

# HPX

HIGH PERFORMANCE EXPO

JUNE 2-4, 2026 | CHARLOTTE, NC  
CHARLOTTE CONVENTION CENTER

## EXHIBITOR PROSPECTUS

# THE FUTURE OF THE AUTOMOTIVE AFTERMARKET

[TheHPX.com](https://TheHPX.com)

Host Association:



# WHY HPX?

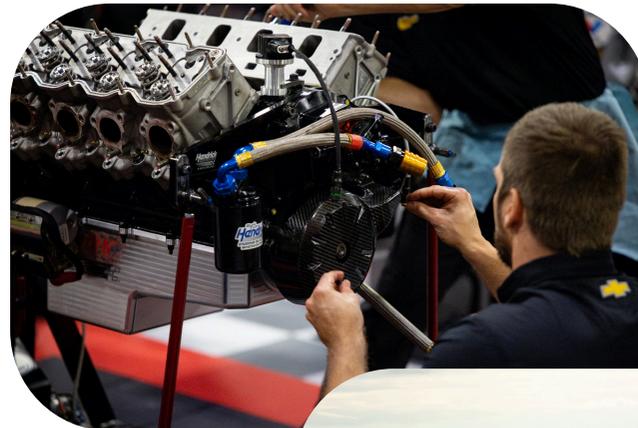
**HPX is the future of the automotive aftermarket.**

Brands, builders, and buyers come together in Charlotte to show off, connect, and shape what's next. One show floor, real people, and conversations that move the industry forward.

Host Association:



**NCMA** is dedicated to championing motorsports in North Carolina. Providing industry professionals, enthusiasts, and fans with the resources, support, and community they need to pursue their passion for motorsports. Their vision is to advance and promote the motorsports industry in North Carolina by providing leadership, advocacy, and resources for industry professionals, enthusiasts, and fans.



71% of attendees are likely to recommend HPX to a friend or colleague

38% of attendees spent 4+ hours on the show floor

79% of attendees are 'likely' or 'very likely' to return to HPX 2026

# WHO ATTENDS HPX?

## SHOP OWNERS

Detailing services, chassis shops, tuners, speed shops, builders, repair shops, etc.

## RETAILERS + DEALERS

Dealerships, tire dealers, aftermarket parts and supply stores, replacement stores, etc.

## RACING PROFESSIONALS

Track owners/operators, team owners, sanctioning bodies, race teams, drivers, etc.

## ENTHUSIASTS

Car clubs, enthusiasts, etc

## MEDIA/PRESS

Content creators, influencers, marketing firms, podcasters, etc.

## OTHERS

Instructors, manufacturers, financial institutions, distributors, associations, etc.



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We gained real value from networking and building relationships with other top-tier vendors. The show schedule was well-organized, the staff and load-in process were top-notch, and the Charlotte Convention Center offered an ideal and accessible location. We're excited to see this event grow in the years ahead.

- Paul Renaud, Dream Giveaway

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# REACH BUYERS OF THE SOUTHEAST



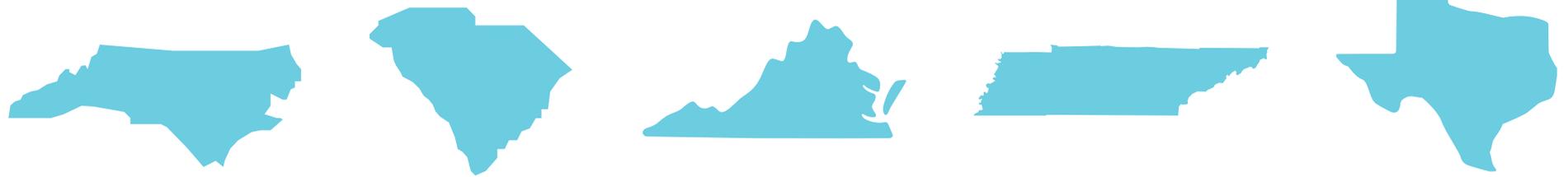
“In the first two hours of this show we did more business at HPX than I have done in the past two years at other trade shows. Thank you HPX!”  
- **Chris Johnson, JMS Chip**

## Top 3 Reasons Attendees Go To HPX

- 1** Networking with exhibitors and attendees
- 2** Seeing the latest products, services and technology
- 3** HPX was local to me

**79% of attendees are from the Southeast**

## Top 5 Attending States



1. North Carolina
2. South Carolina
3. Virginia
4. Tennessee
5. Texas

# WHO EXHIBITS?

This is just a small snapshot of more than 100 exhibitors HPX attracts showcasing their products, technology and services.



## Attendees seek a wide variety of products and services at HPX

“I cannot think of one person I spoke to that doesn't want the show to succeed. Everyone understood it was the first year and it is only going to grow from there.”

**- Ryan Davenport, Bob Cook Sales**

Accessories | Apparel | Associations | Brakes/Brake Components | Business Services/Supplies | Chassis/Suspension | Coolants | Cooling/AC/Heating | Drive Train | Engines & Components | Exhaust Systems | Fittings & Hoses | Fuel, Carb, & Intakes | Ignition/Electrical | Oil | Paint/Body/Exteriors | Power Adder | Rear End Components | Safety/Seats | Technical Schools/Education Institutions | Tools/Garage Gear & Supplies | Transmission | Truck Parts/Accessories | Vehicle Manufacturers/OEMs | Wheels/Tires

# YOUR INVESTMENT

Your HPX investment is more than a booth.

All HPX exhibitors receive:

- Robust booth profile in the exhibitor directory on thehpx.com and in the mobile app
- Listing in the onsite printed show floor map
- Access to marketing resources, including an easy-to-use exhibitor invitation system to invite clients for FREE
- Invitations to exhibitor webinars to prepare for a successful HPX 2026
- Five exhibitor badges per 100 NSF of exhibit space
- Access to HPX's comprehensive education program
- Meeting room space (limited number available)
- Ability to apply for the PerformancePLUS competition to announce your new products
- Discounted hotel rates



**View the  
2026  
Show Floor**

## SHOW FLOOR HOURS

Tuesday, June 2	1:00 p.m. - 7:00 p.m.
Wednesday, June 3	1:00 p.m. - 6:30 p.m.
Thursday, June 4	10:00 a.m. - 3:00 p.m.



# BOOTH PRICING

	CURRENT RATES
NCMA MEMBER	\$20.00 PER SQ/FT
NON-MEMBER	\$23.00 PER SQ/FT
IN-LINE CORNER FEE	\$250 PER IN-LINE CORNER

**NCMA members receive a discounted rate on exhibit space. Not a member?**

Go to [northcarolinamotorsportsassociation.org](http://northcarolinamotorsportsassociation.org) to learn how to SAVE!

## SPECIAL BOOTH RATES FOR A LIMITED TIME\*

	SPECIAL BOOTH RATES
NCMA MEMBER	\$18.00 PER SQ/FT
NON-MEMBER	\$20.00 PER SQ/FT

*\*Special booth rates only valid with 100% payment through January 30.*

# GET STARTED TODAY!



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## EXTEND YOUR REACH BEYOND THE SHOW FLOOR

Take your branding beyond your booth with HPX's sponsorship opportunities. Becoming a sponsor puts your company in front of hundreds of attendees. From education and events to digital marketing and signage, there are many ways ways to extend your brand reach and meet buyers at HPX.

**The 2026 Sponsorship Brochure is available!**