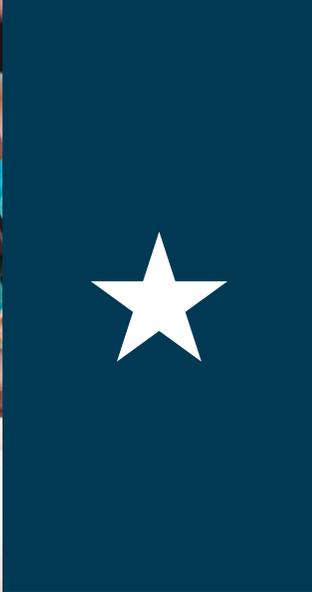
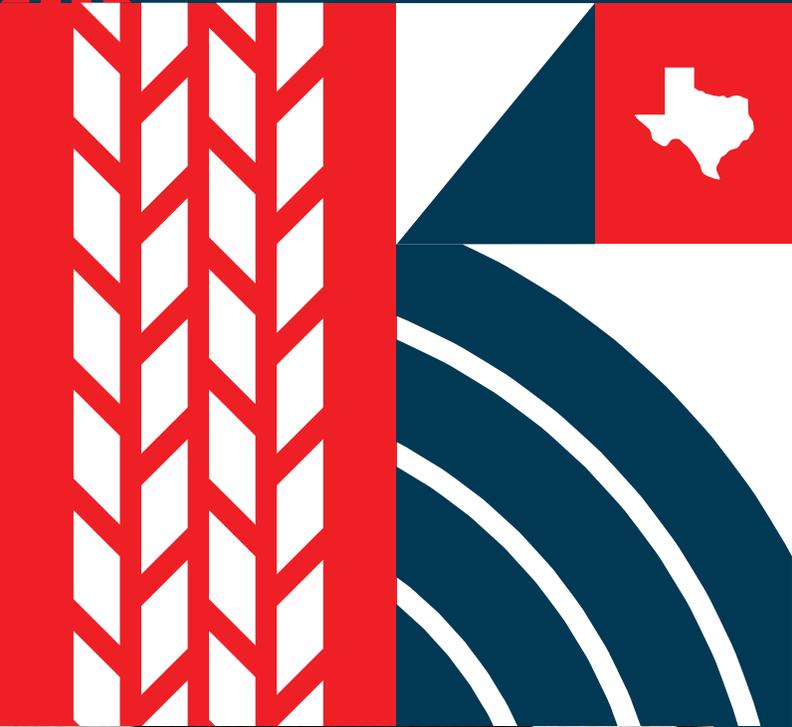


TEXAS AUTO SHOW

EST. 1913



HOWDY FROM THE TEXAS AUTO SHOW (TXAS),

The Texas Auto Show had another successful run in 2018, with more enhancements planned for the 2019 Show. As an instrumental part of the annual State Fair of Texas, the TXAS enjoyed a huge audience throughout its 24-day showcase.

The 2018 Texas Auto Show attracted approximately 1.8 million (90%) of the Fair's total attendance of more than 2 million fairgoers.

IMPROVEMENTS

With 297,000 sq. ft. of exhibit space across three indoor and outdoor areas in the Texas Auto Show, our improvements in 2018 focused on increasing the Show's overall visibility on the fairgrounds and providing navigational ease for guests traveling to, and throughout, the display areas.

New indoor/outdoor directional signage was created to display a comprehensive map of the Show's footprint, allowing visitors to easily pinpoint their current location within the Show and then find the next vehicle on their shopping list. Additional interior lighting was installed to evenly illuminate every inch of the indoor show rooms. An improvement that delivered immediate impact was the activation of newly-designed pedestrian entrance into the fairgrounds. Located adjacent to the Truck Zone, this entrance deposited fairgoers directing into the Truck Zone and increased overall foot traffic to the Auto Show.

PUBLIC RELATIONS

The State Fair and TXAS's public relations team continues to develop outreach plans that target media outlets beyond the auto industry. In 2018, the Texas Auto Show garnered more than \$7.8 million in earned media, reaching an international audience of more than 200 million and making headlines in 20 different countries throughout the world. In addition to TXAS-specific coverage, the Show maintains a presence in the State Fair of Texas' year-round publicity, which received a year-end total of more than \$175 million in earned media and reached an international audience of more than 6 billion.

