



52nd Annual
Chattanooga, Tennessee
January 10, 11 & 12, 2020

You are cordially invited to the

49th Annual
Birmingham, Alabama
February 7, 8 & 9, 2020

Tens of thousands of people attend each of our events annually from all over the southeast. Don't just exhibit but sell your products to this huge audience that loves cars & car culture.

Over 70,000 spectators are expected at the 2020 Birmingham, AL O'Reilly Auto Parts World of Wheels & Over 30,000 spectators are expected at the 2020 Chattanooga, TN O'Reilly Auto Parts World of Wheels

Who are these spectators?

Age:

- under 25 - 13.98%
- 25-44 - 57.17%
- 45-54 - 24.39%
- 55+ - 4.70%
- 85% perform their own vehicle maintenance
- 31% earn \$30,000-\$50,000 a year
- 36% earn over \$50,000
- 40% own Performance or Collector Cars
- 81 % Prefer Brand & Quality over Price
- 12 Month Purchase Plans:
- 52% plan to purchase tires
- 17% plan to purchase wheels
- 23% plan to purchase performance equipment
- 17% plan to purchase audio/sound
- 13% plan to purchase paint

Special Features

The O'Reilly Auto Parts World of Wheels will bring a wide variety of exciting celebrities & feature attractions for 2020 plus top automotive exhibits. All this along with our ongoing support of local charities make the O'Reilly Auto Parts World of Wheels the ultimate in family entertainment. Past features have included top race car drivers, hit TV celebrities, & feature cars right out of the movies. We are committed to finding just the right attractions to make this year's event bigger & better than ever before!

In our continuing effort to give back to the community, the O'Reilly Auto Parts World of Wheels works with a local charity each year, donating booth space, manpower & advertising. We also raise funds to donate & support the work of these worthy organizations.

This is the greatest opportunity you will have in 2020 to promote your business!

Advertising & Marketing

In the weeks leading up to our 2020 show season, the O'Reilly Auto Parts World of Wheels will utilize **over \$100,000.00** of paid advertising to market our Birmingham, AL event & **over \$50,000.00** of paid advertising to market our Chattanooga, TN event through television, radio, print, internet and social media. Your company can capitalize on this huge media blitz with a booth in one or both of the O'Reilly Auto Parts World of Wheels events.

In addition to our media blitz, we partner with local TV & Radio affiliates to create promotional campaigns with exciting prizes & giveaways. These promotional campaigns not only build excitement & anticipation for the upcoming event, but also increase opportunities for exposure in all areas.

As people become more & more selective in the use of their disposable income, our goal is to position the O'Reilly Auto Parts World of Wheels as the "ultimate" entertainment choice. Take advantage of this once a year opportunity & be a part of this event!





Space Rental

Size	Chattanooga	Birmingham
10 x 10	\$ 450.00	\$ 500.00
10 x 20	\$ 800.00	\$ 900.00
10 x 30	\$1,050.00	\$1,200.00
10 x 40	\$1,300.00	\$1,500.00
20 x 20	\$1,550.00	\$1,800.00
(20 x 20 Includes End Cap)		
End of Aisle: (End of row with 2 sides exposed)	add \$200.00	add \$200.00
End Cap: (End of row with 3 sides exposed)	add \$250.00	add \$300.00
Booth Spaces larger than 10 x 40 will be sold at a rate of:		
Chattanooga, TN:	\$250.00 per additional 10 x 10	
Birmingham, AL:	\$300.00 per additional 10 x 10	



Payment Terms

You can download a Vendor Contract from the "Vendor" section of our website: WorldOfWheels.net. To reserve your space, please mail your contract along with a minimum 50% deposit to the address listed on the contract. The total balance of your booth space is due 10 days prior to move-in. Payments made after the due date must be cash or credit card.

Booth Decoration, Electrical & Utilities

You can supply your own table, chairs & backdrop or rent them. Booths must be completely finished including the back side. You MUST indicate on your contract if your booth requires electricity, phone line, WIFI, water or any other utility to insure that you are placed in a spot that is accessible to utility outlets.

Chattanooga, TN & Birmingham, AL: Please visit the "Vendor" section of our website: WorldOfWheels.net for more information about services provided by the Convention Center, including contact information & links to online order forms.

Move-In & Move-Out

Commercial set-up is from 9 a.m. to 8 p.m. on Thursday (the day before show opening). Move-out will begin when the show ends at 6 p.m. on Sunday. Vendors are not allowed to begin breaking down booths until the show closes at 6p.m. Sunday.

Show Hours

Friday: 3 p.m. - 9 p.m. • **Saturday:** 10 a.m. - 9 p.m. • **Sunday:** 10 a.m. - 6 p.m.
* Doors open to vendors at 9 a.m. each day.

Don't miss out! Space is limited, call today to reserve yours!

For more show information & a Vendor Contract visit: WorldOfWheels.net or call: **(205) 655-4950**

