



VADA and VCC are partnering to inform, excite and educate the public about Hybrid and Electric Vehicles at the Hampton Roads International Auto Show at the Virginia Beach Convention Center, January 7-9, 2022, and the Virginia International Auto Show at the Greater Richmond Convention Center, February 18-20, 2022.

Auto shows offer the public a chance to shop, dream and get an education about the new models all in a climate-controlled area without any pressure to buy. Each year tens of thousands of people head to the shows to get a look at all the fantastic new vehicles. And while the new cars, trucks and SUVs are the star of the show, they are far from the only reason to attend.

This year, with Virginia's recent passage of the new Vehicle Emissions Standards, all things Electric and Hybrid are going to take center stage. There will be a large area in both shows dedicated solely to these vehicles. This will be a Sponsored area that will have interactive displays, new vehicles, and information on the attributes of this evolving technology.

**If your business supports Hybrid and Electric Vehicles, we urge you to consider participating.**



# ZERO TO SIXTY

JUMP-START YOUR 2022 BUSINESS *using*  
OUR \$100,000+ ADVERTISING BUDGET!  
TV . PRINT . RADIO . DIGITAL and SOCIAL MEDIA

**ATTENTION!!! WE ARE SEEKING  
AUTOMOTIVE RELATED VENDORS!**

**VIRGINIA'S LARGEST NEW AUTO SHOW**

**FRI 7 . SAT 8 . SUN 9 . JANUARY 2022**

Virginia Beach Convention Center 1000 19th St, Virginia Beach, VA 23451

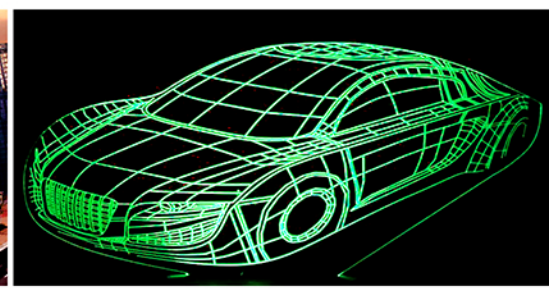
**HAMPTON ROADS  
INTERNATIONAL  
AUTO  SHOW **

- TENS OF THOUSANDS of visitors!
- FREE TICKETS for your customers!
- VENDORS . EXHIBITS . CONTESTS!
- DYNAMIC MANUFACTURER DISPLAYS
- INVALUABLE face-to-face interaction

**NEW AREA! GREEN AUTO TECHNOLOGY**

Education & Information About Electric and Hybrid Vehicles

Sponsored In Conjunction *with* VIRGINIA CLEAN CITIES



*Presented by*

**HRADA**  
HAMPTON ROADS AUTOMOBILE DEALERS ASSOCIATION

**Expandable Vendor Spaces Begin at \$1,000**  
For more information, contact: Peter Alexander  
410-980-8832 peter@hrada.com



## **2022 Hampton Roads International Auto Show**

**January 7, 8, 9, 2022 at the Virginia Beach Convention Center**

The 2022 Hampton Roads International Auto Show will be here before you know it. The dates are January 7 – 9, 2022 at the Virginia Beach Convention Center, with our preview party on Thursday, January 6.

The 2020 show was a tremendous success, and demand for space was at a premium. We completely sold out both the exhibit hall and the lobby. While we unfortunately had to take a year off, we expect that our first post pandemic show will come with a lot of pent-up demand.

Shows are happening safely and successfully, and we will follow all protocols to ensure that ours will as well. But, we understand that there is still a lot of uncertainty with COVID-19 and to help alleviate your concerns we are only asking for your intent to participate in the 2022 show, we won't issue contracts or invoices until we get closer to the show dates. *We can't plan a successful show in six weeks' time but if the unthinkable happens we can post-pone.*

Advertising is the key to the success of our industry and our show. To help maximize exposure, HRADA will again own the air waves in the days leading up to the show. In the past we have successfully leveraged our \$100,000+ advertising budget (covering TV \* Print \* Radio \* Digital \* Social) to draw tens of thousands of customers to the convention center over our three-day show and we will not let up on the gas this year.

