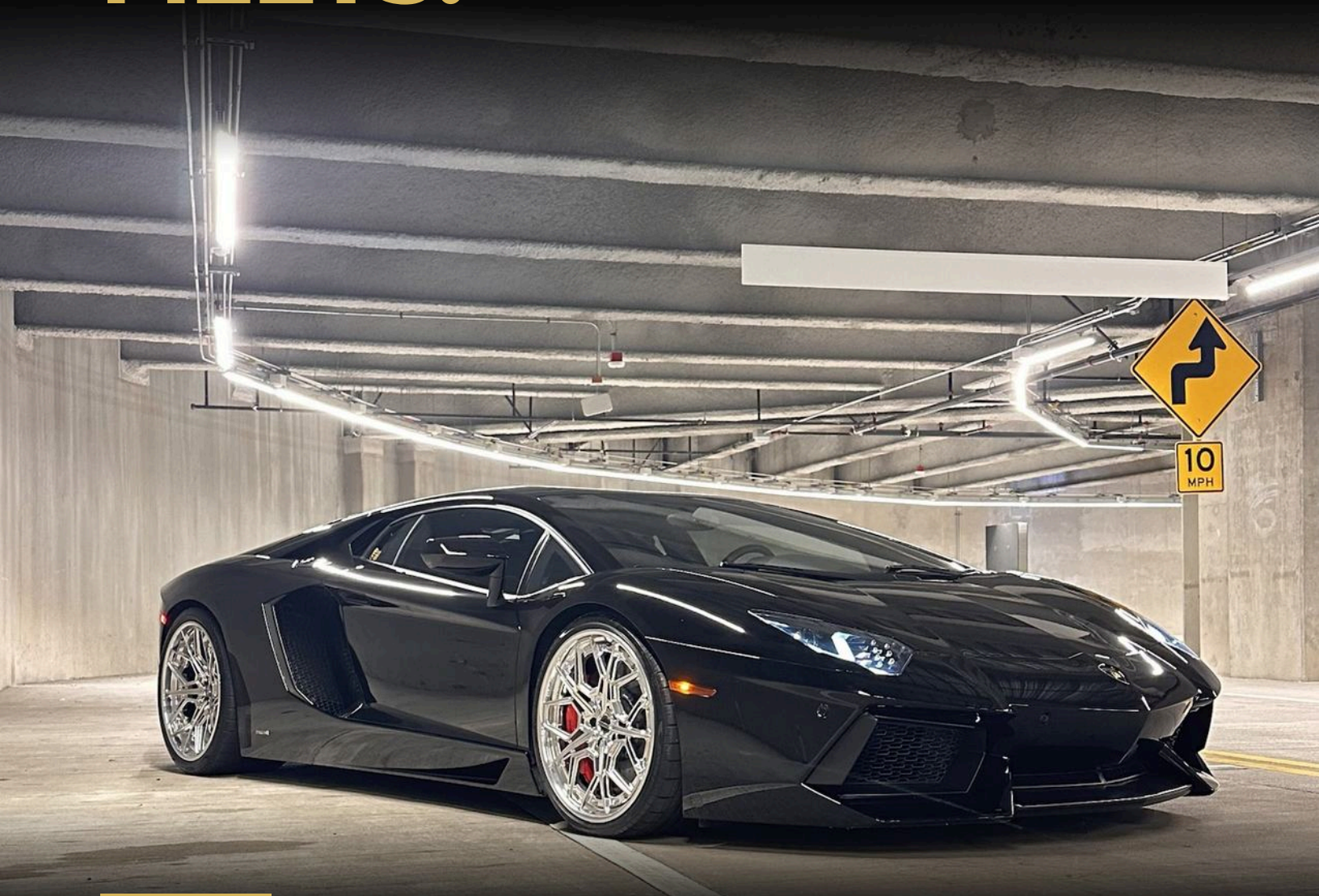
exoticsgroup.com

SEMA SHOW 2026
LAS VEGAS EDITION

MEDIA & PARTNERSHIP KIT

WHERE THE SUPERCAR WORLD MEETS.



