

LMCTH
PRESENTS



MOTOREX



1-2 MAY 2027

MELBOURNE SHOWGROUNDS
SHOWCARS | MUSCLE | EXOTICS | JDM | 4X4 | RACE CARS | AUTO EXPO
MOTOREX.COM.AU

TRADE PACK



25 YEARS OF MOTOREX & **THIS WILL BE THE BIGGEST YET!**

Meguiar's MotorEx 2027 is set to be bigger, better and more electric than ever.

Built for the car lovers, creators, builders, brands and fans who continue to support us, Meguiar's MotorEx is more than a show, it's our way of giving back to the automotive community and bringing everyone together for one unforgettable weekend.

THIS IS YOUR CHANCE

This is your chance to put your brand in the spotlight, connect with a highly engaged audience, launch new products, drive sales and be part of the energy that makes MotorEx so iconic.

From humble beginnings to a must-attend national event, MotorEx continues to grow and 2027 is your opportunity to be a part it.

Trade spaces are limited. Don't miss your chance to join the party at Meguiar's MotorEx 2027.



ONLINE REACH



88k



29k



24k



288k

2026 BY THE NUMBERS



34K+

ATTENDEES



1K+

ENTRANTS



\$70M+

WORTH OF CARS



46M+

ONLINE VIEWS



10 WORLDS

WITH MORE TO BE ANNOUNCED SOON!

LANGS RD



EPSOM RD

A STAND TO SUIT YOUR NEEDS



STANDARD INCLUSIONS:

Shell/Wall Site:

- Carpet floor
- 1x 10amp power
- Lighting*
- Shell/Wall
- Fascia with company name
- Accreditation Passes**

Space Only:

- Carpet floor
- 1x 10amp power
- Accreditation Passes**

EXTRAS:

Available from Moreton Hire:

- Additional lighting
- Furniture
- Signage
- Flooring
- Shelving

Available from MotorEx:

- Additional Power
- WiFi internet

BACK WALL BOOTHS

- 9x5M
- 12x5M
- 18x5M

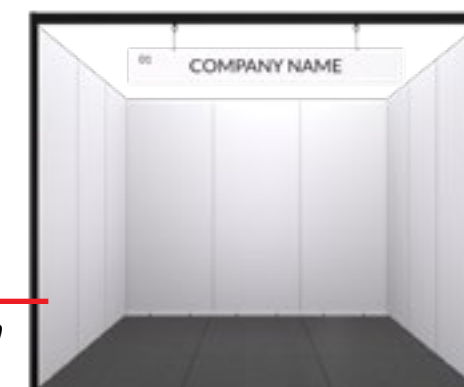


SQUARE SHELL BOOTHS

- 3x3M
- 6x6M

OPEN
SIDE

CLOSED
SIDE



RECTANGLE SHELL BOOTHS

- 6x3M

OPEN
SIDE



CLOSED
SIDE

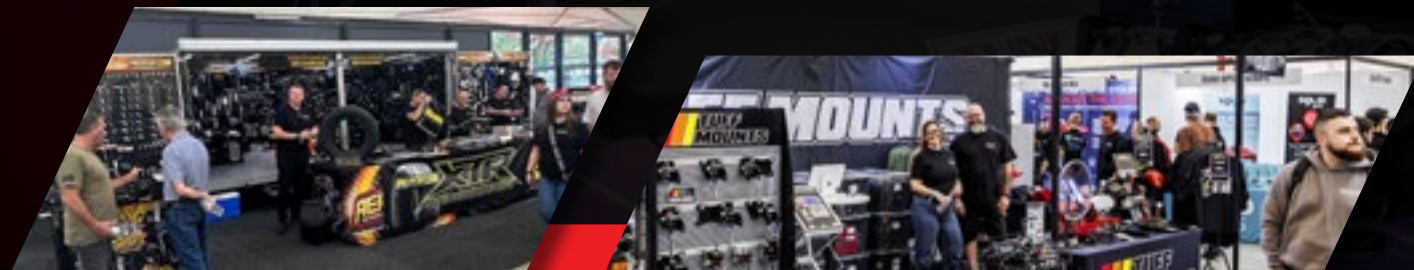
PERFORMANCE WORLD MOTOR EX

WHERE PERFORMANCE CONNECTS

Performance World is where MotorEx turns passion into purchase

Purpose-built for brands operating in the performance, tuning, parts, tools, accessories and aftermarket space, this precinct places trade partners directly in front of Australia's most engaged automotive audience; enthusiasts, builders, workshop owners, creators and buyers who are actively looking for what's next.

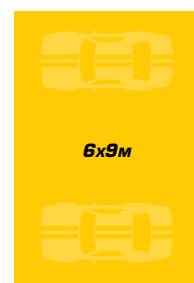
From product launches and hands-on demonstrations to retail offers and brand activations, Performance World gives companies a high-energy environment to showcase their products, build credibility and connect with customers who live and breathe performance automotive culture.



