

# automotive interiors EXPO

★ NORTH ★  
★ AMERICA ★

**Interi**  **Vision**  
SUMMIT

**October 22, 23 & 24, 2024**

**Novi, Michigan USA**

## ***SPONSORSHIP PROGRAM***

Automotive Interiors Expo sponsorship program provides additional opportunities to enhance visibility and reach prospective visitors and delegates before, during and after the event. **We are happy to discuss creating bespoke sponsorship packages or tailoring existing activities to suit your specific needs.**

### ***Sponsorship Packages***

Packages offer sponsors high-profile association and endorsement. If they are taken up at the start of the campaign you are ensured maximum exposure. This is an all-encompassing package that will profile your company to prospective visitors and attendees in association with all elements of the event before, during and after it takes place.

### ***Visual branding opportunities at the show***

Visitors and delegates are at their most receptive while they are at the show. This is also when they have a wide selection of products and services to choose from. We can help you attract more visitors. On-site branding opportunities will help to take your messages and images beyond your booth, giving you the edge over competitors.



**DISCOVER NEW  
INTERIOR MATERIALS,  
TECHNOLOGIES, CONCEPTS,  
COMFORTS, INNOVATIONS  
AND SUPPLIERS**

[www.automotive-interiors-expo.com/detroit](http://www.automotive-interiors-expo.com/detroit)

# Sponsorship packages

*Amplify your presence at Automotive Interiors through a powerful combination of thought leadership, enhanced branding and a turnkey exhibit space.*

2024 sponsorship packages	Investment	Turnkey 10ft x 15ft exhibit space	Speaking slot on Innovation Showcase	Speaking session at InteriVision Summit	Bespoke workshop for up to 40 or round table for 12	Exclusive Partnership Branding	Opted in session data supplied
<b>Opening Day workshop partner.</b> Two-hour workshop aligned with your expertise or focus. Up to 40 delegates. Open to all pre-reg	\$25,000	✓	✓		✓	✓	✓
<b>Roundtable partnerships.</b> Gain competitive advantage by highlighting your area of expertise. Sponsor receives session opted-in contact data.	\$20,000	✓	✓		✓	✓	✓
<b>Exclusive conference partner agreement.</b> Gain competitive advantage by highlighting your area of expertise,	\$15,000	✓	✓	✓		✓	✓
<b>InteriVision speaking session upgrade</b>	Booth plus \$2,500			✓			✓
<b>Innovation showcase 20 min session.</b> Two options (only available to exhibiting companies) Speaking only, or enhanced with leads & conference pass	Speak only free. Enhanced \$1,250		✓				✓
<b>Turnkey booth.</b> Inc: 10ft x 15 ft plus pipe/drape; 2 chairs; Up to 2 - 2'x6' OR 2'x8' (30"high) skirted tables; 1 wastebasket; 1 carpet; 1 ID sign	\$8,125	✓					

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**Visual branding opportunities at the show**

# Badges and lanyards

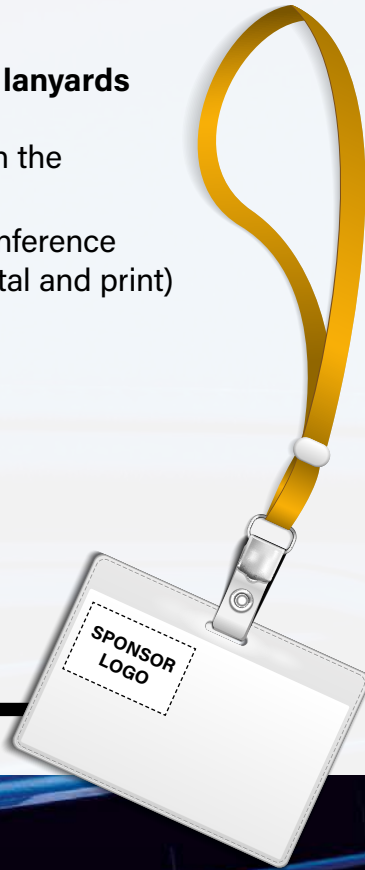
**Exclusive sponsor of all attendee badges OR lanyards**

- Logo branding and company web link listed on the event website
- Logo branding included in the event guide, conference guide and event marketing paraphernalia (digital and print)
- Logo on conference holding slides
- Company profile listing (100 words) and contact details in the event guide

**Rate: \$4,500 (lanyards)**

**Rate: \$6,500 (badges)**

**NOTE: Sponsor must provide the finished lanyard for use at the event**



# Wi-fi

**EXHIBITION HALL & CONFERENCE ROOMS**

**Exclusive sponsorship of the exhibition and conference wi-fi**

- Logo branding and company web link listed on the event website
- Logo branding included in the event guide, conference guide and event marketing paraphernalia (digital and print)
- Logo on conference holding slides
- Company profile listing (100 words) and contact details in the event guide

**Rate: \$8,000**



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**Visual branding opportunities at the show**

## Visitor coffee lounge sponsor

Sponsorship of the two Visitor Coffee Lounge Areas, both located on the Expo floor. The areas provide visitors with a high-quality comfortable setting for refreshments, meetings and a chance to plan the rest of their day. Logo and branding around both Visitor Coffee Lounges.

- Two Floor-Standing Banners within each Coffee Lounge allowing the Sponsors logo to be prominently branded
- Each Coffee Lounge will include 750 paper cups with company branding included
- Each Coffee Lounge will include 750 napkins with company branding included

- Each Coffee Lounge will contain two literature racks for the Sponsor to display and distribute their company marketing materials
- Sponsoring branding and company link listed on the event website from day of agreement through to end of show
- Logo branding included in the event guide and all event marketing materials

**Rate: \$10,000 for the whole event**



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**Visual branding  
opportunities at the show**

## Registration area sponsor

**Company branding featured in the entry registration areas of the show**

One exclusive marketing emailer to all registered attendees before the event

- Logo branding and company web link listed on the event website
- Logo branding included in the event guide, conference guide and event marketing paraphernalia (digital and print)
- Logo on conference holding slides
- Company profile listing (100 words) and contact details in the event guide

**Rate: \$8,000**

## Exhibit hall drinks reception

**Sponsorship of the drinks reception for all attendees on day 1 in the exhibition hall**

- Branding around service and networking areas
- Branding around the sponsor's booth space
- One exclusive marketing emailer to all registered attendees before the event
  
- Logo branding and company web link listed on the event website
- Logo branding included in the event guide, conference guide and event marketing paraphernalia (digital and print)
- Logo on conference holding slides
- Company profile listing (100 words) and contact details in the event guide

**Rate: \$9,000**

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**contact**

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