



# MBS 2024

August 5-8 , 2024 | Traverse City, Michigan

## SPONSOR PACKET

### ENGAGE EMBRACE EMBARK

For automotive industry leaders looking to expand their knowledge, build their network, and bring their business to the next level, the Center for Automotive Research's Management Briefing Seminars (MBS) provides you the opportunity to address the challenges facing the automotive ecosystem.

MBS provides thought leadership into the connected, autonomous, electric, and software-defined vehicle ecosystems and the opportunity to increase your business and connections. Our event tackles the tough topics and offers insights our attendees can use to drive their business development forward.

Now in our 59th year, Management Briefing Seminars are attended by over 600 people from automakers, Tier 1s, Tier 2s, start-ups, and the wider automotive ecosystem, providing unrivaled networking to enable you to form valuable connections with senior decision-makers.



**50+**

Years of  
Thought  
Leadership



**40+**

Sponsors  
-and-  
Exhibitors



**600+**

In-Person  
Attendees



**300+**

Organizations  
Attending



**60+**

Industry  
Speakers



# MBS 2024

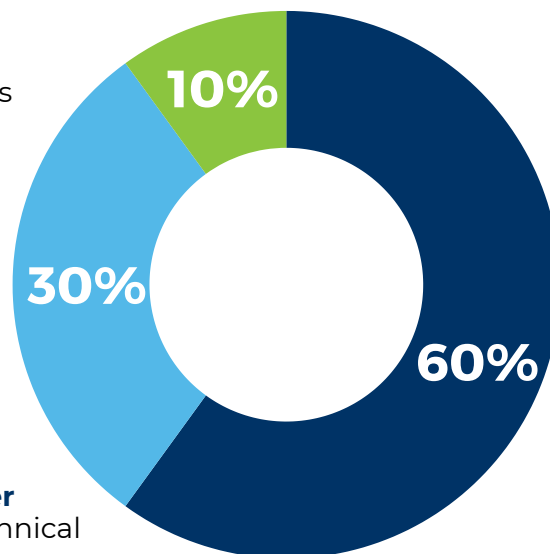
MANAGEMENT BRIEFING  
SEMINARS

**August 5-8, 2024**  
Grand Traverse Resort

## WHO YOU WILL MEET

### Why Sponsor?

- **100% B2B** – Connect directly with the decision-makers who will drive your business development forward.
- **The most well-established auto-tech event in the world** – Originally founded by the Office for the Study of Automotive Transportation, now known as the Center for Automotive Research, 59 years ago!
- **Attracts large delegations of automakers** – in particular, representatives from Ford, General Motors, Mitsubishi Motors, Nissan, Toyota, and Volkswagen.
- **Attended by mid to senior-level automaker executives** – the perfect combination of technical know-how and purchasing power.



#### CATEGORY 1

Automotive  
OEMs & Tier 1  
Suppliers

#### CATEGORY 2

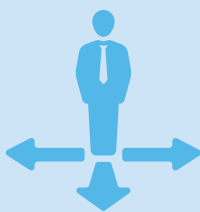
Tier 2 Suppliers  
Mobility Service  
Providers  
Government  
Organizations  
Associations  
Tech Companies  
Legal & Financial  
Services

#### CATEGORY 3

Academia & Media

### OEM & Tier 1 Attendee & Job Title Profiles:

Our target job titles range from C-level to mid-level manager, to ensure representation across both strategic, high-level decision-makers and technical experts to ensure the benefits of your solutions are understood within the context of their businesses. Highly informed, involved, and invested automotive specialists attend from a variety of business units, united by the fact that they are focused on progressing the connected car.



### Strategic & Technical High-Level Decision-Makers

Chief Architect, Chief Engineer, CEO, CTO, CMO, Managing Director, General Manager, Founder, Co-Founder, Chief Business Officer, Chief Innovation Officer, Chief Innovation Scientist, Chief Mobility Officer, Global Strategy Leader, Global Lead, and Chief Analyst.



### Informed, Involved & Invested Automotive Specialists

Autonomous Engineer, Systems Specialist, Global Executive Director, Product Owner, Research Engineer, Connected Vehicle Feature Developer, Vehicle Tech & Connectivity Manager, Cyber Security Lead, Director of Programs, Software Engineering, Connected Vehicle Services, Strategy & Innovation, and Product Engineering.



