

05 - 09 FEB 2025

**HOW ABOUT
BECOMING A
PARTNER OF
RÉTROMOBILE?**



Considered by many to be the world's most exciting pop-up garage, Rétromobile has since 1976 offered visitors the chance to discover and admire the finest treasures of the 20th century motor industry in a stylish setting right in the heart of the French capital.

Whether people come to buy a vehicle to add to their collection, find a rare part to complete a restoration project or simply treat themselves to a miniature replica of the model that once upon a time inspired them so much, the exhibition is more than just a place to shop. Above all, it is the annual meeting place for an extremely devoted community, with more than 1,600 clubs in France alone! What visitors to the Rétromobile exhibition have in common is a deep-seated attachment to the preservation of our heritage, a culture of fine objects and quality, the pleasure of driving on two or four wheels, and, last but not least, a shared passion for classic vehicles.

So if, like Richard Mille, Artcurial, Motul and many others, you can identify with what you have just read, don't wait any longer and join the family of exhibition partners!

Romain Grabowski
Director of Rétromobile

1st
EVENT OF THE YEAR

49th
EDITION

5
DAYS

130,000
VISITORS

70%
ABC1 CATEGORY

55%
COLLECTORS

16%
WOMEN

19%
NON-FRENCH VISITORS

14
MANUFACTURERS

lubricate
WITH **MOTUL**

OUR HERITAGE BASED APPROACH

Rétromobile is not only a place to do business and share ideas: it is also the finest showcase for this major invention of the 20th century, the automobile. In partnership with Motul, the Fédération Française des Véhicules d'Epoque (FFVE) and museums, Rétromobile focuses the headlights on, and contributes to, a number of initiatives aimed at preserving our motorised heritage.

IN 2025:

- An area dedicated to exhibitors holding Entreprise du Patrimoine Vivant (EPV) labelling in Pavilion 1.
- 2nd edition of the «Rétromobile Conservation Award» to distinguish and publicise owners of pre-war vehicles in the closest state to their original condition.



5
PARTNER MUSEUMS

50
YOUNG PEOPLE TRAINED / YEAR

60
MORE THAN
VEHICLES CONSERVED SINCE 2008



BEST-OF-MOBILE

VIDEO



OUR LONGSTANDING PARTNERS

Rétromobile offers our partners – some of whom have been with us for over ten years - a solution to their various business and marketing issues.

Whether to increase their brand awareness, popularity or image, invite their best customers to visit the world's most beautiful pop-up garage and enjoy exclusive conditions, or interact with 130,000 enthusiasts, we work hand in hand throughout the year to achieve these goals.