Events, rallies, editorial, listings and a partner network for the people who buy, drive and talk about exotic cars.

EVENTS · RALLIES · JOURNAL · LISTINGS · PARTNERS

exoticsgroup.com

WHO WE ARE

Aspirational listings & media for modern exotics.

Exotics Group is the hub for the supercar community: where to go this weekend, who to drive with, what the market is doing, and who to trust with the car.

We bring the whole exotic-car life onto one platform: a nationwide event calendar, our own rallies, a weekly editorial journal, interviews, live listings with plain-English search, a directory of the businesses that serve owners, and an online store.



OUR MISSION

> **To be the first stop for everyone who lives the exotic car life, and the most credible place for the brands that serve them to show up.**

THE PLATFORM

01
Events Calendar
Cars & Coffee, concours, meets, track days and drives near you, nationwide.

02
Rallies
Themed, multi-day drives led by our flagship, The Syndicate Run. Members register first.

03
The Journal
Market reports and feature stories from named contributors, published every week.

04
Listing Interviews
Candid impressions from owners, enthusiasts and experts on our YouTube channel.

05
Listings
Describe the car in plain English and we find it. Search that reads like a broker.

06
Partners & Vendors
The dealers, builders and specialists behind the exotic car world, one search away.

07
The Store
Exotics Group gear today, plus products from our partners. Members get lower prices.

08
Membership
Members get first access to every rally registration, plus lower store prices.

BY THE NUMBERS

Built at national scale.

401
Upcoming events
on the nationwide calendar

240
US markets
for local, ZIP-targeted sponsors

12,075
Live listings
across 11 marques, refreshed daily

3,800+
Businesses
in the Partners & Vendors directory

190+
Cities
in 30 states with upcoming events

6
Social channels
X, Instagram, YouTube, Facebook, TikTok, LinkedIn

Counts taken from exoticsgroup.com on October 25, 2026. Events and listings update continuously.

WHO WE REACH

01 Owners & collectors
People who already have the car in the garage, and are looking for the next one, the next drive and the right people to look after it.

02 Enthusiasts & aspiring owners
The fans who follow every launch, auction and market swing, and who read the technical deep dives.

03 Drivers & event-goers
The weekend regulars at Cars & Coffee, concours lawns and rally start lines across the country.

04 In-market buyers
Shoppers describing the exact car they want, in plain English, across 12,000+ live listings.

05 The trade
Organizers, dealers, detailers, builders and media who serve the community every day.





















COMMUNITY & EVENTS

Shows & meets. Coast to coast.

The Exotics Group calendar is the nationwide guide to the exotic car weekend: Cars & Coffee, concours d'élégance, rallies, track days and charity drives.

400+ UPCOMING EVENTS

240 US MARKETS

30 STATES

Local by default

Visitors set their location and see what is on near them first.

Month view & upcoming list

Browse the full calendar or scroll everything ahead, events and rallies together.

One-tap calendar add

Every listing saves to Apple, Outlook (.ics) or Google Calendar.

Open to organizers

Clubs and hosts submit events; approved events go live on the calendar.

IN LAS VEGAS THIS SEASON

10 upcoming events on the calendar

Oct 30	Night Shift GT	Concours at Wynn Las Vegas
Nov 1	Tour d'Elegance	Concours at Wynn Las Vegas
Nov 8	Espresso & Exotics Las Vegas	The Bend LV, monthly into 2027
Nov 13	Supercar Experience Fall Rally	Supercar Experience Las Vegas

Source: exoticsgroup.com/events, October 25, 2026.



FLAGSHIP RALLY

THE SYNDICATE RUN

Two teams. Ten cars each. One route. One winner.

