

HPX

HIGH PERFORMANCE EXPO

JUNE 2-4, 2026 | CHARLOTTE, NC

SPONSORSHIP OPPORTUNITIES



HPX is where the high-performance automotive world converges to build what's next. Let it be your launchpad for the industry's marketplace!

We offer a wide variety of sponsorship opportunities to fit different needs, budgets and goals. From on-site activations with direct attendee interaction with your brand, to opportunities that live beyond the life of the event - we want to provide you with visibility and connections.

Why Sponsor...

- Access to qualified buyers, distributors, and media in the performance and aftermarket industry
- Curate meaningful engagement with professionals, buyers, and enthusiasts
- Build brand authority and awareness on and off the show floor.
- Create unique opportunities to align your brand with innovation and performance



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SPONSOR LEVELS

SPONSORSHIP LEVEL	Naming Rights to HPX	Push Notif in Mobile App	Branded Elements	Social Media Post	Press Release Feature	Sponsor Logo Placement	Printed Floor Plan Ad	Drink Tickets
TITLE \$35,000		1	2	2				10
PLATINUM \$15,000		1	1	1				8
GOLD \$10,000			1	1				6
SILVER \$5,000								6
BRONZE \$3,500								6

Branded Element Choices Include:

- Double-sided Meterboard
- Attendee Badge Ad
- Digital Signage
- 3x3' Floor Graphic Ad

Logo Placement Includes:

- HPX website
- Slide during theater breaks
- Mobile App
- Onsite "Thank You" Sponsor Signage

*Printed Floor Plan Ad will be 3.5" x 2.5". Artwork must be received by May 1.

THOUGHT LEADERSHIP

WOMEN'S EM[POWER]MENT SUMMIT

Tuesday, June 2 | 9 AM - 1 PM

The Women's Em[POWER]ment Summit is a chance for attendees to step away from the day-to-day and into a half-day experience designed to help you reconnect, refocus, and intentionally design what's next. The HPX Women's Em[POWER]ment Summit brings together women across the performance racing and automotive industry for an energizing, interactive morning of leadership development, reflection, and practical planning.

	PRESENTING SPONSOR	LUNCHEON SPONSOR	SUPPORTING SPONSOR
	\$7,500	\$3,500	\$2,500
Opening Remarks			
Luncheon Remarks			
Registrations	3	2	1
On-site "Thank You" Signage			
Recognition in the mobile app and website			

AUTOMOTIVE LEADERSHIP CONFERENCE

Wednesday, June 3 | 9 AM - 1 PM

New for 2026, the Automotive Leadership Conference is an experience designed for owners, executives, and decision-makers ready to scale smarter, lead stronger, and build more profitable businesses. Bringing together leaders from the automotive, aftermarket, and motorsports sectors, this conference delivers real-world insight on what it takes to grow and sustain a successful operation in today's fast-changing market.

	PRESENTING SPONSOR	LUNCHEON SPONSOR	SUPPORTING SPONSOR
	\$7,500	\$3,500	\$2,500
Opening Remarks			
Luncheon Remarks			
Registrations	3	2	1
On-site "Thank You" Signage			
Recognition in the mobile app and website			