OFFICIAL PARTNERS

RICHARD MILLE

ARTCURIAL
// Motorcars

MOTUL

OFFICIAL SUPPLIERS

GRUPE
PREVOST



SAVOIR-FAIRE
INSTITUT
POUR LES **FRANÇAIS**

MEDIA PARTNERS

LE FIGARO

YOUNGTIMERS

AUTO HOMMES & AUTOS
HEROES DE CARACTÈRE

GAZOLINE
VIVRE AU QUOTIDIEN LA VOITURE ANCIENNE

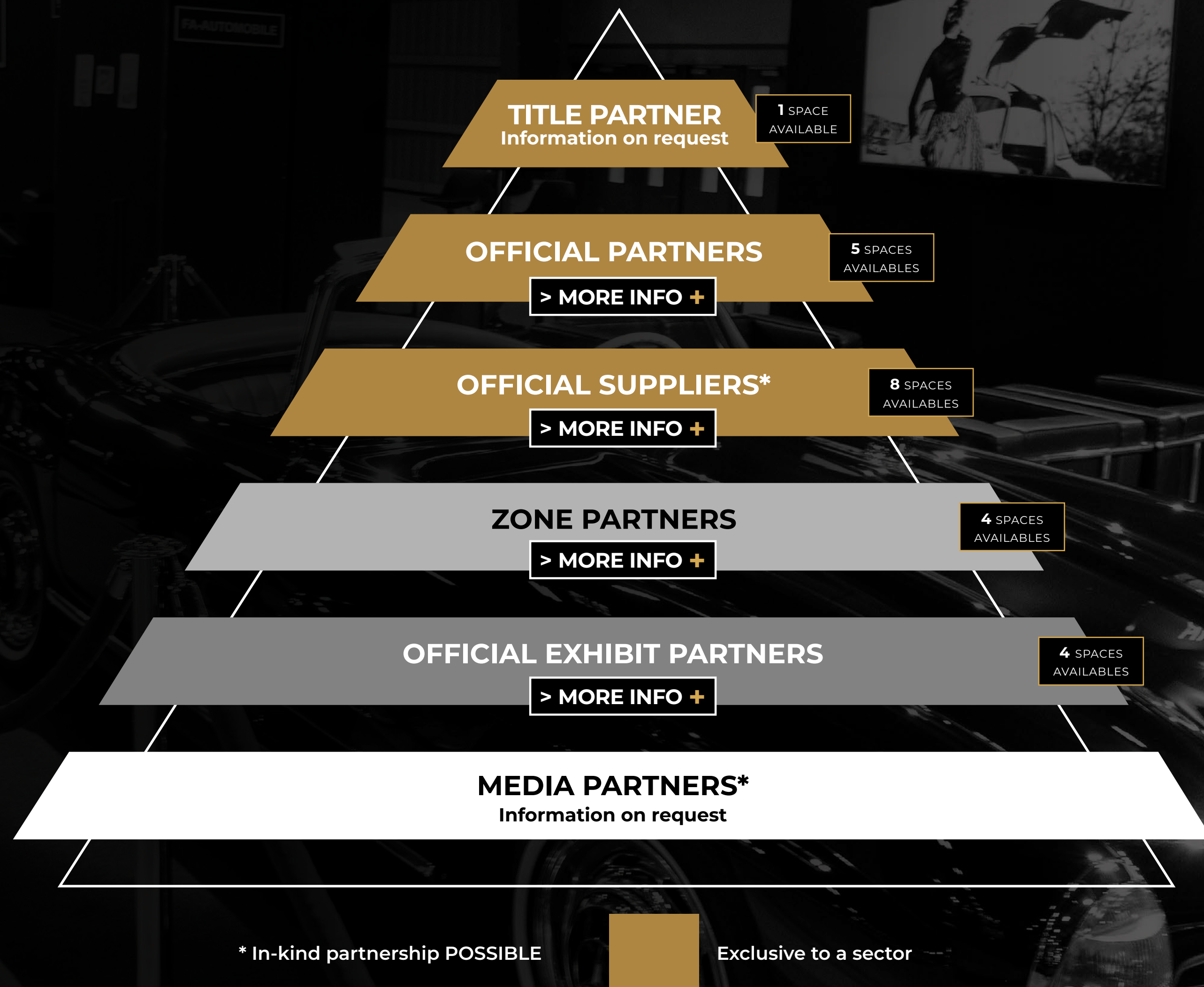
AUTOMOTO
LA CHAÎNE

RMC
DÉCOUVERTE

RMC
INFO TALK SPORT



GRADUES OF PARTNERSHIP





OFFICIAL PARTNERS

PRICE: €100,000 EX-VAT	
Exclusive to sector	YES
Naming / marketing rights	Official partner of Rétromobile
Logo	Co-branded
Duration	3 years
Comexposium promotional tools	<div><div>PRINT<ul style="list-style-type: none">• 1 page advert in official programme• Logo + advert in visitor plan• Logo in banner on official poster• Logo on tickets</div><div>OUTDOOR VISIBILITY<ul style="list-style-type: none">• Logo on banner on display tarp over the Boulevard Périphérique• Logo on banner on entrance tarps</div><div>DIGITAL<ul style="list-style-type: none">• Advert on website• 2 articles/year in exhibitor newsletter• 2 articles/year in visitor newsletter</div><div>INDOOR VISIBILITY<ul style="list-style-type: none">• Logo on aisle letters• Logo on directional floor plans• 1 drop banner / hall</div></div>
Métropole promotional tools	Discretional visibility up to value of €6,500 ex-VAT
Sponsorship	Discretional (exhibit, zone or special feature) up to value of €30,000 ex-VAT
Cooperation on editorial schedule	Yes
Sampling rights	Yes
Hospitality	Optional (10% discount)
Stand	Optional (10% off bare stand space price)
Tickets	<ul style="list-style-type: none">• 150 preview invitations• 60 day invitations• 20 exhibitor passes• 20 VIP week passes



