CAR MBS 2021

MANAGEMENT BRIEFING SEMINARS

SPONSORSHIP PACKAGES

PREMIER SPONSOR

SOLD

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 and event signage
- 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 local speakers, and moderate the session. This sponsorship provides a great opportunity to engage with our audience.

SOLD

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.

CAR MANAGEMENT BRIEFING SEMINARS | AUGUST 4-5

For more information, contact: Shaun Whitehouse, 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 and event signage

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.

Lanyards

SOLD

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

SOLD

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.

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

SOLD

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

NEW

Roundtable Discussion

SOLD

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.

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CREATOR LEVEL

Benefits Include:

- One reduced fee registration
- Logo on website and event signage

Morning Specialty Coffee Bar

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

Golf Tournament

SOLD

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 Snack

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.)

Welcome Reception - Shared

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

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

SOLD

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.

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 and event signage

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 and event signage. All exhibit packages receive one complimentary registration to staff the booth.

Gold Package

- 15' x 5' exhibit space
- Two reduced-fee registrations ($810 each)
- One complimentary registration

Silver Package

- 10' x 5' exhibit space
- One reduced-fee registration ($810)
- One complimentary registration

Outside Vehicle Demo

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