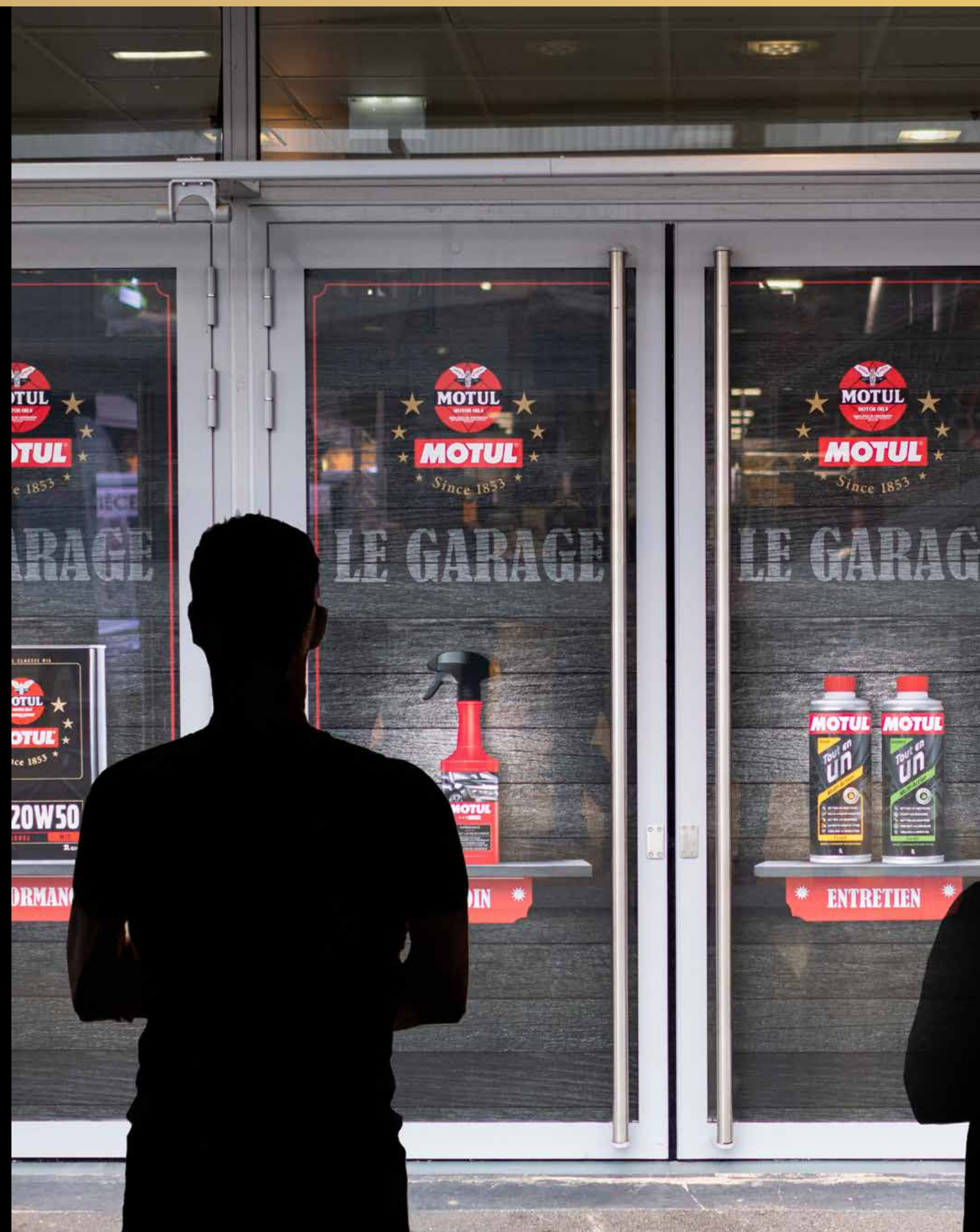




28 JAN - 1 FEB 2026

**PROMOTIONAL
TOOLS:
MEET AND INTERACT
WITH 146,000
ENTHUSIASTS!**

RETROMOBILE.COM / #RETROMOBILE [in](#) [f](#) [ig](#)



RÉTROMOBILE

For the 50th edition of Rétromobile, the definitive Mecca of collector vehicles, step out to meet the 146,000 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!

