

2014 Sponsorship Prospectus

October 8 – 10, Birmingham, Alabama
Revised June 25, 2014



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Conference Introduction

The 2014 Southern Automotive Conference Geared for Growth: Accelerating the Global Automotive Industry

The southeast United States has 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 flourished and OEMs continue to invest.

With global sales expected to increase, manufacturers must rise to the occasion and continue to: (1) improve operational excellence; (2) build the workforce and increase product; and (3) process innovations. The 2014 SAC will focus on how the South is **Geared for Growth** and **accelerating the global automotive industry** by focusing on these three key areas.

In October, senior executives from OEMs from across the southeast will showcase their plants' latest developments. Key elected officials from southern states will discuss maintaining and increasing the region's competitive advantage. OEMs and suppliers will roll up their sleeves and talk about supplier best practices to ensure that, as an industry, we meet the growing challenges of the global market.

By becoming a conference sponsor, you will establish yourself as a significant component in these conversations and be a part of growing and advancing the southern automotive industry.

Join us in Birmingham and see how we are **Geared for Growth!**

Agenda Preview

Birmingham-Jefferson Convention Complex
This agenda is preliminary and subject to change.

Wednesday, October 8

Day: Pre-event activities in Birmingham

Afternoon: AAMA, MAMA, TAMA joint board meeting

Evening: Joint Board Dinner Reception
Southern Automotive Women’s Forum Chocolate Affair

Thursday, October 9

All day: Exhibit Hall Open

Morning: Opening Plenary Session
Breakout Sessions

Afternoon: Lunch Keynote
Breakout Sessions
OEM Panel

Evening: Opening Night Reception at the Barber Motorsports Vintage Museum

Friday, October 10

All day: Exhibit Hall Open

Morning: Opening Plenary Session
Breakout Sessions

Afternoon: Governor’s Roundtable
Conference Adjourns

Sponsor Packages

Opening Night Reception Host - \$15,000 Contribution (1) **SOLD OUT**

- Exclusive naming rights to the opening night reception at the Barber Motorsports Vintage Museum
- Full-page color reception announcement in the SAC 2014 Conference Guide
- Complimentary booth and priority booth location
- High-profile reception announcement during program
- Prominent logo placement at the reception (banner or signage, depending on venue)
- Logo and link on SAC 2014 website and email communications related to reception
- Conference bag insert
- Advanced copy of attendee list
- Up to four (4) complimentary conference registrations
- Up to four (4) tickets to Wednesday evening's Joint Board Reception/Entertainment

Presenting Partner - \$12,000 Contribution

- Opportunity to deliver introduction for a plenary segment
- Full-page color advertisement in SAC 2014 Conference Guide
- "Presented by" association with mutually agreed upon agenda segment
- Logo visibility in "Partner Thank You" section of SAC 2014 Conference Guide
- Complimentary booth and priority booth location
- High-profile "program mentions"
- Logo placement in meeting room(s)
- Logo and link on SAC 2014 website and email communications
- Conference bag insert
- Advanced copy of attendee list
- Up to four (4) complimentary registrations
- Up to four (4) tickets to Wednesday evening's Joint Board Reception/Entertainment

Networking Breakfast Host - \$10,000 Contribution (1) **SOLD OUT**

- Exclusive naming rights to the Exhibit Hall Networking Breakfast
- Logo signage in the breakfast area and on tables
- Full-page color advertisement in SAC 2014 Conference Guide
- Complimentary booth and priority location
- High profile breakfast thank-you announcement during program
- "Sponsored by..." listing in program schedule
- Logo visibility in "Partner Thank You" section of SAC 2014 Conference Guide
- Conference bag insert
- Advanced copy of attendee list
- Up to three (3) complimentary conference registrations
- Up to three (3) tickets to Wednesday evening's Joint Board Reception/Entertainment

Joint Board Reception Sponsorship - \$10,000 Contribution (1)

- Exclusive naming rights to the invitation-only joint-board reception
- Opportunity to briefly welcome guests and introduce entertainment/speaker if applicable
- Full-page color advertisement in SAC 2014 Conference Guide
- Complimentary booth and priority location
- “Sponsored by...” listing in program schedule
- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Conference bag insert
- Advanced copy of attendee list
- Up to three (3) complimentary conference registrations
- Up to six (6) tickets to Wednesday evening’s Joint Board Reception/Entertainment

Platinum Partner - \$7,500 Contribution

- “Presented by” association with mutually agreed upon breakout agenda segment
- Half-page color advertisement in SAC 2014 Conference Guide
- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Complimentary booth and priority booth location
- High-profile “program mentions”
- Logo placement in meeting room(s)
- Logo and link on SAC 2014 website and email communications
- Conference bag insert
- Advanced copy of attendee list
- Up to three (3) complimentary registrations
- Up to three (3) tickets to Wednesday evening’s Joint Board Reception/Entertainment

Gold Partner - \$3,500 Contribution

- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Half price booth fee (\$625)
- Half-page color advertisement in SAC 2014 Conference Guide
- Logo placement in meeting room(s)
- Logo and link on SAC 2014 website
- Conference bag insert
- Advanced copy of attendee list
- Up to two (2) complimentary registrations

Silver Partner – \$2,500 Contribution

- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Logo placement in meeting room(s)
- Logo and link on SAC 2014 website
- Conference bag insert
- Advanced copy of attendee list
- One (1) complimentary registration

