

## Conference Introduction

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The southeastern United States continues to boast the fastest-growing automotive industry in North America. Known for its world-class automotive production and sound business environment, the region's supply base has thrived while OEMs and major suppliers continue to invest. **The Southern Automotive Conference (SAC) selected Atlanta as the location for the 2018 event because it is a recognized hub for global connections.**

This October, senior executives from OEMs across the Southeast and all over the world will showcase their latest developments and emerging technologies and discuss efforts to increase their competitive advantage.

- Attendees include OEMs; Tier 1, 2, and 3 suppliers; government agencies; educational institutions; and professional service organizations that have specialized expertise in automotive, and related industrial and aerospace industries.
- The SAC has an International reputation for attracting top industry executives and thought leaders – including those from various parts of Central, South, and North America; Europe; Nordic countries; and Asia.
- The SAC has consistently attracted top-level decision makers including those responsible for site selection, construction, plant and equipment, production processes, components, quality, transportation, logistics and supply chain matters, HR/benefit issues, accounting and finance, and legal solutions such as OSHA, product liability, and intellectual property.

With creative changes and continued improvements, the 2018 conference promises to be an unforgettable experience. Again this year, all sponsors and exhibitors are invited to attend the exclusive Wednesday Evening VIP reception, allowing focused networking opportunities with Joint Board members, OESA, SAWF, OEM Purchasing representatives, VIP guests, and others. In addition, in response to overwhelming requests for the same, the Exhibit Hall is wrapped around our main stage area again, with ***carpeted aisles and an improved layout to increase traffic flow to exhibit booths.*** Join us this fall in Atlanta!

# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

## Agenda At-a-Glance (subject to change)

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The full agenda can be found at the official SAC website: [www.southernautocon.com](http://www.southernautocon.com).

### Wednesday, October 3

**Afternoon:** Exhibit Hall booth setup

**Evening:** Exclusive VIP Reception – *Invitation-only event for Joint Board members, Sponsors, Exhibitors, OESA, SAWF, OEM Purchasing representatives, VIP guests, and others*

**Evening:** Welcome Party (“Atlanta Comes to You”) – *All registered attendees are invited*

### Thursday, October 4

**All day:** Exhibit Hall open

**Morning:** Breakfast, Keynote Speakers, General Sessions, Breakout Sessions, Networking Opportunities & Exhibit Hall breaks

**Midday:** Stars of Southern Manufacturing Awards Luncheon including featured speaker

**Afternoon:** General Sessions, OEM Panel, Breakout Sessions & Exhibit Hall breaks

**Evening:** Gala Reception\* – *All registered attendees are invited*

### Friday, October 5

**Morning:** Breakfast, Networking Opportunities, Keynote Speakers, Innovation Test Track Event, and Exhibit Hall breaks

**Midday:** Box Lunch and Conference Adjourns

\*- Sponsors are being sought to bring in top name entertainment for the Thursday evening Gala Reception

# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

## Sponsor Packages

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Reach hundreds of Southern Automotive decision makers all in one place! The Southern Automotive Conference offers a wide variety of cost-effective sponsorship and marketing opportunities. In addition to sponsorship-specific deliverables outlined with each level, **ALL** conference sponsors receive the following:

- **Company logo and link on the Sponsors Page or Partner Page of the conference website.**
- **Recognition on the Sponsors Page or Partner Appreciation Page of the conference guide and on signage throughout the conference, corresponding with sponsor level.**
- **Preferred booth location in the Exhibit Hall. Sponsors are guaranteed a prime location, corresponding with sponsor level.**
- **Sponsor ribbon for conference name badge.**
- **Advance copy of full contact information of all attendees. This will only be available to sponsors.**
- **Invitation to attend the exclusive Wednesday Evening VIP reception and network with the Joint Board members, other sponsors, exhibitors, OESA, SAWF, OEM purchasing representatives, VIPs, and others.**

Lock in your sponsorship opportunity today! To reserve your sponsorship please contact Sheila Wardy, Director of Sponsorships, at [swardy@pmtpublishing.com](mailto:swardy@pmtpublishing.com) or by phone at 205-802-6363 x108.

### **Premier Partner (1) – \$50,000 Contribution- SOLD OUT**

#### **Presenting Partner -- \$15,000 Contribution**

- Opportunity to deliver introduction for a general session - for earliest signers only, so please don't delay.
- Full-page color advertisement in SAC 2018 Conference Guide.
- "Presented by" association with mutually agreed upon agenda segment.
- *Complimentary* Exhibit Hall booth and priority location.
- High-profile program mentions.
- Logo placement in stage area.
- Up to six (6) complimentary conference registrations and six (6) VIP Reception tickets.

#### **Platinum Partner -- \$10,000 Contribution**

- Opportunity to deliver introduction for a breakout session – for earliest signers only, so don't delay.
- Full-page color advertisement in SAC 2018 Conference Guide.
- *Complimentary* Exhibit Hall booth and priority location.
- Logo placement in meeting room(s).
- Up to five (5) complimentary conference registrations and five (5) VIP Reception tickets.

# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

## **Gold Partner - \$7,500 Contribution**

- 2/3-page color advertisement in SAC 2018 Conference Guide.
- *Half-price* Exhibit Hall booth and priority location.
- Up to four (4) complimentary conference registrations and four (4) VIP Reception tickets.

## **Silver Partner - \$5,000 Contribution**

- Half-page color advertisement in SAC 2018 Conference Guide.
- Up to three (3) complimentary conference registrations and three (3) VIP Reception tickets.

## **Bronze Partner - \$3,500 Contribution**

- 1/3-page color advertisement in SAC 2018 Conference Guide.
- Up to two (2) complimentary conference registrations and two (2) VIP Reception tickets.

## SAC RECEPTION SPONSORSHIPS

Sponsorship of reception functions is an excellent way to serve as the host of a special evening of food, drink, and entertainment. These prestigious packages will generate unparalleled goodwill and prominence for the sponsoring organization.

### **Wednesday Evening VIP Reception (2) – 17,500 Contribution**

- Full-page color reception announcement or advertisement in the SAC 2018 Conference Guide.
- *Complimentary* Exhibit Hall booth and priority location.
- “Presented by” association of agenda segment.
- High-profile reception announcement during program.
- Prominent logo placement at the reception (banner or signage, depending on venue).
- Logo on event email communications.
- Up to six (6) complimentary conference registrations and six (6) VIP Reception tickets.

### **Wednesday Welcome Party – “Atlanta Comes to You” (2) - \$10,000 Contribution**

- Full-page color reception announcement or advertisement in the SAC 2018 Conference Guide.
- *Complimentary* Exhibit Hall booth and priority location.
- “Presented by” association of agenda segment.
- High-profile reception announcement during program.
- Prominent logo placement on signage at the Welcome Party.
- Logo on event email communications.
- Up to four (4) complimentary conference registrations and four (4) VIP Reception tickets.

# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

## **Thursday Gala Reception Sponsor (4) – \$25,000 Contribution**

- Full-page color reception announcement or advertisement in the SAC 2018 Conference Guide.
- *Complimentary* Exhibit Hall booth and priority location.
- “Presented by” association of agenda segment.
- High-profile reception announcement during program.
- Prominent logo placement at the reception (banner or signage, depending on venue).
- Logo on event email communications.
- Up to six (6) complimentary conference registrations and six (6) VIP Reception tickets.

## **Thursday Gala Reception *Entertainment* Sponsor (TBD) - \$TBD**

You can make SAC history by bringing in a top name entertainer for the Thursday Gala Reception. Please inquire about this opportunity to help make this SAC a truly unique and unforgettable event.

## **Thursday Stars of Southern Manufacturing Awards Luncheon Sponsor (1 **SOLD**/1 **AVAIL**) – 10,000 Contribution**

- “Presented by” association of agenda segment.
- Exclusive logo placement on signage in luncheon area.
- Opportunity to offer introduction live on stage or by video (3-5 minutes).
- Opportunity to distribute an amenity or material on each seat.
- Reserved VIP seating for registered representatives and key customer attendees near the stage.
- Program mention as Luncheon sponsor.
- Logo on event email communications.
- Up to five (5) complimentary conference registrations and five (5) VIP Reception tickets.

## **Thursday or Friday Breakfast Sponsor (2) – \$10,000 Contribution**

- Exclusive logo placement on signage in breakfast area.
- *Complimentary* Exhibit Hall booth and priority location.
- Program mention as Breakfast sponsor.
- Up to five (5) complimentary conference registrations and five (5) VIP Reception tickets.

## **Name Badge & Lanyard Sponsor – **SOLD OUT****

- Exclusive logo placement on name badges and lanyards.
- Up to two (2) complimentary conference registrations and two (2) VIP Reception tickets.

# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

## **Conference Bag Sponsor – SOLD OUT**

- Exclusive logo on conference bags.
- Conference bag insert.
- Up to two (2) complimentary conference registrations and two (2) VIP Reception tickets.

## **Wi-Fi Sponsor (1) – \$10,000 Contribution**

- Exclusive logo on Wi-Fi use instructions (table tent cards).
- Program mention as Wi-Fi sponsor.
- Up to two (2) complimentary conference registrations and two (2) VIP Reception tickets.

## **Social Media Stream and Wall Sponsor (1) – \$6,000 Contribution**

- Logo on instructions (distributed at registration).
- Static logo onscreen prior to general sessions with social stream crawling across screen.
- Signage with sponsor logo on social media wall (selfies, tweets, etc. using #SAC2018).
- Program mention as Social Media Stream sponsor.
- Up to two (2) complimentary conference registrations and two (2) VIP Reception tickets.

## **Exhibit Hall Giveaway (2) - \$3,500 Contribution**

*Giveaway item to be determined with input from sponsor.*

- Exclusive logo on giveaway instructions and at prize display.
- Opportunity to announce giveaway winner.
- Program mention as Giveaway sponsor.
- One (1) complimentary conference registration and one (1) VIP Reception ticket.