1st
EVENT OF THE YEAR

50th
EDITION

5
DAYS

146 000
VISITORS

71%
ABC1 CATEGORY

33%
COLLECTORS

9%
WOMEN

19%
NON-FRENCH VISITORS

18
MANUFACTURERS

lubricate
WITH **MOTUL**

1

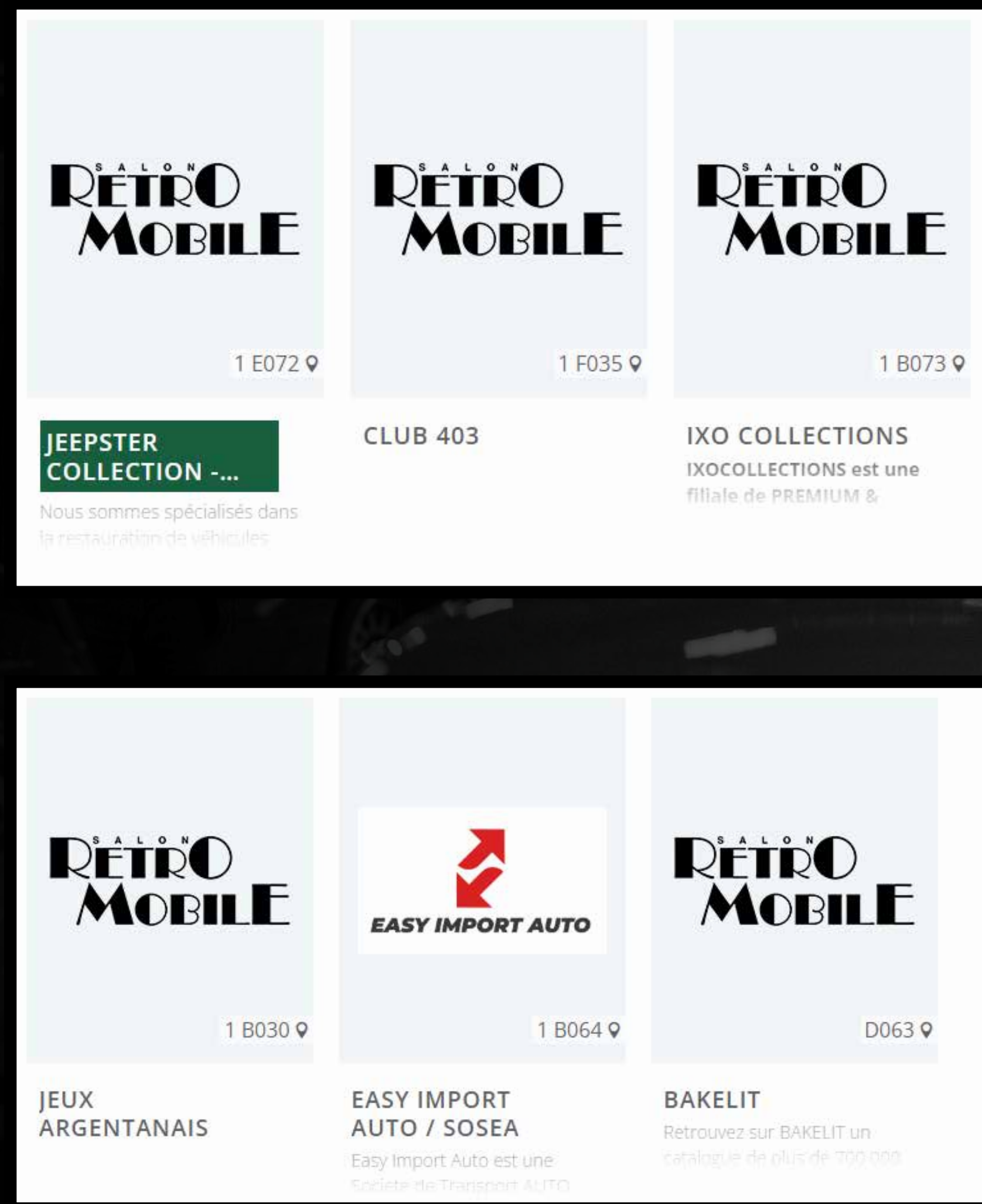
BECOME MORE VISIBLE

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

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 Rétromobile 2026 exhibitor list.

Company name
in bold 90 €



OFFICIAL GUIDE TO RÉTROMOBILE 2024

Distributed free of charge with a print run of nearly 60,000 copies, the official show guide is keenly awaited and kept as a souvenir by all visitors to Rétromobile. 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.

1/4 page ad	750€
½ page ad	1 500€
Full page ad	3 500€
Back cover	4 500€



1



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 Rétromobile 2026, even before they walk in.

