

PREVIEW
ODP

J.D. POWER AMR²⁰¹⁸

**S P O N S O R S H I P
O P P O R T U N I T I E S**

OCTOBER 23-24, 2018
BELLAGIO, LAS VEGAS

2018 AMR SPONSORSHIP OVERVIEW

Now in its 13th year, J.D. Power's Automotive Marketing Roundtable is the leading automotive marketing event in the industry. This two-day event brings together top marketers from multiple industries to share, learn and connect with senior level automotive executives. With more than 1,000 attendees from across industries, the AMR delivers actionable insights and strategies that help solve real-world digital marketing challenges in more efficient and effective ways.

This year at AMR we are taking a deep look at the convergence of automotive and technology, and its impact on our industry. Like many industries before it, the automotive industry is facing unlimited opportunities and new challenges as it continues to 'go digital'. Mobility, autonomous, connected cars, big data, privacy and security and more are all aspects that are reshaping our industry and our world in ways we could hardly imagine a short time ago. AMR 2018 will focus on how this digital and data revolution is driving changes in Customer Experience design.

As a sponsor of AMR 2018, you will be granted unprecedented access to leading automotive industry marketers as well as thought leaders from across multiple industries such as technology, hospitality, travel, entertainment, and many more. With more than 90 expert speakers and 1,000+ attendees, 86% of which directly make or influence purchasing decisions, you'll be able to deliver your message to the right audience in an engaging and thought-provoking environment.

Structured with a wide array of features and benefits, AMR 2018 sponsorships offer an abundance of media and networking opportunities to help you achieve your business and marketing objectives.

Find out how an AMR sponsorship can benefit you and your bottom line.

If there is not a sponsorship package that meets your needs, please feel free to speak to your J.D. Power Sponsorship Representative about our ability to customize a package that meets your business objectives.

For sponsorship package details and more information, contact:

Ashley Hession at 805-418-8243 or at Ashley.Hession@jdpa.com

Demian Vincenty at 312-622-3302 Demian.Vincenty@gpj.com

FURTHER YOUR REACH: 2017 BY THE NUMBERS

291,161

EMAIL MARKETING
IMPRESSIONS

534

ACTIVE MOBILE
APP USERS

1.26
MILLION

PRE-EVENT
MARKETING
IMPRESSIONS

42,704

UNIQUE
PAGE
VIEWS
FOR
AMR
WEBPAGE

11 MILLION

PEOPLE REACHED ON
SOCIAL MEDIA

ATTENDEE DATA

ATTENDEE FEEDBACK

- 94% of attendees said the AMR exceeded or met expectations
- 92% would recommend the AMR to a peer or colleague
- 92% said the AMR content left them with new insights and/or applicable information
- 86% of AMR attendees directly make or influence business decisions
- 72% of attendees are Director level or higher

AGES



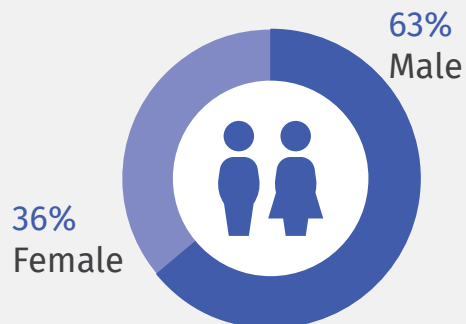
3%	18-24
19%	25-34
32%	35-44
35%	45-54
11%	55-64
3%	65+

INDUSTRY AFFILIATION

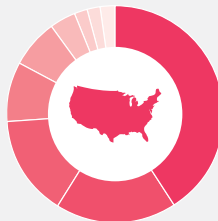


16%	Media Provider
14%	Ad Platform/Exchange
14%	Agency
13%	Software
12%	Publisher
9%	Supplier
7%	Media Agency
5%	OEM
4%	3rd Party Website
2%	Dealer
2%	Finance/Insurance
1%	Other Industry
1%	Media News

