

2022 Southern Automotive Conference

SPONSORSHIP PROSPECTUS

3/10/22 (SUBJECT TO CHANGE)



SPONSORSHIP DIRECTOR:
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HISTORY

SAC 2022 will mark the 15th 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 Mississippi and Tennessee, and 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 including recent game-changers like Mazda Toyota, Rivian, Ford (Blue Oval), and Tesla.

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 Gas South District Convention Center in the close-in Atlanta suburb of Duluth, GA for the 2022 event.**



OVERVIEW

In October 2022, 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.

The SAC has an International reputation for attracting top industry executives and thought leaders – including those from various parts of Europe; Asia; Central, South, and North America; and the Nordic countries.

The SAC has consistently attracted top-level decision makers including those responsible for vehicle components, site selection, construction, plant and equipment, production processes, 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 2022 conference promises to be an unforgettable experience. Following the huge success last year, 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 attendee education to the next level.*** Join us for SAC 2022 in Georgia!!

AGENDA AT-A-GLANCE

Wednesday, October 5	Thursday, October 6	Friday, October 7
MORNING: Exhibit Hall booth setup AFTERNOON: Matchmaking Event – For Sponsors, Exhibitors, and attendees (for an extra fee). B2B Meetings with OEM & Large Tier 1 Purchasing representatives EVENING: Wednesday Welcome Reception – All registered attendees are welcome to attend this opening night reception in the Exhibit Hall at the Gas South District Convention Center.	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 – All registered attendees are invited	MORNING: Breakfast, Networking Opportunities, Keynote Speakers, and Exhibit Hall breaks LATE MORNING: Conference Adjourns



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 designation for conference name badge.
- Advance copy of full contact information of all attendees. This will only be available to Sponsors.

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 - \$50,000 Contribution – **SOLD**

Legacy Partner - \$45,000 Contribution – Limited Number Available

This is a NEW EXCLUSIVE CATEGORY intended to honor and acknowledge past supporters of both the Southern Automotive Conference (SAC) and the state associations who help organize and run the SAC. Categories include OEMs, Tier 1 and 2 suppliers, universities/colleges/technical training institutions, economic development organizations/joint authorities, companies involved in supply chain/logistics and transportation/trucking, as well as service providers involved in quality consulting, accounting, HR/benefits, legal, insurance, and other areas. One special category designated as the EV STREET™ Sponsor, acknowledges extraordinary leadership in the new, exciting, and rapidly developing electric vehicle ecosystem. This sponsor will help event organizers design the new EV STREET™ display area on the Convention Center Plaza which is expected to include displays of vehicles of various types, charging stations and systems, “smart city” concepts, and more.

- Special acknowledgement from the main stage at the beginning of the conference featuring company logo and product/service summary
- Custom banner with logo placed in a highly visible area throughout the conference
- Full-page color advertisement in SAC 2022 Conference Guide
- Complimentary special exhibit room for Legacy Sponsors adjacent the Registration/Reception area (limited number available on a first come, first served basis) -or- Complimentary Exhibit Hall booth and priority location
- High-profile program mentions
- Logo placement in stage area
- Up to four (4) complimentary conference registrations



Chairman's Level (Category Exclusive by Business Type – Limited Number) – \$35,000 Contribution

The only top-level sponsor in your business category

- Full-page color advertisement in SAC 2021 Conference Guide
- *Complimentary* Exhibit Hall booth 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 four (4) 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

President's Level – (Limited Number) – \$25,000 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
- *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 three (3) complimentary conference registrations



Presenting Partner -- \$17,500 Contribution

- Opportunity to deliver introduction for a general session – for earliest signers only, so please don't delay
- Full-page color advertisement in SAC 2022 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 three (3) complimentary conference registrations

