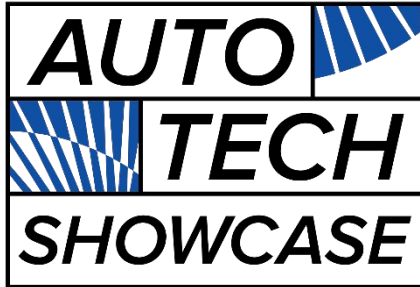


INNOVATION ON THE ROAD



## 2023 Exhibitor Information and Sponsorship Offerings

Updated 7/24/2023



ALLIANCE  
FOR AUTOMOTIVE  
INNOVATION

# OVERVIEW

Alliance for Automotive Innovation's inaugural Auto Technology Showcase is coming to Washington, DC September on 26-27, 2023.

The event brings together the automotive innovators, visionaries and disrupters redefining personal transportation for the next generation and beyond.

Join Auto Innovators as it presents a collection of transformative automotive technologies to federal policymakers and regulators.

Meet these innovators from across the country – auto manufacturers, suppliers, software companies, electric vehicle battery companies, semiconductor and autonomous vehicles producers – who will all be on hand to demonstrate and educate policymakers on the technologies delivering cleaner, safer and smarter vehicles.

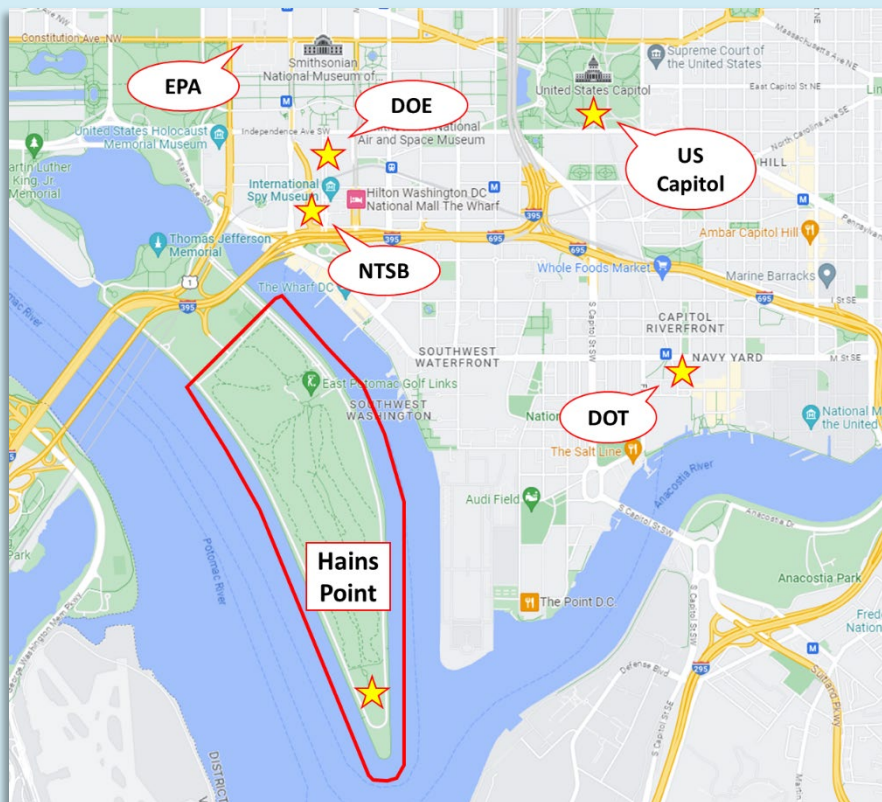
Sponsorship and exhibition opportunities available.

Visit our exclusive exhibitor website [here](#) to register.