SALON

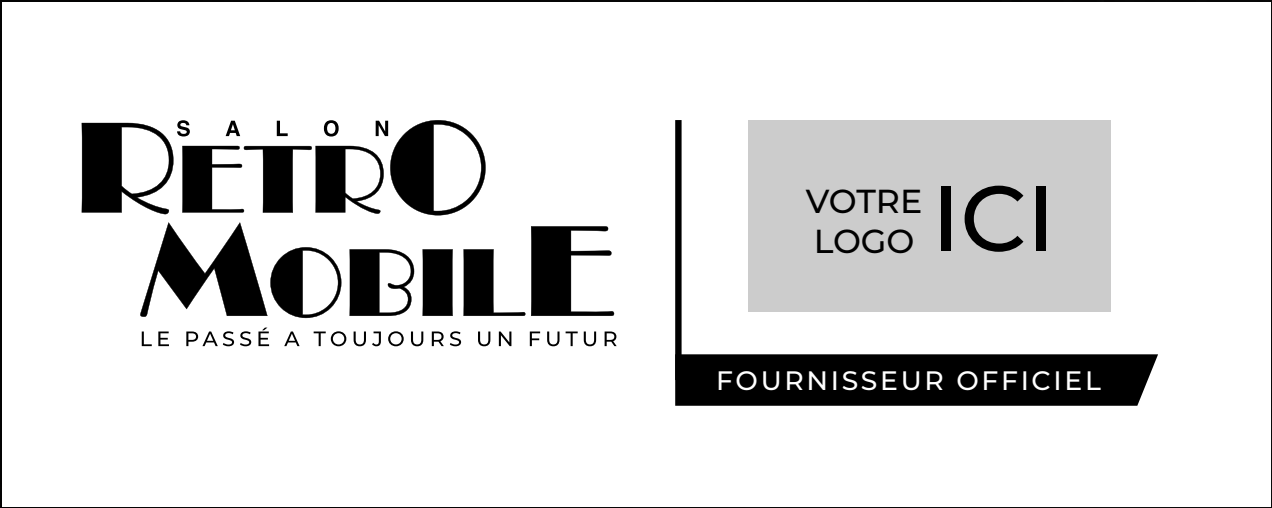
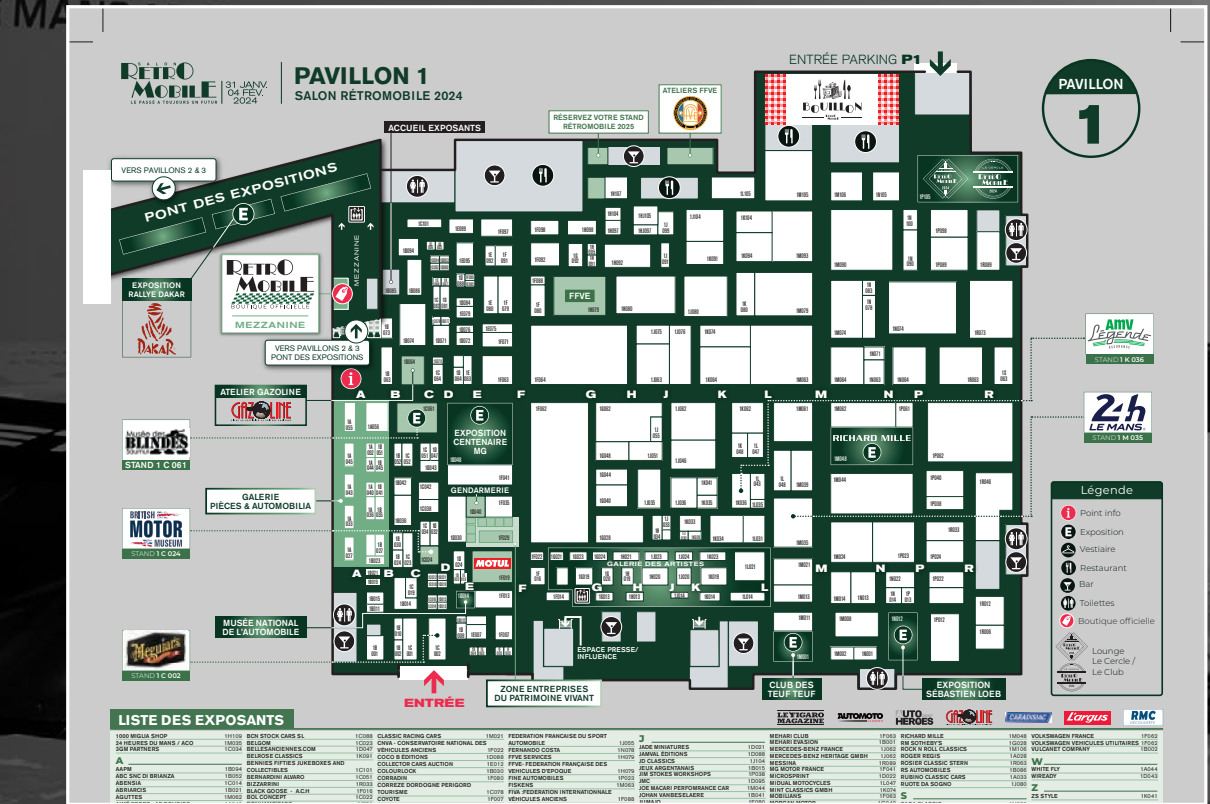
RETRO MOBILE