This is not a typical supercar rally of long convoys, group dinners and scenic cruising from point A to point B.

The Syndicate Run is a themed, points-based team competition built around clues, challenges and a scavenger-hunt format, where strategy, teamwork and the unfolding story matter as much as the cars. Drivers form teams, solve puzzles, hit creative checkpoints and accumulate points across a deliberately designed route, turning the drive into a cinematic adventure.

Rallies are scenic touring events on public roads, not races. Participants obey all traffic laws and posted speed limits; Exotics Group does not time, score or reward speed.

DATES

Sep 24 – 26, 2027

Friday – Sunday

FORMAT

Points-based team competition

Clues, challenges, checkpoints

REGISTRATION

Opens soon, members first

Registration opens first to exoticsgroup.com members

PARTNER WITH THE RUN

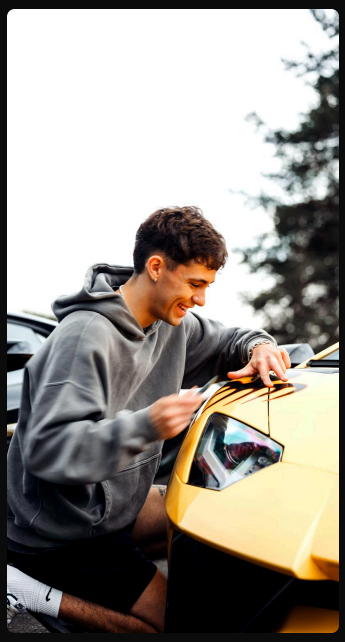
Title and supporting partner positions available.
See page 13.

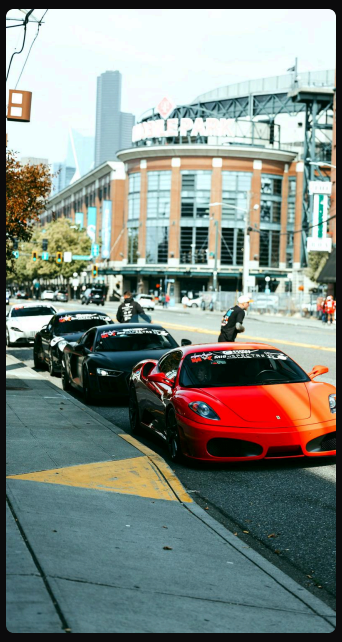
FROM THE ROAD · PAST RUN

MI6 vs. SPECTRE

JUN 30 – JUL 2, 2026
Rally recap on exoticsgroup.com/rallies











A James Bond-inspired supercar adventure pitting British intelligence against SPECTRE: Lamborghinis, Ferraris, McLarens and Porsches on breathtaking routes, with luxury stops, exclusive meets, team dinners and photo opportunities along the way.

The run was documented in photos and video and published to its recap page: lasting, shareable exposure for partners on the route.



Napa–Monterey Car Week drive

MEMBERSHIP · MEMBERS FIRST

Rally access starts with an account.

Members get first access to every rally registration. **Create a free account now for first access.**

NEXT UP · THE SYNDICATE RUN

Sep 24 – 26, 2027

Registration opens soon, and it opens to members first. An account now puts you at the front of the line.

01

Rally registration first

Members get registration first, before it opens to the public.

02

Lower store prices

Members pay less on Exotics Group gear and partner products.

03

Your events, saved

Follow the calendar and add any event to your own calendar in one tap.

SCAN TO CREATE A FREE ACCOUNT

or visit exoticsgroup.com and choose “Create an account”.

EDITORIAL · THE JOURNAL

Stories worth the drive.

Market reports and feature stories from the exotic car world: prices, trends and the cars everyone is talking about. Written by named contributors, published every week.



Alex Rivera

TECHNICAL WRITER

Deep technical pieces that explain how supercars actually work.

