

SAC IS BACK!



**SAVE
THE
DATE**

for the **SOUTHERN
AUTOMOTIVE
CONFERENCE**

October 13-15, 2021

BJCC, Birmingham, Alabama

MORE INFO COMING SOON! VISIT WWW.SOUTHERNAUTOCON.COM

RESERVE YOUR SPONSORSHIP:

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2021 SOUTHERN AUTOMOTIVE CONFERENCE **SPONSORSHIP PROSPECTUS**

HISTORY OF THE SOUTHERN AUTOMOTIVE CONFERENCE

SAC 2021 will mark the 14th year for the conference that serves the automotive industry associations and companies based in the southern region; namely Alabama, Georgia, Kentucky, Mississippi, South Carolina, Tennessee, and Texas, as well as the Southern Automotive Women's Forum (SAWF). The conference rotates between four states each year, from Alabama to Georgia to Tennessee and Mississippi, then repeats the rotation. The hosts of SAC represent a governing group called the Southern Automotive Manufacturing Alliance (SAMA) which exists to promote the automotive manufacturing industry across the south and to foster growth. The SAC has grown in stature and attendance every year mirroring the phenomenal rise in companies locating their facilities in the region.

SAC 2021 OVERVIEW

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. **The Southern Automotive Conference (SAC) selected the Birmingham Jefferson Convention Complex in Birmingham, Alabama as the location for the 2021 event.**

In October 2021, senior executives from OEMs across the Southeast and all over the world will showcase their latest developments and emerging technologies and will discuss efforts to increase their competitive advantage.

- Attendees include OEMs; Tier 1, 2, and 3 suppliers; government agencies; educational institutions; and professional service organizations that have specialized expertise in automotive, and related industrial and aerospace industries.

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- The SAC has an International reputation for attracting top industry executives and thought leaders – including those from various parts of Central, South, and North America; Europe; Nordic countries; and Asia.
- The SAC has consistently attracted top-level decision makers including those responsible for site selection, construction, plant and equipment, production processes, components, quality, transportation, logistics and supply chain matters, HR/benefit issues, accounting and finance, and legal solutions such as OSHA, product liability, and intellectual property.

With creative changes and continued improvements, the 2021 conference promises to be an unforgettable experience. For the first time, ALL attendees will be invited to attend the Wednesday evening Welcome Reception, allowing focused networking opportunities with Joint Board members, OESA, SAWF, WIM, OEM Purchasing representatives, VIP guests, and others. In addition, in response to overwhelming requests for the same, the Exhibit Hall is integrated with our main stage area again, with ***an improved layout to increase traffic flow to exhibit booths and high-priority breakout sessions to take the education to the next level.*** Join us for SAC 2021 in Birmingham!!

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Agenda At-a-Glance (subject to change)

Watch for updates on the agenda at the official SAC website: www.southernautocon.com.

Wednesday, October 13

Morning: Exhibit Hall booth setup

Afternoon: Matchmaking Event – *For Sponsors, Exhibitors, and available to attendees for an extra fee. Network with Joint Board members, OESA, SAWF, **OEM Purchasing representatives**, and others*

Evening: Wednesday Welcome Reception – All registered attendees are welcome to attend this opening night reception in the Exhibit Hall at BJCC.

Thursday, October 14

All day: Exhibit Hall open

Morning: Breakfast, Keynote Speakers, General Sessions, Breakout Sessions, Networking Opportunities & Exhibit Hall breaks

Midday: Stars of Southern Manufacturing Awards Luncheon

Afternoon: General Sessions, Breakout Sessions & Exhibit Hall breaks

Evening: Gala Reception at Barber Motorsports Museum – *All registered attendees are invited*

Friday, October 15

Morning: Breakfast, Networking Opportunities, Keynote Speakers, and Exhibit Hall breaks

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 Wednesday Welcome reception and network with the Joint Board members, other sponsors, exhibitors, OESA, SAWF, OEM purchasing representatives, VIPs, and others.**

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

Premier Partner (1) – \$50,000 Contribution

Presenting Partner -- \$15,000 Contribution

- Opportunity to deliver introduction for a general session - for earliest signers only, so please don't delay
- Full-page color advertisement in SAC 2021 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