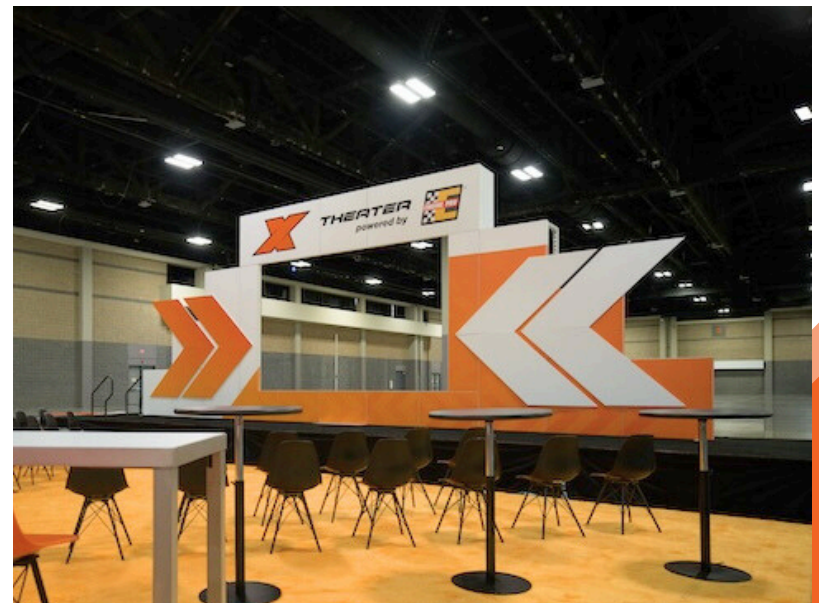
EDUCATION THEATERS

\$10,000 - 1 Left

Own the conversation where learning happens! Your brand sponsors one or both high-traffic theaters featuring industry leaders and hot topics throughout the event. Connect with engaged, knowledge-seeking attendees while positioning your company as a champion of education and innovation. It's visibility that adds real value.

Sponsor is provided:

- Your logo on all signage promoting the theater
- Your logo on the HPX Theater and stage
- Education theater visitor leads
- On-site “thank you” signage
- Recognition on mobile app and website



BRANDING OPPORTUNITIES

ATTENDEE BAGS

\$2,500 - EXCLUSIVE

Turn every attendee into a walking billboard for your brand! Your custom bags will be carried throughout the show floor, into meetings, and beyond the event, giving your company mobile visibility that lasts long after HPX concludes. Plus, include one promotional insert to put your message directly in attendees' hands. It's the sponsorship that keeps traveling long after HPX ends! Sponsor must provide bags along with pre-inserted handout.

Sponsor is provided:

- Distribution of bags from key locations within the Charlotte Convention Center
- On-site "thank you" signage
- Recognition on mobile app and website



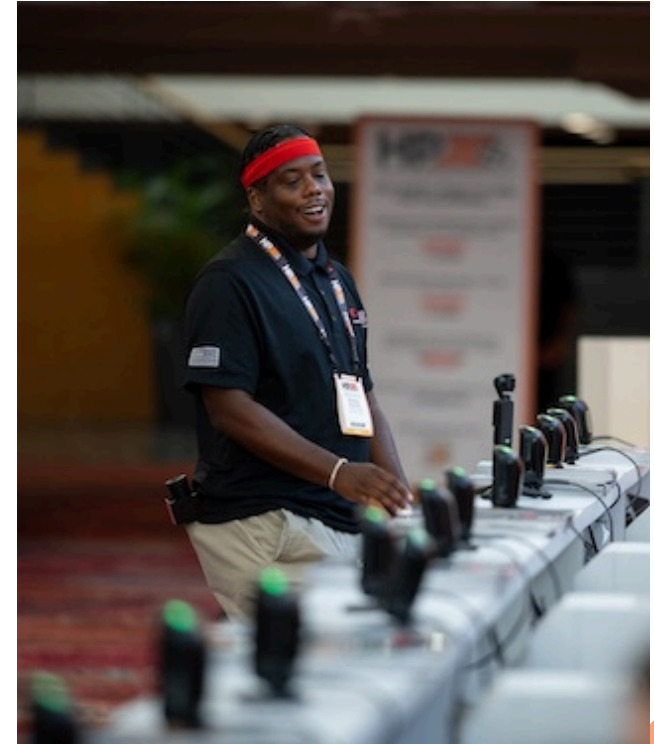
ATTENDEE BADGE AD

\$2,000 - EXCLUSIVE

Guaranteed visibility with every handshake, every conversation, every connection! Your ad appears on the one thing every HPX attendee wears all day long: their badge. Whether you're driving booth traffic, promoting a giveaway, or boosting app downloads, your message travels everywhere attendees go. It's impossible to miss and impossible to remove. Talk about a captive audience, you've got it!

