

PRESENTED BY



CONNECTED
SAC 2026
southernautocon.com

SPONSORSHIP PROSPECTUS

OCTOBER 6-8, 2026

GAS SOUTH
CONVENTION CENTER

ATLANTA, GA

SOUTHERNAUTOCON.COM

HISTORY

In 2026, the SAC heads back to the vibrant city of Atlanta, Georgia. With the beautiful and convenient Gas South Convention Center as its venue, this year's conference promises an unforgettable experience in a city celebrated for its diverse population, outstanding food and cultural experiences, technological leadership, and rapidly growing automotive presence.

The Southern Automotive Conference (SAC) has solidified its reputation as the largest event of its kind in the United States, celebrating the explosive growth and cutting-edge innovation of the Southeast's automotive sector. Marking its 19th year in 2026, this must-attend event is presented by *the 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 Georgia Automotive Manufacturers Association (GAMA) as part of 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 Kia, Ford, Honda, Hyundai, Mazda Toyota, Mercedes-Benz, Nissan, Rivian, Bluebird, 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

In October 2026, the Southern Automotive Conference (SAC) will once again bring together senior executives and decision-makers from OEMs and top-tier suppliers, as well as service providers worldwide for an unforgettable event in Atlanta, Georgia. 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 2026 will feature creative enhancements and fresh opportunities for networking and engagement in areas including:

- vehicle components
- site selection,
- plant construction,
- production equipment and processes,
- supply chain management,
- HR and benefit matters,
- accounting and finance,
- mergers and acquisitions,
- legal solutions such as OSHA, product liability, and intellectual property, and
- new technologies including:
 - automation,
 - AI,
 - EVs, and
 - hybrids,

where the conference will cover the critical topics shaping the future of the industry.

Kicking off with a highly anticipated Tuesday evening 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 Gas South Convention Center, with an integrated exhibit layout designed to maximize traffic and interaction with exhibitors.

Don't miss your chance to be part of SAC 2026 in Atlanta—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!



ATLANTA

GEORGIA

AGENDA AT A GLANCE

Get a sneak peek at the exciting agenda for SAC 2026! 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 2026 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. [This preliminary Agenda is subject to change.](#)

OCTOBER 6 - 8

★ TUESDAY, OCTOBER 6

7:30 a.m.

Exhibitor Check-in / Registration Open

11:30 a.m.

Matchmaking Appointment Scheduling

The Matchmaking Event is open to all Sponsors, Exhibitors, and Attendees attending the SAC for an extra fee. The event features scheduled B2B appointments with Purchasing representatives from OEMs and Large Tier 1s. Please note that Purchasing representatives from OEMs and Large Tier 1s receive complimentary registration to the entire SAC.

1:00 p.m. – 4:00 p.m. Matchmaking
Appointments

3:00 p.m. – 5:00 p.m.
Joint Board Meeting

5:30 p.m. – 7:00 p.m.

Welcome Reception

All attendees are welcome to attend this opening night reception in the conference halls at the Gas South Convention Center. Exhibit Booths will also be open for early business networking.

★ WEDNESDAY, OCTOBER 7

7:30 a.m.

Networking Breakfast / Exhibits Open /
Registration Open

8:30 a.m. – 5:00 p.m.

Conference Day 1, Morning and Afternoon,
will include:

- Keynote Speakers and Panels
- Breakout Sessions
- Exhibitor Showcase
- Networking Opportunities
- Featured Podcast Interview

MIDDAY:

Stars of Southern Manufacturing
Awards Luncheon

EVENING:

Gala Reception

(Amazing food choices including ethnic favorites, beverages, live entertainment, and surprises) – All registered attendees are invited

AGENDA AT A GLANCE

★ THURSDAY, OCTOBER 8

7:30 a.m.

Networking Breakfast / Exhibits Open / Registration Open

8:30 a.m. – 11:30 a.m.