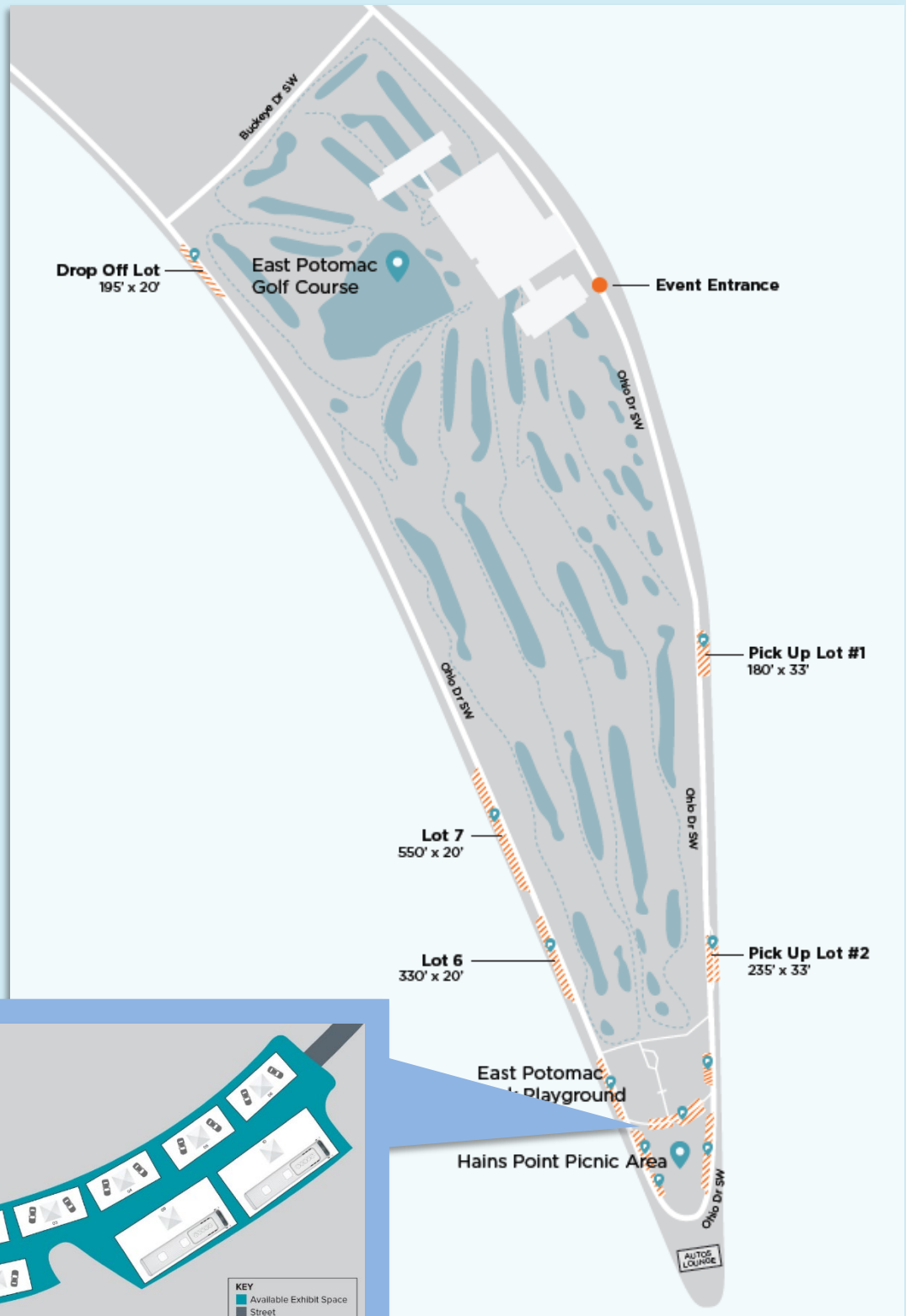
**Ride and Drive • Hands on Demonstrations • Industry Leaders  
and more**

