

EXPERIENTIAL

LIFESTYLE EXPO & GREEN POWER PRIX-VIEW

Get your product or service in front of the more than 175,000 active lifestyle Grand Prix ticket holders who don't hesitate to visit the Expo more than once during race weekend! Our experienced marketing staff will take you through the Lifestyle Expo experience step-by-step to ensure your satisfaction.

- Over 150 displays featuring the latest in automotive, home, recreation, travel, and entertainment products and services.
- Extensive, cutting-edge Green Technology exhibits that include hybrid, electric, hydrogen and biodiesel cars, energy-saving products for the home and healthy lifestyle products.
- Over 270,000 sq. ft. of exhibit space in the beautiful Long Beach Convention and Entertainment Center. Display opportunities range from 100 to 10,000 sq. ft.,
- An expanded Family Fun Zone with Interactive games, simulators, race cars, video arcade, action sports demonstrations and other attractions create an exciting environment to encourage Lifestyle Expo attendance over and over again.
- Meeting and exhibit rooms and special bulk space rates that are available to exhibitors seeking to conduct a "show within the show," at the same time providing exposure for their product or service to the Grand Prix audience.
- Hospitality services to produce a unique trade show experience for your customers.

Expo Display

Sizes and Prices

Display Areas:

Carpet is included with all displays unless indicated.

10'x10'	\$1,500
10'x20'	\$2,100
20'x20'	\$3,125
20'x30'	\$4,475
20'x40'	\$6,000
30'x40'	\$7,250
30'x50'	\$9,000
40'x40'	\$9,475
40'x50' *	\$10,000
40'x70' *	\$11,750
40'x80' *	\$12,000

* Carpet not included

10'x10' includes carpet, 8' high Pipe & Drape back wall, 6' table and 2 chairs. 10'x20' includes carpet, 8' high Pipe & Drape back wall, two 6' tables and 2 chairs. 20'x20' - 40'x40' includes island space and carpet.

No delivery and distribution of products on-site. However, orders may be taken for future delivery to consumers.

Expo Retail

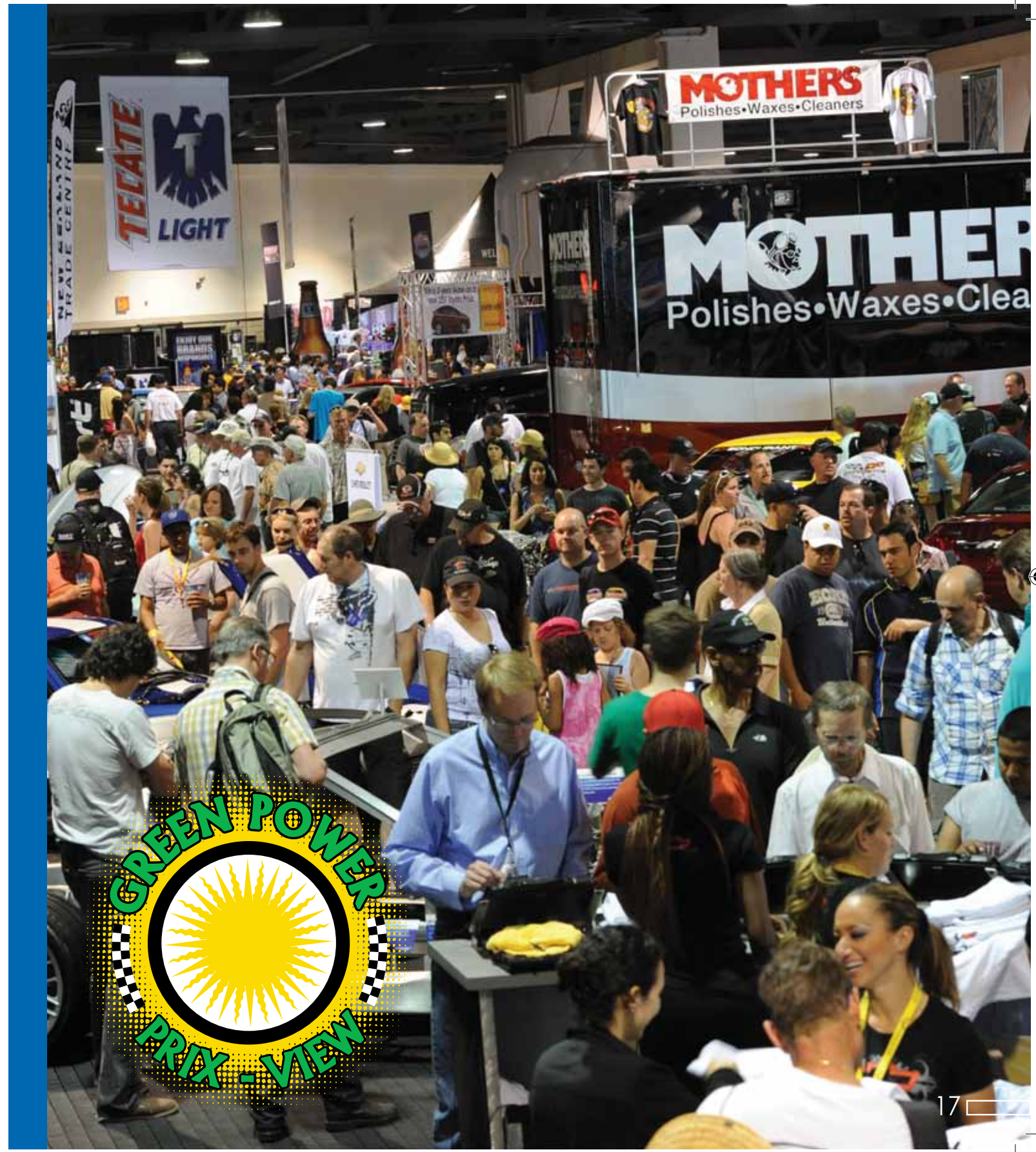
Sizes and Prices

Retail Sales Area:

Designated area for booths and souvenir trailers.

10'x20'	\$3,900
20'x20'	\$4,850
20'x30'	\$6,000
20'x40'	\$7,225

Call now to reserve a prime location for your Lifestyle Expo booth!



CALIFORNIA'S MOST UNIQUE SPORTS/SPECIAL EVENT IS THE PERFECT OPPORTUNITY TO PROMOTE YOUR PRODUCT OR SERVICE!

For more information contact: Mike McElroy at (562) 490-4510 / or e-mail: mmcelroy@gpalb.com



THE GRAND PRIX'S NON-STOP WEEKEND OF FAMILY ENTERTAINMENT INCLUDES:

- Two FREE concerts - Tecate Light Fiesta Friday and Saturday Rock-N-Roar
- An expanded Family Fun Zone
- Action sports demonstrations including BMX bikes
- Radio control cars, simulators and video games
- Interactive games and rides
- Driver autograph sessions all weekend
- Mothers Exotic Car Paddock on Sunday



FAMILY FUN