

03 - 07 FEB 2027

PROMOTIONAL TOOLS: MEET AND INTERACT WITH 181,500 ENTHUSIASTS!

KEY FIGURES

2026
EDITION

For the 51st edition of Retromobile, the definitive Mecca of collector vehicles, step out to meet the 181,500 enthusiasts who will soon be exploring the aisles of the exhibition. Whether as an exhibitor or a partner, whether you wish to increase your exposure year-round or as a one-off operation, join the race from pole position thanks to our all-round communications tools that can be adapted to suit your needs and goals!

51 YEARS

OF RÉTROMOBILE
& BMW ART CARS

OVER

2,000

COLLECTOR VEHICLES
ON DISPLAY

150

VEHICLES IN THE UNDER
€30K ZONE

COLLABORATION WITH

8 MUSEUMS

80,000 SQM

OF EXHIBITION SPACE

650

EXHIBITORS, INCLUDING
170 NEWCOMERS

1

EVENING PREVIEW

OVER

€50M

GENERATED BY THE
OFFICIAL GOODING
CHRISTIE'S AUCTION

BECOME MORE VISIBLE

CAPTURE ATTENTION,
ENHANCE YOUR BRAND IMAGE
AND STAND OUT FROM YOUR
COMPETITORS

ART CAR #1 ALEXANDER CALDER BMW 3.0 CSL 1975



OFFICIAL GUIDE TO RETROMOBILE 2027

Distributed free of charge with a print run of nearly **80,000 copies**, the official show guide is keenly awaited and kept as a souvenir by all visitors to Retromobile. As a fine platform for your visibility, it will embed your brand in the minds of our visitor audience, both during and after the show.

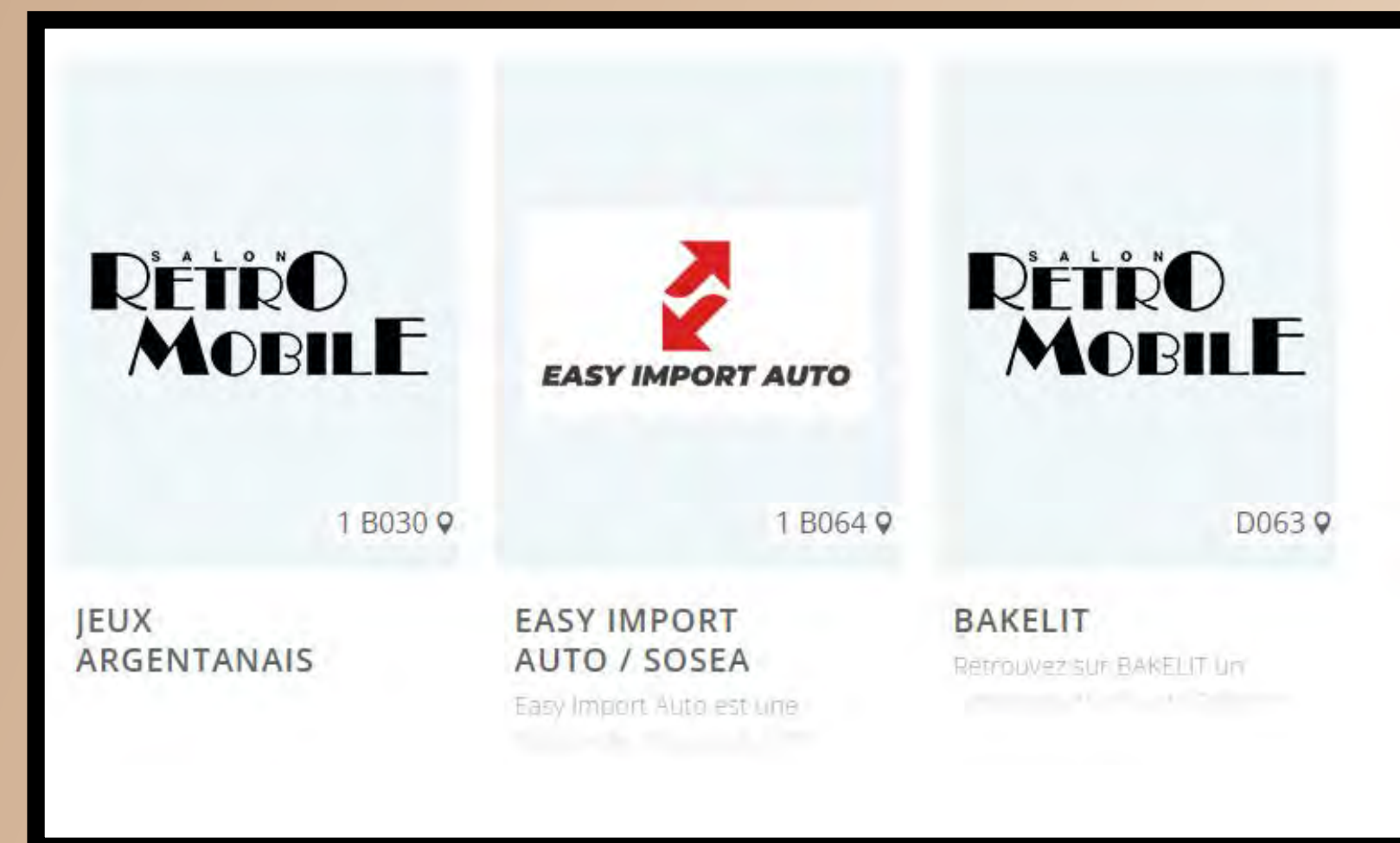
¼ page ad	€750
½ page ad.....	€1,500
Full page ad.....	€3,500
Back cover.....	€4,500



EXHIBITOR LIST ON THE WEBSITE

Capitalise on the **3 million visitors** to our website and stand out from the crowd by enhancing your company's visibility on the Retromobile 2027 exhibitor list.