LE PASSÉ A TOUJOURS UN FUTUR

VOTRE LOGO ICI

PARTENAIRE OFFICIEL

PRICE: €40,000 EX-VAT		
Exclusive to sector	YES	
Naming / marketing rights	Official supplier of Rétromobile	
Logo	Co-branded	
Duration	3 years	
Comexposium promotional tools	<div><div>> MORE INFO +</div><div><div>PRINT</div><div><ul style="list-style-type: none">• ½ page advert in official programme• Logo on visitor plan• Logo on tickets</div><div><div>DIGITAL</div><div><ul style="list-style-type: none">• Logo on website with URL redirection• 1 article/year in exhibitor newsletter• 1 article/year in visitor newsletter</div><div><div>INDOOR VISIBILITY</div><div><ul style="list-style-type: none">• Logo on directional floor plans</div></div></div></div></div>	
Métropole promotional tools	<div><div>> MORE INFO +</div><div>-</div></div>	
Sponsorship	Choice of sponsorship (exhibit, zone or special feature) or stand up to value of €10,000 ex-VAT	
Cooperation on editorial schedule	Yes	
Sampling rights	Yes	
Hospitality	Optional (10% discount)	
Stand	Choice of sponsorship (exhibit, zone or special feature) or stand up to value of €10,000 ex-VAT	
Tickets	<ul style="list-style-type: none">• 50 preview invitations• 20 day invitations• 8 exhibitor passes• 6 VIP week passes	



ZONE PARTNERS

PRICE: €15,000 - €20,000 EX-VAT	
Exclusive to sector	-
Naming / marketing rights	Partner of ... zone at Rétromobile
Logo	-
Duration	1 to 3 years
Comexposium promotional tools	<div><div>> MORE INFO +</div><div><div>PRINT</div><div><ul style="list-style-type: none">• Citation in zone presentation wording in official programme• Logo on visitor plan</div><div><div>DIGITAL</div><div><ul style="list-style-type: none">• Logo on website with URL redirection• 1 article/year in exhibitor newsletter• 1 article/year in visitor newsletter</div></div><div><div>INDOOR VISIBILITY</div><div><ul style="list-style-type: none">• Logo on directional floor plans• Logo on all signage of zone concerned (drop banners, directional materials)</div></div></div></div>
Métropole promotional tools	<div><div>> MORE INFO +</div><div>-</div></div>
Sponsorship	-
Cooperation on editorial schedule	Yes
Sampling rights	Choice of sampling rights or stand, up to value of €4,000 ex-VAT
Hospitality	Optional (10% discount)
Stand	Choice of sampling rights or stand, up to value of €4,000 ex-VAT
Tickets	<ul style="list-style-type: none">• 20 preview invitations• 10 day invitations• 5 exhibitor passes• 3 VIP week passes

ZONES	PRICE (€ EX-VAT)
Vehicles under €30K	20,000
Van life	15,000
Artists' Gallery	15,000
Rétromobile Street	15,000
Motorcycle zone	15,000
Parts Fair – 2 days	15,000

