



## Twin Cities Auto Show

Public Relations  
2019

Nemer Fieger has been the PR partner for the Greater Metropolitan Automobile Dealers Association's Twin Cities Auto Show since 2010. It is the largest consumer show in the Upper Midwest, with over 600 vehicles, 35+ domestic and imported brands, and thousands of attendees taking over the Minneapolis Convention Center for nine days each March.

In 2019, we implemented a full scale Public Relations campaign including: writing and distributing several press releases, providing personalized pitches to the media, coordinating an exclusive media preview for dozens of reporters and influencers, providing on-site assistance with in-studio interviews, live shots and tapings, and securing an appearance by Dragon Taylor of the Harlem Globetrotters.

We garnered coverage in the major daily newspapers, business publications, trade outlets, radio shows, and online sites. In addition, each major local TV station produced multiple segments.

**335**  
PUBLICITY HITS

**44.3 million**  
POTENTIAL IMPRESSIONS