MARKETING

The Show uses a cross-platform approach for marketing and promotions. In addition to its dedicated social media channels, email marketing, outdoor digital creative, and website, the Texas Auto Show leverages opportunities for engagement across the broader State Fair with audiences. Through both brand-dedicated campaigns on TXAS channels and placements in high-traffic areas of State Fair of Texas communications, the Texas Auto Show generated more than 12.9 million impressions during September and October of the 2018 Fair season.

Since its establishment in 1913, the Texas Auto Show has engaged millions of attendees through its unique atmosphere on the State Fair of Texas grounds. The 105-year show continues to grow to meet consumer and manufacturer needs, while maintaining its historic importance and Texas-sized personality.





Attendees of the State Fair of Texas are as diverse as the Fair itself. Fair attendees cover a wide range of ages and all walks of life. Demographic data below was secured through research methodology conducted by EventCorp Services on property at the Fair.

WHO ATTENDS THE TEXAS AUTO SHOW?



GENDER

58% FEMALE
42% MALE



AVERAGE HOUSEHOLD INCOME

\$79,000



HOUSEHOLD INCOME

>100,000
21.7% OF AUDIENCE



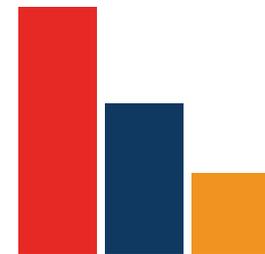
EDUCATION

48 % HAVE A COLLEGE DEGREE OR HIGHER



ETHNICITY

44% CAUCASIAN
30% HISPANIC
10% AFRICAN AMERICAN
4% ASIAN AMERICAN
7% OTHER
5% NO ANSWER



AGE

18 TO 34 - 46.4%
35 TO 54 - 27.4%
55 TO 60+ - 16.7%

73.8% OF TXAS VISITORS ARE BETWEEN 18 & 54



2018 ATTENDANCE

From first-time visitors to lifelong fans, people from all walks of life came to celebrate the Lone Star State at the State Fair of Texas. Attracting a grand total of 2,049,118 fairgoers throughout the 2018 event, we hosted an average daily attendance of more than 85,000 guests. **More than 90% of visitors the annual State Fair visited the Texas Auto Show - that's roughly 1.84 million people.**

MORE THAN
1.8 MILLION
PEOPLE
VISITED THE
TXAS

4.5 STAR RATING
OF THE SHOW BY ATTENDEES
ON A SCALE OF 5

2,049,118 FAIR VISITORS
THAT'S A LOT, Y'ALL!





40%
OF TEXAS VISITORS
INTEND TO PURCHASE OR
LEASE WITHIN THE
NEXT 1 TO 6 MONTHS

22% 12 MONTHS

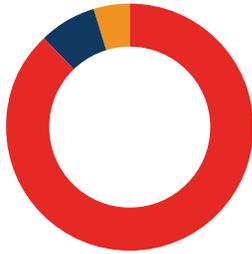
14% 3-6 MONTHS

4% NEXT 30 DAYS



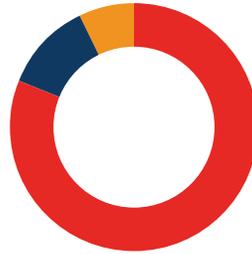


TEXAS AUTO SHOW PUBLICITY OVERVIEW



AUDIENCE REACH

205,833,331



PUBLICITY VALUE

\$7,879,930

- ONLINE NEWS
- BROADCAST
- PRINT

SOURCES: CRITICAL MENTION;
TEXAS PRESS CLIPPINGS



STATE FAIR OF TEXAS MEDIA IMPRESSIONS

The TXAS maintains a presence in the Fair's year-round publicity, which had a 2018 year-end total of more than \$175 million in earned media and an international audience reach of more than 6 billion.

ONLINE BY THE NUMBERS

166,122,649

Total Online News Audience

\$6,403,985

Total Online News Publicity





Marketing and promotion for the Texas Auto Show uses a combination of dedicated communications channels for the Show and the passionate, fan following of the State Fair of Texas. By leveraging both opportunities, the Show is able to reach car enthusiasts and promote engagement with the Show to the extended fan base of the Fair. The Auto Show receives millions of impressions from the Fair's website, visitor's guide, social media, and email marketing efforts that drive attendees to the three Texas Auto Show locations.

