

2023 Southern Automotive Conference

October 18-19, 2023

The largest event of its kind in the United States

SPONSORSHIP PROSPECTUS



HISTORY

The SAC is now the largest event of its kind in the entire United States. SAC 2023 will mark the 16th year for the conference that is presented by 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, Hyundai's Electric Vehicle Plant (for both Hyundai and Kia vehicles) near Savannah, 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 Beau Rivage Resort on Mississippi's Gulf Coast as the venue for the 2023 SAC.**

OVERVIEW

In October 2023, senior executives and decision makers from OEMs and top-level suppliers from all over the world will meet to showcase their latest developments and emerging technologies and will discuss efforts to improve their products and services and increase their competitive advantage.

Attendees include OEMs; Tier 1, 2, and 3 suppliers; workforce development experts; supply chain and logistics experts; 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 2023 conference promises to be an unforgettable experience. 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. With an actual theater to present our sessions and ***an improved layout to increase traffic flow to exhibit booths this will be an SAC that can't be missed. Join us for SAC 2023 in Mississippi!!***

AGENDA AT-A-GLANCE

Wednesday, October 18	Thursday, October 19	Friday, October 20
<p>MORNING: Exhibit Hall Booth setup Registration for Suppliers (Sellers) for Matchmaking Event Please Note: OEMs and Large Tier 1s buyers at Matchmaking receive complimentary registration to the entire SAC</p> <p>AFTERNOON: Matchmaking Event – For Sponsors, Exhibitors, and Attendees (for an extra fee). B2B Meetings with OEM & Large Tier 1 Purchasing Representatives</p> <p>EVENING: Wednesday Welcome Reception (Great food, beverages, and live entertainment) All registered attendees are welcome to attend this opening night reception in the Exhibit Hall. Exhibit Booths will be open for early business prospecting.</p>	<p>ALL DAY: Exhibit Hall Booths open, as scheduled</p> <p>MORNING: Breakfast and morning Networking Opportunities</p> <p>MIDDAY: Stars of Southern Manufacturing Awards</p> <p>AFTERNOON: Keynotes</p> <p>EVENING: Gala Reception (amazing food choices, beverages, entertainment, and surprises) – All registered attendees are invited</p>	<p>MORNING: Exhibitors dismantle booths.</p>

Agenda subject to change: Watch for updates on the agenda at the official SAC website: www.southernautocon.com.

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

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

This is an 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.

- 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 2023 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 2023 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 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 2023 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 2023 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 2023 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 2023 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 2023 Conference Guide
- Up to two (2) complimentary conference registrations

Bronze Partner - \$5,000 Contribution

- 1/3-page color advertisement in SAC 2023 Conference Guide
- One (1) complimentary conference registration

Supporting Partner - \$2,500 Contribution

- 1/4-page color advertisement in SAC 2023 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 (2) - \$15,000 Contribution

- Full-page color reception announcement or advertisement in the SAC 2023 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 2023 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 2023 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 (2) – \$17,500 Contribution

- “Presented by” association of agenda segment
- Exclusive logo placement
- Opportunity to offer introduction live on stage or by video (3 minutes)
- Reserved VIP seating for registered representatives and key customer attendees near the stage
- Program mention as Awards Program sponsor
- Logo on event email communications

Thursday 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

Wednesday Joint Board Meeting Sponsor (2) - \$7,500 Contribution

- Exclusive logo placement on signage in Joint Board Meeting for 7 state association board member meeting
- Ability to give a welcome speech to the invitation-only crowd of influential business leaders (3-5 minutes)
- Program mention as Joint Board meeting sponsor
- One (1) complimentary conference registration

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) - \$12,500 Contribution

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

SAC Theatre Sponsor (1 Available) - \$20,000 Contribution

- This sponsorship offers the opportunity for Name sponsorship of the main stage theatre.
- Logo & naming rights to signage at the entrance of the Theatre (i.e. Nissan Theatre)
- Full Page color advertisement in the 2023 Conference Guide
- Complimentary exhibit booth in prime location within the Exhibit Hall
- Recognition and promotion on the official conference agenda promoting the Theatre with special features TBD
- 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 available) - \$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 (SOLD) - \$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) - \$4,500 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 #SAC2022)
- Program mention as Social Media Stream sponsor
- One (1) complimentary conference registration

Refreshment Break (SOLD) - \$5,000 Contribution

- Exclusive logo placement on signage in break area (exact location TBD)
- Program mention as Refreshment Break sponsor (at afternoon break on Thursday)
- 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

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

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

Get plugged in!

Get plugged into SAC 2023 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 2023. Sponsorships will activate upon full payment.

Call or email today:

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