PROMOTIONAL TOOLS



ULTIMATE
SUPERCAR
Garage

03 FEBRUARY | 07 FEBRUARY 2027

AN EVENT COMEXPOSIUM

ULTIMATE-SUPERCAR-GARAGE.COM

KEY FIGURES

Ultimate Supercar Garage has established itself from its very first edition in 2026 as the benchmark event dedicated to contemporary supercars. More than an show, it is a refined stage where the world's most prestigious manufacturers, visionary creators and passionate collectors converge.

Co-located with Rétromobile, at the heart of Paris Car Week, it brings together a highly influential audience of top buyers, industry leaders, media and enthusiasts within an exclusive and elevated environment.

46
Exhibitors*

3
World premieres*

63 450
Visitors over 3 days*

96 %
Overall visitor satisfaction*

34 YEARS
Average visitor age*

5 NEW
Public opening days
(+2 days VS 2026)

19 000 NEW
Sq.m of exhibition (+58% VS 2026)



* 2026



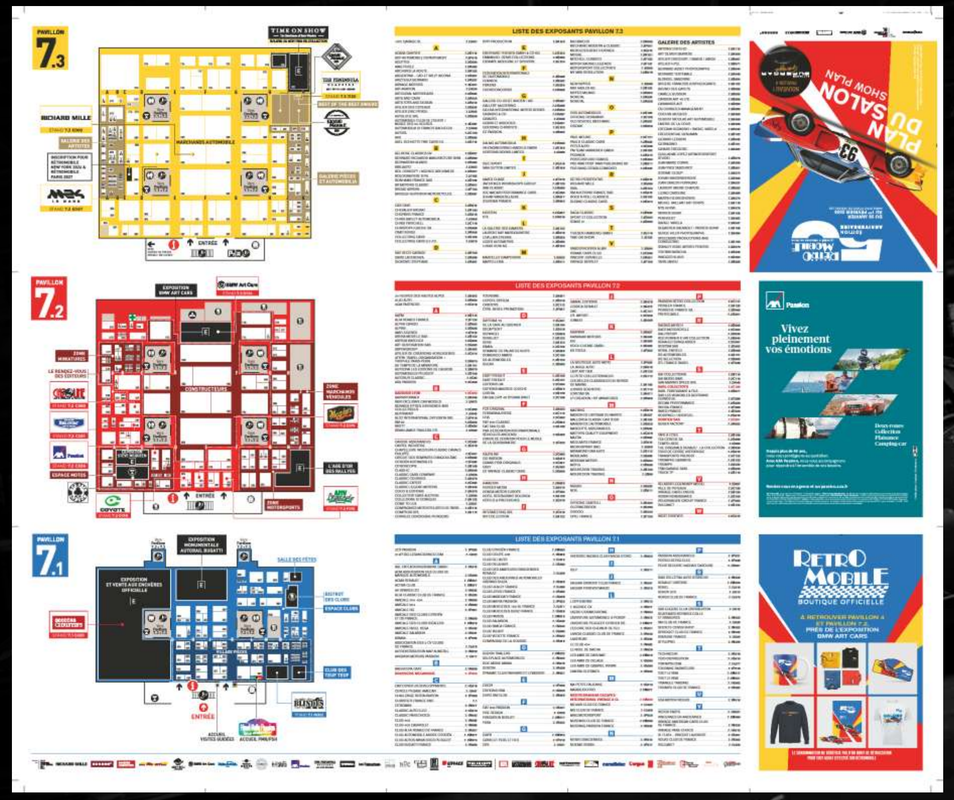
01.
BECOME MORE VISIBLE

FLOOR PLAN

01.

Distributed free of charge to all visitors, the floor plan is the essential visiting aid for every Ultimate Supercar Garage attendee. Drive visitors directly to your stand and maximize your visibility through prominent exposure in this widely used event resource.

Logo on floor plan.....	1 500€
Advertising space.....	1 500€
Back cover.....	3 500€



Rétromobile floor plan (example)

Prices shown are exclusive of VAT.

01.

LIVE STAGE

Maximize your brand exposure by showcasing your advertising spot on the giant screen of the Live Stage, the event's focal point for daily supercar unveilings and exclusive automotive design talks. Benefit from up to four daily broadcasts of your 30 seconds commercial, and full audio support. (Required format: 16:9 aspect ratio – MP4 file.)

