

PENNSYLVANIA **AUTO SHOW**

PA Farm Show Complex January 28-31, 2027

produced by 

Welcome to the 2027 PA Auto Show! Each year, the Pennsylvania Auto Show welcomes **tens of thousands** of future customers and car enthusiasts.

Produced exclusively by the Harrisburg Automotive Trade Association (HATA), the 2027 show will be bigger and better - with enhanced attractions, local organization, and a robust community impact. A great show, for a great market!

Enclosed please find booth information and an application for the 2027 PA Auto Show. Complete and return the application for approval, and additional information including a contract and invoice will be provided to you.

Insurance requirements, service order forms and complete information will be available online at www.autoshowharrisburg.com under the Access tab.

If you have any questions, please contact Dan McMillen at 717-910-4090 or email dmcmillen@hatacars.org.



Booth SPACE ORDER



January 28-31, 2027

PA FARM SHOW COMPLEX & EXPO CENTER
HARRISBURG, PA

SALESPERSON:

Dan McMillen
Ph. (717) 910-4090
C. (717) 503-7799
F. (717) 213-0102
DMcmillen@hatacars.org

Website: AutoShowHarrisburg.com

Booth Displays

BOOTH SPACE COST

\$1,250
10 x 10 sq ft

\$2,000
10 x 20 sq ft

\$2,400
10 x 30 sq ft

Charge includes:

- 8' back drape and 3' side drape
- Daily emptying of all exhibit area waste containers

Service order forms and complete information will be available online at www.autoshowharrisburg.com under the Exhibitor Access tab.

Learn More at
AutoShowHarrisburg.com

EXHIBITOR INFORMATION

Public Show Dates/Hours

Thursday, January 28	1 p.m. - 8 p.m.
Friday/Saturday, January 29-30	10 a.m. - 8 p.m.
Sunday, January 31	10 a.m. - 5 p.m.

Set-up:

Wednesday, January 27	1 p.m. - 6 p.m.
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Move out:

Sunday, January 31	5 p.m. - 9 p.m.
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IMPORTANT DUE DATES

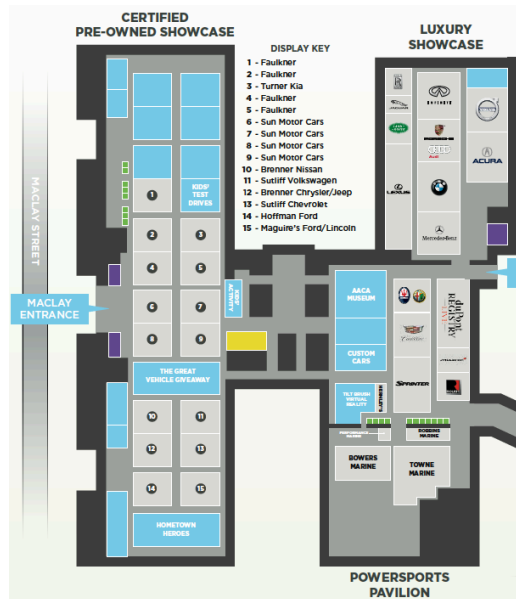
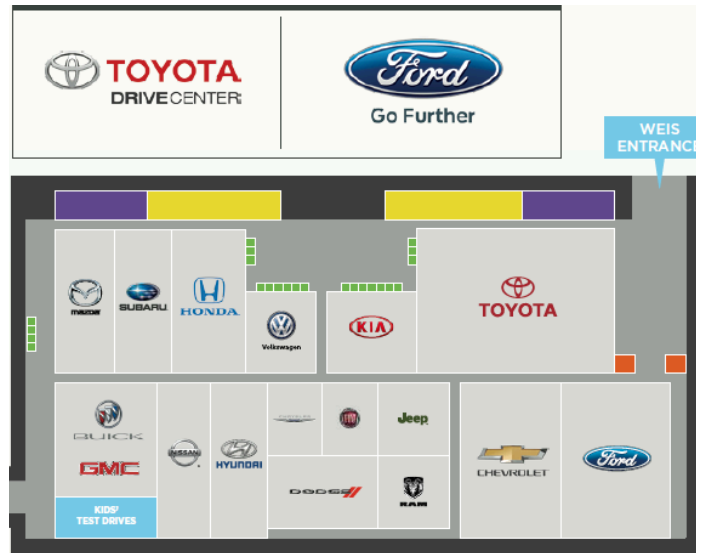
November 15, 2026

50% deposit due

December 15, 2026

Payment in full due.

BOOTH AREAS (GREEN)



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Application - Booth Display

APPLICANT INFORMATION

Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Office Phone #: _____ Fax #: _____

Contact E-Mail Address: (must include) _____

Preferred Booth Size: ☐ 10 x 10 sq ft ☐ 10 x 20 sq ft ☐ 10 x 30 sq ft

For larger display sizes contact HATA at dmcmillen@hatacars.org

DISPLAY INFORMATION

What do you intend to display: _____

Display includes vehicle: ☐ Yes ☐ No

Do you intend to sell items from your booth: ☐ Yes ☐ No

APPLICATION TERMS

If your application is approved, you will receive a Space Contract, Insurance Requirements and Invoice for payment. You will also receive the Booth Exhibitor Manual and online exhibitor access, from which you may order additional equipment and services at your expense. If a vehicle is part of your display, it must have no more than 1/4 tank of gas, a locked/taped gas cap, and disconnected battery cables.

Return completed application to Dan McMillen at 717-213-0102 (fax) or dmcmillen@hatacars.org (email).