9 Double-sided Kakemonos	€6,000
Travelator Wraps (5 segments available)	€9,000
Escalator Wraps – Hall 7	€8,500
Banners – Hall 4	
29 sq.m	€4,500
58 sq.m	€8,500
87 sq.m	€10,000
Atrium Side Banners.....	€8,500
(2 sides available)	
Glass Railing Panels	€5,000
LED Wall – Atrium Hall 7.3.....	€10,000 per spot
(excluding production costs)	
360° giant LED digital screen on plaza ...	8 660€
limited to 4 advertisers	



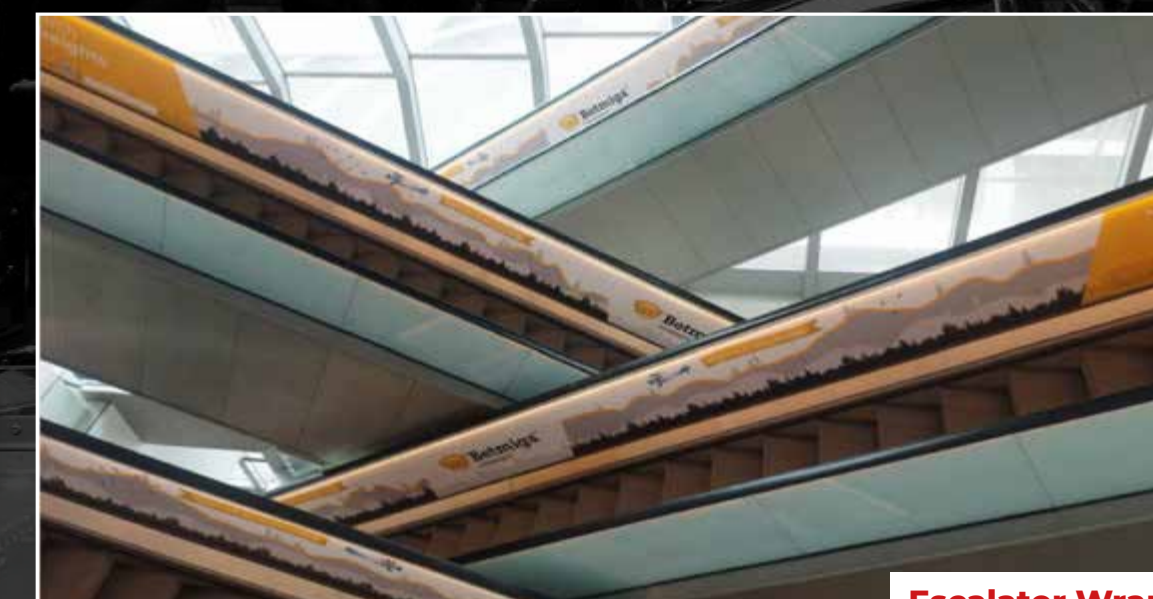
Banner – Hall 4



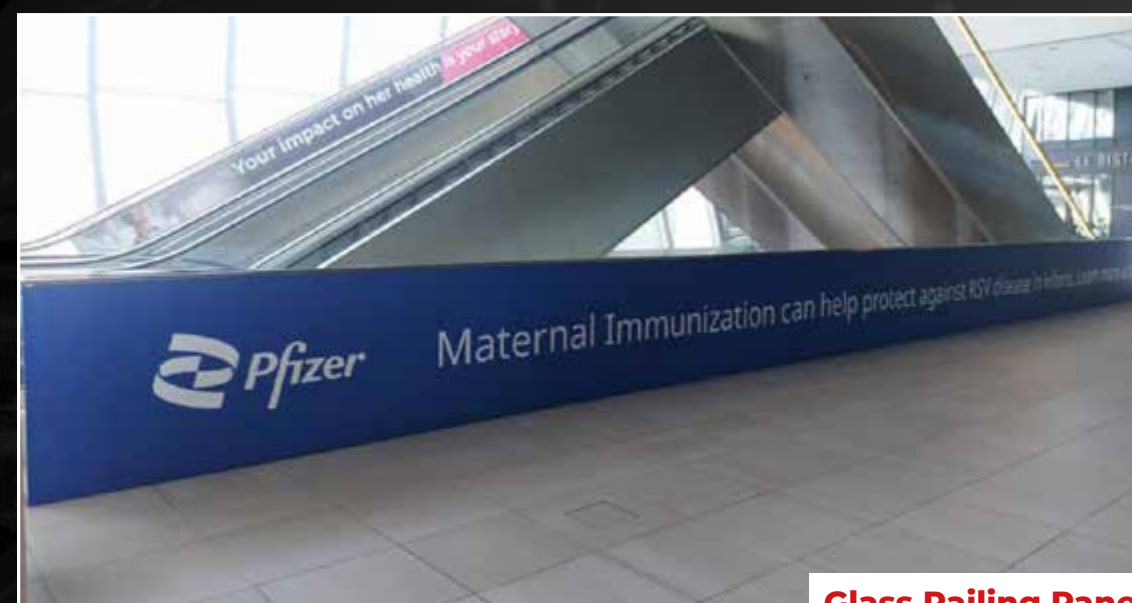
Travelator Wraps



LED Wall – Atrium Hall



Escalator Wraps



Glass Railing Panels



360° giant LED digital screen on plaza

SAMPLING

Deploy your communications in the aisles of the show with our sampling offers, and reach more than 146,000 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€**



