



Dallas Auto Show

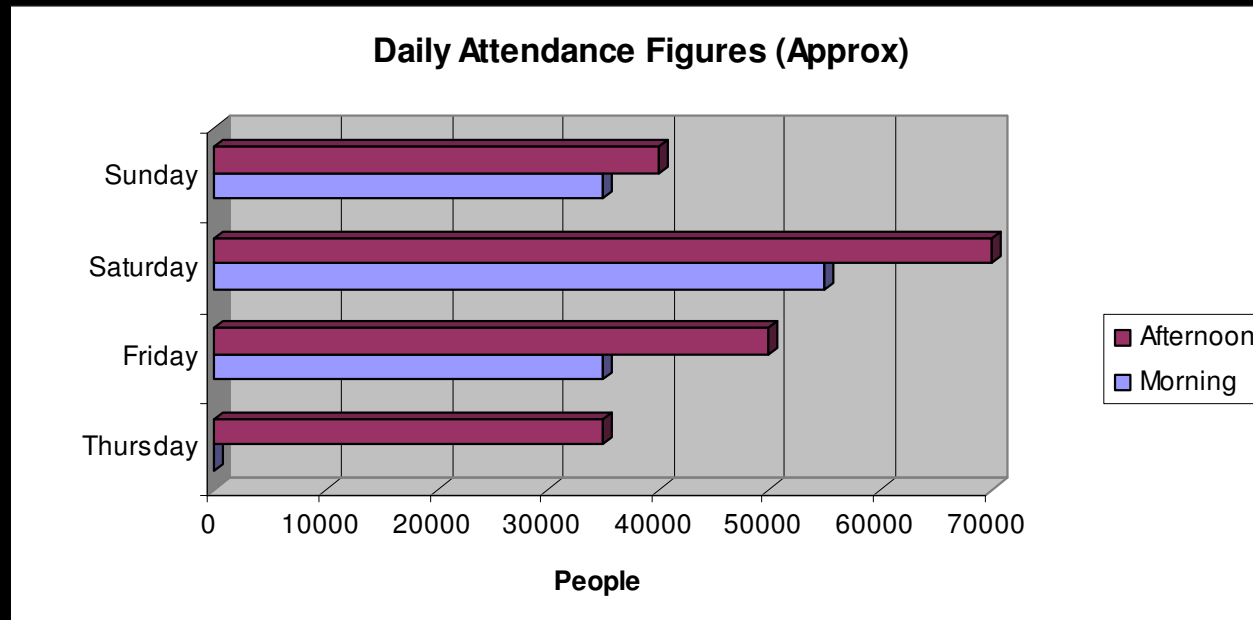
April 7-10, 2011 • Dallas Convention Center

PERFORMANCE REPORT

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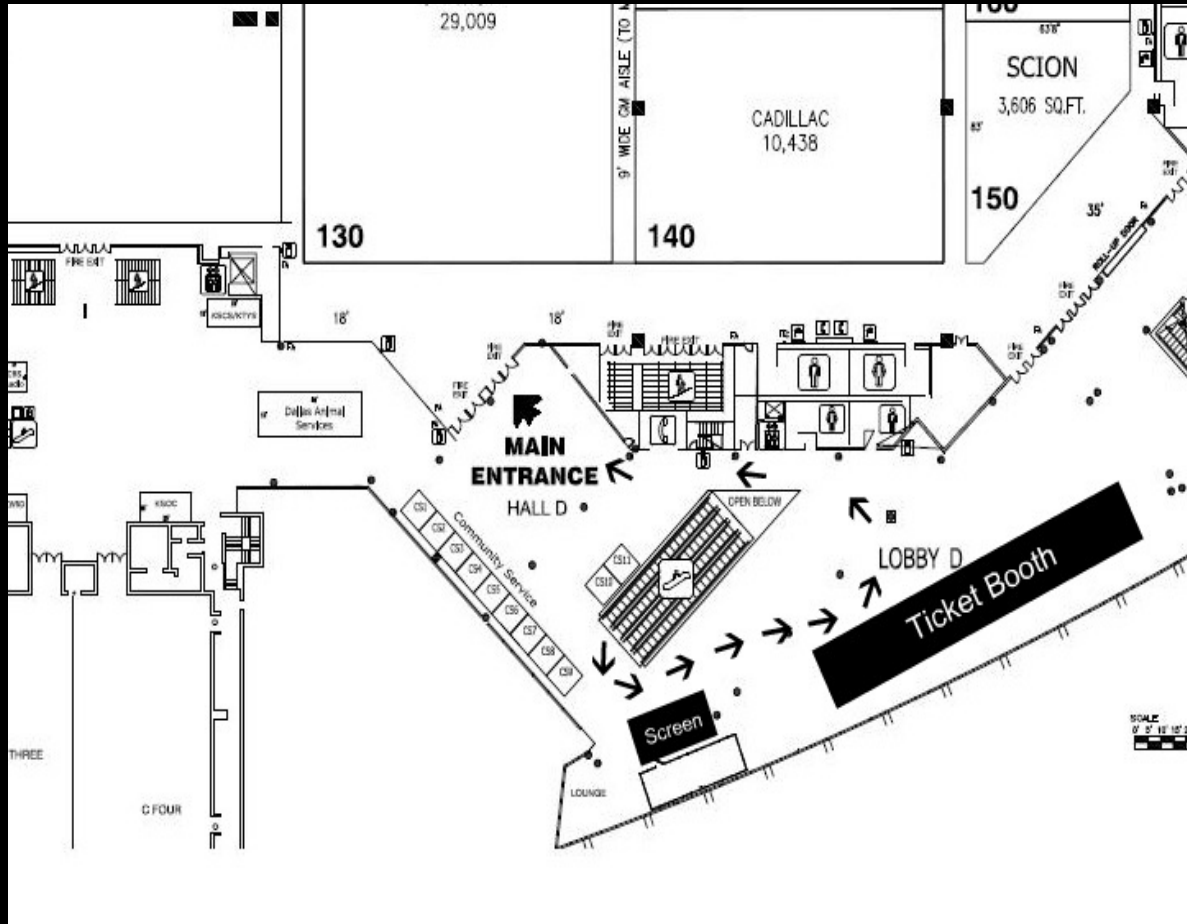
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Attendance Figures



This year proved to be another huge success, and over 300,000 people attended, making it the most successful Auto Show in its 30 year history!! Your commercial was seen by thousands of people across the 4 days as shown by the graph on the left.

Video wall



The strategic location of our screen as shown above enabled us to reach all the attendees as they came into the building, and coming up from the escalators. They all passed our screen, and as there were often long queues we had a captive audience creating a greater impression for your commercials as shown in the photos!

Further Images