Sponsor is provided:

- Full color ad on back of printed 4" x 5" badge
- On-site "thank you" signage
- Recognition on mobile app and website



CHARGING LOUNGE

Call For Pricing

Be the low-battery hero everyone needs! When phones hit low battery and panic sets in, your brand swoops in to save the day. This exclusive sponsorship creates a relaxing oasis where attendees can recharge their devices, while your brand earns their gratitude. It's the perfect moment to make a lasting impression: when they need you most, you're there. Power up their experience and power up your brand recognition!

Sponsor is provided:

- Furnished charging lounge (artwork provided by sponsor | produced and installed by HPX)
- Charging lounge visitor leads
- On-site "thank you" signage
- Recognition on mobile app and website



DOUBLE-SIDED METERBOARD

\$1,200 Per Meterboard

Stand out where it counts! These eye-catching 38"W x 87"H free-standing displays are strategically placed in high-traffic areas throughout the show floor and lobby for maximum brand exposure. You create the design, we produce and position it where attendees can't miss it. It's bold, visible, and works 24/7 to keep your message front and center!

Sponsor is provided:

- One (1) 38" x 87" free-standing double-sided meterboard in the Charlotte Convention Center (placement to be decided by Show Management)
- On-site "thank you" signage
- Recognition on mobile app and website



3' x 3' FLOOR GRAPHICS

\$450 Per Graphic

Lead them right to your door! Custom floor graphics create a visual path straight to your booth, turning foot traffic into direct booth traffic. Buy one or buy ten to create an irresistible trail attendees can't help but follow. You provide the design, we handle production and installation. It's wayfinding that works entirely in your favor!

Sponsor is provided:

- Your design on 3'x3' floor graphics throughout the show floor



■ 3' x 3' floor plan sticker graphic

FLOOR PLAN ADVERTISING

\$1,500 - Premier Sponsor | EXCLUSIVE

\$150 - Floor Plan Ad | 12 Available

Place your advertising right into the hands of HPX attendees as they navigate the show floor. One of the most in-demand attendee informational pieces, this printed guide will feature highlights of the show, event schedule, exhibitor directory, and floor plan map to further assist attendees with navigating the show.

As **Premier Sponsor**, your branding will be a call-out ad featured on the cover (8.5" x 2") and a full-page (8.5" x 11") on the back panel.

Floor Plan Ads (3.5" x 2.5") are available and will be featured on a panel within the guide.

FLOOR PLAN LOGO

\$250 Each

Display your company's logo on your booth on the printed HPX Floor Plan. This piece is one of the most in-demand marketing pieces at the event. Available to exhibitors with 20' x 20' or larger booth.

LANYARDS

\$3,000 - EXCLUSIVE

The sponsorship everyone wears, all day, every day! Your branded lanyard hangs around the neck of every single HPX attendee, turning thousands of participants into walking ambassadors for your brand. It's constant, unavoidable visibility from the moment doors open until the event ends. No other sponsorship delivers this level of universal exposure! Sponsor provides branded lanyards for HPX to distribute in the registration area.

Sponsor is provided:

- Distribution of sponsor's lanyards (sponsor produces/HPX distributes)
- On-site "thank you" signage
- Recognition on mobile app and website



OFFICIAL REGISTRATION SPONSOR

\$5,000 - EXCLUSIVE

Own the first impression—and every impression after! As the exclusive Registration Sponsor, your brand welcomes attendees at every touchpoint: online registration, email confirmations, and the bustling on-site registration area. You're the first name they see when they sign up and the brand that greets them when they arrive. It's premium visibility at the most critical moments of the attendee journey!

Sponsor is provided:

- Your logo on every other kick panel of attendee registration counters
- Banner ad on registration website and email confirmation
- On-site “thank you” signage
- Recognition on mobile app and website

HPX SHOP CAR CHALLENGE

\$5,000 - CO-SPONSORSHIP

This isn't a concept-car parade or a behind-the-scenes teaser. The HPX Shop Car Challenge spotlights the finest real customer builds coming out of today's top shops. Each selected shop brings one stellar recent project. Challenge vehicles will be featured prominently on the HPX show floor, giving attendees an up-close look at craftsmanship, innovation, and East Coast style. HPX organizers will showcase each build's true capabilities, shining a light on the skill, story, and shop behind every car.