EMAIL

The Show was highlighted in three of the State Fair of Texas email "Fair Guides." In total the Show received 929,315 impressions in the month of October.



OUTDOOR

The Texas Auto Show was showcased in creative on 14 digital billboards throughout North Texas during the course of five weeks starting in late September. Creative for the Show was in rotation on each of the billboards for a total of 7.8 million impressions.

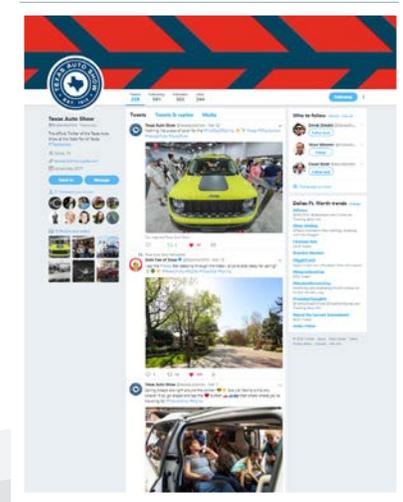




SOCIAL

The Show had a comprehensive social campaign to build a following and showcase the manufacturers and the activities in the footprint of the Show. Posts are across Twitter and Instagram as well as showcased on the State Fair social channels.

Social media campaigns for the Texas Auto Show generated more than 200,000 impressions on Instagram and Twitter.



texasautoshow • Following
State Fair of Texas

texasautoshow Texas isn't just BIG, it's also stylish like this 2019 Jaguar F-TYPE. You can find this All Wheel Drive beauty of a coupe in the Centennial Building. #TXautoshow #BigTex #jaguarftype



texasautoshow • Following
State Fair of Texas

texasautoshow The new 2019 Toyota RAV4 is front and center in the Toyota exhibit in the Centennial building. You can't miss it and with all the new design updates Toyota brought to this model, you won't want to. #TXautoshow #BigTex #ToyotaRAV4

chelleevette That is not the 2019 RAV4!
aprilmonterrosa Pretty color



texasautoshow • Following

texasautoshow 2019 RAM 1500 Rebel 12, RAM 2500 heavy duty power wagon, and 2019 RAM 2500 longhorn heavy duty rodeo edition. @ramtrucks



texasautoshow • Following

texasautoshow Check out this slick 2019 @kiamotorususa Telluride arriving next spring! #TexasAutoShow



texasautoshow • Following

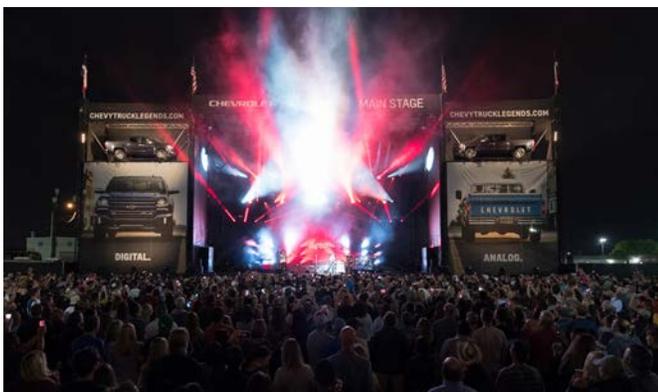
texasautoshow Check out this slick 2019 @kiamotorususa Telluride arriving next spring! #TexasAutoShow





ABOUT THE STATE FAIR OF TEXAS

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve our home, Fair Park; underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education; and help improve State Fair operations.





The Texas Auto Show has always been one of the highest-attended auto shows in the country. As a part of the annual State Fair of Texas, the TXAS's advantageous location inside the fairgrounds draws people from around the world. More than 90% of fairgoers visit the Auto Show each year. In 2018, the Texas Auto Show attracted an attendance of more than 1.8 million throughout the Fair's 24 days.

Planning is currently underway for the 2019 Texas Auto Show, with more updates and enhancements to come. We would love to hear from you while space is still available. We hope you will join us in 2019!



KELLY POUND

Director - Exhibits

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214-421-8728

kpound@bigtex.com