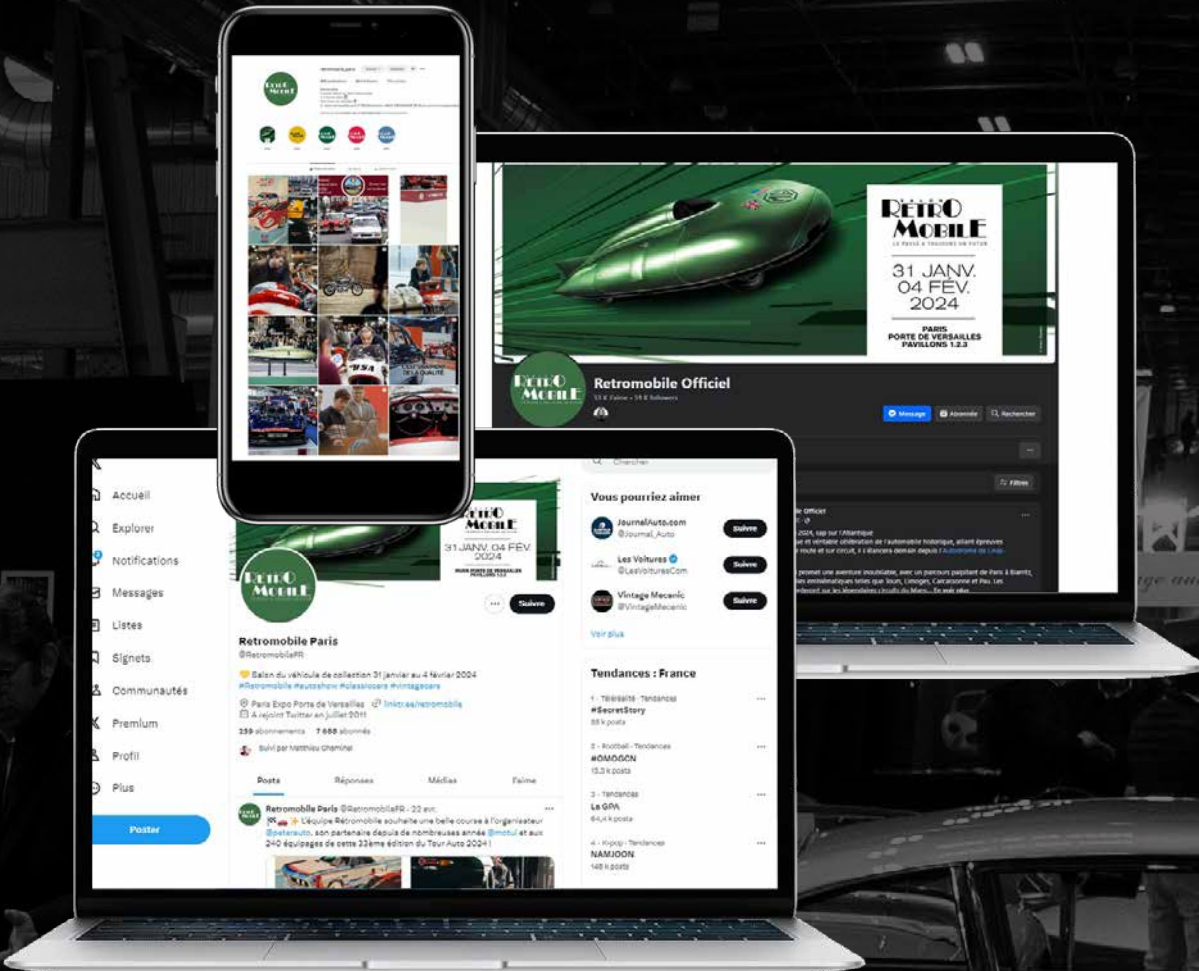