GENDER

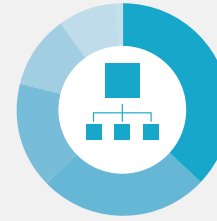


STATE



41%	California
18%	New York
15%	Michigan
9%	Other
7%	Illinois
4%	Georgia
2%	Arizona
2%	New Jersey
2%	Texas

TITLE



37%	Sr. Director/Director
26%	EVP/SVP/VP Level
16%	Sr. Mgr/Mgr
11%	Other
9%	Co-Founder/President C-Level
1%	Asst Mgr/General Mgr

ATTENDEES: WHO YOU'LL MEET

OEM EXECUTIVES

What They Want

- Improved knowledge of digital marketing best practices, tools and trends
- To understand what their teams need to drive efficiency and success
- To meet best-in-class suppliers that can impact their business

Where You Can Find Them

- Speaking in the AMR General Sessions
- Attending VIP Dinner
- Listening to J.D. Power's industry updates in General Session

How to Connect

- Submit a proposal to meet face to face with an OEM executive during a Targeted Meeting
- Co-present a Breakout
- Schedule meetings in advance with key decision makers in the AMR Networking Lounge

AGENCY EXECUTIVES

What They Want

- Knowledge of OEM concerns and their take on the industry trends that impact customers
- A better sense of what others are doing in their space to gauge their own delivery of quality product.
- An understanding of how data can influence customer journey experiences

Where You Can Find Them

- Attending AMR General Sessions to hear from J.D. Power, OEM's and non-auto speakers
- Engaging media partners at Networking Events like the AMR Bash and Topgolf
- Focused on breakouts which feature case studies

How to Connect

- Participate in case study-focused Breakouts
- Participate in the AMR Bash and Topgolf event
- Message through the mobile app and setup meetings in the AMR Expo

THIRD PARTY AUTOMOTIVE SITES

What They Want

- Knowledge of OEM concerns and their take on the industry trends that impact customers
- To communicate their value proposition through best practices and success stories
- Connect with potential clients and partners

Where You Can Find Them

- Attending AMR General Sessions to hear from J.D. Power, OEM's and no-auto speakers
- Attending J.D. Power-driven Breakouts
- Focused on Breakouts that also tackle the strategies needed to better manage data
- Networking in the AMR Expo

How to Connect

- Attend AMR networking events
- Participate in big data-focused Breakouts
- Walk through and visit booths in the AMR Expo

PUBLISHERS/ MEDIA SUPPLIERS

What They Want

- Knowledge of OEM concerns and their take on the industry trends that impact customers
- To communicate their value proposition through best practices and success stories
- Connect with potential clients and partners

Where You Can Find Them

- Attending AMR General Sessions to hear from J.D. Power, OEM's and no-auto speakers
- Attending or leading small group discussions throughout the AMR
- Seeing what new solutions are showcased at the AMR Expo

How to Connect

- Visit booths in the AMR Expo
- Attend and participate in small group discussions
- Attend the AMR Bash and AMR Happy Hour

SERVICE PROVIDERS

What They Want

- Knowledge of OEM concerns and their take on the industry trends that impact customers
- To demonstrate their value proposition through best practices and success stories
- To connect with potential clients and partners

