

Novi, MI Fact Sheet

Greater Detroit Design-2-Part Show

Vibe Credit Union Showplace - June 23 & 24, 2027



91%

Attendees Involved
in Decision Making



50%

Attendees in 2026
Looking to Purchase
Within 6 Months



1,285

Average Novi
Attendance



**Promotional
Radius**

Michigan, Ohio,
Indiana, and Illinois

Proven Results

Example % Based on
2026 Novi, MI Show

Industries Represented:

Automotive	33.9%
Machinery	6.4%
Electronics	4.7%
Aerospace/Aviation	3.7%
Energy/Utilities	2.7%
Government/Defense	2.7%

Attendee Profile:

Engineering	34.8%
Purchasing	19.2%
Corp. Management	28.8%

Buying Power:

Significant Influence	36.7%
Final Decision	27.0%
Recommended Vendors	27.6%

Partial List of 2026 Attendees:

Adient
Adler Pelzer Group
BAE Systems
BorgWarner
BOS Automotive
Bosch
CRP Industries
Cummins-Meritor
Daimler Truck NA
Dart Container Corp
Detroit MFG Systems
Ford Motor Company
General Motors
Gentex Corporation
Hyundai America Tech Ctr
Kautex Textron
Kirlin Lighting
Lear Corporation
Lucid Motors
Marelli Propulsion
Martinrea Intl Inc
Molex
Nexteer Automotive
Nissan
RealTruck
Redline Detection
Rivian Automotive
Roush Industries
Royal Technologies Corp
SAPA Transmission
Schaeffler Group USA
Sigma International
Snap-on
STAUFF Corporation
STRATTEC
Thorlabs
TI Fluid System
Toyota Tsusho America
Trijicon

About the Show:

- Located in the heart of one of North America's deepest automotive, mobility, and advanced manufacturing markets, Novi offers direct access to Metro Detroit and surrounding manufacturing communities.
- Positioned at the I-96, I-696, and I-275 corridor, the show is easily accessible from Detroit, Ann Arbor, Lansing, and throughout Southeast Michigan.
- Detroit Metropolitan Airport is approximately 20 minutes away, with downtown Detroit about 30 minutes from the show.
- With 6,000 on-site parking spaces and an attached Hyatt Place hotel, exhibitors have convenient parking and lodging directly at the venue.

Market at a Glance:

- Novi is located in Oakland County, Michigan's leading county for manufacturing employment, with more than 118,000 manufacturing jobs. *(MNI)*
- Oakland County is a major automotive and mobility hub, with 2,216 industry companies employing 76,000+ people and 76 of North America's top 100 Tier 1 automotive suppliers operating in the county. *(Oakland County)*
- Michigan is home to 96 of North America's top 100 automotive suppliers and has one of the nation's deepest concentrations of automotive engineering and R&D talent. *(MEDC)*
- Michigan produces nearly 19% of all U.S. vehicles, more than any other state, and ranked #1 for Automotive Manufacturing Strength in 2026 for the fourth consecutive year. *(MEDC)*

Design-2-Part Shows



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