Conference Day 2, Morning, will include:

- Keynote Speakers and Panels
- Breakout Sessions
- Exhibitor Showcase
- Networking Opportunities
- Grand Prize Drawings during Closing

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 2026! 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 2026 now!

Sponsorship opportunities are limited and offered on a first-come, first-served basis. Those interested in sponsoring are encouraged to act quickly to secure their spot. You will have enhanced visibility, and be recognized as a driving force in the development of the automotive industry. Unless indicated otherwise, multiple sponsorships are available at each level. Please also see the Terms and Conditions near the end of this prospectus.

Contact Sheila Wardy at (205) 802-6363 ext. 108 / swardy@pmtpublishing.com to lock in your sponsorship today!

All sponsors receive the following:

- Logo and link on SAC website sponsor scroller.
- Logo on prominent gateway entry signage at the conference.
- Logo on pre-conference marketing emails recognizing conference sponsors.
- Advance copy of attendee list.

★ PREMIER PARTNER // \$50,000

****EXCLUSIVE** SOLD OUT**

- Premium-level recognition on custom sponsor signage at the conference, as well as from the stage.
- Two-page spread color ad in the SAC 2026 program book.
- *Complimentary* Double Exhibit Booth (10' x 20') with priority selection and location.
- Special private meeting room on upper entry level.
- 10 complimentary attendee registrations.

★ SIGNATURE PARTNER // \$45,000

CATEGORY EXCLUSIVE BY BUSINESS TYPE – LIMITED NUMBER

The only top-level sponsor in your business category

- Full-page color advertisement in SAC 2026 Conference Guide
- *Complimentary* Double Exhibit Hall booth (10' X 20') and priority location
- You will be profiled in a marketing eNewsletter for the SAC leading up to the event; and will also be housed on the SouthernAutoCon.com website
- Exclusive "Green Room" Reception with automotive association Board Members, OEMs, and Tier 1s before the Wednesday evening VIP Reception
- Logo placement in stage area and meeting room(s)
- Up to eight (8) complimentary conference registrations
- Because of the exclusivity by business category, we expect this level to sell out early because of the potentially valuable introductions and reception opportunities

★ PLATINUM PARTNER // \$35,000

LIMITED NUMBER

- Opportunity to deliver introduction for a general session - for earliest signers only (first-come, first-served)
- Full-page color advertisement in SAC 2022 Conference Guide
- *Complimentary* Exhibit Hall booth and priority location
- "Presented by" association with mutually agreed upon agenda segment
- You will be profiled in a marketing eNewsletter for the SAC leading up to the event; and will also be housed on the SouthernAutoCon.com website
- High-profile program mentions
- Logo placement in stage area and meeting rooms
- Up to six (6) complimentary conference registrations

★ PRESENTING PARTNER // \$25,000

- Presenting Partner-level recognition on custom sponsor signage at the conference, as well as from the stage.
- Opportunity to introduce a general session from the main stage, for earliest signers (first-come, first-served).
- Full-page color ad in the SAC 2026 program book.
- *Complimentary* Standard Exhibit Booth (10' x 10') with priority selection and location.
- 3 complimentary attendee registrations.

SPONSORSHIP PACKAGES

★ LEADERSHIP PARTNER // \$15,000

- Opportunity to introduce a breakout session, for earliest signers (first-come, first-served).
- Opportunity to participate as a co-host on stage in the Grand Prize Drawings on final day of conference.
- 2/3-page color ad in the SAC 2026 program book.
- Option to add half-price Standard Exhibit Booth (10' x 10').
- 3 complimentary attendee registrations.

★ GOLD PARTNER // \$10,000

- 2/3-page color ad in the SAC 2026 program book.
- 2 complimentary attendee registrations.

★ SILVER PARTNER // \$7,500

- 1/2-page color ad in the SAC 2026 program book.
- 2 complimentary attendee registrations.

★ BRONZE PARTNER // \$5,000

- 1/3-page color ad in the SAC 2026 program book.
- 2 complimentary attendee registrations.

