

” 2024 Auto Shows

WNY & Erie Ford Dealers

A large, white, stylized Ford logo is displayed on a blue backdrop with a repeating pattern of small, dark blue Ford logos. The backdrop is part of a larger display at an auto show.

Ford

A photograph of three men looking at a car. The man on the left is older, with grey hair, wearing a dark jacket. The man in the middle is younger, with glasses and a beard, wearing a green shirt. The man on the right is younger, with dark hair, wearing a dark jacket. They are all looking intently at a car. The car is dark-colored and has "ALL INFORMATION" written on the side. The background is a blue backdrop with the Ford logo.

ALL INFORMATION

'' WNY & Erie Ford Dealers

2024 Auto Shows

As part of our 30+ year partnership with the WNY Ford Dealers, we assist with booth design and marketing for the Western New York and Erie, PA Auto Shows each year. Coming off some positive momentum from successful efforts in recent years, we wanted to raise the stakes even higher for 2024—by going all-in.

Our goal: create points of engagement within the booth to keep people there longer. The longer they stick around, the longer we get them thinking about Ford—and thinking about a test drive.

That's why we partnered with RPM Entertainment Productions to go all-in on booth tactics, creating four custom experiences to keep Ford the busiest section on the floor.

Our clients wanted to highlight Ford's electric vehicle offerings, including the Mustang Mach-E. So, we built a garage wall with a Ford at-home charger installed and let customers try plugging in and unplugging the vehicle for themselves.

To highlight our work within the community as part of the Ford Friendship Express program, we cut an old boat in half from our friends at Buffalo Maritime Center to create an interactive pop-up display showcasing our donation to them as well as other local non-profit organizations.

As part of our Auto Show food drive, we took over the bed of a Ford F-150 with 3D food displays.

And to really encourage foot traffic, we custom built a table game—complete with green felt and a big spinning wheel—and hired a dealer to host a trivia game with attendees for the chance to win Ford-branded prizes.

Our clients were all-in on results, too. Over the course of the show, the WNY Ford Dealers generated 1,347 new leads, converting 13.3% to new sales. Plus, our efforts earned more than 8 million views in organic media coverage.

Our only problem? Figuring out how to top it next year.



ALL IN
ON **ADVENTURE**



The free-spirited Bronco Sport. Built with all the features needed to make the journey just as fun as the destination. Available off-road packages let you confidently go wherever the road takes you—or doesn't.

Ford

Find yours at our booth or your local Ford dealer.
BuyFordNow.com



ALL IN
ON **BUILDING**



The harder-working F-150. With available best-in-class towing and payload, built-in electrical power and all the grit and muscle of its predecessors. There's no wonder it's been America's best-selling truck 47 years running.

Ford

Find yours at our booth or your local Ford dealer.
BuyFordNow.com



PROGRAM ADS

ALL IN
ON **ELECTRIC**

Mustang Mach-E®



0–60 in 3.5 seconds
GT Performance Edition

312 estimated mile range
California Route 1 model

3 drive modes
Available on all models

Go all in at your local Ford dealer
BuyFordNow.com



Ford

ALL IN
ON **INNOVATION**

F-150 Lightning®



0–60 in under 4 seconds
XLT & Lariat models with Extended Range Battery

320 estimated mile range
XLT model with Extended Range Battery

9.6 kW power source
with Pro Power Onboard

Go all in at your local Ford dealer
BuyFordNow.com



Ford

HANDOUTS

SEE HOW WE'RE
ALL IN ON ERIE
AT THE ERIE AUTO SHOW

THURSDAY, FEBRUARY 1 – SUNDAY, FEBRUARY 4

Get up close and personal with our full lineup of vehicles.



F-150
Best-selling truck 47 years in a row

BUILT **Ford** PROUD

Shop these special offers and more at your Erie Ford Stores or visit BuyFordNow.com

2023 F-150	2023 SUVs Escape, Bronco Sport, Edge, Explorer & Expedition
1.9% APR 72 MOS.	0% APR 36 MOS.
<small>Not all buyers will qualify for Ford Credit financing. 1.9% APR financing for 72 months at \$14.71 per month per \$1,000 financed regardless of down payment (PGM #20088). Residency restrictions apply. For all offers, take new retail delivery from an authorized Ford Dealer's stock by 4/2/24. See dealer for qualifications and complete details.</small>	<small>Not all buyers will qualify for Ford Credit financing. 0% APR financing for 36 months at \$27.78 per month per \$1,000 financed regardless of down payment (PGM #20088). Residency restrictions apply. For all offers, take new retail delivery from an authorized Ford Dealer's stock by 4/2/24. See dealer for qualifications and complete details.</small>

ERIE NEWSPRINT



Buffalo & Rochester – EV Gaming Activation



Buffalo & Rochester – EV Charging Garage



VIDEO REEL
[CLICK THE SCREEN TO VIEW](#)



PRESS EVENT





Buffalo & Rochester – Charity Activations



EV CHARGING GARAGE



INSTALLATION



VIDEO REEL
[CLICK THE SCREEN TO VIEW](#)

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2023 F-150 1.9% APR 72 MOS.	2023 SUVs Edge, Explorer & Expedition 0% APR 36 MOS.
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Not all buyers will qualify for Ford Credit financing. 1.9% APR financing for 72 months at \$16.11 per month per \$1,000 financed (excludes taxes, title, license, and dealer fees). See dealer for details. 0% APR financing for 36 months at \$0.00 per month per \$1,000 financed (excludes taxes, title, license, and dealer fees). See dealer for details. *MSRP. Excludes destination charge and dealer fees. Dealer sets actual price. See dealer for details.



CHARITY ACTIVATION



EV GAMING EXPERIENCE

SUPPORTING
PRINT



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Ford