Company name
in bold €90

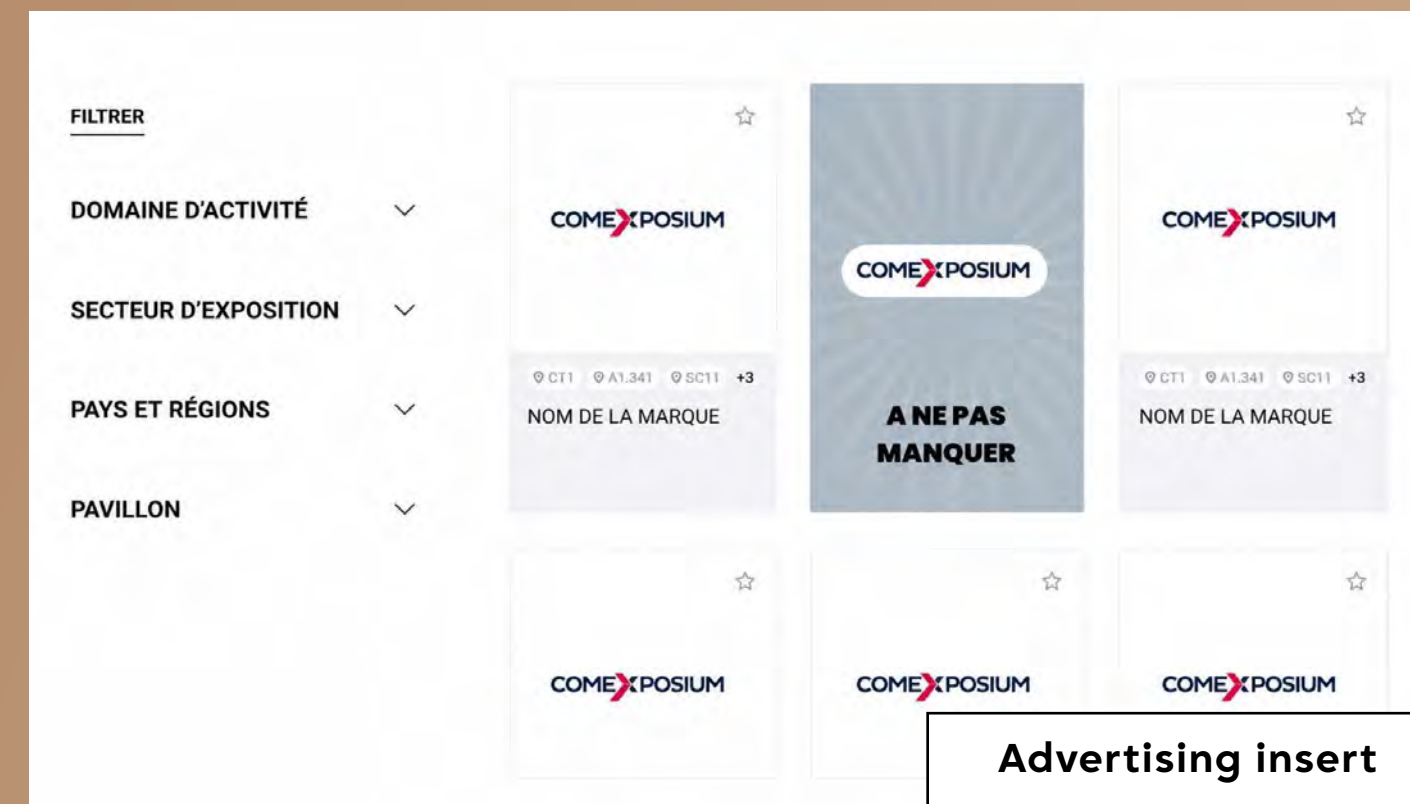


DIGITAL CATALOGUE



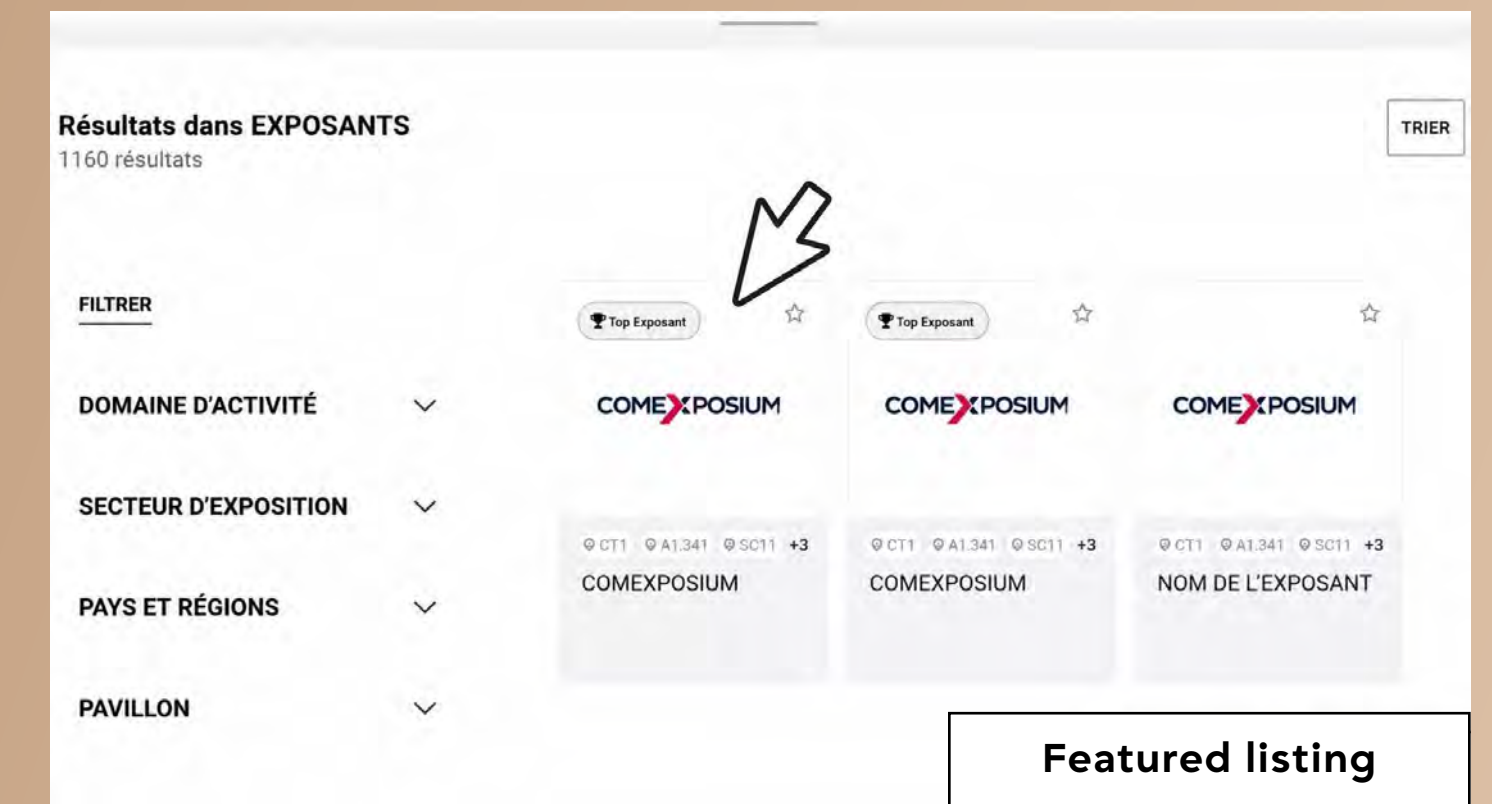
Sponsored display lets you appear in a dedicated space called «Discover», visible right at the top of the catalogue page through a premium insert positioned and designed to capture visitors' attention.