Advertising spot on the giant screen at the live stage.....	6 000€

30 s	4
Maximum commercial length	Broadcast a day





Prices shown are exclusive of VAT.

01.

EXHIBITOR LIST ON THE WEBSITE

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.

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

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.

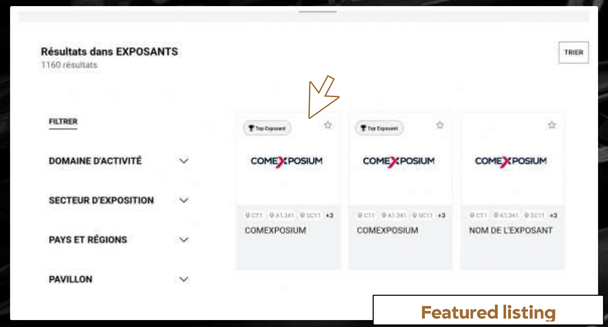
Sponsored display – exhibitor search	900€
Insert in the Exhibitor list	490€
Exhibitor in 1st position	899€
Exhibitor in 2nd position	799€



Sponsored display



Advertising insert



Featured listing

Prices shown are exclusive of VAT.

OUTDOOR VISIBILITY

01.

Click an area to view the available offers.

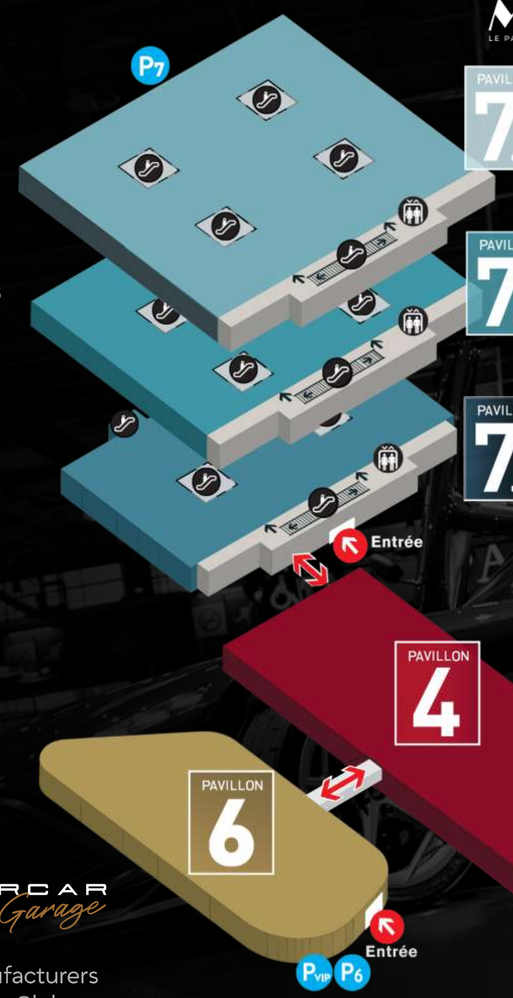
Hall 6 — ULTIMATE SUPERCAR Garage

Hall 4 — SALON RETRO MOBILE

Connecting corridor Hall 6/4 — ULTIMATE SUPERCAR Garage, SALON RETRO MOBILE

Hall 7 — SALON RETRO MOBILE

GOODINGCHRISTIE'S
Official Auction Partner



SALON RETRO MOBILE
LE PASSÉ A TOUJOURS UN FUTUR

- Collector Car Dealers
- Time on Show
- Le Cercle

- Gooding Christie's Auction
- Car Dealers
- Le Club
- Media Center

- Clubs
- Exhibitions
- Vehicules under 30k

- Automotive Manufacturers
- Exhibitions

ULTIMATE SUPERCAR Garage

- Supercar Manufacturers
- Tuners, Dealers, Clubs
- Art of Life Gallery
- Craftmen of luxury Automotive

01.

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 Ultimate Supercar Garage 2027, even before they walk in.

Hall 6

ULTIMATE SUPERCAR Garage

Travelator Wraps

53 sqm	6 000 €
101 sqm	10 000 €

Makemonos under travelators

6 makemonos (front)	3 000 €
9 makemonos (front)	4 000 €
Wall banner 23,6 sqm	4 000 €
25 sqm panoramic wall wraps	4 000 €
108 sqm entrance glass wraps	10 000€



Travelator wraps



Makemonos travelators



Wall banner



Entrance wraps

View the event map

Prices shown are exclusive of VAT and technical fees.

