

2015 Sponsorship Prospectus

October 18 – 20, Nashville, Tennessee



Table of Contents

Conference Introduction..... 3

Agenda Preview 4

Sponsorship Packages 5

Quick Reference Sponsor Guide 8

Contact Information 10

Commitment Form 11

Conference Introduction

The 2015 Southern Automotive Conference

The southeast 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.

With global sales expected to increase, manufacturers must rise to the occasion and continue to: (1) improve collaboration; (2) build the workforce and increase product; and (3) process innovations. The 2015 SAC, themed **Made in the South: Advancing Manufacturing, Innovation and Collaboration**, will focus on how the South is excelling in 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 their efforts to increase 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 continue to meet the growing challenges of the global market.

As a conference sponsor, you will establish your organization as a significant player in these conversations and become a key component in growing and advancing the southern automotive industry.

Please join us in Nashville in October!

Agenda Preview

Music City Center

This agenda is preliminary and subject to change.

Sunday, October 18

- Day: Pre-event activities in Nashville
- Afternoon: AAMA, MAMA, TAMA, GAMA, SCAC joint board meeting
- Evening: Joint Board Reception (invitation only)

Monday, October 19

- All day: Exhibit Hall Open
- Morning: Opening Plenary Session
Breakout Sessions
- Afternoon: Lunch Keynote
Breakout Sessions
OEM Panel
- Evening: Opening Night Reception

Tuesday, October 20

- All day: Exhibit Hall Open
- Morning: Opening Plenary Session
Breakout Sessions
Governor's Roundtable
- Afternoon: Conference Adjourns

Sponsor Packages

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

- Exclusive naming rights to the opening night reception
- Full-page color reception announcement in the SAC 2015 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 2015 website and email communications related to reception
- Conference bag insert
- Advanced copy of attendee list
- Up to five (5) complimentary conference registrations
- Up to five (5) tickets to Sunday evening's Joint Board Reception/Entertainment

Presenting Partner - \$12,500 Contribution

- Opportunity to deliver introduction for a plenary segment
- Full-page color advertisement in SAC 2015 Conference Guide
- "Presented by" association with mutually agreed upon agenda segment
- Logo visibility in "Partner Thank You" section of SAC 2015 Conference Guide
- Complimentary booth and priority booth location
- High-profile "program mentions"
- Logo placement in meeting room(s)
- Logo and link on SAC 2015 website and email communications
- Conference bag insert
- Advanced copy of attendee list
- Up to five (5) complimentary registrations
- Up to five (5) tickets to Sunday 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 2015 Conference Guide
- Logo visibility in "Partner Thank You" section of SAC 2015 Conference Guide
- Complimentary booth and priority booth location
- High-profile "program mentions"
- Logo placement in meeting room(s)
- Logo and link on SAC 2015 website and email communications
- Conference bag insert
- Advanced copy of attendee list
- Up to four (4) complimentary registrations
- Up to four (4) tickets to Sunday evening's Joint Board Reception/Entertainment

Gold Partner - \$5,000 Contribution

- Logo visibility in "Partner Thank You" section of SAC 2015 Conference Guide
- Half price exhibitor booth fee
- Half-page color advertisement in SAC 2015 Conference Guide

- Logo placement in meeting room(s)
- Logo and link on SAC 2015 website
- Conference bag insert
- Advanced copy of attendee list
- Up to three (3) complimentary registrations

Silver Partner – \$3,500 Contribution

- Logo visibility in “Partner Thank You” section of SAC 2015 Conference Guide
- Logo placement in meeting room(s)
- Logo and link on SAC 2015 website
- Conference bag insert
- Advanced copy of attendee list
- Up to two (2) complimentary registrations

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 2015 Conference Guide
- Advanced copy of attendee list
- Up to two (2) complimentary registrations

Luncheon Sponsor - \$5,000 Contribution (1) – **SOLD OUT**

- Exclusive logo placement on signage in luncheon area (exact location TBD)
- “Program mention” as luncheon sponsor
- Logo visibility in “Partner Thank You” section of SAC 2015 Conference Guide
- Advanced copy of attendee list
- Up to 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 2015 Conference Guide
- Advanced copy of attendee list
- Up to two (2) complimentary registrations

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

- Exclusive logo on conference bags
- Logo visibility in “Partner Thank You” section of SAC 2015 Conference Guide
- Conference bag insert
- Advanced copy of attendee list
- Up to two (2) complimentary registrations

Wi-Fi Sponsor - \$10,000 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 2015 Conference Guide
- Advanced copy of attendee list
- Up to four (4) complimentary registrations

Mobile App Sponsor - \$5,000 Contribution (1)

- Exclusive logo on mobile app instructions (cards distributed at registration)
- Program mention as mobile app sponsor
- Logo visibility in “Partner Thank You” section of SAC 2015 Conference Guide
- Advanced copy of attendee list
- Up to two (2) complimentary registrations

Exhibit Hall Give-Away* - \$3,500 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 2015 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	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Coffee Lounge \$5,000	Name Badge \$5,000	Conference Bag \$5,000	Wi-Fi \$5,000	Exhibit Hall Give-Away \$3,500
Registrations	5	5	4	3	2	2	2	2	2	1
Tickets to joint board meeting reception	5	5	4							
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			✓	✓						
Logo in partner thank you section	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition										
Logo placement in meeting rooms		✓	✓	✓						
Logo and link on SAC website	✓	✓	✓	✓						

Benefit	Opening Reception \$15,000	Presenting \$12,000	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Coffee Lounge \$5,000	Name Badge \$5,000	Conference Bag \$5,000	Wi-Fi \$5,000	Exhibit Hall Give-Away \$3,500
Logo on event email communications	✓	✓	✓							
Other Benefits										
Opening night reception naming rights, related program mention	✓									
Coffee Lounge naming rights, related program mention						✓				
Logo on name badge lanyard							✓			
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 2015 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 2015 Southern Automotive Conference.

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

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615-242-8856

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615-242-8856

2015 Southern Automotive Conference Sponsorship Commitment Form
EMAIL TO: christian@hallstrategies.com
ATTENTION: Christian Anderson

Date of Event: October 18-20, 2015

Yes, we will sponsor the 2015 Southern Automotive Conference:

SPONSORSHIP AMOUNT: _____

SPONSORSHIP LEVEL: _____

COMPANY NAME: _____

COMPANY DESCRIPTION (50 words approximately)

COMPANY ADDRESS: _____

CONTACT NAME: _____

OFFICE PHONE: _____ MOBILE PHONE: _____

EMAIL: _____

SIGNATURE: _____

PLEASE SEND AN INVOICE

I WILL MAIL A CHECK

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

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

Mail checks to:

TAMA

217 Fifth Avenue North, Suite 200

Nashville, TN 37219