Platinum Partner -- \$10,000 Contribution

- Opportunity to deliver introduction for a breakout session – for earliest signers only, so don't delay
- Full-page color advertisement in SAC 2021 Conference Guide
- *Complimentary* Exhibit Hall booth and priority location
- Logo placement in meeting room(s)
- Up to five (5) complimentary conference registrations

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Gold Partner - \$7,500 Contribution

- 2/3-page color advertisement in SAC 2021 Conference Guide
- *Half-price* Exhibit Hall booth and priority location
- Up to four (4) complimentary conference registrations

Silver Partner - \$5,000 Contribution

- Half-page color advertisement in SAC 2021 Conference Guide
- Up to three (3) complimentary conference registrations

Bronze Partner - \$3,500 Contribution

- 1/3-page color advertisement in SAC 2021 Conference Guide
- Up to two (2) complimentary conference registrations

SAC RECEPTION/EVENT SPONSORSHIPS

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 Afternoon Matchmaking Event (2) - \$12,500 Contribution

- Full-page color reception announcement or advertisement in the SAC 2021 Conference Guide
- *Complimentary* Exhibit Hall booth and priority location
- “Presented by” association of agenda segment
- High-profile event announcement during program
- Prominent logo placement at the event (banner or signage, depending on venue)
- Logo on event email communications

Wednesday Evening Welcome Reception (2) - \$17,500 Contribution

- Full-page color reception announcement or advertisement in the SAC 2021 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

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Thursday Gala Reception Sponsor (1 SOLD; 3 AVAIL) – \$25,000 Contribution

- Full-page color reception announcement or advertisement in the SAC 2021 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

Thursday Gala Reception *Entertainment* Sponsor (TBD) - \$TBD

You can make SAC history by bringing in a top name entertainer for the Thursday Gala Reception. Please inquire about this opportunity to help make this SAC a truly unique and unforgettable event.

Thursday Stars of Southern Manufacturing Awards Luncheon (2) – \$15,000 Contribution

- “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

SAC Street Landmark Sponsor (8) - \$10,000 Contribution

This sponsorship offers the opportunity for Name sponsorship of an entire row of booths anchored by your booth: The Landmark.

- Logo & naming rights to signage at the entrance to the aisle where your booth sits (i.e. Nissan Way)
- Full Page color advertisement in the 2021 Conference Guide
- Complimentary exhibit booth in prime location within the Exhibit Hall
- Recognition on Floor Plan with official rows named after your company
- Recognition and promotion on the official conference agenda promoting your Landmark Booth with special features
- Six (6) complimentary conference registrations

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Thursday or Friday Breakfast Sponsor (2) – \$10,000 Contribution

- 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

Name Badge & Lanyard Sponsor (SOLD) – \$10,000 Contribution

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

Conference Bag Sponsor (1) – \$10,000 Contribution

- Exclusive sponsor logo on conference bags
- Conference bag insert
- Up to two (2) complimentary conference registrations

Registration Desk Sponsor (1) – \$3,000 Contribution

- Welcome everyone to the conference with logo on welcome sign at registration
- Exclusive option to provide premium item for giveaway at registration
- Program mention as Registration sponsor
- Up to two (2) complimentary conference registrations

Wi-Fi Sponsor (1) – \$3,000 Contribution

- Exclusive logo on Wi-Fi use instructions (table tent cards)
- Program mention as Wi-Fi sponsor
- Up to two (2) complimentary conference registrations

Social Media Stream and Wall Sponsor (1) – \$3,000 Contribution

- 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 #SAC2021)
- Program mention as Social Media Stream sponsor
- Up to two (2) complimentary conference registrations

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Exhibit Hall Giveaway (2) - \$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

Refreshment Break (2) - \$4,500 Contribution

- Exclusive logo placement on signage in break area (exact location TBD).
- Program mention as Refreshment Break sponsor (at 1 of 2 breaks on Thursday or Friday).
- One (1) complimentary conference registration

Lounge/Charging Station (4) – \$3,500 Contribution

Specially designated space for charging devices.

- Program mention as Lounge/Charging Station sponsor.
- Opportunity to play video or slideshow on TV in lounge area.
- One (1) complimentary conference registration

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