Sponsored display – exhibitor search €900



The advertising insert displays a visual «Not to be missed» insert within the exhibitor list, depending on the package purchased.

Insert in the Exhibitor list €490



Featured listing guarantees you appear in 1st or 2nd position in the catalogue results thanks to priority, exclusive placement with a «Top Exhibitor» visual label.

Exhibitor in 1st position €899

Exhibitor in 2nd position €799

OUTDOOR VISIBILITY

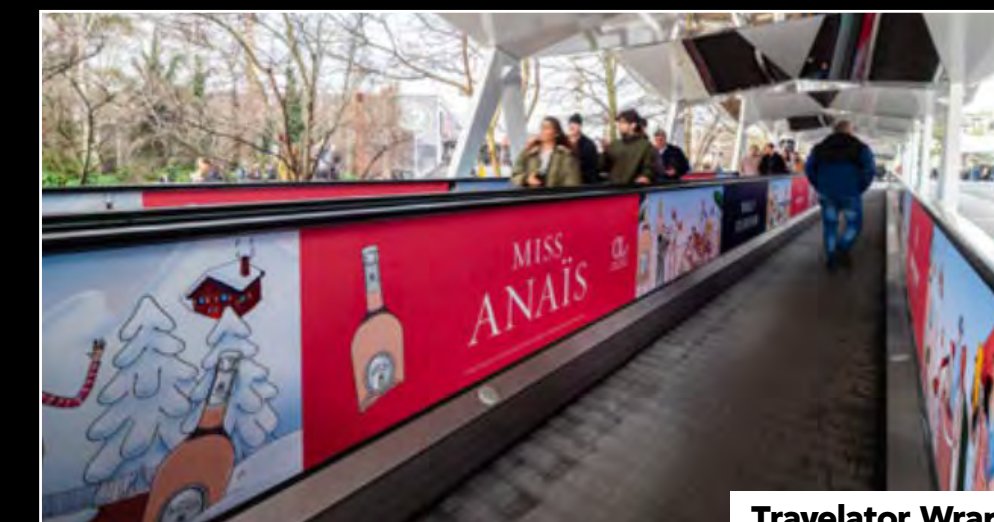
Go big at the show by taking advantage of the Porte de Versailles outdoor display spaces. Let visitors know that you're at Retromobile 2027, even before they walk in.

9 Double-sided Kakemonos.....	€7 000*
Travelator Wraps (5 segments available).....	€10,000*
Escalator Wraps - Hall 7.....	€10,500*
Banners - Hall 4:	
29 sq.m.....	€5,000*
58 sq.m.....	€9,000*
87 sq.m.....	€11,000*
Atrium Side Banners.....	€8,500*
(2 sides available)	
Glass Railing Panels.....	€5,000*
LED Wall - Atrium Hall 7.3.....	€10,000* per spot
360° giant LED digital screen on plaza.....	€10,000*
(limited to 4 advertisers)	