01.

OUTDOOR VISIBILITY

Boost your visibility at Ultimate Supercar Garage with outdoor advertising opportunities around Hall 4 and reach the entire Rétromobile audience.

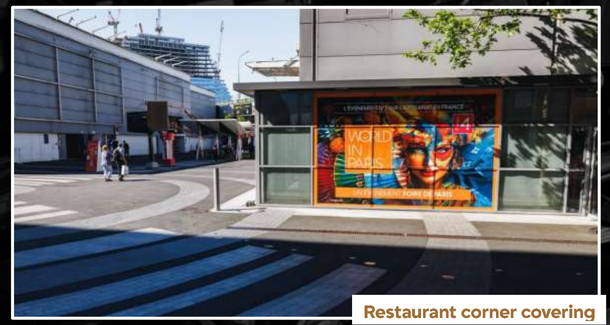
Pavillon 4

Hall 4 banner	
29 sqm	5 000 €
58 sqm	9 000 €
87 sqm	11 000 €
Banners on wooden cladding	2 500 €
Restaurant corner covering (2 sides available)	2 500 €



Hall 4 banner


Banners on wooden cladding



Restaurant corner covering

View the event map

Prices shown are exclusive of VAT and technical fees.

01.

INDOOR VISIBILITY

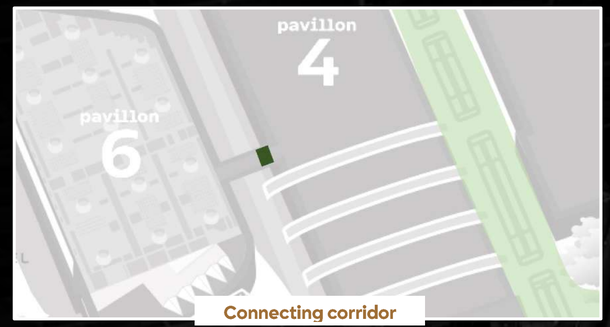
Increase your visibility among Rétromobile visitors with premium indoor branding opportunities in the connecting corridor between Halls 4 and 6.

Connecting corridor Hall 6/4

ULTIMATE SUPERCAR Garage

SALON RETRO MOBILE

Escalator Wraps..... 7 000 €



Connecting corridor



Escalator wraps

View the event map

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OUTDOOR VISIBILITY

01.

Maximize your visibility from the moment visitors arrive at Ultimate Supercar Garage and Rétromobile

Hall 7

ULTIMATE SUPERCAR Garage

SALON RETRO MOBILE

View the event map



360° giant LED digital screen



Travelator wraps


Construction hoarding


Escalator wraps



Atrium side banners


LED wall Atrium

To hall 4 / 7

360° giant LED digital screen on plaza..... 12 500 €
Maximum of 4 advertisers

Travelator wraps (5 segments available)..... 10 000 €

Construction hoarding travelator module..... 2 500€/module

Construction hoarding central aisle..... 15 000 €

Hall 7

Escalator wraps hall 7..... 10 500 €

Atrium side banners (2 sides available)..... 8 500 €

LED wall atrium hall 7.3..... 10 000 €/spot

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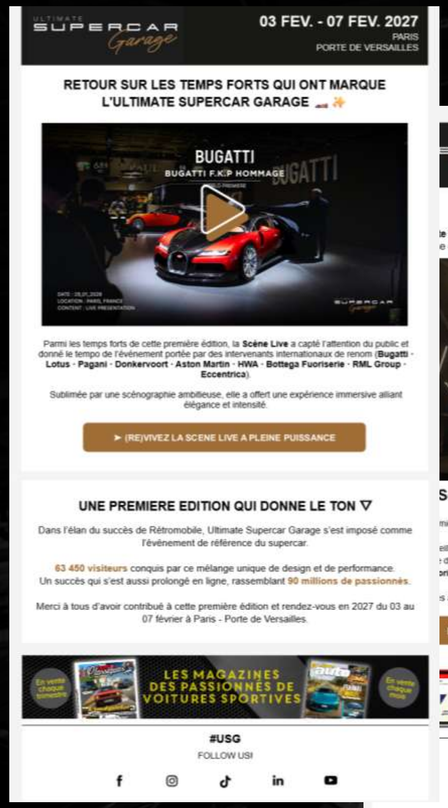
02.
OPTIMISE YOUR BUSINESS