# LOCATION

## Hains Point, Washington DC

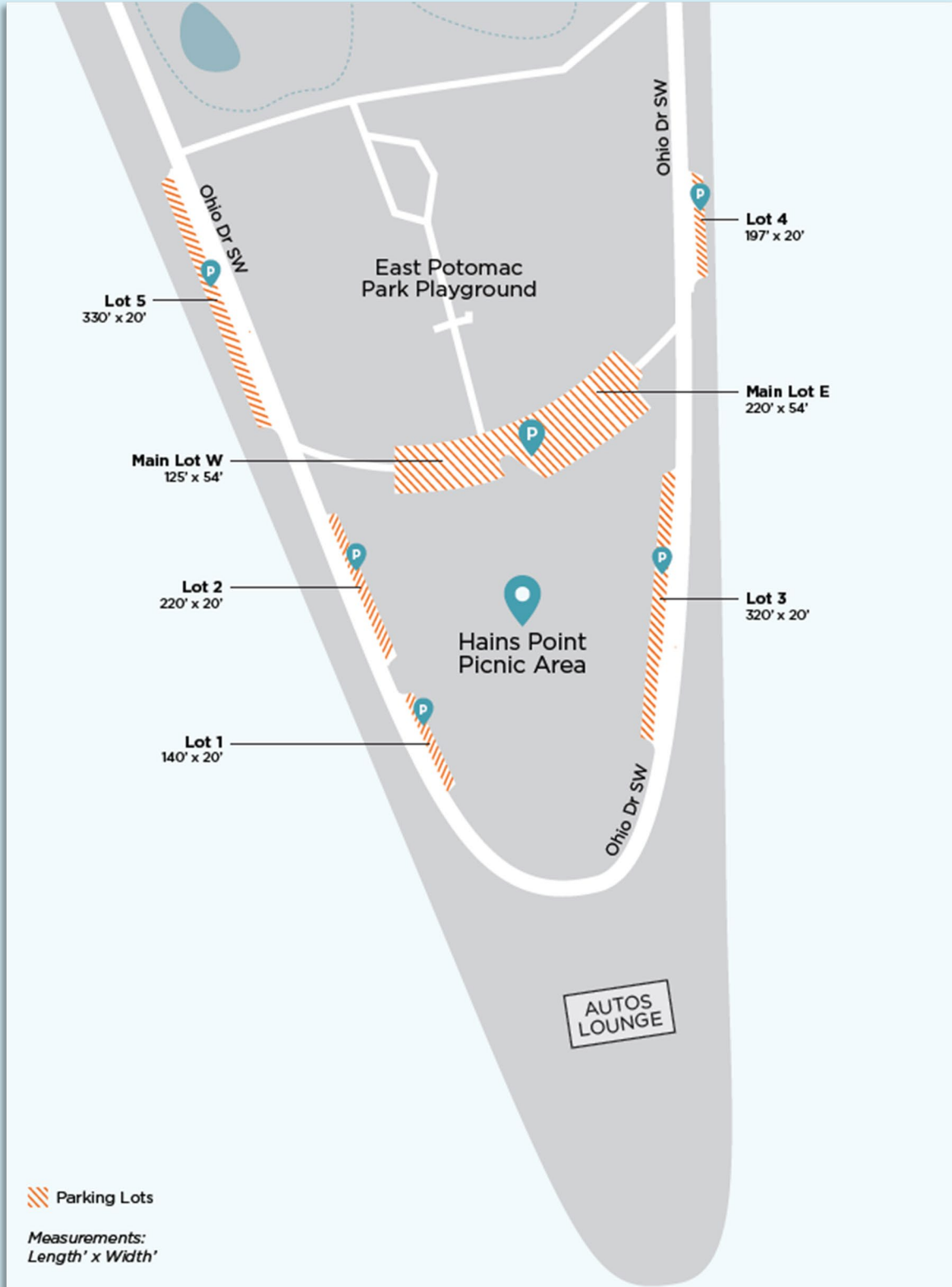


# EVENT LAYOUT



Please visit the exhibitor website [here](#) for additional lot details

# EVENT LAYOUT



# DRAFT SCHEDULE

## TUESDAY, SEPTEMBER 26, 2023

9:00 AM: EXHIBITS OPEN

10:30 AM: OPENING REMARKS

- *Platinum Sponsor Remarks*
- *John Bozzella, President & CEO, Auto Innovators*
- *VIP Guest(s)*

11:30 AM: SHOWCASE

- *Scheduled Ride & Drives (Dynamic Demos)*
- *Tent Exhibits (Static Demos)*

4:00 PM: EXHIBITS CLOSE

6:00 PM: WELCOME RECEPTION AND DINNER FOR EXHIBITORS

- *Location TBD*
- *7:00 PM Dinner*

*Food trucks available throughout the day*

## WEDNESDAY, SEPTEMBER 27, 2023

9:00 AM: EXHIBITOR BREAKFAST

- *On-site (food truck)*

9:30 AM: SHOWCASE

- *Open Entry Exhibits (Static & Dynamic)*

4:00 PM: EVENT CLOSE

*Food trucks available throughout the day*

MONDAY, SEPTEMBER 25 AND THURSDAY, SEPTEMBER 28 WILL BE FOR SET-UP AND BREAK-DOWN, RESPECTIVELY.