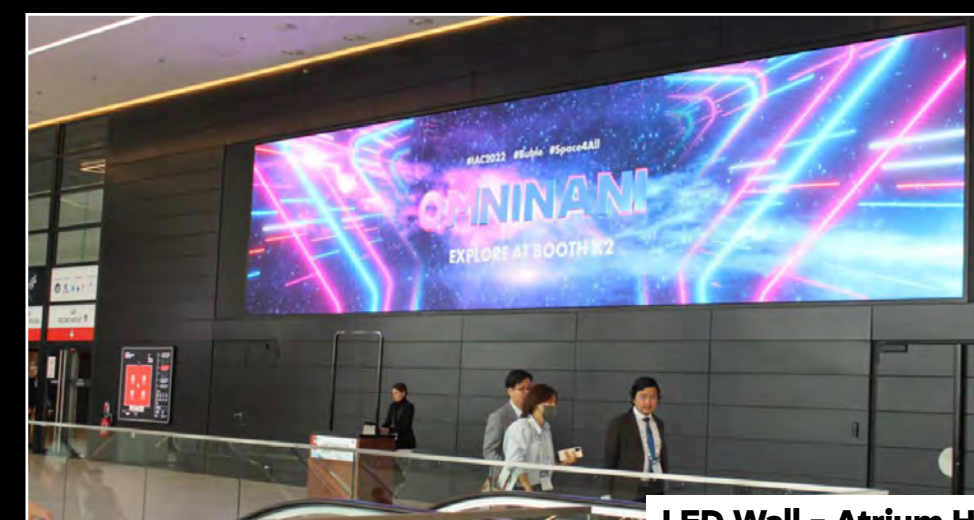
*excluding production costs



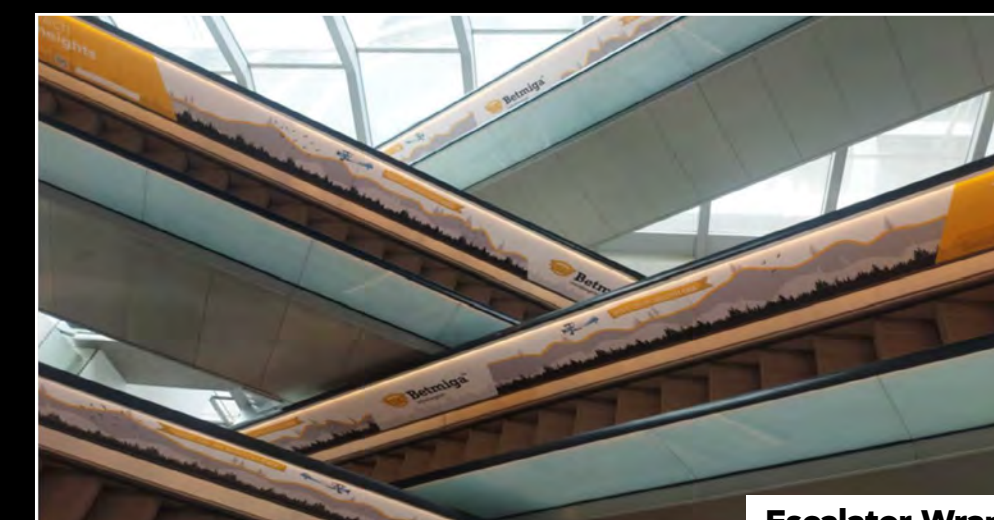
Banner - Hall 4



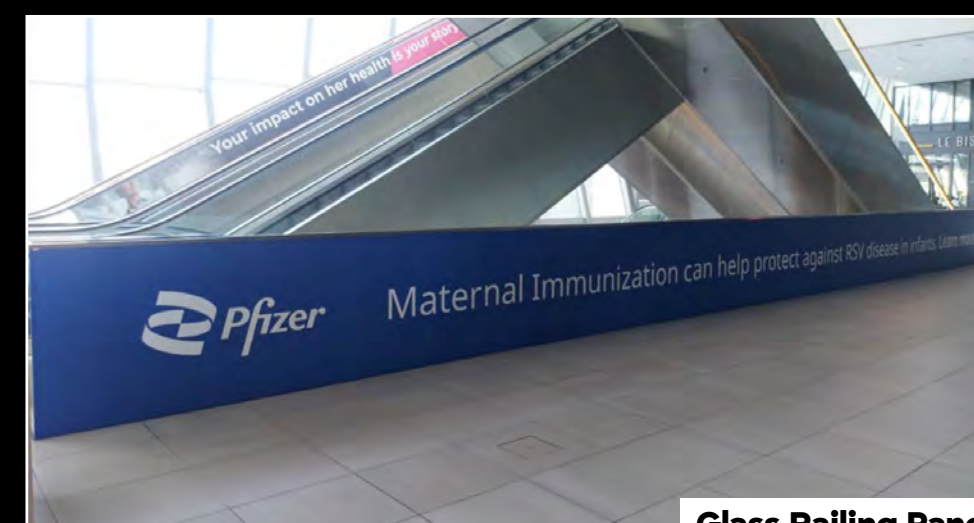
Travelator Wraps



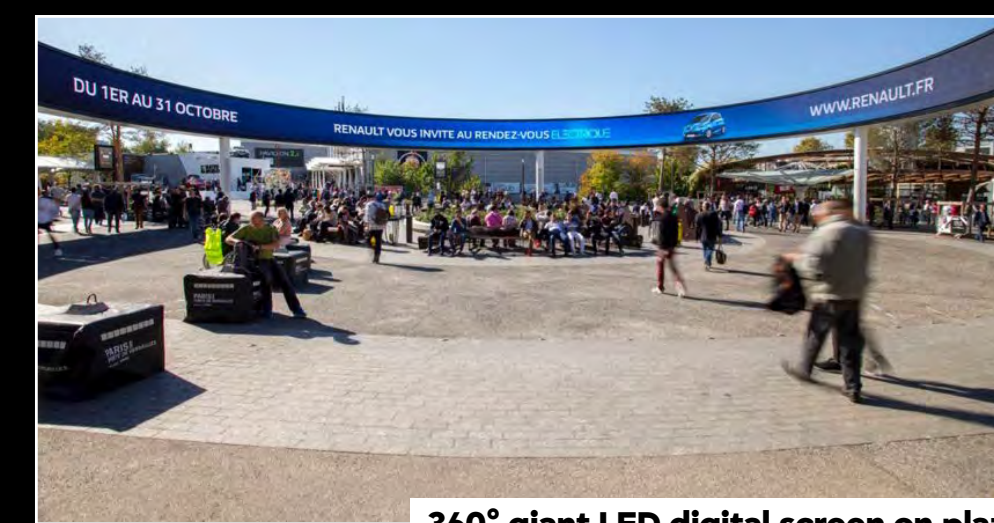
LED Wall - Atrium Hall



Escalator Wraps

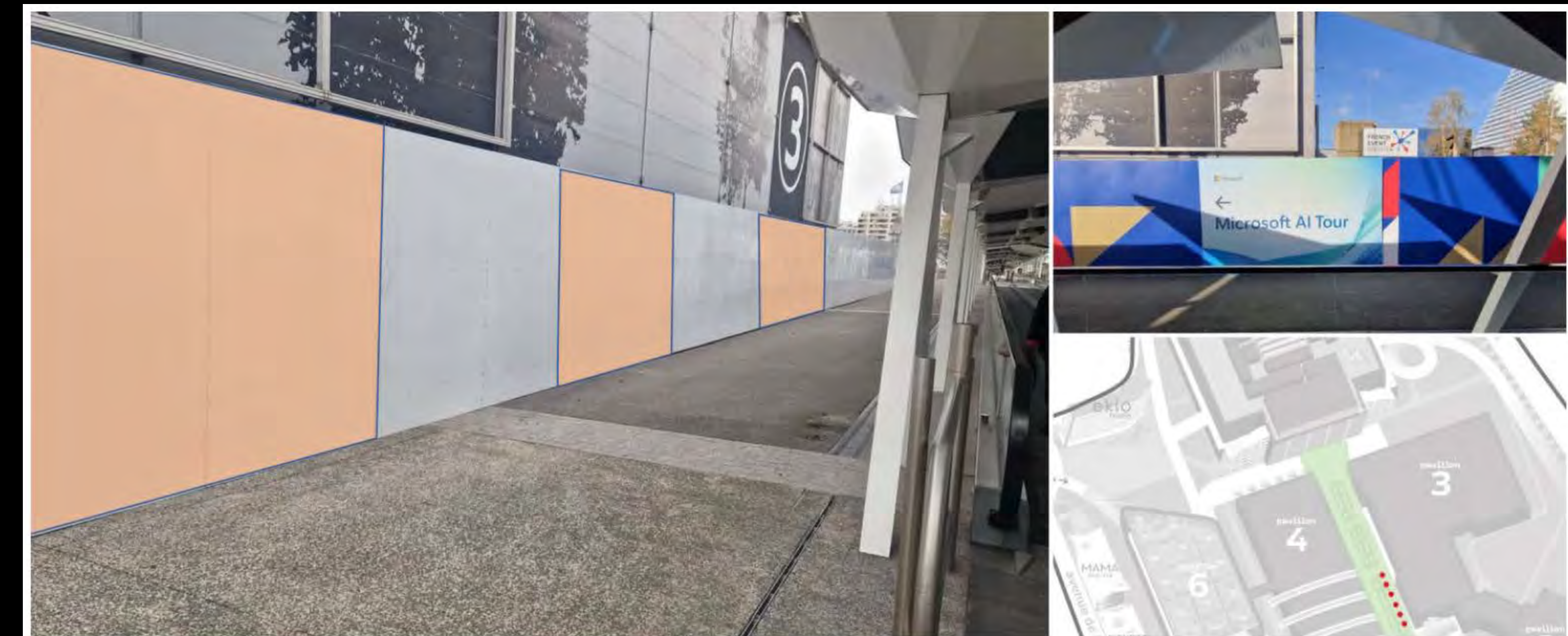


Glass Railing Panels



360° giant LED digital screen on plaza

OUTDOOR VISIBILITY



CONSTRUCTION HOARDING - HALL 7 CENTRAL AISLE

- Adhesive wrap on the hoarding at the travelator exit: Hall 7
- Dimensions: 27 m W x 2.50 m H
- Surface area: 67.5 sq.m
- **Can be divided into 5 specific sections - contact us**

