



OCT 4-6 | BIRMINGHAM, AL | SOUTHERNAUTOCON.COM

PRESENTED BY ALABAMA AUTOMOTIVE MANUFACTURERS ASSOCIATION

SPONSORSHIP PROSPECTUS

Conference Introduction

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.

This October, senior executives from OEMs across the Southeast will showcase their plants' latest developments and emerging technologies and discuss efforts to increase the region's competitive advantage. Top automotive leaders and industry experts will present supplier best practices and demonstrate innovative techniques to ensure that the automotive industry is educated and prepared to meet the growing challenges of the global market. Conference sponsors will establish their organizations as significant players in these conversations and key stakeholders in growing and advancing the Southern Automotive industry.

2017 marks the 10th anniversary of the SAC. With creative changes and new improvements, this year's conference promises to be an unforgettable experience. This year, all sponsors and exhibitors are invited to attend the Wednesday Evening Diamond Celebration, allowing focused networking opportunities with the Joint Board members, OESA, SAWF, OEM Purchasing representatives and other VIP guests. In addition, the Exhibit Hall rejoins the main presentation space again, with a better layout to increase traffic flow to exhibit booths. *Join us this fall in Birmingham!*

Agenda At-a-Glance

The full agenda can be found at the official SAC website: www.southernautocon.com.

Wednesday, October 4

Afternoon: Exhibit Hall booth setup

Evening: Diamond Celebration – *Invitation-only event for Joint Board members, Sponsors, Exhibitors, OESA, SAWF Dessert Affair, OEM Purchasing representatives and VIP guests*

Late Night: Welcome Party "Get Down in Uptown" – *All registered attendees are invited*

Thursday, October 5

All day: Exhibit Hall open

Morning: Keynote Speaker, General Sessions, Breakout Sessions & Exhibit Hall breaks

Midday: Stars of Southern Manufacturing Awards Luncheon

Afternoon: General Sessions, Breakout Sessions & Exhibit Hall breaks

Evening: Barber Museum Bash – *All registered attendees are invited*

Friday, October 6

Morning: Breakfast, Networking Opportunities & Keynote Speaker

Midday: Conference Adjourns

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Sponsor Packages

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 Diamond Celebration and network with the Joint Board members, other sponsors, exhibitors, OESA, SAWF, OEM purchasing representatives and VIPs.**

Lock in your sponsorship opportunity today! To reserve your sponsorship please contact Sheila Wardy at swardy@pmtpublishing.com or by phone at 205-802-6363 x108.

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 Diamond Celebration (2) – SOLD OUT

- Full-page color reception announcement or advertisement in the SAC 2017 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 seven (7) complimentary conference registrations and seven (7) Diamond Celebration tickets.

Wednesday Welcome Party “Get Down in Uptown” (1) - SOLD OUT

- Full-page color reception announcement or advertisement in the SAC 2017 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 five (5) complimentary conference registrations and five (5) Diamond Celebration tickets.

Thursday Barber Museum Bash Sponsor (1) – SOLD OUT

- Full-page color reception announcement or advertisement in the SAC 2017 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 seven (7) complimentary conference registrations and seven (7) Diamond Celebration tickets.

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Thursday Stars of Southern Manufacturing Awards Luncheon Sponsor (1) – SOLD OUT

- “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) Diamond Celebration tickets.

Thursday & Friday Breakfast Sponsor (1) – SOLD OUT

- 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) Diamond Celebration tickets.

Presenting Partner - \$15,000 Contribution

- Opportunity to deliver introduction for a general session.
- Full-page color advertisement in SAC 2017 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) Diamond Celebration tickets.

Platinum Partner - \$10,000 Contribution

- Opportunity to deliver introduction for a breakout session.
- “Presented by” association with mutually agreed upon breakout agenda segment.
- Full-page color advertisement in SAC 2017 Conference Guide.
- *Complimentary* Exhibit Hall booth and priority location.
- High-profile program mentions.
- Logo placement in meeting room(s).
- Up to five (5) complimentary conference registrations and five (5) Diamond Celebration tickets.