Getting a Grip: Hot Rubber, Slip Angles and the Magic Formula Behind Supercar Tires

Twelve Cylinders, Three Motors, Zero Shame: How the Lamborghini Revuelto's Hybrid System Actually Works



Sophia Chen

SENIOR MARKET RESEARCH ANALYST

Market and auction analysis for buyers, sellers and collectors.

F1 DNA at Auction: How the AMG ONE, Valkyrie, Senna and W1 Are Trading in 2026

Ferrari's Last Naturally Aspirated V8 Special Series: 2026 Market Report



Marco Bianchi

EXPERIENTIAL STORYTELLER

Experiential storytelling: the roads, the people and the collections.

The Drive In: Hill Country Two-Lanes to the Gates of COTA on US Grand Prix Weekend

Behind the Garage Door: Three Great Car Collections That Refuse to Sit Still

8

new features published in a single week, Oct 19 – 25, 2026



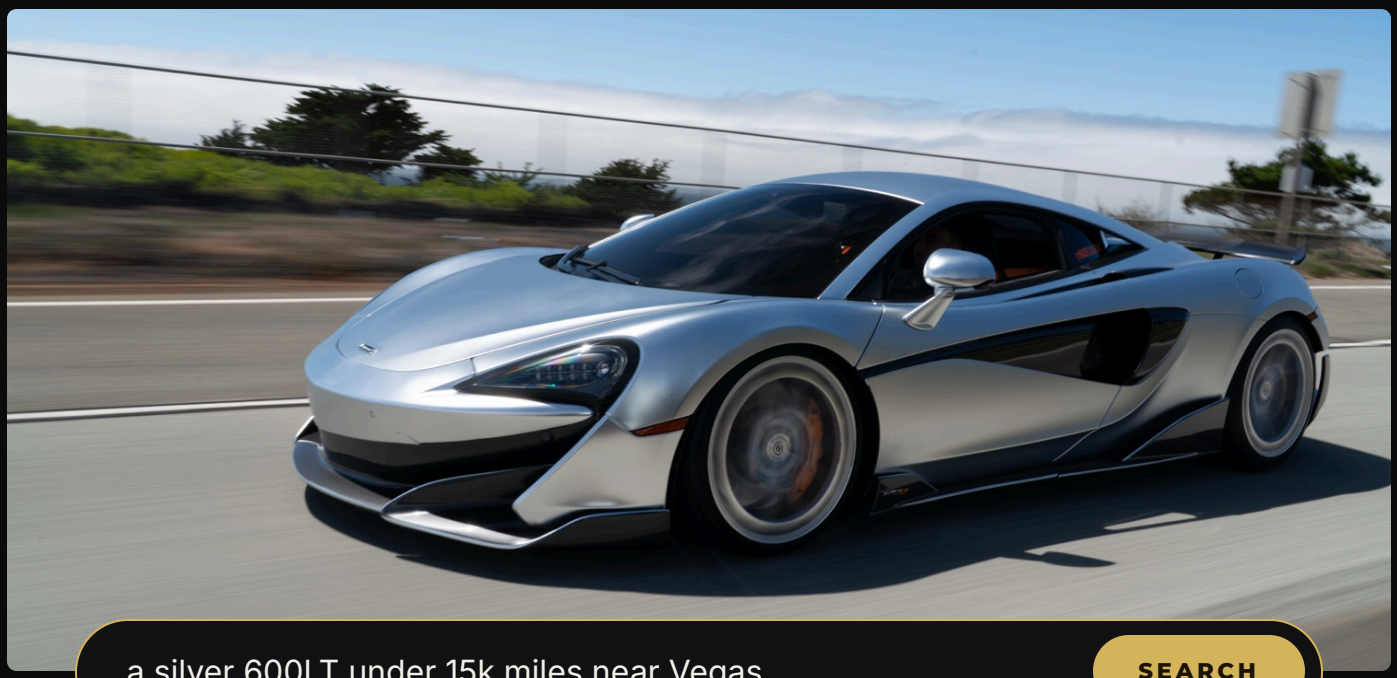
LISTING INTERVIEWS

Owners, on camera.