★ ROUNDTABLE ROOM PARTNER // \$20,000

- Sponsor and structure a 1,680-sf room designated for the Roundtable Room. Creating an effective roundtable room is about shifting the focus from “listening to a speaker” to “collaborating with peers.” Unlike a standard lecture hall, a roundtable space should feel democratic, interactive, and comfortable for long-form discussion. We can help structure the Roundtable Room logistics with you as needed. Collect the contact info for all participants and follow up with a “whitepaper” of challenges & ideas.

SOME EXAMPLES:

- **Lightning Intro Rounds:** Give every participant exactly 30 seconds to state their name and one specific challenge they want to solve today. This ensures every voice is heard in the first 10 minutes.
- **The “Solution Room”:** Halfway through, have each table identify one concrete problem. Spend the final 20 minutes “crowdsourcing” solutions from the other tables.
- **“Ask Me Anything” (AMA) Boards:** Place a physical or digital board where people can post “hot takes” or questions they are too shy to ask out loud. The moderator can pull from these to spark new threads of conversation.

Unless indicated otherwise, multiple sponsorships are available at each level.

RECEPTION / MEAL / SPECIAL FUNCTION SPONSORSHIPS

★ WEDNESDAY GALA RECEPTION SPONSOR (4) // \$30,000

- Full-page color reception announcement or advertisement in the SAC 2022 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

★ WELCOME RECEPTION // \$25,000

- Opportunity to welcome attendees to reception and introduce entertainment for the evening.
- Recognition on custom sponsor signage at the reception.
- Full-page color ad in the SAC 2026 program book.
- Complimentary Standard Exhibit Booth (10' x 10') with priority selection and location.
- 6 complimentary attendee registrations.

★ VIP MATCHMAKING // \$25,000 **SOLD OUT**

- Opportunity to make opening remarks and welcome participants to Matchmaking.
- Full-page color ad in the SAC 2026 program book.
- Complimentary Double Exhibit Booth (10' x 20') with priority selection and location.
- 6 complimentary attendee registrations.

★ STARS OF SOUTHERN MANUFACTURING AWARDS - LUNCHEON // \$20,000

- Opportunity to make opening remarks and introduce Awards session.
- Full-page color ad in the SAC 2026 program book.
- 4 complimentary attendee registrations.

★ WEDNESDAY OR THURSDAY POWER BREAKFAST // \$12,500

- Premium recognition on custom sponsor signage at breakfast buffets.
- Opportunity to place branded napkins (or other item) at buffet areas.
- Opportunity to play a company video which would loop throughout breakfast.
- 2 complimentary attendee registrations.

★ REFRESHMENTS // \$10,000

- Recognition on custom sponsor signage at all-day beverage areas.
- 2 complimentary attendee registrations.

★ JOINT BOARD MEETING // \$10,000

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

★ STUDENT SUCCESS // \$7,500

****AVAILABLE ONLY TO UNIVERSITIES & TECHNICAL/COMMUNITY COLLEGES.****

- 1/3-page color ad in the SAC 2026 program book.
- 2 complimentary attendee registrations.
- 6 complimentary student registrations.

★ EXCURSION SPONSOR // \$2,500

Serve as host for a run-out event before the conference. These excursions offer attendees the opportunity to have an experience with prospective business contacts while enjoying area attractions together. These excursions will be priced using low group rates for a minimum number of attendees and all transportation will be included in the attendee price. Your sponsorship will be promoted on the SAC website and in email communications, and you can have up to three (3) of your company employees invited as hosts at no charge.

SPECIFIC EXCURSIONS OFFERED:

- Michelin Raceway Road Atlanta Tour & Reception (Date TBD)
- Seoul of the South Korean BBQ Lunch Excursion (Monday, October 5, 2026 at 11:30AM)

★ THURSDAY PRIZE DRAWING SPONSOR (10) // \$2,500 Contribution

- As the perfect ending to the successful SAC 2026, several items will be awarded by a prize drawing which will take place at approximately 10:45am ET on Thursday, October 8, 2026.
- Your logo will appear on the Prize Drawing page of the SAC 2026 Conference Guide and will be announced from the stage during the drawing.