Coffee Lounge Sponsor - \$5,000 Contribution (1) **SOLD OUT**

- Exclusive logo placement on signage in a designated coffee break/lounge area inside the exhibit hall or main conference area (exact location TBD)
- “Program mention” as coffee lounge sponsor
- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Advanced copy of attendee list
- Two (2) complimentary registrations

Name Badge Sponsor - \$5,000 Contribution (1) **SOLD OUT**

- Exclusive logo placement on name badges and/or lanyards
- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Advanced copy of attendee list
- One (1) complimentary registration

Conference Bag Sponsor - \$5,000 Contribution (1) **SOLD OUT**

- Exclusive logo on conference bags
- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Conference bag insert
- Advanced copy of attendee list
- One (1) complimentary registration

Wi-Fi Sponsor - \$5,000 Contribution (1)

- Exclusive logo on wi-fi use instructions (table tent cards)
- Program mention as wi-fi sponsor
- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Advanced copy of attendee list
- One (1) complimentary registration

Exhibit Hall Give-Away* - \$2,500 Contribution (1)

- Exclusive logo on exhibit hall stamp card or app
- “Program mention” as give-away sponsor
- Logo visibility in “Partner Thank You” section of SAC 2014 Conference Guide
- Advanced copy of attendee list
- One (1) complimentary registration

*Give-away item to be determined with input from sponsor

Quick Reference Sponsor Guide

Benefit	Opening Reception \$15,000	Presenting \$12,000	Breakfast \$10,000	Joint-Board Reception	Platinum \$7,500	Gold \$3,500	Silver \$2,500	Coffee Lounge \$5,000	Name Badge \$5,000	Conference Bag \$5,000	Wi-Fi \$5,000	Exhibit Hall Give-Away \$2,500
Registrations	4	4	3	3	3	2	1	2	1	1	1	1
Tickets to joint board meeting reception	4	4	3	6	3							
Advanced copy of attendee list	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Conference bag insert	✓	✓	✓	✓	✓	✓	✓					
Exhibitor Booth												
Complimentary Booth	✓	✓	✓	✓	✓							
Priority Booth Placement	✓	✓	✓	✓	✓							
Booth Discount						✓						
Program												
“Presented by” association of agenda segment		✓			✓							
High-profile “Program Mentions”	✓	✓	✓		✓			✓				✓
Introduction of a plenary session segment		✓										
Event guide												
Full-page ad	✓	✓	✓	✓								
Half-page ad					✓	✓						

Benefit	Opening Reception \$15,000	Presenting \$12,000	Breakfast \$10,000	Joint-Board Reception	Platinum \$7,500	Gold \$3,500	Silver \$2,500	Coffee Lounge \$5,000	Name Badge \$5,000	Conference Bag \$5,000	Wi-Fi \$5,000	Exhibit Hall Give-Away \$2,500
Logo in partner thank you section	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition												
Logo placement in meeting rooms		✓			✓	✓						
Logo and link on SAC website	✓	✓	✓	✓	✓	✓						
Logo on event email communications	✓	✓	✓	✓	✓							
Other Benefits												
Opening night reception naming rights, related program mention	✓											
Exhibit Hall Breakfast naming rights, related program mention			✓									
Joint-Board reception naming rights, related program mention				✓								
Coffee Lounge naming rights, related program mention								✓				
Logo on name badge lanyard									✓			

Benefit	Opening Reception \$15,000	Presenting \$12,000	Breakfast \$10,000	Joint-Board Reception	Platinum \$7,500	Gold \$3,500	Silver \$2,500	Coffee Lounge \$5,000	Name Badge \$5,000	Conference Bag \$5,000	Wi-Fi \$5,000	Exhibit Hall Give-Away \$2,500
Logo on conference bag										✓		
Logo on wi-fi table tent cards											✓	
Exhibit Hall Give-Away naming rights, stamp-card/app logo												✓

Contact

Thank you for your interest in the 2014 Southern Automotive Conference. We look forward to creating a long-lasting partnership that will significantly benefit both your organization and our mission to promote the automotive industry in the South.

One of our team members will be following up with you to further discuss the opportunity for you to become a valued partner of the 2014 Southern Automotive Conference.

If you have immediate questions, please feel free to contact our event team.

Ron Davis
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205-657-5101

Sally Anderson Parker
Hall Strategies
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615-242-8856

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615-242-8856

2014 Southern Automotive Conference
Sponsorship Commitment Form
EMAIL TO: sally@hallstrategies.com
ATTENTION: Sally Anderson Parker



Date of Event: October 8-10, 2014

Yes, we will sponsor the 2014 Southern Automotive Conference:

SPONSORSHIP AMOUNT: _____

SPONSORSHIP LEVEL: _____

COMPANY NAME: _____

COMPANY DESCRIPTION (50 words approx)

COMPANY ADDRESS: _____

CONTACT NAME: _____

OFFICE PHONE: _____ MOBILE PHONE: _____

EMAIL: _____

SIGNATURE: _____

PLEASE SEND AN ELECTRONIC INVOICE:

PLEASE MAIL AN INVOICE TO THE ADDRESS ABOVE:

I WILL MAIL A CHECK:

Please email the high-resolution, digital logo that you'd like to appear on promotions to: sally@hallstrategies.com.

Sponsorship checks should be made payable to: Alabama Automotive Manufacturers Association

Mail checks to:

AAMA
c/o UAH
SC 129
Huntsville, AL 35899