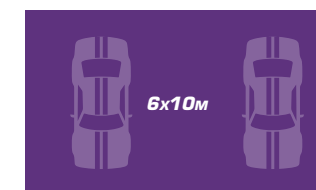
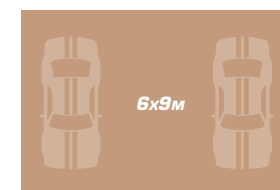
PERFORMANCE
WORLD MOTOR EX



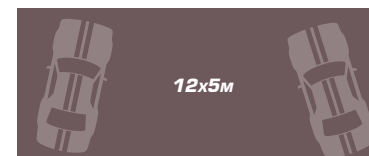
SHELL BOOTHS:



SPACE ONLY BOOTHS:



BACK WALL BOOTHS:



Layouts are suggestions only.

Please contact us for more information



BUILT IN JAPAN, *ALIVE IN MELBOURNE*

All Japan World brings MotorEx outside and into the energy of JDM culture

With vendors positioned among the vehicles and located right beside the drift demonstrations, the precinct creates a natural connection between what audiences are watching, admiring and shopping for.

For sponsors and trade partners, All Japan World offers a highly focused environment to engage enthusiasts who are deeply invested in Japanese cars, performance upgrades, styling, wheels, tuning, detailing, apparel and lifestyle products; all within one of the most energetic and socially shareable areas of the show.





WHERE ADVENTURE *BEGINS*

4x4 World brings together the brands, vehicles and products that power Australia's off-road lifestyle.

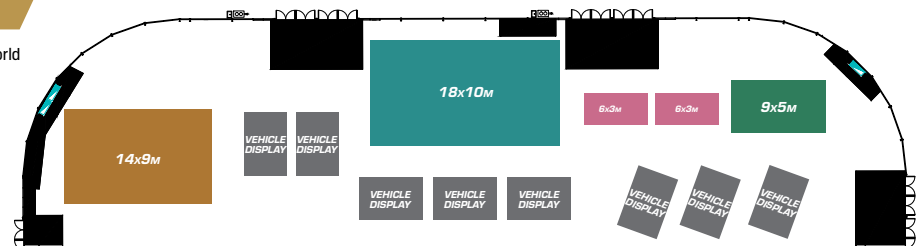
From touring, recovery gear and suspension to tools, accessories, camping equipment and vehicle protection, this precinct connects trade partners with a high-intent audience of 4WD owners, weekend adventurers and hands-on enthusiasts.

For sponsors and exhibitors, it is an opportunity to showcase capability, demonstrate product value and build trust with buyers who invest heavily in their vehicles and the experiences they enable.



INDOOR:

Located within Performance World



SHELL BOOTHS:



BACK WALL BOOTHS:



SPACE ONLY BOOTHS:



OUTDOOR:



Layouts are suggestions only.

NEED DESIGN & CONTENT?

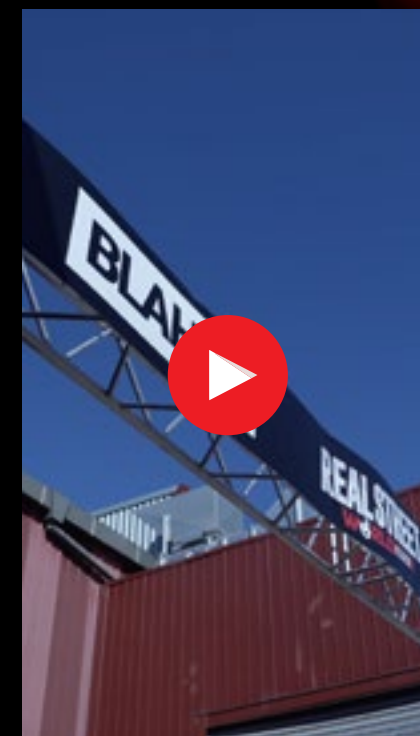
Meguiar's MotorEx gives partners more than a place to show up, it gives you the creative firepower to stand out.

Through our content and creative support offering, sponsors and vendors can access design, video, digital and on-site collateral services that help turn their MotorEx presence into a complete campaign.

From pre-event awareness to stand traffic, lead generation, stand collateral and post-event content, we can help brands build the assets they need to make their investment work harder before, during and after the show.



EXAMPLES:



Campaign Creative

Digital ads, social tiles, email graphics and campaign assets to promote your presence before the event.



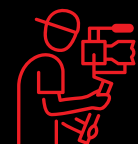
Stand Design & Signage

Stand concepts, wall graphics, counter signage, banners, display messaging and branded environment design.



Video & Social Content

Short-form video, hype reels, product demos, interviews, reels, stories and recap content built for social distribution.



On-Site Content Capture

Photography, video, creator-style content and event coverage to extend your presence beyond the show floor.



Brochures & Sales Collateral

Printed brochures, flyers, product sheets, offer cards, QR code lead-gen pieces and handouts for your team on-site.



Post-Event Assets

Recap videos, social posts, thank-you EDMs, lead follow-up graphics and content that keeps the conversation going.

Prices available upon request. Interested? Email trade@outthere.com.au



adventureindustries.com.au

superstore



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Contact Us:

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An Out There Group Event



out there
GROUP