

PRESENTED BY

**AAMA**

ALABAMA AUTOMOTIVE MANUFACTURERS ASSOCIATION

[www.AutomotiveAlabama.org](http://www.AutomotiveAlabama.org)

MADE IN  
★ THE ★  
**SOUTH**  
**SAC** **2025**  
Southern Automotive Conference

# SPONSORSHIP PROSPECTUS

**OCTOBER 7-10, 2025**

VON BRAUN CENTER \ \ HUNTSVILLE, AL

[SOUTHERNAUTOCON.COM](http://SOUTHERNAUTOCON.COM)

# HISTORY

In 2025, the SAC heads to the vibrant city of Huntsville, Alabama—ranked among the top 10 places to live in the U.S. by U.S. News & World Report (2024–2025). With the Von Braun Center as its venue, this year's conference promises an unforgettable experience in a city celebrated for its innovation, aerospace heritage, and rapidly growing automotive presence.

The Southern Automotive Conference (SAC) has solidified its reputation as the premier event for the automotive industry in the United States, celebrating the explosive growth and cutting-edge innovation of the Southeast's automotive sector. Marking its 18th year in 2025, this must-attend event is presented by leading automotive associations and companies from Alabama, Georgia, Kentucky, Mississippi, South Carolina, and Tennessee, alongside the Southern Automotive Women's Forum (SAWF). Hosted by the Southern Automotive Manufacturers Alliance (SAMA), the SAC rotates annually between four key automotive states, serving as the driving force behind collaboration and progress in the South's booming automotive industry.

The SAC's impressive rise reflects the Southeast's transformation into North America's fastest-growing automotive hub, fueled by multi-billion-dollar investments from industry giants like Ford, Kia, Honda, Hyundai, Mazda Toyota, Mercedes-Benz, Nissan, and Tesla. Renowned for its world-class manufacturing, thriving supply chain, and business-friendly environment, the region continues to attract OEMs and suppliers eager to shape the future of mobility.





# OVERVIEW

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In October 2025, the Southern Automotive Conference (SAC) will once again bring together senior executives and decision-makers from OEMs and top-tier suppliers, and service providers worldwide for an unforgettable event in Huntsville, Alabama. Attendees will showcase the latest innovations, emerging technologies, and groundbreaking advancements, while exploring strategies to enhance products, services, and competitive advantage in the fast-evolving automotive landscape.

This prestigious event attracts a diverse range of participants, including OEMs; Tier 1, 2, and 3 suppliers; workforce development experts; supply chain and logistics professionals; government agencies; educational institutions;

international delegations; and service organizations with specialized expertise in automotive, aerospace, and related industries.

SAC 2025 will feature creative enhancements and fresh opportunities for networking and engagement. From vehicle components to site selection, plant construction, production processes, supply chain management, HR, legal solutions, and new technologies like automation, AI, EVs, and hybrids, the conference will cover the critical topics shaping the future of the industry.

Kicking off with a highly anticipated Tuesday evening Rocket City Welcome Reception, attendees will enjoy exclusive networking

opportunities with board members from each state association, executives from OEMs, suppliers, and service providers. This year's sessions will be presented at the Von Braun Center, with an integrated exhibit layout designed to maximize traffic and interaction with exhibitors.

Don't miss your chance to be part of SAC 2025 at the Von Braun Center in Huntsville—one of America's most dynamic cities and a rising star in the automotive and aerospace sectors. This year's conference promises to deliver an unparalleled experience, connecting you with the people and ideas driving the future of the automotive industry!



# AGENDA AT A GLANCE

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Get a sneak peek at the exciting agenda for SAC 2025! This year's conference will feature dynamic keynote speakers, cutting-edge panel discussions, and engaging breakout sessions covering the latest trends and innovations in the automotive industry. From workforce development and electrification to supply chain strategies and emerging technologies, SAC 2025 offers something for everyone. Don't miss exclusive networking opportunities, a state-of-the-art exhibit hall, and special events designed to connect you with the industry's top leaders and decision-makers.

## OCTOBER 7 – 10

### ★ TUESDAY, OCTOBER 7

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8:00 a.m.

Exhibitor Check-in / Registration Open

10:00 a.m.

Alabama Robotics Technology Park Tour

11:00 a.m.

Matchmaking Appointment Scheduling

1:00 – 4:00 p.m.

Matchmaking Appointments

3:00 – 5:00 p.m.

Joint Board Meeting

5:30 – 7:30 p.m.

Rocket City Welcome Reception

### ★ WEDNESDAY, OCTOBER 8

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7:30 a.m.

Networking Breakfast / Exhibits / Registration Open

8:30 a.m.