# MBS 2024

## Sponsorship Package Details

Available Spots:

Premier	Diamond	Platinum	Gold	Silver	Bronze	Copper	Custom
\$60,000	\$48,000	\$38,000	\$28,000	\$18,000	\$12,000	\$8,000	Varies
1	2	4	4	6	8	20	Varies

Branding								
Enhanced Branding Opportunities	X							
Logo on Event Website, Event App & Selected Email Marketing	X	X	X	X	X	X	X	
Social Media Promotion	X	X	X	X	X	X	X	
Logo on Event Signage	X	X	X	X	X	X	X	
Banner Ads on Event App	X	X	X	X	X	X		
Advertisement Slide to Run Pre-Sessions	X	X	X	X				
Student Program Sponsor Recognition	X	X	X	X				
Media Sponsor Recognition	X	X	X					
Networking Reception Sponsorship		X	X					
Breakfast or Lunch Sponsor Recognition					X			
Morning or Afternoon Coffee/Snack Break Sponsor Recognition						X		
Inside Exhibitor Booth (10'x5' Booth)	X	X	X				X	

Thought Leadership								
Seat on the Conference Organizing Committee	X							
Opportunity to Have a Private Meeting with a Keynote Speaker	X	X						
Provide Opening Remarks at a Keynote Presentation	X	X						
Power Session - Breakfast or Lunch - "Create Your Own Session"				X				
Session Panelist or Presenter or Fireside Chat Interview	X	X	X					
Webinar - Pre or Post Event	X	X	X	X				

Registration								
Access to Private Meeting Room	X	X						
Complimentary Registration	3	3	2	1			2	
Reduced-Fee Registration (40% off)	4	4	2	2	2	1	1	

## Sponsorship Package Details

Exhibitor Space	Amount	Available
<b>Copper - Inside Exhibitor Booth</b> -10'x5' Exhibit Space -Two Complimentary Registration -One Reduced-Fee Registration (40% off)	\$8,000	20

Located outside the main conference rooms, these exhibit booth spaces offer a great way to network with attendees. PLUS, Exhibitors get a Virtual Booth on our Whova Event App! Including a customizable online booth, chat 1-on-1, and QR code scanner for lead retrieval!



Add-On Packages	Amount	Available
Student Supporter - (2) Students	\$3,000	20
Golf Outing Foursome + Hole Sponsor	\$1,000	15
Golf Outing Hole Sponsor	\$500	18
Co-Branded Conference Lanyards	\$5,000	1
Co-Branded Note Pad & Pens	\$5,000	1
Provide Pre-Approved Special Gifts to Attendee Rooms	\$5,000	10

### ROUNDTABLE

A roundtable discussion is a guided conversation, usually to explore a specific topic, and sometimes results in recommendations. Participants either have some expertise on the subject matter or are stakeholders in the subject area and participate in the discussion equally. Sponsors work with the CAR team to create a topic, and description, and identify a moderator and participant list to ensure the success of the roundtable.

Thought Leadership Sponsorships	Amount	Available
Roundtable Major Sponsor	\$10,000	6



Co-Branded Events	Amount	Available
Co-Branded Networking Events - Major Sponsor	\$15,000	6
Co-Branded (1 Hour) Webinar - Pre or Post Event	\$5,000	10

## Sponsorship Package Details

### GOLF OUTING

**Monday, August 5th @ 10am**

We'll begin MBS with our annual golf outing at the Wolverine Golf Course at the Grand Traverse Resort. Sponsorship opportunities include:

#### Golf Outing Main Sponsor

##### Benefits Include:

- Foursome in outing
- Golf balls with logo for each golfer
- Table at check-in for any promotional materials
- Opportunity for any prizes or drawings
- Logo on website and event signage

#### Foursome Sponsor

Take advantage of networking opportunities with a foursome at the outing. You can invite attendees throughout the week, or request specific individuals be put in your group from the roster

Golf Outing	Amount	Available
Major Co-Sponsor	\$5,000	4
Foursome Sponsor + Hole Sponsor	\$1,000	15
Hole Sponsor	\$500	18



### STUDENTS@MBS

Combine your company's sponsorship option with the support of our Students@MBS Program. Only \$4,000 of sponsorship 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 all 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 of the conference; social hours hosted in the evening

Student Program	Amount	Available
Major Co-Sponsor	\$4,000	10