Two prestigious honors are up for grabs - Top Builder Award - Voted exclusively by the competing builders themselves and People's Choice Award - Chosen by HPX attendees

Sponsor is provided:

- Promotion as co-sponsor of HPX Shop Car Challenge
- Inclusion on Shop Car Challenge signage

DIGITAL OPPORTUNITIES

EXHIBITOR PROFILE UPGRADES

Stand out on the online floor plan and at HPX with wallet-friendly digital profile add-ons. Choose to enhance your online HPX floor plan or directory listing with the addition of a video, press release, show specials and more! Log in to your exhibitor hub to learn more and purchase today.

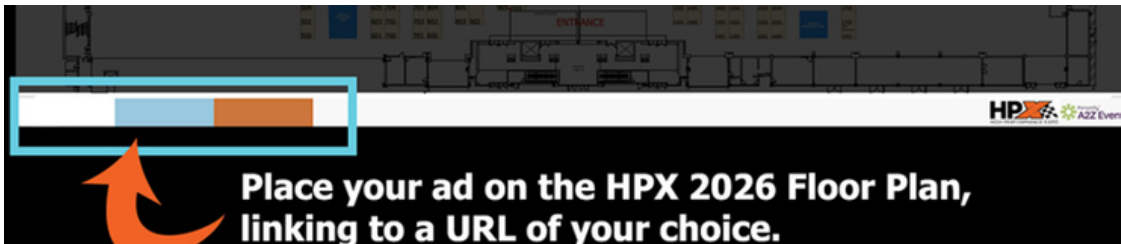
	Featured Placement	Cover Photo	Videos	Online Products	Press Releases	Show Specials	Online Profile Characters	Product Categories
GOLD \$695			2	Unlimited	Unlimited	Unlimited	2,000	Unlimited
SILVER \$495			1	5	5	5	1,500	10
BRONZE \$295				3	3	3	1,000	5
BASIC INCLUDED							500	3

EXHIBITOR PROFILE ENHANCEMENTS

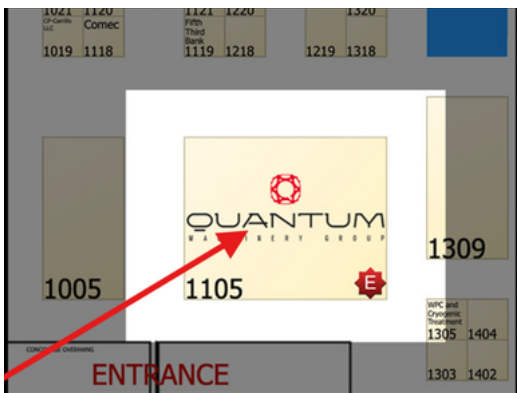
Featured Exhibitor Block - \$1,496 | Five (5) available, includes GOLD profile package



Floor Plan Banner Ad - \$395 | Three (3) available



Booth Company Logo - \$495 | Three (3) Available



SECOND LISTING \$250 Each

Do you have additional brands under your company umbrella that will have products in your booth? Add additional brand exposure to your exhibit by adding additional listings.

DIGITAL SIGNAGE

LIMITED - 6 AVAILABLE

\$1,500 Per Video

Command attention on the big screen! Your video plays on loop on a prominent LED display in high-traffic Concourse A, capturing attendees as they move through the convention center for 3 full days. It's bold, dynamic, and impossible to ignore. With premium placement and continuous rotation, your message reaches attendees again and again, making your brand the one they remember.

Sponsor is provided:

- 10-second video playback without audio on LED activation in rotation
- On-site "thank you" signage
- Recognition on mobile app and website



ATTENDEE EBLASTS

LIMITED - 3 AVAILABLE

\$1,000 Each

Get in their inbox before they hit the show floor! Your exclusive branded email reaches current registrants of HPX2026 directly, building anticipation and driving action before HPX even begins. Promote booth visits, announce product launches, or extend VIP invitations—your message lands front and center with an engaged audience primed to connect. It's the head start that makes your on-site presence even more powerful!

