



207 Sigma Drive, Pittsburgh PA 15238 412/963-8909 [www.pittautoshow.com](http://www.pittautoshow.com)

Dear Business Leader,

As a leader in the Pittsburgh regional business community, you should consider one of the Pittsburgh International Auto Show sponsorship opportunities that will help you gain sales, marketing and branding advantages in a highly competitive landscape. These sponsorship opportunities will help build product awareness, build customer loyalty, and put you in direct contact with new customer prospects. Additionally, partnering with the Greater Pittsburgh Automobile Dealers Association (GPADA) and its annual Pittsburgh International Auto Show will create opportunities for your company to be connected with this nine billion dollar regional automotive industry and millions of regional consumers.

If you wish to reach millions of consumers in our Pittsburgh region and become part of our wide-ranging GPADA marketing and advertising strategy that includes print, billboard, television, radio, internet, and direct consumer contact, then consider one of our available sponsorship opportunities.

Please review the attached Auto Show sponsorship opportunities and let's discuss how we can work towards mutually beneficial ends. All Pittsburgh International Auto Show sponsorship opportunities can be customized to meet your needs.

With Best Regards,

Dave Amati  
Director Business Development  
Greater Pittsburgh Automobile Dealers Association  
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Direct call - 412-552-8545