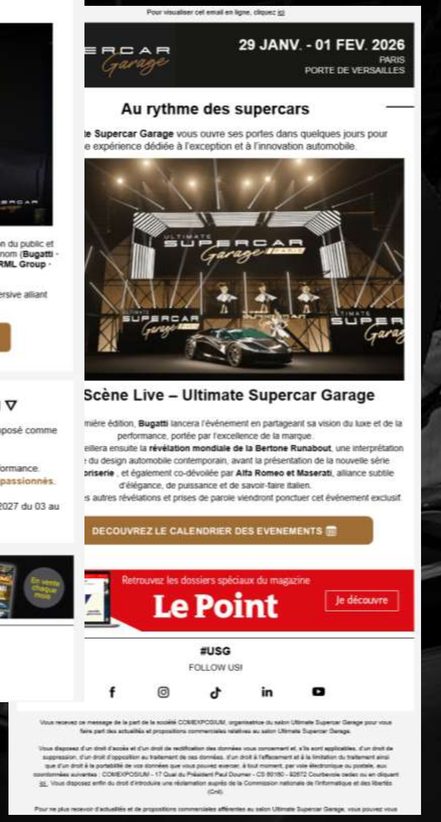
02.

NEWSLETTER VISITOR & EXHIBITOR

Make yourself known to our 131,000 qualified contacts (visitors and exhibitors) by taking up a space in one of the exhibition's official newsletters

Visitor e-newsletter banner ad	600€
Pack of 3 visitor e-newsletter banner ads	1 500€
Exhibitor e-newsletter banner ad	600€
Pack of 3 exhibitor e-newsletter banner ads	1 500€





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02.

VIDEO CONTENT

Do you need video content for your website or social media channels? Looking to showcase your company, highlight your expertise, or boost your communications around your participation in the event—without the added cost and logistics of bringing in an external production crew?

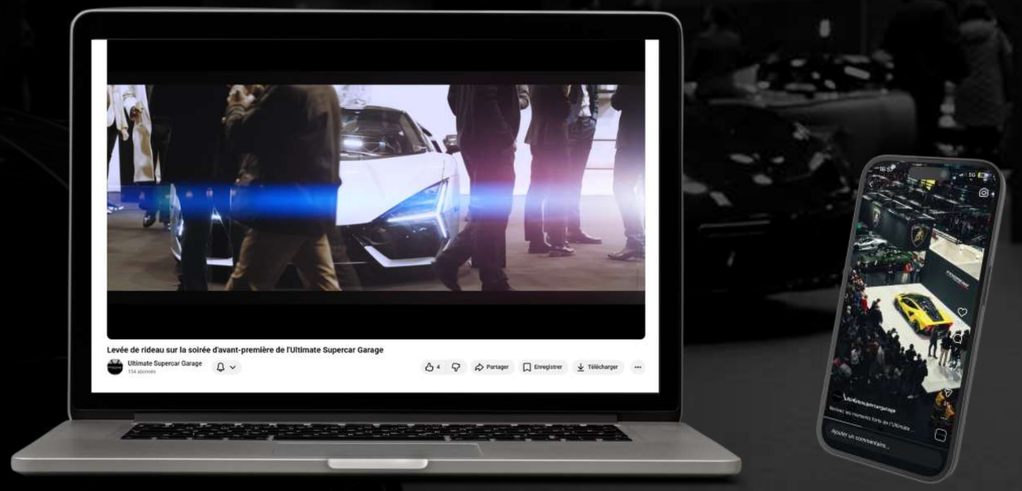
These turnkey packages are designed for you!

Aftershow Exhibitor Video.....

1 x 60-second horizontal video + 1 vertical version highlighting your stand and event participation. → **Example** — 2 235€

Social Media Impact Video.....

1 x 30-second vertical video, optimized for social media, featuring dynamic effects and advanced post-production. → **Example** — 2 985€



Prices shown are exclusive of VAT.

SPONSORSHIP OPTIONS

Join the Ultimate Supercar Garage partners and get extra visibility!

READ THE BROCHURE !

Our 2026 partners

RICHARD MILLE

BUMAT
The Turntable Company

RTL · Sport auto · Auto Classiques · Le Figaro Magazine · Luxe Infinity



*In-kind partnership POSSIBLE

Sector exclusivity

ULTIMATE SUPERCAR Garage

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PARIS
PORTE DE VERSAILLES
PAVILLON. 6



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