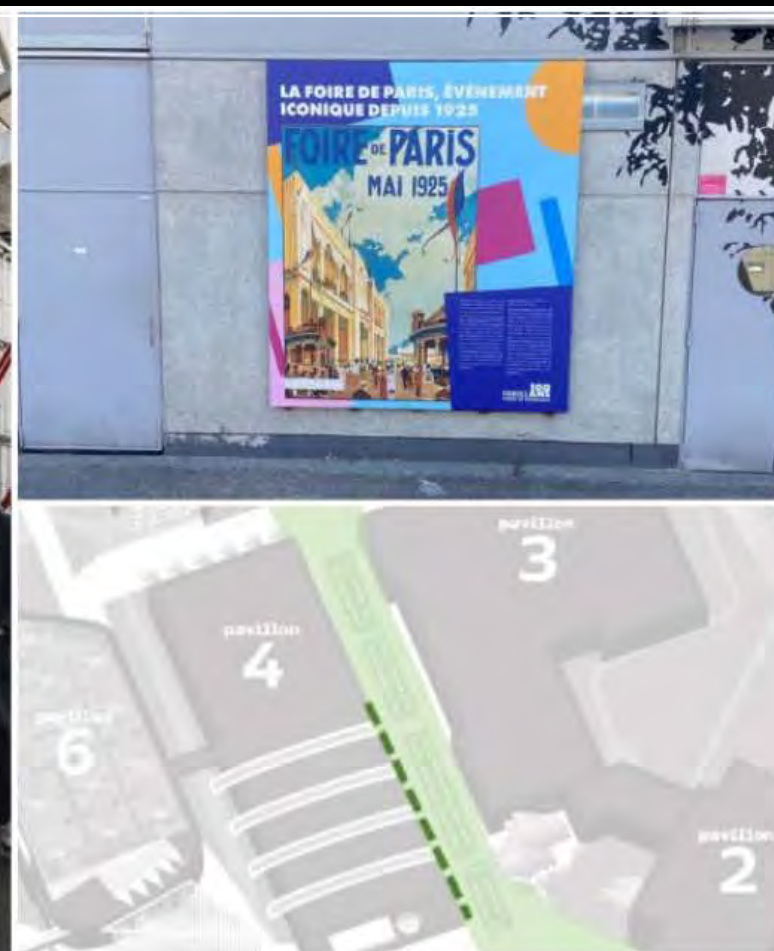
€15,000 excl. VAT / Full
(excluding technical costs)

CONSTRUCTION HOARDING TRAVELATOR MODULE CENTRAL AISLE

- 10 banners on wooden frames along the hoarding of the aisle leading to Halls 4 & 7
- Dimensions: 4 m W x 2.50 m H / module
- Surface area: 10 sq.m / module

€2,500 excl. VAT / Module
(excluding technical costs)

OUTDOOR VISIBILITY



BANNERS ON WOODEN CLADDING HALL 4

- 12 banners on wooden cladding along Hall 4
- Format: 2.40 m W x 2.69 m H / banner
- Surface area: 6.45 sq.m / banner

€2,500 excl. VAT / banner
(excluding technical costs)

CORNER COVERING HALL 4 (TOWARDS HALL 7)

- Covering of the Hall 4 restaurant corner
 - Side towards Hall 7
 - Side towards (former) Hall 3
- Attractive visibility for **Hall 7**
- Format: as per template

€2,500 excl. VAT / side
(excluding technical costs)

SAMPLING

Deploy your communications in the aisles of the show with our sampling offers, and reach more than **181,500 enthusiasts** at the very heart of the event.

Sampling rights (1 day) – 2 people	€1,500
Sampling rights (1 day) – 5 people	€3,000
Sampling rights for full show (5 days) – 2 people	€4,000
Sampling rights for full show (5 days) – 5 people	€7,500



A classic dark-colored car, possibly a Bentley Continental, is displayed on a stand at an exhibition. The car is the central focus, with its license plate reading '6016-RS'. In the background, other exhibition stands are visible, including one for 'MRL' and another for 'BROAD ARROW CAPITAL AUCTIONS | PRIVATE SALES | CAPITAL'.