## **Water Bottle Sponsorship (1) – \$4,500 Contribution**

- Exclusive logo on complimentary Exhibit Hall water bottles and/or on signage at water station.
- Program mention as Water Bottle sponsor.
- One (1) complimentary conference registration and one (1) VIP Reception ticket.

## **Refreshment Break (3) - \$4,500 Contribution**

- Exclusive logo placement on signage in break area (exact location TBD).
- Program mention as Refreshment Break sponsor (at 1 of 3 breaks on Thursday or Friday).
- One (1) complimentary conference registration and one (1) VIP Reception ticket.

# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

## **Friday Lunch Sponsor - \$5,000 Contribution**

- Exclusive logo placement on signage in lunch area (exact location TBD).
- Program mention as Friday lunch sponsor
- One (1) complimentary conference registration and one (1) VIP Reception ticket.

## **Exhibit Hall Lounge (3) - \$3,500 Contribution**

*Includes couches, carpet and coffee tables set up in the Exhibit Hall. Ideal setting for a quick chat or coffee break.*

- Logo on signage in sponsored area.
- Ability to play video or slideshow on screen (rotate with Charging Station sponsor) in lounge.
- Program mention as Exhibit Hall Lounge sponsor.
- One (1) complimentary conference registration and one (1) VIP Reception ticket.

## **Charging Station (1 **SOLD** / 2 **AVAIL**) – \$3,500 Contribution**

*Specially designated lounge space(s) for charging devices. A video screen will play sponsor video or slideshow.*

- Logo on signage in sponsored area.
- Ability to play video or slideshow on screen (rotate with Lounge sponsor) in lounge.
- Program mention as Charging Station sponsor.
- One (1) complimentary conference registration and one (1) VIP Reception ticket.

## **Floor Stickers (2) - \$2,500 Contribution**

*2 sponsors; each receiving 2 stickers approximately 2' x 3' in size.*

- Stickers placed in high-profile location as attendees enter Exhibit Hall floor (exact location TBD).
- One (1) complimentary conference registration and one (1) VIP Reception ticket.

## **Innovation Zone Presenting Sponsor (1 **SOLD**/1 **AVAIL**) - \$20,000 Contribution**

*This sponsorship offers the opportunity to sponsor and exhibit in the popular high-tech, hands-on area of the SAC: The Innovation Zone.*

- Logo on Truss signage at the entrance to the Innovation Zone

# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

- Full Page color advertisement or Innovation Zone agenda in the 2018 Conference Guide.
- Complimentary exhibit booth in prime location within the Innovation Zone
- Innovation Zone Spotlight: Demonstration time (20 minutes) to explain and demonstrate your company's technology and capabilities
- Recognition and promotion on the official conference agenda promoting your presentation time and date.
- Six (6) complimentary conference registrations and six (6) VIP Reception tickets.

## **Innovation Zone Spotlight Sponsor (3) - \$3,500 Contribution**

*This sponsorship offers the opportunity to exhibit in the popular high-tech, hands-on area of the SAC: The Innovation Zone.*

- Complimentary exhibit booth in prime location within the Innovation Zone
- Demonstration time in the Innovation Zone Theater (20 minutes) to explain and demonstrate your company's technology and capabilities.
- Recognition and promotion on the official conference agenda for your presentation time and time and date.
- Two (2) complimentary conference registrations and two (2) VIP Reception tickets.

## **New! Workforce Development Zone Presenting Sponsor (2) - \$20,000 Contribution**

*This sponsorship offers the opportunity to sponsor and exhibit in the all-new in-demand area of the SAC: The Workforce Development Zone.*

- Logo on Truss signage at the entrance to the Workforce Development Zone
- Full Page color advertisement or Workforce Development Zone agenda in the 2018 Conference Guide.
- Complimentary exhibit booth in prime location within the Workforce Development Zone
- Workforce Development Zone Spotlight: Demonstration time (20 minutes) to explain and demonstrate your company's capabilities
- Recognition and promotion on the official conference agenda promoting your presentation time and date.
- Six (6) complimentary conference registrations and six (6) VIP Reception tickets.

## **Workforce Development Zone Spotlight Sponsor (2 SOLD/1 AVAIL) - \$3,500 Contribution**

*This sponsorship offers the opportunity to exhibit in the all-new and in-demand area of the SAC: The Workforce Development Zone.*



# 2018 SOUTHERN AUTOMOTIVE CONFERENCE SPONSORSHIP PROSPECTUS

- Complimentary exhibit booth in prime location within the Workforce Development Zone
- Demonstration time in the Workforce Development Zone Theater (20 minutes) to explain and demonstrate your company's capabilities
- Recognition and promotion on the official conference agenda for your presentation time and time and date.
- Two (2) complimentary conference registrations and two (2) VIP Reception tickets.

**Transportation Sponsors** – Under Development