2

OPTIMISE YOUR BUSINESS

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

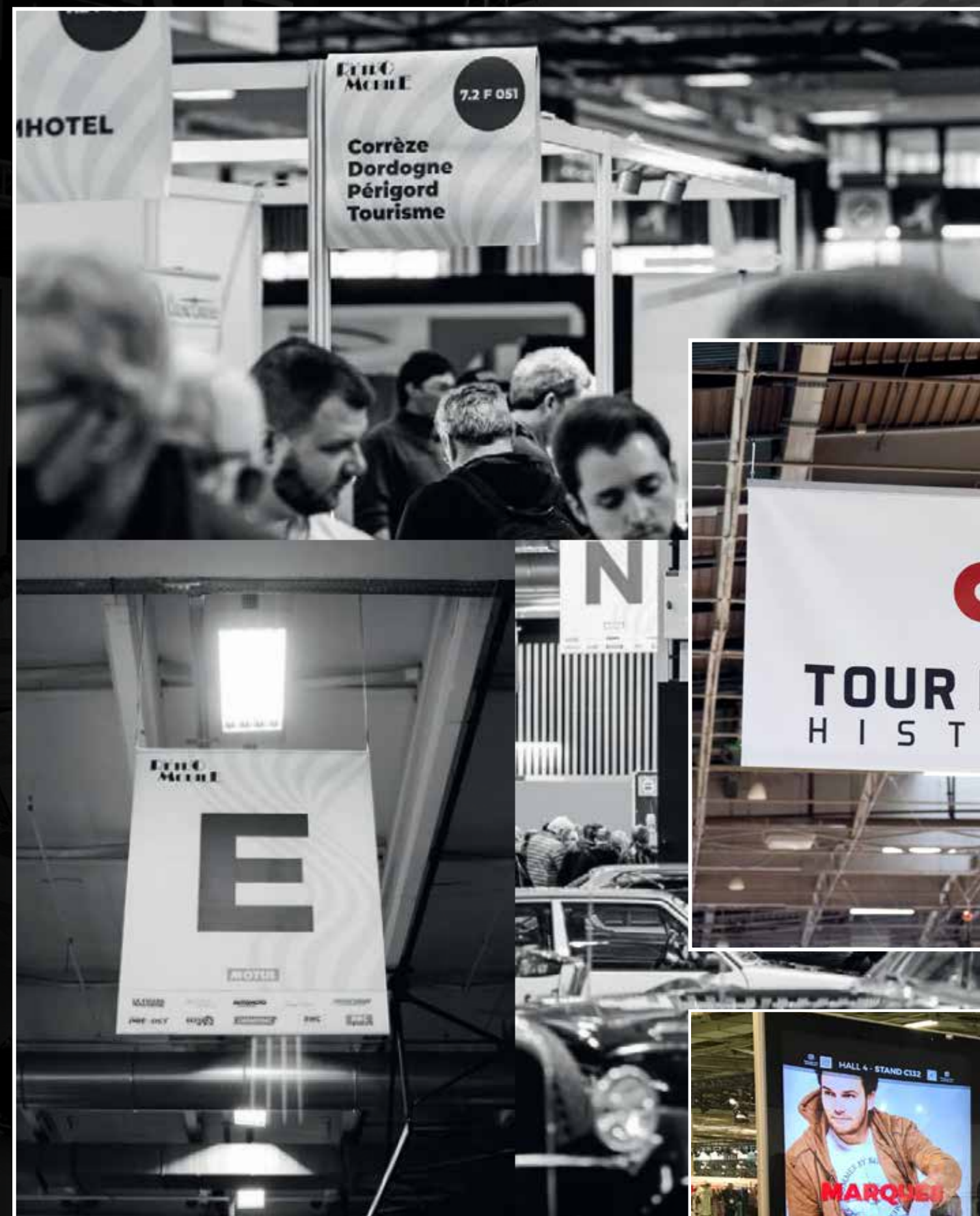
SIGNAGE & INDOOR VISIBILITY

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



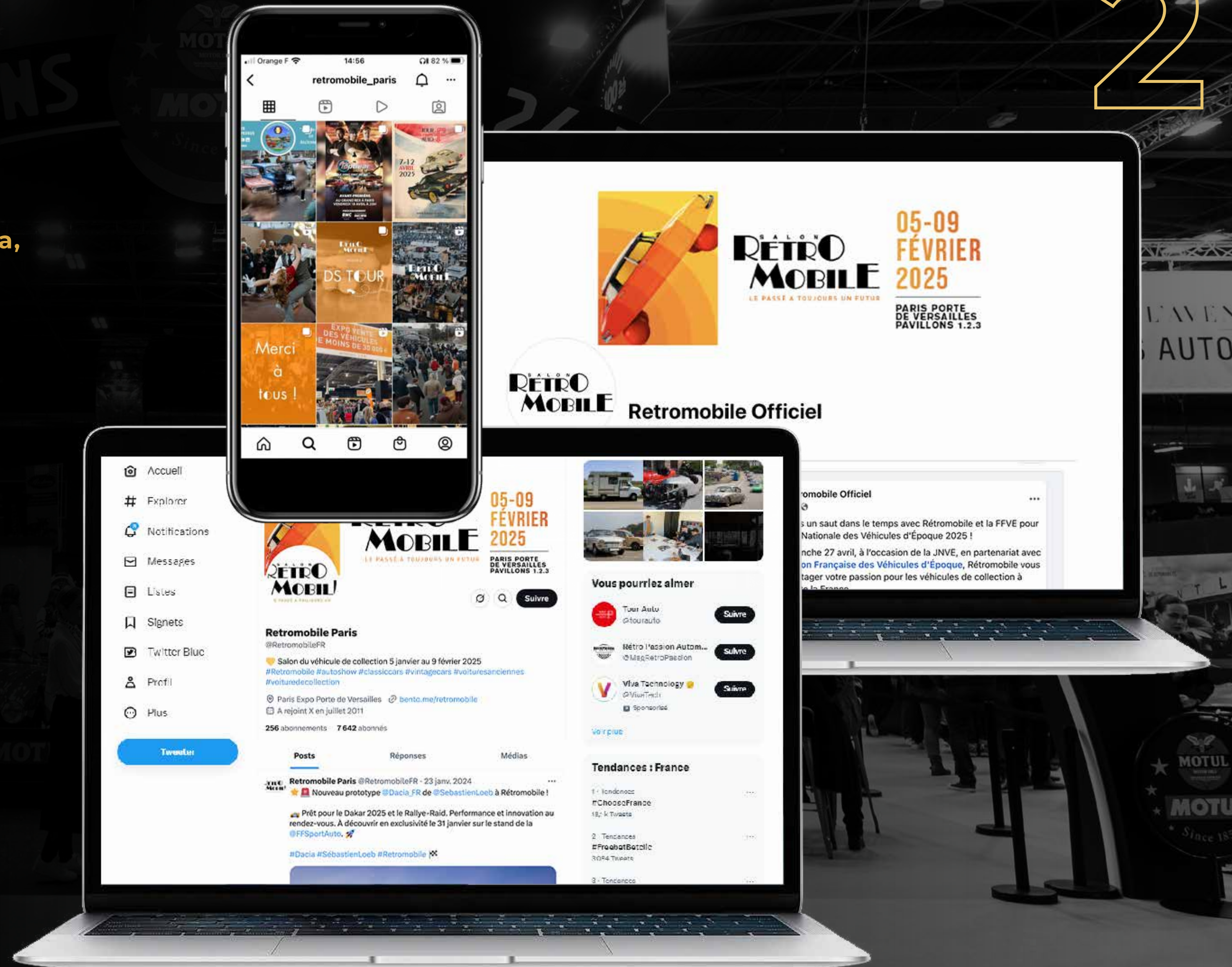
2

DIGITAL CAMPAIGN

Interact all year round with the 153,000 enthusiasts who follow the Rétromobile 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 110,000 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



2

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?