Gold Partner - \$7,500 Contribution

- *Half-price* Exhibit Hall booth fee.
- 2/3-page color advertisement in SAC 2017 Conference Guide.
- Up to four (4) complimentary conference registrations and four (4) Diamond Celebration tickets.

Silver Partner - \$5,000 Contribution

- Half-page color advertisement in SAC 2017 Conference Guide.
- Up to three (3) complimentary conference registrations and three (3) Diamond Celebration tickets.

Bronze Partner - \$3,500 Contribution

- 1/3-page color advertisement in SAC 2017 Conference Guide.
- Up to two (2) complimentary conference registrations and two (2) Diamond Celebration tickets.

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Name Badge & Lanyard Sponsor (with NEW Scanner Technology) (1) – SOLD OUT

Exhibitors want to network with customers and turn their Exhibit Hall discussions into sales. Name badges will feature bar codes, and a BadgeScan app on any iPhone will allow exhibitors to conveniently compile the scanned name badges in a spreadsheet for follow-up.

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

Conference Bag Sponsor (1) – SOLD OUT

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

Wi-Fi and NEW! Beacon Technology Sponsor (1) - SOLD OUT

- 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) Diamond Celebration tickets.

NEW! Social Media Stream and Wall Sponsor (1) – SOLD OUT

- 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 #SAC2017).
- Program mention as Social Media Stream sponsor.
- Up to two (2) complimentary conference registrations and two (2) Diamond Celebration tickets.

NEW! Muscle Shoals Movie Memento (2) – SOLD OUT

- Surprise announcement at general session awarding copies of the documentary with sponsor thank-you.
- Category Exclusive logo on memento packaging.
- Program mention as Memento sponsor.
- Up to two (2) complimentary conference registrations and two (2) Diamond Celebration tickets.

Exhibit Hall Giveaway (1) - \$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) Diamond Celebration ticket.

NEW! Water Bottle Sponsorship (1) – SOLD OUT

- 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) Diamond Celebration ticket.

NEW! Hotel Key Card Sponsorship (1) - SOLD OUT

- Exclusive logo/marketing message (4-color process) on official room block Sheraton/Westin key cards.
- One (1) complimentary conference registration and one (1) Diamond Celebration ticket.

Refreshment Breaks (1) - SOLD OUT

- Exclusive logo placement on signage in break area (exact location TBD).
- Program mention as Refreshment Break sponsor (both Thursday and Friday).
- One (1) complimentary conference registration and one (1) Diamond Celebration ticket.

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NEW! Turndown Amenity (1) - \$3,500 Contribution

Leave a lasting impression with all attendees by providing a turndown amenity in every room booked in the room block. Amenity will be thoughtfully placed in each room during the Thursday evening reception. Delivery charge will apply in addition to providing the amenity.

- “Compliments of” notecard with company logo to accompany amenity.
- Program mention as Turndown Amenity sponsor.
- One (1) complimentary conference registration and one (1) Diamond Celebration ticket.

NEW! Exhibit Hall Lounge (1) - SOLD OUT

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) Diamond Celebration ticket.

NEW! Charging Station (1) – \$3,500 Contribution

Specially designated space 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) Diamond Celebration ticket.

NEW! 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) Diamond Celebration ticket.

NEW! Innovation Zone Spotlight Sponsor (6) - \$3,500 Contribution

This sponsorship offers the opportunity to exhibit in the all-new high-tech, hands-on area of the SAC: Innovation Zone sponsored by Surgere.

- Complimentary exhibit booth in prime location within the Innovation Zone
- Stage time on the Innovation Zone stage (20 minutes) to explain and demonstrate your company's technology and capabilities.
- Recognition and promotion on the official conference agenda for your presentation which will occur as a breakout session option.
- Two (2) complimentary conference registrations and two (2) Diamond Celebration tickets.

NEW! Diamond Celebration Fireworks Sponsor (1) - \$6,000 Contribution

Light up the night sky above Birmingham by sponsoring our Diamond Celebration fireworks display.

- Recognition on signage at Regions Field during Diamond Celebration.
- Program mention as the official Fireworks Sponsor.
- Two (2) complimentary conference registrations and two (2) Diamond Celebration tickets.