OPTIMISE YOUR BUSINESS

**BOOST FOOTFALL
ON YOUR STAND
AND GENERATE LEADS
ALL YEAR ROUND.**

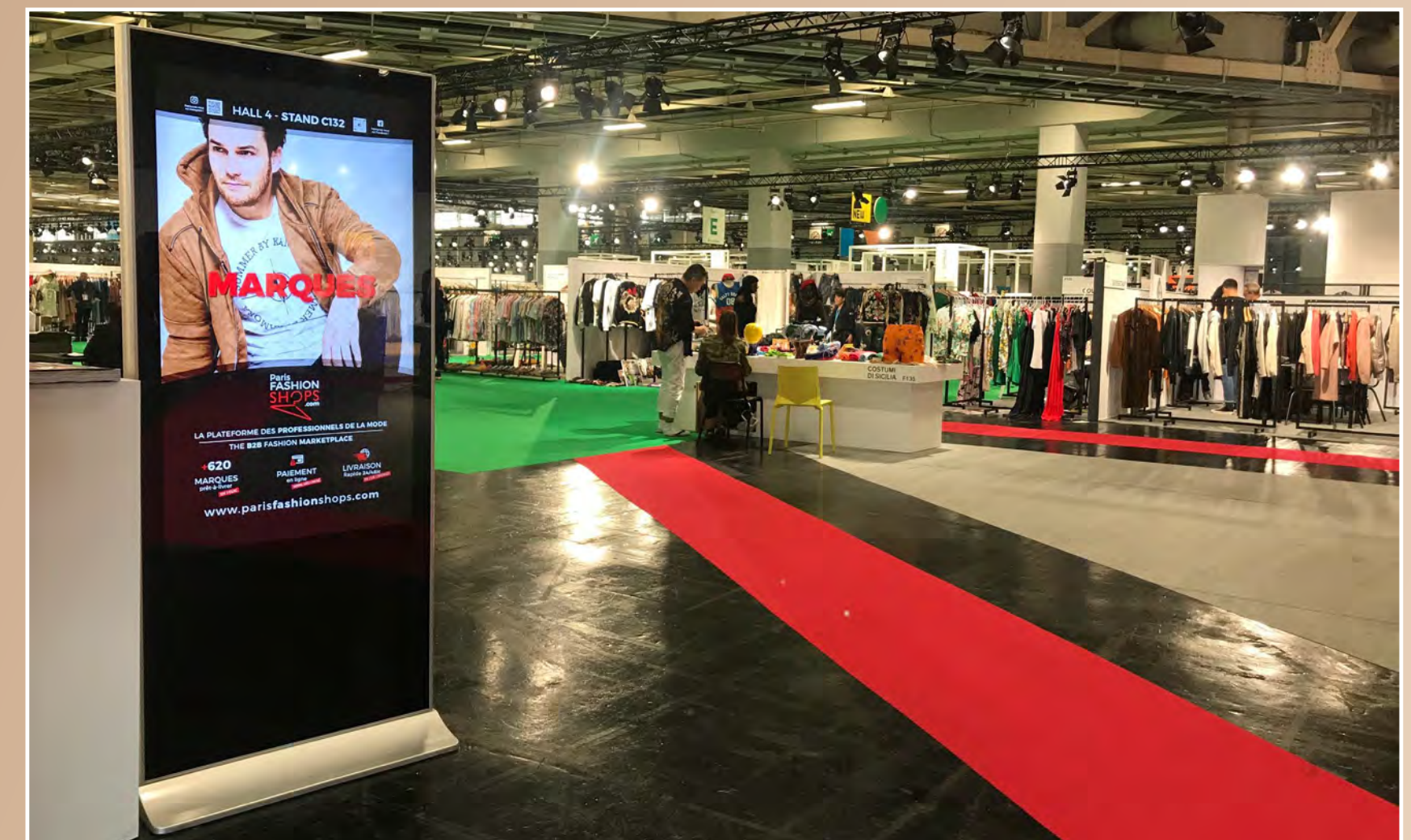
SIGNAGE & INDOOR VISIBILITY

Guide the visitors step by step to your stand by making use of the signage at the show.

Floor markings.....€1,500

Indoor digital totem.....€3,300

(advertising costs included - limited to 6 advertisers)

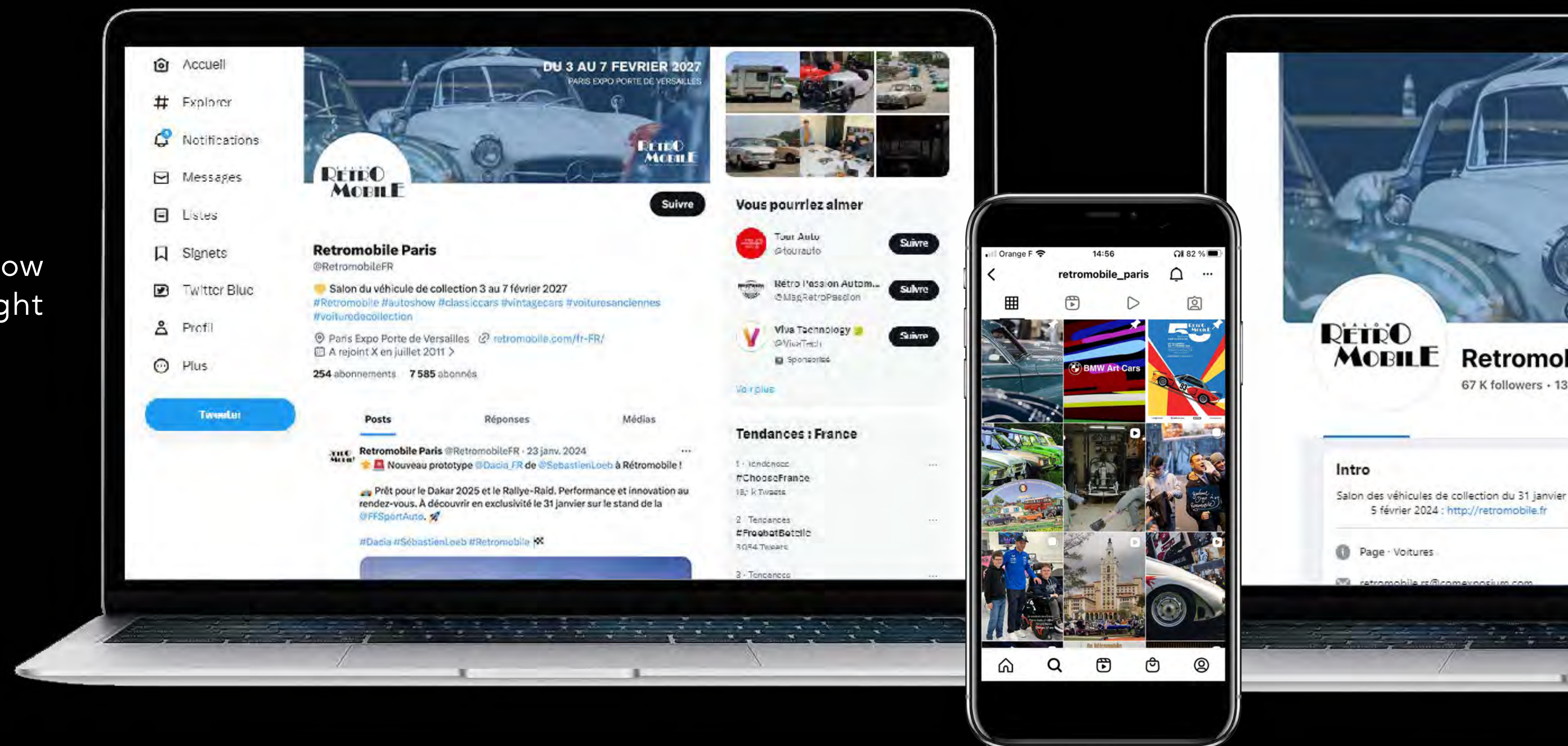


DIGITAL CAMPAIGN

Interact all year round with the **176,000 enthusiasts** who follow the Retromobile adventure on social media, and reach the right audience at the right time!