For these prizes, the SAC planners expect the sponsor to provide items such as trips, electronics, gift cards or similar.

Unless indicated otherwise, multiple sponsorships are available at each level.

HIGH VISIBILITY BRANDING SPONSORSHIPS

★ NAME BADGE/LANYARD // \$15,000

****EXCLUSIVE** SOLD OUT**

- Logo on name badge and lanyard.
- 2 complimentary attendee registrations.

★ LOUNGE/CHARGING STATION // \$15,000

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

★ ACADEMIC SPONSORS // \$15,000

- Display spot for one SAE Formula Vehicle and up to two poster boards adjacent the vehicle on the convention center floor (\$5,000 value). Subject to space availability. First come, first served.
- Up to six (6) full complimentary conference registrations for student presenters (\$4,650 value).
- An appearance by your school's mascot at the Thursday evening Gala Reception is strongly encouraged.
- Half-page color advertisement in the SAC 2026 Conference Guide

★ INSTITUTIONAL EV AND MOBILITY PARTNERS // \$5,000 LIMITED AVAILABILITY

Please contact Sheila Wardy at swardy@pmtpublishing.com

★ CONFERENCE BAG // \$12,500 SOLD OUT

- Logo on conference bags.
- 2 complimentary attendee registrations.

★ REGISTRATION DESK // \$7,500

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

★ SOCIAL MEDIA WALL // \$7,500

- Logo on Social Media Wall with instructions in SAC 2026 program book and on-stage screen.
- 2 complimentary attendee registrations.

★ PODCAST SPONSORS // \$7,500

- Logo on Podcast signage at podcast location.
- 2 complimentary attendee registrations.

★ SELFIE WALL // \$7,500 SOLD OUT

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

★ WI-FI // \$7,500

- Logo on Wi-Fi instructions in SAC 2026 program book and on tabletop tent cards.
- 2 complimentary attendee registrations.

★ EVENT APP SPONSORS // \$7,500

- You will be identified as a Sponsor of the Event App, which we expect to be an attendee favorite feature at our conference.

★ WELCOMING COMMITTEE SPONSORS // \$5,000

- You will be invited to welcome registrants to the SAC as they approach the Registration Desk. You will have a large Welcoming Committee Badge and/or colored Vest. You will be allowed to put your Company branded materials on a table(s) shared with other Welcoming Committee members near the Registration area.

★ COMFORT SPONSORS // \$2,500

- Opportunity to distribute hand sanitizer (you provide), as well as mints, wipes, sunscreen, and lip balm (that you provide). Small sign - "Freshened up by _____".

★ FLOOR STICKERS // \$2,500

- Logo on up to 6 floor stickers

Unless indicated otherwise, multiple sponsorships are available at each level.

ADDITIONAL TERMS AND CONDITIONS FOR ALL SPONSORSHIPS:

- All Sponsorships must be paid in full before any benefits begin.
- GAMA reserves the right to limit the number of Sponsors in any category or from any particular industry.
- The benefits of your Sponsorship will be confirmed to you in a confirming email.
- Please note that the terms and conditions of your Sponsorship are subject to change before acceptance at the sole discretion of GAMA®. However, such terms and conditions will not be changed for existing Sponsors following payment in full of their Sponsorship fee for this event.
- The Georgia Automotive Manufacturers Association, Inc. (GAMA) is very grateful for your sponsorship of the 2026 Southern Automotive Conference. Due to our need to fund certain expenses in advance, your sponsorship commitment is non-cancellable, and no refunds are possible. Thank you for understanding.
- None of the these Sponsorships include annual membership dues for GAMA, nor meeting registration or exhibitor fees for the Southern Automotive Conference, which are additional, except as otherwise specified.

We are grateful for your Sponsorship. You will have enhanced visibility, and be recognized as a driving force in the development of the automotive industry.

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Reserve your sponsorship today!

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