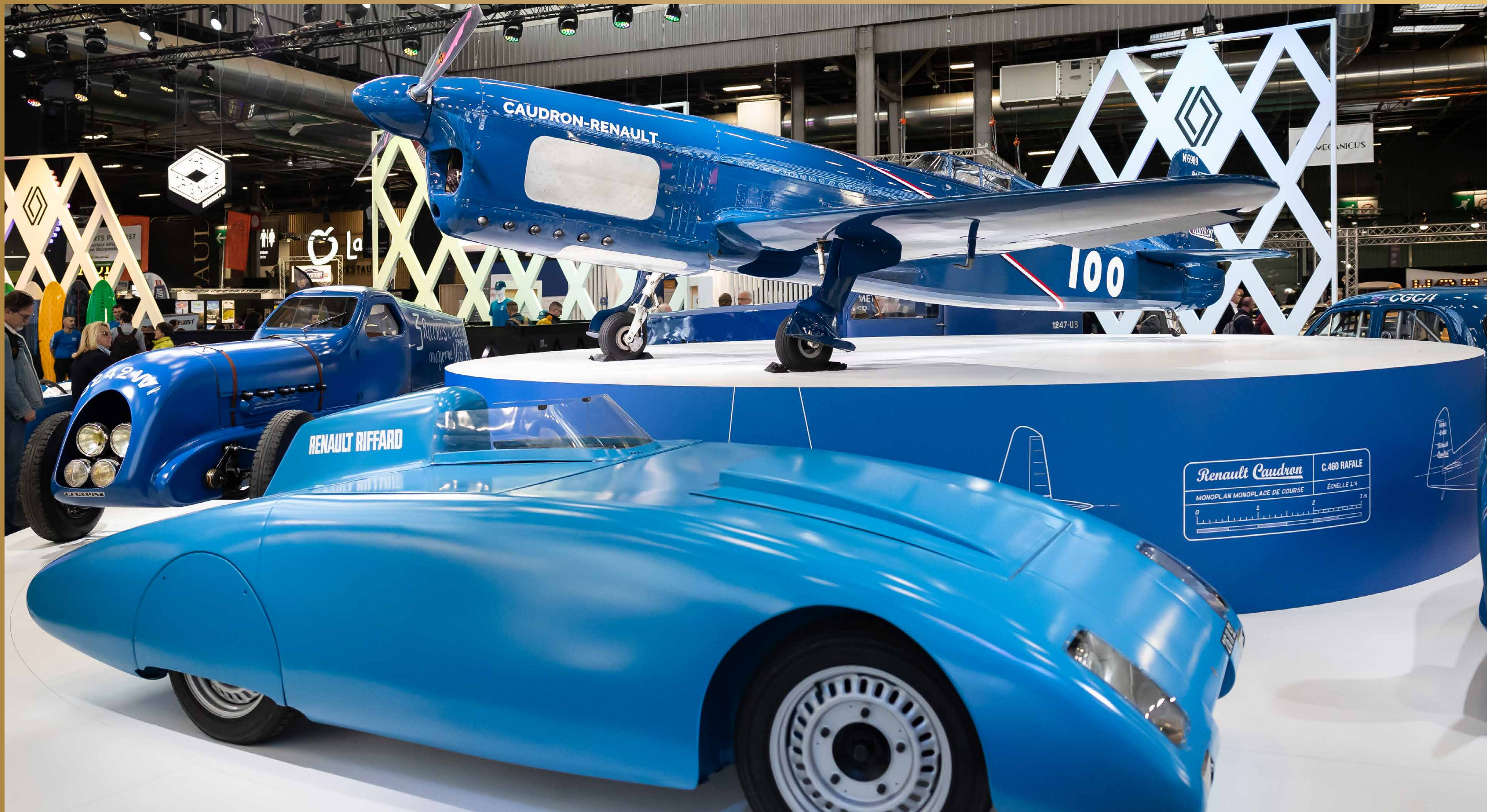