Candid impressions from owners, enthusiasts and experts, on youtube.com/@exoticsgroup.

DESCRIBE THE CAR. WE'LL FIND IT.

Search in plain English: model, color, budget, mileage, the spec that matters to you. We read it the way a broker would. No dropdowns, no filters to fight.



WE READ THIS AS Make: McLaren · Model: 600LT · Color: Silver · Under 15,000 miles · Near Las Vegas

TRY Green Aventador under $500K · Italian V12 convertible · Track Porsche, low miles · McLaren 2019 – 2022

Illustration of the search experience on exoticsgroup.com. Photo: Napa–Monterey Car Week drive.

12,075 LIVE LISTINGS

11 MARQUES

Inventory refreshed daily. Count as of October 25, 2026.

WE DON'T SELL CARS

We connect serious buyers with the right dealers and private sellers.

FOR DEALERS

Subscribe to receive buyer leads from exoticsgroup.com. Pricing on request.

THE STORE More than Exotics Group gear: we're adding products from partner brands, and we're at SEMA looking for products to resell. **Sell through the Exotics Group Store.**



PARTNERS & VENDORS

The directory the exotic world runs on.

The dealers, builders and specialists behind the exotic car world. Our partners first, and every vendor one search away.

3,800+
BUSINESSES LISTED

12
SPECIALIST CATEGORIES

- Dealerships
- Detail Shops
- Mobile Detailers
- Body Shops
- Mechanics
- Parts Suppliers
- Auto Transport
- Towing
- Media
- Event Organizers
- Rally Organizers
- Food & Beverage

Partners first

Partner profiles lead every search, with logo, gallery, story and direct contact.

Found locally

Owners search by name, category and location, and see local sponsors by ZIP.

JOIN THE DIRECTORY

1 **Create an account**
Sign up at exoticsgroup.com.

2 **Add your business**
Logo, photos, description, contact and social links.

3 **Go Partner**
Move to the top of the directory with a featured profile.

Meeting us at SEMA? We can set up your listing with you on the spot.

AT SEMA 2026 · PARTNER WITH US

Bring your brand to our members.

Rates on request
Let's talk at the show.

We're at SEMA to meet the brands, builders and dealers who serve the exotic car world, and to put their products and inventory in front of the people who buy.



01 · STORE RESALE

Sell through the Exotics Group Store

- Your products listed in the Exotics Group Store
- In front of members and enthusiasts
- Alongside Exotics Group gear, with member pricing
- We're at SEMA looking for products to resell

RATES ON REQUEST

02 · DEALER LEADS

Dealer Lead Subscription

- Buyer leads from exoticsgroup.com
- Serious buyers who described the car they want
- Drawn from search across 12,075 live listings
- Subscription for dealers and private-sale specialists

RATES ON REQUEST

12,075 LIVE LISTINGS

3,807 VENDORS

240 US MARKETS

START THE CONVERSATION
social@exoticsgroup.com

ADVERTISING

Your brand, where the decisions happen.

Put your brand in front of the people who buy, drive and talk about exotic cars: on the homepage, a rally, an event, an article or a listing.



WHERE YOU CAN APPEAR

Homepage	Rallies	Events	Articles	Listings

PLACEMENT FORMATS

01

Premier

The most prominent position on the page: a full-width banner or the top sidebar card.

02

Featured tile

A featured tile alongside or between the page's content.

03

Sponsor strip

Your logo in the page's sponsor strip.

TARGETING

Run nationally, or locally in any of 240 US markets. Visitors see sponsors from their own area.

FLIGHT

7, 30, 90 or 365 days, or permanent. One-time or auto-renew.

HOW IT WORKS · EXOTICSGROUP.COM/SPONSOR

1

Choose

Pick where your ad appears and for how long.