New for the 2022 show we will have a sponsored area dedicated to Electric and Hybrid Vehicles. With the recent new laws enacted in Richmond Hybrid and Electric Vehicles are about to become mainstream. We will showcase the new technology for our attendees to both get better educated and excited about the future. The area will include new EV and Hybrid models, information on charging station and infrastructure improvements.

The pages following will guide you through the request process. For a quick reference a copy of 2020's floor plan is included. The Exhibitors Kit will be posted online at [www.hrada.com](http://www.hrada.com) in early October. Should you have any questions please call or email Peter Alexander at 410-980-8832 or [peter@hrada.com](mailto:peter@hrada.com)

**PO Box 5407, Richmond, VA 23320-0407**  
**804-359-3578 / FAX 804-358-8036**  
**[hrada.com](http://hrada.com)**

# HAMPTON ROADS INTERNATIONAL AUTO SHOW

January 7-9, 2022, at the Virginia Beach Convention Center

## Vendor Space Request Form

Yes, we would like to participate in the 2022 Hampton Roads International Auto Show

We Request for \$1,000

\_\_\_\_\_ Standard 10' by 10' BOOTH SPACE, which includes the following:

- 8' Tall Back Drape and 3' Tall Side Drape
- 8' Table
- 2 Chairs
- Carpeting
- Booth ID

Or, for \$5.75 per square foot

\_\_\_\_\_ BULK SPACE, which includes the following: (Bulk Rate Space starts at 200 square feet and above)

- 8' Table
- 2 Chairs
- Carpeting

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Description of Products/Services to be exhibited \_\_\_\_\_

**PLEASE NOTE:** WE WILL HAVE EXHIBITS BOTH INSIDE THE EXHIBIT HALL AND IN THE LOBBY. ONCE ALL OF THE MANUFACTURERS ARE ACCOUNTED FOR, WE WILL LAY OUT THE FLOOR PLAN. AT THAT TIME YOU WILL BE ABLE TO REQUEST YOUR BOOTH LOCATION. ONCE YOU HAVE CHOSEN YOUR LOCATION, WE WILL SEND OUT BOTH A CONTRACT AND AN INVOICE.

PLEASE SEND ALL CORRESPONDENCE TO:



ATTN: PETER ALEXANDER  
509 FIRST STREET  
ANNAPOLIS, MD 21403

[peter@hrada.com](mailto:peter@hrada.com)  
410-980-8832

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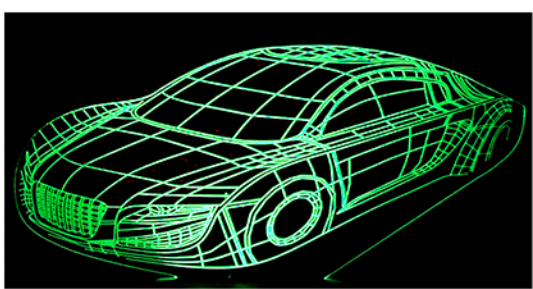
FRI 18 . SAT 19 . SUN 20 . FEBRUARY 2022

Greater Richmond Convention Center 403 N 3rd St, Richmond, VA 23219

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Education & Information About Electric and Hybrid Vehicles

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410-980-8832 [autoshow@vada.com](mailto:autoshow@vada.com)



**2022 Virginia International Auto Show  
February 18, 19, 20, 2022 at the Greater Richmond Convention Center**

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The 2020 show was a tremendous success, and demand for space was at a premium. While we unfortunately had to take a year off, we expect that our first post pandemic show will come with a lot of pent-up demand.

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**PO Box 5407, Richmond, VA 23320-0407  
804-359-3578 / FAX 804-358-8036  
[grncda.com](http://grncda.com)**



February 18-20, 2022, at the Greater Richmond Convention Center

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

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