EXHIBIT PARTNERS

PRICE: €15,000 - €25,000 EX-VAT		
Exclusive to sector	-	
Naming / marketing rights	Partner of ... exhibit at Rétromobile	
Logo	-	
Duration	1 an	
Comexposium promotional tools	<div><div>> MORE INFO +</div><div>PRINT<ul style="list-style-type: none">• Citation in exhibit presentation wording in official programme• Logo on visitor planINDOOR VISIBILITY<ul style="list-style-type: none">• Logo on directional floor plans• Logo on all signage of exhibit concerned (drop banners, directional materials)</div><div>DIGITAL<ul style="list-style-type: none">• Logo on website with URL redirection• 1 article/year in exhibitor newsletter• 1 article/year in visitor newsletter</div></div>	
Métropole promotional tools	-	
Sponsorship	-	
Cooperation on editorial schedule	Yes	
Sampling rights	Choice of sampling rights or stand, up to value of €4,000 ex-VAT	
Hospitality	Optional (10% discount)	
Stand	Choice of sampling rights or stand, up to value of €4,000 ex-VAT	
Tickets	<ul style="list-style-type: none">• 20 preview invitations• 10 day invitations• 5 exhibitor passes• 3 VIP week passes	

EXHIBITS	> MORE INFO +	PRICE (€ EX-VAT)
Hall 1 exhibition - Manufacturer's anniversary		25,000
Passerelle exhibition - Pre-war		15,000
Exhibition Hall 2 - Racing / competition		15,000
Motorcycle exhibition		20,000





CAUDRON-RENAULT

100

1247-U3

RENAULT RIFFARD

Renault Caudron	C.460 RAFALE
MONOPLAN MONOPLACE DE COURSE	ÉCHELLE 1:4
0 1 2 3 m	

SPECIAL FEATURES

Already a Rétromobile partner
or exhibitor?

Make an impression by
sponsoring one of the headline
features of the next show!



STAR VEHICLES

PRICE: €10,000 EX-VAT



Inaugurated at Rétromobile 2023, the Star Vehicles ("Véhicules Vedettes») concept aims to raise the profile of the exhibition's five most exceptional vehicles. Each of these vehicles will be unveiled in turn at the preview evening by the official speaker, in front of several hundred media representatives, and will benefit from a dedicated communication plan for the duration of the event.



NEW

MUSICAL CHALLENGE

PRICE: €10,000 EX-VAT



A major new feature of the 2025 preview evening, this touring performance by a dozen artists will roam the aisles of the exhibition for an hour. Both an immersive and poetic experience and a moment of shared emotion, it is sure to leave an everlasting impression on the 5,000 or so VIP and media guests in attendance.



CONSERVATION AWARD

PRICE: €5,000 EX-VAT

A brand new award to distinguish and publicise the most authentic pre-war vehicle among those on show.



PREVIEW

Prices and additional details
on request

A programme exclusively open to the world's 500 biggest automobile collectors with the aim of inviting them, welcoming them and enabling them to meet the show's exhibitors in ideal conditions.

Become a partner of this programme and thereby take advantage of Rétromobile to build special ties with visitors from all over the world.



DEDICATED RECEPTION AREA AT SHOW ENTRANCE

throughout the show



ACCESS TO PREVIEW EVENING

3 hours before official opening



DEDICATED PRIVATE LOUNGE

in the middle of pavilion 1



CLOAKROOM SERVICE



CONCIERGE SERVICE

to book a hotel, an airline ticket,
a taxi, etc.



FULL ACCESS PASS

to visit stands and Artcurial auction

In association with the most prestigious American and European automobile clubs and collector circles.

ARTCURIAL

// *Motorcars*



ANNEXES



COMEXPOSIUM

	PRICE (€ EX-VAT)
EXHIBITOR LIST	
Logo	290
Name in bold	90
OFFICIAL PROGRAMME	
Back cover	4 000
Page	3 500
½ page	1 500
¼ page	750
VISITOR PLAN	
Back cover	3 500
Advert	1 500
Logo	1 500
ON-SITE VISIBILITY	
Logo on directional floor plan	1 500
Decal entrance 1	612
Decal entrance 3	620
Floor tiles	1 500

	PRICE (€ EX-VAT)
VISITOR NEWSLETTER	
Pack of 3 banners	1 500
Banner	600
EXHIBITOR NEWSLETTER	
Pack of 3 banners	1 500
Banner	600
WEBSITE	
Home page banner	1 600
Useful info page banner	1 250
SOCIAL MEDIA	
Digital campaign	5 000
New – 2-3 min video	2 000
Nex – 30 sec teaser	1 000
New – Video + teaser package	2 500
SAMPLING RIGHTS	
2 staff – day	1 500
5 staff – day	3 000
2 staff – week	4 000
5 staff - week	7 500

METROPOLE

PAVILION	PRODUCT	TOTAL PRICE (€ EX-VAT)
1	Giant canvas gate A1 1 sided	13 080
1	Panoramic display, dome	13 440
1	Dome module, gate V	6 090
1	Backlit panels 1.1	6 140
3	Canvas	6 310
3	Digital ring	8 860



FROM 05 TO 09
FEBRUARY 2025

YOUR CONTACT

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