



CENTER FOR  
AUTOMOTIVE  
RESEARCH

# MBS 2019

## Management Briefing Seminars

### SPONSORSHIP PACKAGES

## LEADER LEVEL

#### Benefits Include:

- Two Complimentary Registrations
- Three Reduced-Fee registrations (\$845 each)
- Logo on website and event signage, and company page within the mobile app
- Advertisement slide to run pre-sessions
- Full page ad in digital agenda

#### Power Lunch

Tuesday or Wednesday  
Create your own session during one of only two Power Lunches. Working with CAR, develop the panel content, invite panel speakers, and moderate the session. This sponsorship can provide a great opportunity to engage with our audience.

NEW

#### Keynote Sponsorship

Full Conference  
Kick off each day of the conference by sponsoring a keynote speaker. This sponsorship also comes with the opportunity to welcome attendees from the podium.

NEW

#### Breakfast Sponsor

Start the day off right by hosting breakfast all three mornings at CAR MBS. Brand the breakfast room with your company's banners, and distribute content of your choosing.

NEW

#### Photo Mosaic Wall

The photo mosaic wall will be the talk of MBS. Using #CARMBS, photos taken throughout the event will be used to create a photo mosaic of an image of your choosing.



CAR MANAGEMENT BRIEFING SEMINARS | AUGUST 6-8

Contact Lisa Hart for more information | lhart@cargroup.org | 734.929.0465

# INNOVATOR LEVEL

## Benefits Include:

- One Complimentary Registration
- Two reduced fee registrations (\$845 each)
- Advertisement slide to run pre-sessions

## Media Room

CAR Management Briefing Seminars offers a full service media workroom. Assist the coverage by more than 70 media reps.

## Attendee Luncheon

Tuesday or Wednesday

Lunches are a refreshing break during the day, and provide attendees with a networking opportunity between sessions.

## **NEW** Live-stream Sponsor

Sponsor the Wednesday Morning Session Live-stream. This Live-stream web page will feature your logo.

## Mobile App Exclusive

The mobile app keeps attendees up to date during the conference. Additional benefits:

- Banner ad within the app
- Specific content pages within the app
- Logo on splash screen

## Session Sponsor

Sponsor one of the many sessions at CAR MBS. Your logo will be featured throughout the session slides.

## **NEW** Family Connection

The Family Connection is a great opportunity for guests of CAR MBS attendees to explore what the Traverse City area has to offer. Each morning, families of MBS Attendees gather for breakfast before heading out on their activity for the day. Provide a warm welcome to families of attendees while supporting specific options for spouses, partners and children.

- Logo on website and event signage, and company page within the mobile app

## Social Hours

Tuesday, Wednesday Evenings

The social hours are the networking highlight of the conference. You can't go wrong with this shared sponsor opportunity.

## Lanyards

The official CAR MBS lanyard given to each attendee will feature your logo prominently.

## Attendee Bag

The official CAR MBS bag given to each attendee includes your logo. This sponsorship also includes the opportunity to include company literature.

## Charging Lounge

Help attendees stay connected and relaxed with a charging lounge for phones and computers. This lounge also contains refreshments and comfortable seating. Additional benefits:

- Custom Art to display on charging lockers

## **NEW** Welcome Gift

Welcome all attendees with a gift in a small bag with your logo.

## Water Bottles

This sponsorship includes a custom label designed by your company. Water is offered to attendees during the entire event.

## Pocket Agenda

Your logo featured prominently on the schedule given to all attendees.

# CREATOR LEVEL

## Benefits Include:

- One reduced fee registration (\$845)
- Logo on website and event signage, and company page within the mobile app

## Resort Key Cards

This card is given to each attendee staying at The Grand Traverse Resort, and features company specific branding.

## Morning Specialty Coffee Bar

The Starbucks specialty coffee bar is available every morning for attendees.

## Golf Tournament

This year's outing takes place at the Wolverine Golf Course at the Grand Traverse Resort. The exclusive sponsorship includes the Creator Level Benefits as well as:

- Foursomes during the outing

## **NEW** Survival Kit

Each attendee will receive a survival kit, with your company's logo, filled with a few "must-haves" to help throughout the week.

## Thursday Lunch To-go

Thursday's lunch is provided to all attendees at the end of the event – a 'to-go' option that gives you an opportunity to include a company branded item for attendees to take away with them.

## Morning or Afternoon Break

Get your company noticed while attendees take a break on Tuesday, Wednesday, or Thursday.

## Notebooks/Pens

Notebooks and Pens are placed on the conference room tables each day. Sponsorship does not include cost of the pens or notebooks.

## Mobile App - Shared

The mobile app keeps attendees up to date during the conference. Additional benefits:

- Banner ads within the app
- Specific content pages within the app
- Logo on splash screen

## Welcome Reception - Shared

Help kick off the CAR Management Briefing Seminars at the first networking event of the week.

**NEW** Branded Table Mints  
Table mints will be placed on the conference room tables each day.

# SUPPORTER LEVEL

Be a part of this industry tradition, and reach an audience of more than 1,000 attendees who influence a dynamic sector.

## Benefits Include:

- Logo on website and event signage, and company page within the mobile app

# STUDENTS@MBS

Combine your company's sponsorship option with support of our Students@MBS Program. Only \$3,000 adds the opportunity to assist college students in exploring a future in the mobility industry. CAR will recruit students, or two of your company's interns can be included. We offer this opportunity to students from a wide variety of colleges and universities.

## Benefits Include:

- Logo on website and event signage, and company page within the mobile app

## Students have the opportunity to:

- Be introduced to an industry that provides a prospective career path
- Network with speakers and participants for references and future job opportunities
- Have round-table discussions with industry executive leaders
- Relate the methods and theories learned in academic classes to real industry issues

## Students will be provided with:

- Full-conference Registration
- Orientation upon arrival
- Lodging (based on double occupancy with another student)
- Meals - Continental breakfast and lunch each day at the conference; social hours hosted Monday, Tuesday, and Wednesday evenings

# EXHIBITOR

Located right outside the main conference rooms, these exhibit booth spaces include: exhibitor space with skirted table and 2 chairs, electrical outlet and wireless internet in the newly re-decorated Governors Prefunction Hall. Exhibitor logos appear on CAR's website and event signage, and company page within the mobile app. All exhibit packages receive one complimentary registration to staff the booth.

## Gold Package

- 15' x 5' exhibit space
- Two reduced-fee registrations (\$845 each)
- One complimentary registration

## Silver Package

- 10' x 5' exhibit space
- One reduced-fee registration (\$845)
- One complimentary registration

## Outside Vehicle Demo

- 10' x 10' exhibit space
- One complimentary registration



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