## Proposed Invitees

- **NHTSA (Including CAFE staff)**
- **OST**
- **Congressional Staff**
- **White House**
- **FCC**
- **FTC**
- **Department of Commerce (including PTO, ITA, BIS, NIST)**
- **EPA**
- **DOE**
- **NTSB**

# **STANDARD EXHIBITOR PACKAGE**

- A standard exhibitor space is 20' W x 50' L
- Tents will be placed on gravel concrete
- Each space includes:
  - One (1) 10' x 10' tent equipped with three weather resistant side panels
  - One (1) Power Strip\*
  - One (1) 6' table covered in black performance linen
  - Two (2) folding chairs
  - Availability to comfortably park two (2) standard static vehicles

*\*Power strip can accommodate monitors, computers/tablet(s), and other standard charging devices. Additional power sources can be provided for additional costs.*



# EXHIBITOR ENHANCEMENTS

Member companies can upgrade their exhibitor spaces in the following ways:

**SPACE:** Sponsorship exhibitors can increase their footprint by increasing the **length** of their exhibition. The width of all spaces is set at 20' wide. Additional space can accommodate a larger tent or increased parking for vehicles. Tent upgrades are subject to additional charges for Silver, Bronze and general exhibitors.

**TENT SIZE:** Tents can be increased to the following sizes, no tent should exceed 20'x40'. Approximate costs for each upgrade are below but will vary.

- 10' x 20': +\$1,350
- 10' x 30': +\$1,750
- 20' x 20': +\$2,500
- 20' x 30': +\$2,850
- 20' x 40': +\$4,250

**ACCOMODATIONS:** Tents can be equipped with upgraded accommodations to enhance guest experience such as:

- Additional table and chairs
- Soft furniture
- Monitors and AV\*
- Flooring
- Air Conditioning and fans\*
- Lighting\*

*\*Certain enhancements may require additional power and/or a dedicated generator in which the member company would be responsible for associated costs.*



## ENHANCEMENTS PRICING

Our event vendors will work with your team to customize your booth to your preferences, including options for A/V, flooring, cooling options and lighting add-ons. For these add-ons, costs will vary and availability is limited.

Once your sponsorship is confirmed, you will be connected with our vendors to discuss booth optionality and review available options for each category.

*Below is estimated pricing for popular upgrades.*

ENHANCEMENT ADD-ONS	PRICE PER UNIT
50" Monitor(s)*	\$200
Additional Folding Chairs	\$5-10
Additional 6' rectangle tables	\$10-15
6' Twill Linen Tablecloth	\$30
End Table(s)	\$100
Highboy Table(s) with Linen	\$40-\$50
6' Bike Rack	\$4.50

SOFT FURNITURE ADD-ONS	PRICE PER UNIT
Outdoor Sofa(s)	\$450
Outdoor Cushioned Chair(s)	\$275-\$350
Coffee Table(s)	\$175
Ottoman(s)	\$55
Throw Pillow(s)	\$15-\$20

# SPONSORSHIP OFFERINGS

## PLATINUM Sponsorship: \$20,000

- Primary logo placement on all standard print, digital and website advertising and select venue banners
- Premium placement and largest footprint at showcase
- Upfront vehicle placement in closed course
- Tent size upcharges included
- Giveaway item (ex. showcase bag, water bottle, etc.) with company logo on the item alongside the event logo. This item would be distributed to all attendees upon entry.
- Recognized at exhibitor reception and dinner
- Opportunity for a speaking role at the Showcase
- Lounge passes for company representatives
- Inclusion in press releases and media coverage

## GOLD Sponsorship: \$15,000

- Sub-Primary logo placement on all standard print, digital and website advertising and select venue banners
- Tent size upcharges included
- Exclusive giveaway item with event logo to be distributed at company booth (ex. showcase bag, water bottle, coffee tumbler, poncho, etc.)
- Recognized at exhibitor reception
- VIP area passes for company representatives
- Opportunity to introduce a specific session or activity

## SILVER Sponsorship: \$10,000

- Secondary logo placement on standard print, digital and website advertising and select venue banners
- Logo integration opportunity around recycling stations or Ride and Drive route.
  - Around recycling areas: Text: (Company Logo | Conference Logo) Thank you for keeping us sustainable.
  - Around ride along / pickup line: Text: (Company Logo | Conference Logo) Drive safe. / (Company Logo | Conference Logo) Thank you for coming.
- Recognized at exhibitor reception
- Branded signage in designated areas

## BRONZE Sponsorship: \$ 5,000

- Secondary logo placement (or name text placement) on standard print, digital and website advertising and select venue banners