Sponsor is provided:

- Ability to send one (1) email to registrants of HPX 2026 (date to be decided by Show Management)
- Post-email reporting of opens and clicks

MOBILE APP SPONSORSHIP

\$4,500 - EXCLUSIVE

Own the app attendees can't put down! As the exclusive mobile app sponsor, your brand powers the essential tool everyone uses to navigate HPX — from scheduling sessions to finding exhibitors to connecting with peers. Your logo appears every time they check the agenda, explore the floor plan, or coordinate meetups. It's constant visibility in the palm of their hand, positioning your brand at the center of their entire HPX experience.

Sponsor is provided:

- Your logo on mobile app splash screen
- Rotating banner ad
- One (1) push notification each day
- On-site “thank you” signage
- Recognition on mobile app and website



MOBILE APP ROTATING BANNER AD

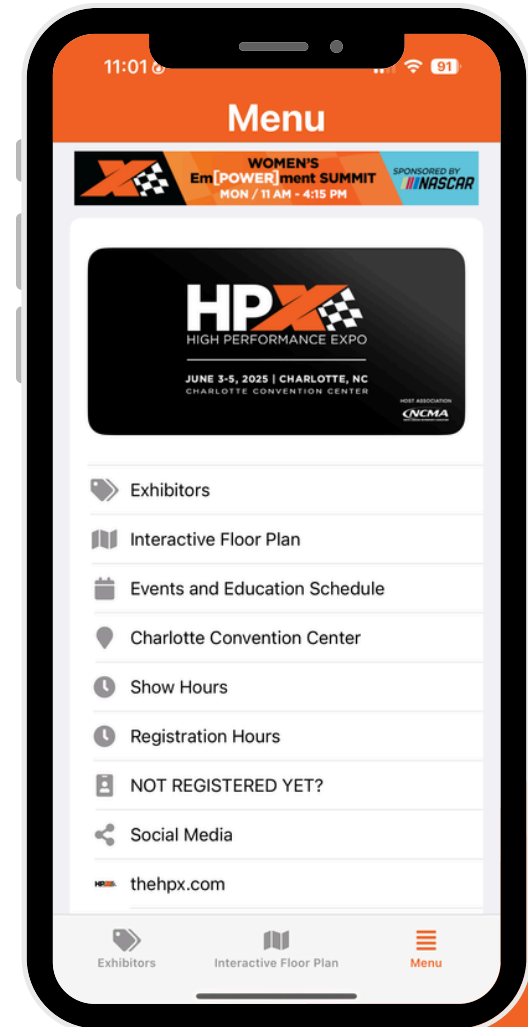
\$1,000 Per Ad

LIMITED - 3 AVAILABLE

Your message pops up directly in the app as attendees navigate the show floor and search for products. It's perfectly timed visibility that catches them right when they're most engaged and ready to take action. Drive booth traffic, promote flash sales, or share breaking news—your pop-up puts your message exactly where the action is!

Sponsor is provided:

- Rotating banner ad
- On-site “thank you” signage
- Recognition on mobile app and website



WEBSITE BANNER AD

\$650 Per Banner Ad

The HPX website is command central for attendees researching exhibitors, building schedules, and registering for the event. Your banner ad captures their attention during these high-intent moments, putting your brand and message front and center as they explore. It's prime digital real estate that reaches engaged visitors before they ever step foot on the show floor!



Sponsor is provided:

- One (1) rotating banner ad (jpg or png) space on the official HPX website
- On-site “thank you” signage
- Recognition on mobile app and website

LET'S GO!



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Get started by emailing our team at
Sales@TheHPX.com

EXTEND YOUR REACH BEYOND THE SHOW FLOOR

Contact the sales team for immediate assistance in determining availability and what's the best sponsorship for your company!

Custom Sponsorships Available!