PREMIER SPONSOR

Become the Exclusive Presenting Sponsor for CAR MBS
Includes free registrations, stage time, and much more. For a full list of benefits, contact Shaun Whitehouse at swhitehouse@cargroup.org.

LEADER LEVEL

Benefits Include:
- Two complimentary registrations
- Three reduced-fee registrations
- Logo on website, event signage, and company page within the mobile app
- Advertisement slide to run pre-sessions
- Full page ad in digital agenda

Power Session
Wednesday or Thursday
Create your own session during either a Power Breakfast or Lunch. Develop the panel content, invite panel speakers, and moderate the session. This sponsorship provides a great opportunity to engage with our audience.

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

Live Stream
Full Conference
This exclusive sponsorship gives you prominent visibility with every livestream participant during the live event and through on-demand access post event.
INNOVATOR LEVEL

Benefits Include:
• One complimentary registration
• Two reduced fee registrations
• Advertisement slide to run pre-sessions

Media Room
CAR Management Briefing Seminars offers a full service media workroom. Assist the coverage by more than 50 media reps.

Photo Mosaic Screen
The photo mosaic screen 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.

Mobile App Exclusive
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

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

Charging Lounges
Help attendees stay connected and relaxed with charging lounges for phones and computers. These areas have comfortable seating for attendees, within the session rooms themselves. Additional benefits:
• Custom art to display on charging lockers

Networking Sponsorship
CAR MBS networking makes it a must attend event every year. Put your company at the forefront of the MBS networking opportunity on Wednesday evening.

Attendee Lunch
Your logo will be featured prominently on each lunch that attendees receive, as well as the opportunity to put up other branded signage.

Welcome Gift
Welcome all attendees with a gift in a small bag with your logo. We will work with you to design a memorable beginning to CAR MBS.

Water Stations/Bottles
Help CAR MBS go green. This sponsorship includes your logo on water stations and cups placed throughout the venue.

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

Sunglasses
Your logo featured on the official MBS 2021 sunglasses, handed out to all attendees. Great exposure at outdoor activities.

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

Roundtable Discussion
Have a topic that you would like to discuss with a small group of interested attendees? Work with CAR to develop a topical roundtable.

Session Sponsorship
Sponsor one of the many sessions at CAR MBS. Your logo will be featured throughout the session. Also, play an advertisement or brand video before the session.
CREATOR LEVEL

Benefits Include:
- One reduced fee registration
- Logo on website, event signage, and company page within the mobile app

**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:
- Foursome during the outing

**Morning or Afternoon Break**
Get your company noticed while attendees take a break on 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 Facemask**
Your logo featured on the official CAR MBS mask.

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

**Pull Up Banners**
Place your pull up banners around the conference rooms for the entire week.

**Pop up ‘billboard at MBS**
Create a custom large format ad to be placed at the front of the exhibit hall for all attendees to see.

**Brand Video Play**
Play your brand video in front of a captive automotive audience. Your video will play before the sessions.

**Sanitizer Station**
The newest addition to most events, this sponsorship will get your logo in front of all attendees multiple times a day.

**Room Drop**
Place a small advertisement card in all of the rooms at the Grand Traverse Resort.

Hosting a gathering in Traverse City during CAR MBS?
We will list it on our website to promote attendance and also send push notifications in the mobile app.
STUDENTS@MBS

Combine your company’s sponsorship option with support of our Students@MBS Program. Only $3,000 provides 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, 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
• Meals - continental breakfast and lunch each day at the conference; social hours hosted in the 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, 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
• Video or brief stage time to promote your display