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## **The High Performance Expo Opens Show Floor Exhibitor Space Reservations**

**First-of-its-kind annual show focused on automotive aftermarket; has something for everyone**

**CHARLOTTE, NC** – The inaugural High Performance Expo (HPX), the exclusive business and consumer show, hosted by the North Carolina Motorsports Association (NCMA), will be held from June 3-5, 2025, at the Charlotte Convention Center, followed by area-wide enthusiast activities. The event will bring together all segments of the automotive aftermarket community for the first time in the heart of the auto racing industry.

Show floor space at the inaugural High Performance Expo is now available via the [HPX 2025 Exhibitor Experience](#)

The Exhibitor Experience includes:

- Opportunity to meet new buyers and invite current customers to the show
- Innovative sponsorship and branding opportunities
- Floor plan and rates for basic and preferred floor locations
- Discounted rates for NCMA members
- Educational seminars

Exhibitors can expose their brands, introduce new products and expect to see chassis shops, retailers, restoration shops, speed shops, repair shops, builders, tuners and enthusiasts.

The first two days of the High Performance Expo (Tuesday, June 3 and Wednesday, June 4, 2025) will be focused on B2B commerce – with only qualified, vetted buyers, exhibitors and media in attendance.

The third day, June 5, will have a hybrid focus of B2B and B2C where enthusiasts can attend the trade show.

The excitement and synergy then transfers over to enthusiast-focused weekend activities at the Charlotte Motor Speedway and other surrounding venues for a multitude of racing-related activations. Space will be available at these unique enthusiast locations that will provide opportunities to engage with attendees. Additional details of the planned enthusiast-focused weekend activities will be announced at a later date.

“There is no better place to hold the High Performance Expo than Charlotte, North Carolina, a community rich in history and passion for modifying and racing the automobile,” said Dana Teague,

general manager of the HPX 2025. “The strong interest in HPX and what our team is building is very exciting and we are extremely motivated to deliver an elevated experience for buyers of the Southeastern U.S. and beyond.”

For additional information about HPX 2025, go to [www.TheHPX.com](http://www.TheHPX.com). HPX is on Instagram @HighPerformanceExpo, and @TheHPX on X, YouTube, LinkedIn and Facebook.

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### **About the High Performance Expo**

HPX’s mission is to advance the automotive industry, racing, and the high-performance lifestyle. The High Performance Expo is dedicated to advancing the business of the automotive aftermarket. HPX will be a modern customer-focused expo for the car enthusiast and professional. The first HPX is scheduled for June 3-5, 2025, in Charlotte.

### **About the North Carolina Motorsports Association (NCMA)**

NCMA is the leading organization for motorsports in North Carolina. NCMA is committed to promoting, preserving and advancing this thrilling sport. Founded in 2002 to promote and serve the motorsports community in North Carolina, the association has members that range from race teams and tracks to attorneys and accountants. Its mission includes legislative representation at the state level to ensure that the industry’s best interests are served. NCMA also offers opportunities for members to interact as well as attend seminars that benefit the self-employed as well as large corporations.

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