Welcome / Kickoff Video

9:00 a.m.

OEM Panel

10:00 a.m.

EV / Hybrid / Alt Fuel Panel

10:45 a.m.

Networking Break / Exhibits

11:30 a.m.

Stars of Southern Manufacturing Awards

12:30 p.m.

Keynote: Driving Workforce  
Excellence in a Changing World

1:30 p.m.

Networking Break / Exhibits

2:15 p.m.

Innovation Test Track® Pitch Competition

3:15 p.m.

Aerospace Synergies with Automotive

5:00 p.m.

Pre-Concert Party Mixer

6:00 – 7:30 p.m.

Shenandoah Concert to Benefit Veterans

7:30 p.m.

Dinner reservations at Rhythm on Monroe at VBC

## ★ THURSDAY, OCTOBER 9

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7:30 a.m.  
Networking Breakfast / Exhibits / Registration Open

8:30 a.m.  
Cybersecurity

9:45 a.m.  
Reinventing Work Panel

11:00 a.m.  
Workforce Development – How To Tie It All Together (panel)

12:00 p.m.  
Networking Break / Lunches / Exhibitors and Programming

1:00–1:30  
AI and Auto Industry

1:30 – 2:00 p.m.  
Young Professionals Panel

2:00 – 3:00 p.m.  
Industry Forecast with New Administration

3:00 p.m.  
Sundae Celebration Networking Reception with Exhibitors

3:00 p.m.  
Executive Tour of Exhibit Area

5:00 p.m.  
Exhibitor Load-Out

## ★ FRIDAY, OCTOBER 10

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Bonus Workshops (time TBD):

- AIAG Forced Labor Workshop
- Mauldin and Jenkins Financial Workshop



# BENEFIT CONCERT

FEATURING

GRAMMY AWARD WINNING COUNTRY BAND

# SHENANDOAH



COMING TO SOUTHERN AUTOMOTIVE CONFERENCE

OCTOBER 8, 2025 | 6:00 P.M.

VON BRAUN CENTER \ \ CONCERT HALL

PROCEEDS BENEFITING:



The Alabama Industrial Development Training (AIDT)'s  
Military Transition Program (AMTP)

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# SPONSORSHIP PACKAGES

Don't miss this chance to position your brand at the forefront of the industry. Connect with hundreds of Southern Automotive decision-makers all in one place at SAC 2025! Take advantage of a wide range of cost-effective sponsorship and marketing opportunities designed to maximize your visibility and impact. Need something tailored? Custom sponsorship packages are available upon request. Secure your sponsorship for SAC 2025 now!

Contact Kara Kennedy at 615.573.1727 / [kara.kennedy@o2ideas.com](mailto:kara.kennedy@o2ideas.com) or Donna Thompson at 256.278.8299 / [donnathompson.aama@gmail.com](mailto:donnathompson.aama@gmail.com) to lock in your sponsorship today!

## All sponsors receive the following:

- Logo and link on SAC website sponsor scroller.
- Logo on all pre-conference marketing emails recognizing conference sponsors.
- Logo on sponsor signage at the conference.
- Advance copy of attendee list.
- Reduced cost of \$1,500 (from \$1,750) for add-on Standard Exhibit Booth (10' x 10') for any sponsorship that does not include a complimentary booth.
- Reduced rate of \$250 to register any additional attendees.
- Reduced rate of \$100 to register for Matchmaking.

### ★ PREMIER PARTNER - \$50,000

**\*\*EXCLUSIVE\*\***

- Opportunity to welcome attendees during conference kickoff session.
- Premium recognition on custom sponsor signage at the conference.
- Two-page spread color ad in the SAC 2025 program book.
- Complimentary Double Exhibit Booth (10' x 20') with priority selection and location.
- 12 complimentary attendee registrations.
- 12 VIP tickets to Shenandoah Benefit Concert.
- Complimentary one-year AAMA Silver Corporate Partnership (\$10,000 value).

### ★ PRESENTING PARTNER - \$15,000

- Opportunity to introduce general session from the main stage.
- Full-page color ad in the SAC 2025 program book.
- Complimentary Standard Exhibit Booth (10' x 10') with priority selection and location.
- 6 complimentary attendee registrations.
- 6 VIP tickets to Shenandoah Benefit Concert.

### ★ PLATINUM PARTNER - \$12,500

- Full-page color ad in the SAC 2025 program book.
- Complimentary Standard Exhibit Booth (10' x 10') with priority selection and location.
- 5 complimentary attendee registrations.

