

LIFESTYLE EXPO & GREEN POWER PRIX-VIEW

No other special event offers the face-to-face marketing punch of a display booth in the popular Lifestyle Expo, free to all race ticket-holders and a showcase for the latest in Green Technology and the modern lifestyle. Our experienced marketing staff will take you through the Lifestyle Expo experience step-by-step to ensure your satisfaction. It is, simply, the most unique Expo of its kind, enjoyed by more than 170,000 active lifestyle Grand Prix ticket holders who don't hesitate to visit the Expo more than once during race weekend to enjoy:



- 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.,
- Interactive games, simulators, race cars, video arcade, action sports demonstrations, Family Fun Zone 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.



OVER 150 DISPLAY AREAS



TOYOTA INTERACTIVE DISPLAY

California's premier 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

Expo Display

Sizes and Prices

Display Areas:

Carpet is included with all displays unless indicated.

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

* Carpet not included

10x10 Includes Carpet, 8' High Pipe & Drape Back Wall, 6' Table and 2 Chairs. 10x20 Includes Carpet, 8' High Pipe & Drape Back Wall, Two 6' Tables and 2 Chairs. 20x20 - 40x40 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.

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

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