## Supporting Sponsorship: TBD

Available for various add-on items, such as catering, VIP lounge and signage



**SPONSOR OPPORTUNITIES**

*Please indicate one:*

PLATINUM SPONSOR (\$20,000)

GOLD SPONSOR (\$15,000)

SILVER SPONSOR (\$10,000)

BRONZE SPONSOR (\$5,000)

MEAL SPONSOR – Breakfast (cost of meal)

MEAL SPONSOR – Lunch (cost of meal)

MEAL SPONSOR – Reception & Dinner (cost of meal)

SUPPORTING SPONSORSHIP (cost of add-on item)

Thank you for participating in the Technology Showcase.

Please complete all sections of this form to ensure proper representation of your company's name on all printed materials associated with the event.

**PLEASE RETURN TO:**

Judy Mulcahy  
[JMulcahy@autosinnovate.org](mailto:JMulcahy@autosinnovate.org)

1050 K Street, NW, Ste 650  
Washington, DC 20001

**Sponsor Contact Information**

**Name of Sponsor**

*As you would like it to appear in printed and event materials*

**Contact Name**

**Title**

**Address**

**City**

**State**

**ZIP**

**Payment Information**

**Check Enclosed**

Check Sent By

**Visa**

**AMEX**

**Mastercard**

Please Charge the Following Credit Card in the Amount of

**\$ Acct #:**

**Exp.**

**CVC Code**

**Date**

*Sponsorships are not deductible as charitable contributions; however, they may be deductible as a business expense.*

# BRANDING GUIDELINES

All showcase collateral and materials must be reviewed and approved by the National Park Service.  
**Please submit your materials to [techshowcase@autosinnovate.org](mailto:techshowcase@autosinnovate.org) no later than August 21, 2023.**

Below are helpful guidelines for submission, but collateral will be reviewed on a case-by-case basis.

## **Logos and Company Name**

### **Signage, Displays, and Handouts**

All logo and corporate name usage must comply with the rules and regulations established by the National Park Service, which includes:

- All printing of a corporate logo and or company name on a sign, backdrop, banner, table skirt or handout must include the official event logo.
- The official event logo must be at least  $\frac{2}{3}$  larger than any corporate logo on all signage and materials.
  - *Example: If the event logo is horizontal and the corporate logo is vertical, then the event logo has to be  $\frac{2}{3}$  larger vertically.*
- The frequency of corporate logos or other related materials (ex. Branded machinery, websites, and corporate logos) will appear equally to the event logo.

## **Slogan(s)**

No slogans or taglines can be used that are not neutral or are unable to be proven. NPS will ask for supplemental materials to prove any slogan or tagline claims on a case-by-case basis.

## **Marketing and Sales**

No materials should promote the buying and selling of any item. Any product or company handout should focus on the specifications or community contributions (ex., Workforce, environment, efficiency, or innovation).

## **Multimedia**

### **Websites & Links**

All signage listing a website, QR codes or links to videos must adhere to National Park Service rules on marketing and sales. Links should direct visitors to the home page or specification pages. QR codes should link to home pages, specification pages or community contributions information.

## **Videos**

All videos will be reviewed by the National Park Service for compliance. Videos that include corporate logos or corporate names must include the main event logo embedded in the video or placed as a sign near the monitor displaying the video. Auto Innovators will provide event logo files during sponsorship conversations.

**Exclusions include:** names on products, apparel worn in the video, or building with the corporate name in the video. Videos shall not include written/spoken slogans, sales, or marketing pitches.

## **Giveaways**

Corporate branded giveaway items are welcome. Some examples may include: a ball, shirt, tote, chapstick, pens, notepad, hats, stickers, coloring books, or mugs. **All giveaways must be of nominal value to comply with government gift giving limitations.**

The event logo is not required on giveaway items.

## **Staff Apparel**

Staff may wear their branded apparel. The official event name and/or logo is not required.



### About Alliance for Automotive Innovation

From the manufacturers producing most vehicles sold in the U.S. to autonomous vehicle innovators to equipment suppliers, battery producers and semiconductor makers – Alliance for Automotive Innovation represents the full auto industry, a sector supporting 10 million American jobs and five percent of the economy. Active in Washington, D.C. and all 50 states, the association is committed to a cleaner, safer and smarter personal transportation future.

[www.autosinnovate.org](http://www.autosinnovate.org)