Digital campaign.....**€5,000**

- Duration: one month, renewable, outside exhibition promotion period
- 1 sponsored post per week on Instagram and Facebook
- Centres of interest and zone: to be defined
- Potential/Reach: to be defined depending on targeting

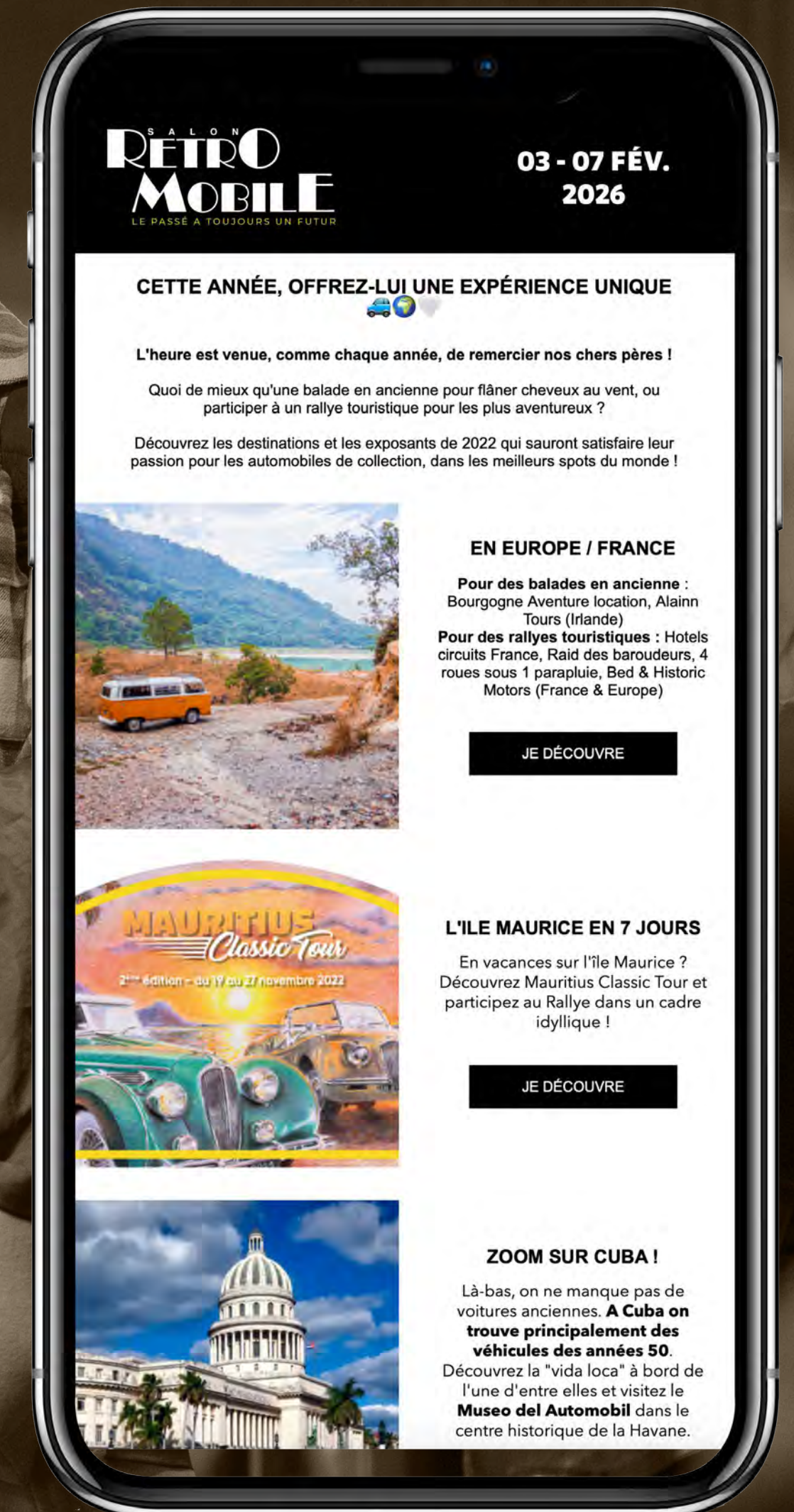


VISITOR & EXHIBITOR NEWSLETTER

Make yourself known to our **118,000 qualified contacts** (visitors and exhibitors) by taking up a space in one of the exhibition's official newsletters.

Visitor e-newsletter banner ad.....	€1,000
Pack of 3 visitor e-newsletter banner ads.....	€2,500
Exhibitor e-newsletter banner ad.....	€1,000
Pack of 3 exhibitor e-newsletter banner ads.....	€2,500

PROMOTIONAL TOOLS



VIDEO CONTENT

Do you need video content to post on your website or social media feeds? Do you want to present your company, your know-how, or drive the communications campaign around your participation at the show, without having to pay expensive filming and travel costs?

