

PENNSYLVANIA **AUTO SHOW**

PA Farm Show Complex

January 29 - February 1, 2026

produced by  **HATA** Harrisburg Auto Trade Association

SPONSORSHIP OPPORTUNITIES

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 2026 show will be bigger and better - with enhanced attractions, local organization, and a robust community impact. A new show, for a great market!

Please consider one of the following Sponsorship Opportunities:

GOLD
\$15,000

- 300 Tickets - Good Any Day - a \$3,000 value
- One 10 x 60 Booth (or 3 10x20s) - a \$6,000 value
- Tables, Chairs, and Skirting
- Electrical Connection in Each Booth
- Recognition and promotion on social media
- Logo with link to webpage on autoshowharrisburg.com

SILVER
\$10,000

- 150 Tickets - Good Any Day - a \$1,500 value
- One 10 x 30 Booth - a \$2,400 value
- Tables, Chairs, and Skirting
- Electrical Connection in Booth
- Recognition and promotion on social media
- Logo with link to webpage on autoshowharrisburg.com

BRONZE
\$ 5,000

- 100 Tickets - Good Any Day - a \$1,000 value
- One 10 x 10 Booth - a \$1,250 value
- Tables, Chairs, and Skirting
- Electrical Connection in Booth
- Recognition and promotion on social media
- Logo with link to webpage on autoshowharrisburg.com

To become a sponsor of the 2026 PA Auto Show or for additional details, contact Dan McMillen at 717-910-4090 or email dmcmillen@hatacars.org.