



# MBS 2021

MANAGEMENT BRIEFING SEMINARS

SPONSORSHIP PACKAGES

## 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](mailto: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.

### **NEW** 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.



**CAR MANAGEMENT BRIEFING SEMINARS | AUGUST 4-5**

For more information, contact: Shaun Whitehouse, [swhitehouse@cargroup.org](mailto:swhitehouse@cargroup.org) | 734.662.1287

# INNOVATOR LEVEL

## Benefits Include:

- One complimentary registration
- Two reduced fee registrations
- Advertisement slide to run pre-sessions
- Logo on website, event signage, and company page within the mobile app

## Media Room

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

NEW

## 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

NEW

## 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.

NEW

## 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.

NEW

## 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.

NEW

## 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.



NEW

## Brand Video Play

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

NEW

## 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.

# 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, 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 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