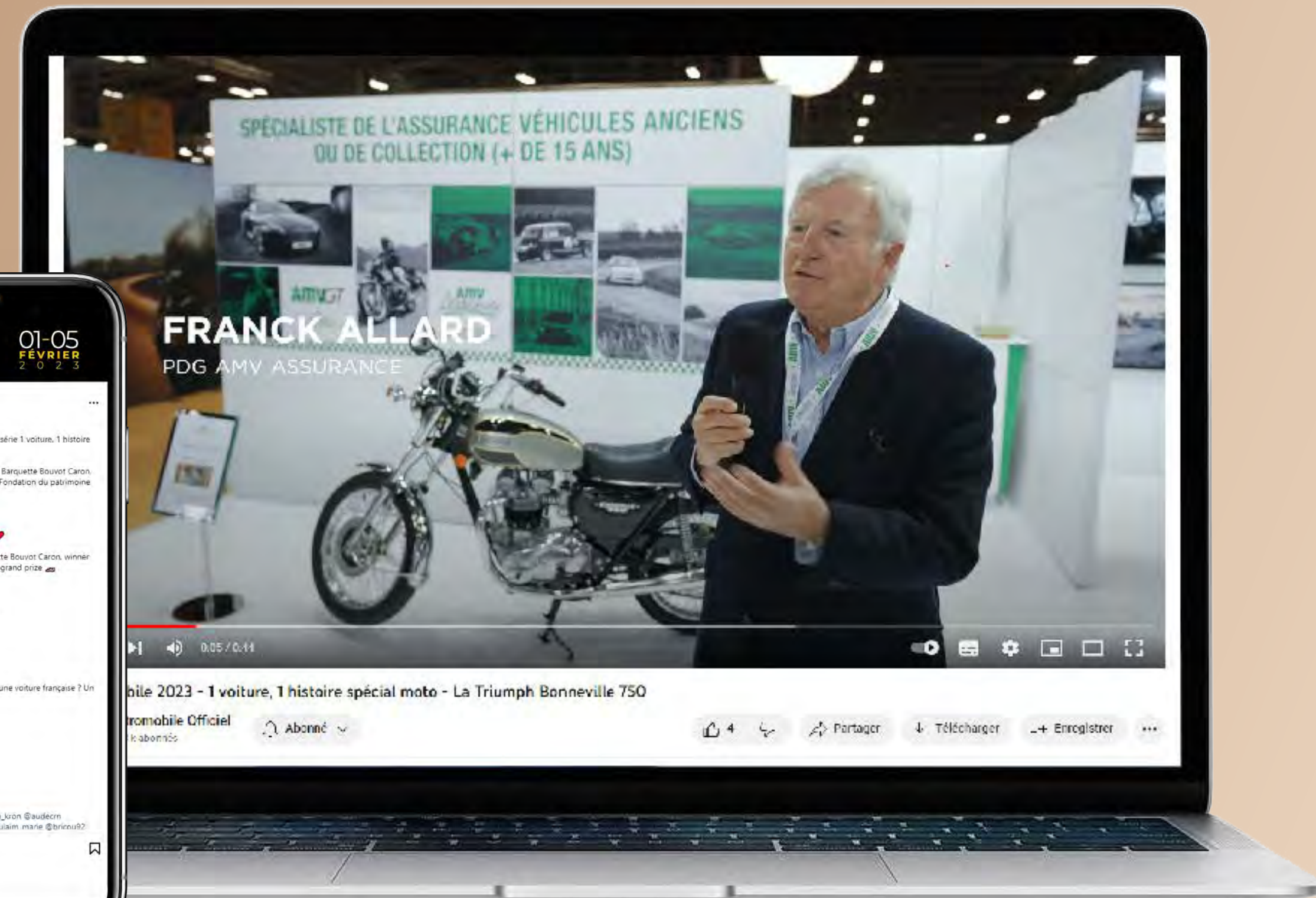
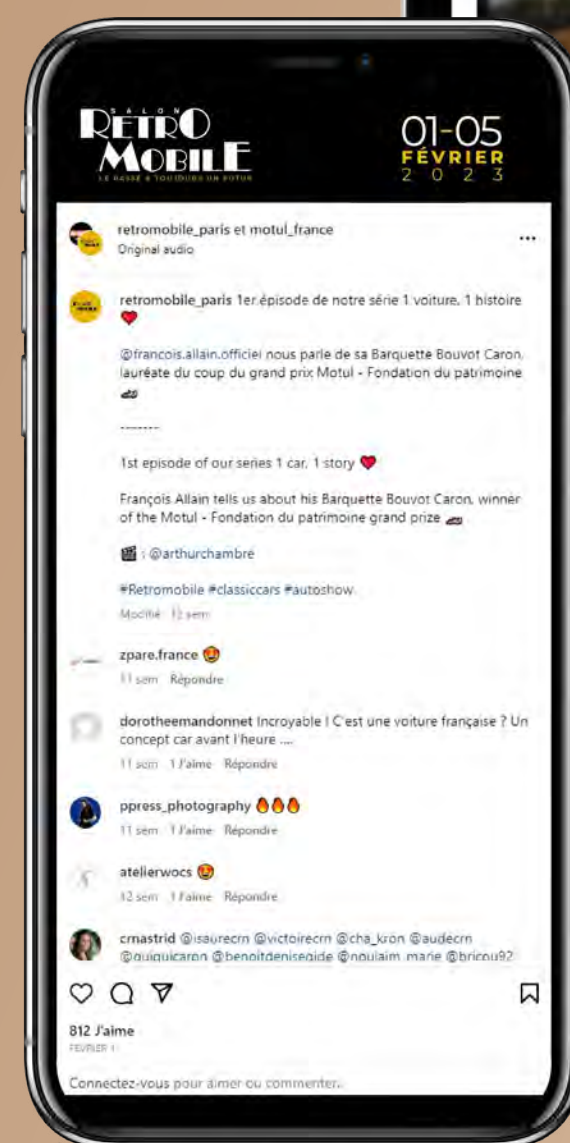
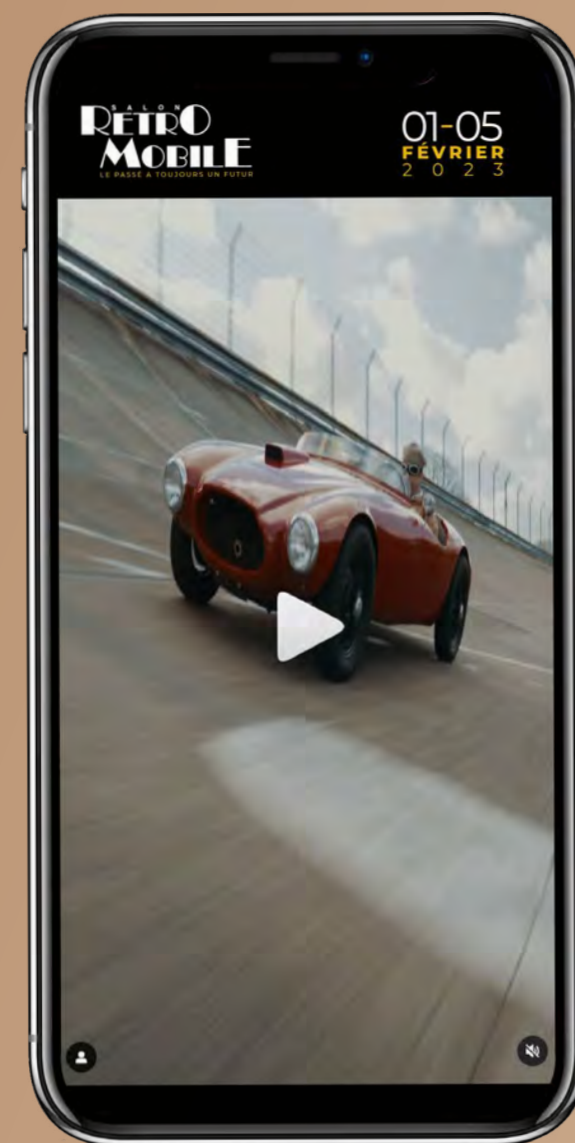
Then this turnkey package is just the thing for you!

Teaser (30 secs)..... €1,000

Film (3 minutes)..... €2,000

Teaser + Film package..... €2,500

A 30 minute briefing is included in the fee



OUR SPONSORSHIP OPTIONS

Join Retromobile's family of loyal partners



[READ THE BROCHURE!](#)



TITLE PARTNER

Information on request

1 SPACE AVAILABLE

OFFICIAL PARTNERS

[> MORE INFO +](#)

5 SPACES AVAILABLE

OFFICIAL SUPPLIERS*

[> MORE INFO +](#)

8 SPACES AVAILABLE

ZONE PARTNERS

[> MORE INFO +](#)

4 SPACES AVAILABLE

OFFICIAL EXHIBIT PARTNERS

[> MORE INFO +](#)

4 SPACES AVAILABLE

MEDIA PARTNERS*

Information on request

Exclusive to a sector

* In-kind partnership POSSIBLE

THANK YOU!



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SALON
**RETRO
MOBILE**
THE PAST STILL HAS A FUTURE

**SEE YOU FROM
03 TO 07 FEBRUARY
2027**