### ★ GOLD PARTNER - \$10,000

- 2/3-page color ad in the SAC 2025 program book.
- Option to add half-price (\$875) Standard Exhibit Booth (10' x 10').
- 4 complimentary attendee registrations.

### ★ SILVER PARTNER - \$7,500

- 1/2-page color ad in the SAC 2025 program book.
- 3 complimentary attendee registrations.

### ★ BRONZE PARTNER - \$5,000

- 1/3-page color ad in the SAC 2025 program book.
- 2 complimentary attendee registrations.



## RECEPTION / MEAL / SPECIAL FUNCTION SPONSORSHIPS

### ★ ROCKET CITY WELCOME RECEPTION - \$25,000

- Opportunity to welcome attendees to reception and introduce entertainment for the evening.
- Premium recognition on custom sponsor signage at the reception.
- Full-page color ad in the SAC 2025 program book.
- Complimentary Standard Exhibit Booth (10' x 10') with priority selection and location.
- 8 complimentary attendee registrations.
- 8 VIP tickets to Shenandoah Benefit Concert.

### ★ PRE-CONCERT PARTY / MIXER - \$20,000

- Opportunity to 'name' and brand party.
- Premium recognition on custom sponsor signage at the reception.
- Full-page color ad in the SAC 2025 program book.
- Complimentary Standard Exhibit Booth (10' x 10') with priority selection and location.
- 8 complimentary attendee registrations.
- 8 VIP tickets to Shenandoah Benefit Concert.

### ★ VIP MATCHMAKING - \$15,000

- Opportunity to make opening remarks and welcome participants to Matchmaking.
- Full-page color ad in the SAC 2025 program book.
- Complimentary Standard Exhibit Booth (10' x 10') with priority selection and location.
- 6 complimentary attendee registrations.
- 6 VIP tickets to Shenandoah Benefit Concert.

### ★ STARS OF SOUTHERN MANUFACTURING AWARDS - \$15,000

- Opportunity to make opening remarks and introduce Awards session.
- Full-page color ad in the SAC 2025 program book.
- 6 complimentary attendee registrations.
- 6 VIP tickets to Shenandoah Benefit Concert.

### ★ INNOVATION TEST TRACK® - \$10,000

- Opportunity to make opening remarks and introduce session.
- 2/3-page color ad in the SAC 2025 program book.
- 4 complimentary attendee registrations.

### ★ ICE CREAM SOCIAL - \$10,000

- Premium recognition on custom sponsor signage at the Social.
- Opportunity to place branded napkins (or other item) at dessert areas.
- 4 complimentary attendee registrations.

### ★ BREAKFAST - \$10,000

- Premium recognition on custom sponsor signage at breakfast buffets.
- Opportunity to place branded napkins (or other item) at buffet areas.
- 4 complimentary attendee registrations.

### ★ REFRESHMENTS - \$7,500

- Premium recognition on custom sponsor signage at all-day beverage areas.
- Opportunity to place branded coffee cups (or other item) at all-day beverage areas.
- 3 complimentary attendee registrations.

### ★ JOINT BOARD MEETING - \$7,500

- Opportunity to make opening remarks with brief presentation and welcome participants to the meeting.
- 3 complimentary attendee registrations.

### ★ STUDENT SUCCESS - \$5,000

**\*\*AVAILABLE TO UNIVERSITIES & COMMUNITY COLLEGES.\*\***

- 1/3-page color ad in the SAC 2025 program book.
- 2 complimentary attendee registrations.
- 10 complimentary student registrations.

## HIGH VISIBILITY BRANDING SPONSORSHIPS

### ★ CONFERENCE BAG - \$10,000

- Logo on conference bags.
- Opportunity to provide branded insert for bags.
- 4 complimentary attendee registrations.

### ★ NAME BADGE KIOSK - \$10,000

- Logo on name badge kiosks located at registration desk.
- 4 complimentary attendee registrations.

### ★ REGISTRATION DESK - \$5,000

- Opportunity to play video on loop at Registration Desk.
- 2 complimentary attendee registrations.

### ★ LOUNGE/CHARGING STATION - \$5,000

- Opportunity to play video on loop at Lounge/Charging Station.
- 2 complimentary attendee registrations.

### ★ SOCIAL MEDIA WALL - \$5,000

- Logo on Social Media Wall instructions in SAC 2025 program book and on stage screen.
- 2 complimentary attendee registrations.

### ★ SELFIE WALL - \$5,000

- Logo on photobooth backdrop used for Selfie Wall.
- 2 complimentary attendee registrations.

### ★ WI-FI - \$5,000

- Logo on Wi-Fi instructions in SAC 2025 program book and on tabletop tent cards.
- 2 complimentary attendee registrations.



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