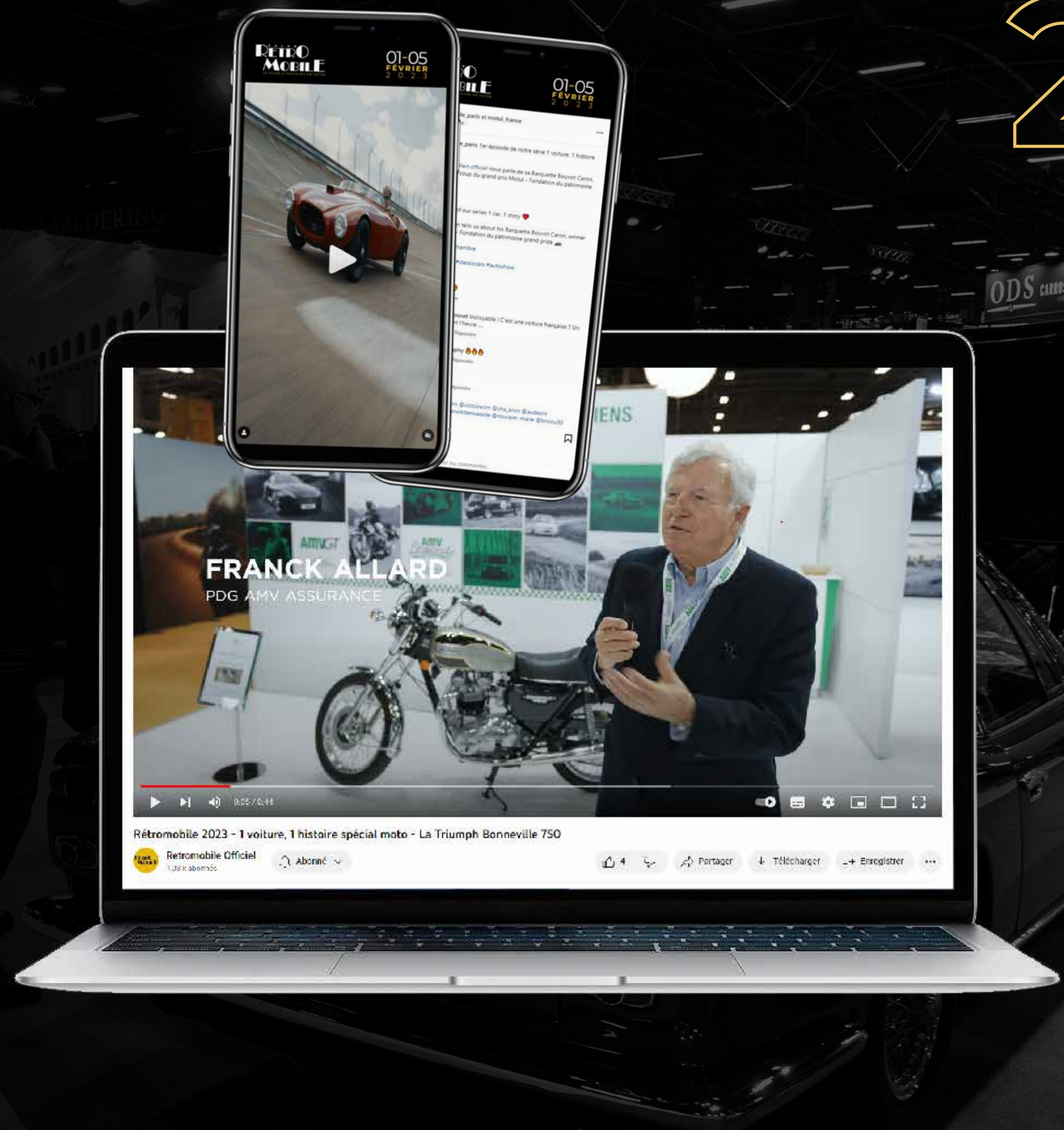
Then this turnkey package is just the thing for you!

Teaser (30 secs) **€1,000**

Film (3 minutes) **€2,000**

Teaser + Film package **€2,500**

A 30 minute briefing is included in the fee.



2

OUR SPONSORSHIP OPTIONS

Join Rétromobile's family
of loyal partners



READ THE BROCHURE !



* In-kind partnership POSSIBLE



Exclusive to a sector





FROM 28 JANUARY
TO 1 FEBRUARY 2026

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