sponsor]")
- On-site branding and signage throughout NRG Center
- Branded activity zones or experiential exhibits
- Digital and social media promotion leading up to and during the event
- Inclusion in media, PR, and promotional campaigns

Experiential Marketing: Opportunity to create hands-on activations that leave a lasting impression. Interactive activities include :

- 'Wall of Honor' for personalized messages honoring everyday heroes
- Opportunity to pass out ribbons to honor military and first responders
- Live demonstrations
- Giveaways and military and/or first responder-focused promotions
- Sampling, product display, and direct-to-consumer engagement opportunities

GET INVOLVED TODAY!

YOUR CUSTOMERS WILL BE AT THE HOUSTON AUTO SHOW THIS JANUARY - NOW is the time to position your brand at the center of one of Houston's largest and most influential consumer events. Don't miss the opportunity to connect directly with highly engaged automotive enthusiasts and in-market buyers in a dynamic, high-visibility environment.

THE HOUSTON AUTO SHOW WILL TAKE PLACE JANUARY 27-31, 2027 AT NRG CENTER IN HOUSTON, TEXAS. To explore sponsorship, partnership, or exhibiting opportunities, we invite you to contact our team and secure your place at the show.

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