Platinum Partner -- \$12,500 Contribution

- Opportunity to deliver introduction for a breakout session – for earliest signers only, so don't delay
- Full-page color advertisement in SAC 2022 Conference Guide
- *Complimentary* Exhibit Hall booth and priority location
- Logo placement in meeting room(s)
- Up to two (2) complimentary conference registrations

Gold Partner - \$10,000 Contribution

- 2/3-page color advertisement in SAC 2022 Conference Guide
- *Half-price* Exhibit Hall booth and priority location
- Up to two (2) complimentary conference registrations

Silver Partner - \$7,500 Contribution

- Half-page color advertisement in SAC 2022 Conference Guide
- Up to two (2) complimentary conference registrations

Bronze Partner - \$5,000 Contribution

- 1/3-page color advertisement in SAC 2022 Conference Guide
- One (1) complimentary conference registration

Supporting Partner - \$2,500 Contribution

- 1/4-page color advertisement in SAC 2022 Conference Guide
- One (1) complimentary conference registration



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 (1-Sold; 1 Available) - \$15,000 Contribution

- 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 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) - \$20,000 Contribution

- 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



Thursday Gala Reception Sponsor (4) – \$30,000 Contribution

- 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

Thursday Stars of Southern Manufacturing Awards Luncheon (2) – \$17,500 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 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. Volvo Boulevard)
- Full Page color advertisement in the 2022 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
- Up to two (2) complimentary conference registrations

Thursday or Friday Breakfast Sponsor (2) – \$12,500 Contribution

- Exclusive logo placement on signage in breakfast area
- *Complimentary* Exhibit Hall booth and priority location
- Program mention as Breakfast sponsor
- Up to two (2) complimentary conference registrations

Name Badge & Lanyard Sponsor (1) - \$12,500 Contribution

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



Conference Bag Sponsor (**SOLD**)

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

Welcome Gift Sponsor (1) - \$12,500 Contribution

- Welcome all attendees with a small gift with your logo in the conference bag
- We will work with you to design a memorable start to the conference
- Up to two (2) complimentary conference registrations

Registration Desk Sponsor (3) - \$4,500 Contribution

- Welcome everyone to the conference with your logo on welcome sign at registration or have video playing
- Exclusive option to provide premium item for giveaway at registration
- Program mention as Registration sponsor
- One (1) complimentary conference registration

Wi-Fi Sponsor (1) - \$4,500 Contribution

- Exclusive logo on Wi-Fi use instructions (table tent cards)
- Program mention as Wi-Fi sponsor
- One (1) complimentary conference registration



Social Media Stream and Wall Sponsor (**SOLD**)

- 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 #SAC2022)
- Program mention as Social Media Stream sponsor
- One (1) complimentary conference registration

Refreshment Break (2) - \$5,000 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)– \$4,000 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

SAC Student Ambassadors Sponsor (1) - \$3,000 Contribution

- Half-page color advertisement in the Conference Guide
- Company logo on the Sponsor Page of conference website
- Recognition on the Sponsor Page of the Conference Guide
- Advance copy of the full contact information of all attendees
- Sponsor ribbon for your name badge
- One (1) complimentary conference registration



NEW! Run-Out Excursions Sponsor (5) – \$2,500 Contribution

Serve as host for a run-out event, either before or after 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 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.**

Some possible Run-Outs:

- Walking Dead Film Studio Tour
- Michelin Raceway Road Atlanta Tour &
- Seoul of the South Korean BBQ Lunch Excursion (Tuesday, October 4, 2022, at 11:30AM and/or Friday, October 7, 2022, at 11:30am)
- Georgia Aquarium



Next Level Involvement

Get plugged in into SAC 2022 by sponsoring one of these high-impact sponsorships or let us customize a sponsorship just for you. Contact us today to reserve your sponsorship and begin receiving your deliverables now as people are viewing the website and reading emails promoting SAC 2022. Sponsorships will activate upon full payment.

Call or email today::
Sheila Wardy
205-283-1965 Cell
swardy@pmtpublishing.com