2

Upload

Add your artwork and the page it should link to.

3

Go live

You are only charged once we approve your sponsorship, and it goes live right away.

Partnership packages.

Custom packages · Rates on request

Every package can be combined and tailored.

TIER I
GET LISTED

Be found by the owners who need you.

Partner Listing

- Profile in the Partners section
- Logo, photos, story, contact and social links
- Found by category and location search

RATES ON REQUEST

Featured Partner + Welcome Feature

- Priority placement among featured partners
- A welcome feature introducing you in the Journal
- Social introduction across our channels

RATES ON REQUEST

TIER II
GET SEEN

Own the moments owners pay attention to.

Homepage Sponsor

- Premier position on the homepage
- National, or targeted by market
- Flexible flights from 7 days to a year

RATES ON REQUEST

Article & Series Sponsorship

- Present a contributor series: tech, market or drive stories
- Sponsor placement on every article in the series
- Mentions in social promotion of each story

RATES ON REQUEST

City “This Weekend” Roundup

- Present the weekend events guide for your city
- Local reach in any of 240 US markets
- Your brand where owners plan the weekend

RATES ON REQUEST

TIER III
GET INVOLVED

Put your brand on the route, not just the page.

The Syndicate Run: Title Partner

- “The Syndicate Run presented by” naming
- Branding on the rally page, materials and recap
- Presence at start, finish and checkpoints

RATES ON REQUEST

Rally Supporting Partner

- Checkpoint, team or hospitality partner
- Logo on the rally page and recap
- On-route product or brand moment

RATES ON REQUEST

Event & Organizer Co-Promotion

- Featured placement for your event on the calendar
- Co-promotion across editorial and social
- For organizers, dealers and venues hosting meets

RATES ON REQUEST

TIER IV
GROW SALES

Turn the audience into customers.

Dealer Lead Subscription

- Buyer leads from exoticsgroup.com
- Serious buyers who described the car they want
- Subscription, pricing on request

PRICING ON REQUEST

Sell through the Exotics Group Store

- Your products in the Exotics Group Store
- In front of members and enthusiasts
- Rates or terms on request

TERMS ON REQUEST

Custom Program

- Combine listings, placements and experiences
- National, regional or single-market
- Built with our team around your goals

RATES ON REQUEST

Let’s build yours in person at SEMA.

social@exoticsgroup.com

WHY PARTNER

Why brands ride with us.

01
A precise audience
Owners, collectors and enthusiasts. Reach without the waste.

02
National reach, local relevance
Run nationwide or target any of 240 US markets by ZIP.

03
An always-on calendar
400+ upcoming events bring the community back every weekend.

04
Credible editorial
Technical, market and drive stories from named contributors, every week.

05
Real experiences
Members-first rallies put your brand on the route, in the photos and in the recap.

06
Easy to start, easy to scale
Self-serve placements with approval, or a custom package built with us.

CONTACT

Let’s talk at SEMA.

We keep pricing conversations personal. Find us at the show for a walk-through of every package, or get in touch any time.

EMAIL
social@exoticsgroup.com

WEB
exoticsgroup.com

ADVERTISE
exoticsgroup.com/sponsor

MAIL
PO Box 2110, Renton, WA 98056

SCAN
Explore events, rallies, the Journal and the directory.

FOLLOW

X	@exoticsgroup
Instagram	@exoticsgroup
YouTube	@exoticsgroup
Facebook	/exoticsgroup
TikTok	@exotics_group
LinkedIn	/company/exotics-group

NOTES

From the show floor.

Jot down who you met, what caught your eye and what you'd like to build with us.

Thanks for stopping by. Let's keep the conversation going.

Events, rallies, the Journal, listings and the partner directory, all in one place.

EMAIL
social@exoticsgroup.com

WEB
exoticsgroup.com

MAIL
PO Box 2110
Renton, WA 98056



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