Where You Can Find Them

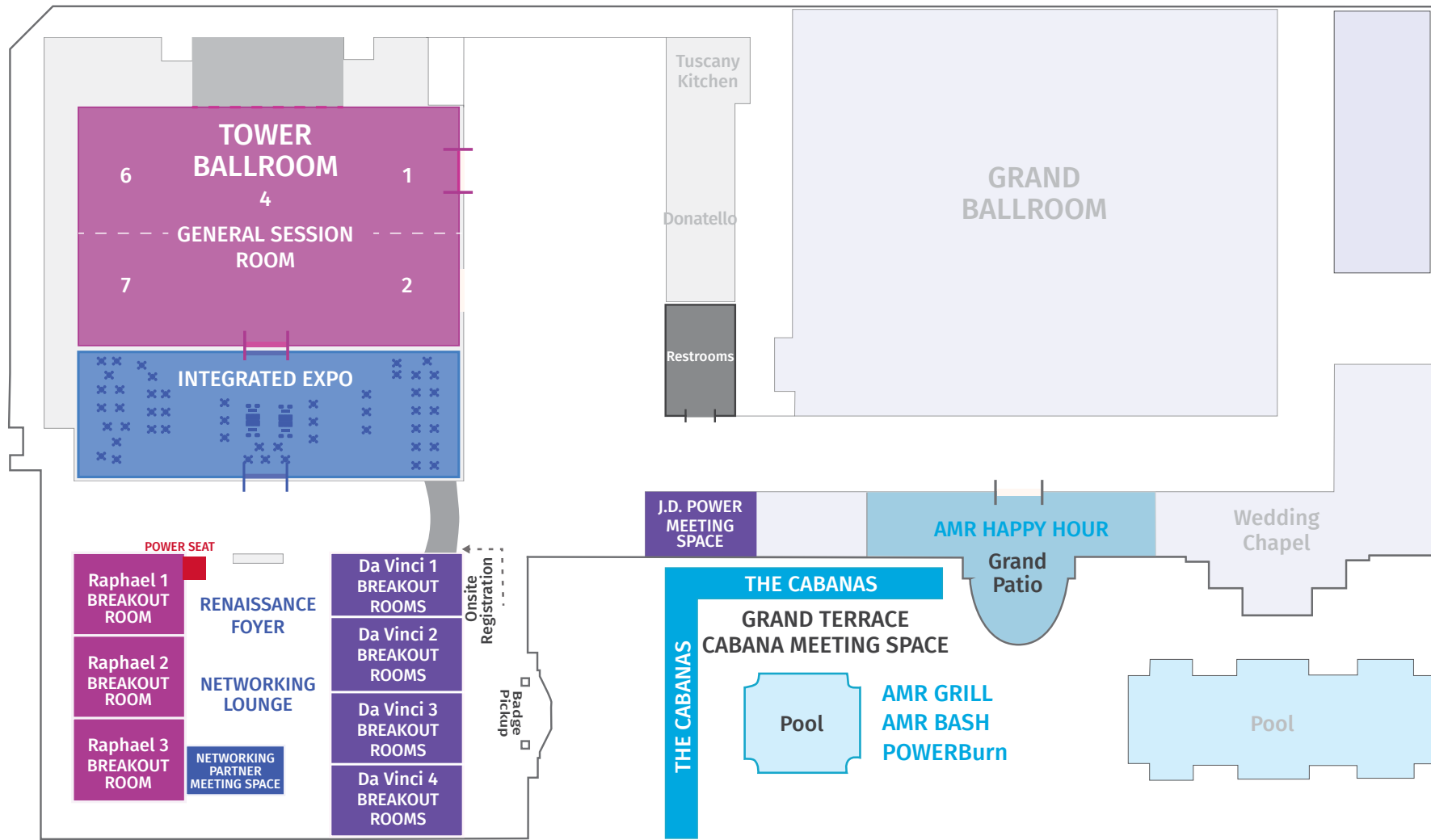
- Hosting a kiosk at the new AMR Expo
- Attending AMR general sessions
- Attend Breakouts that focus on customer experience

How to Connect

- Visit their kiosks at the new AMR expo
- Attend Breakouts that focus on customer experience
- Attend the AMR Grill and Topgolf event

EXPO AREA MAP

Bellagio Las Vegas Ballrooms & Convention Area



Tentative layout; subject to change.

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PARTNER OPPORTUNITIES

“AMR was a great event to attend for all those within the auto industry. Our clients had an excellent time and we were able to drum up some new business within our social gatherings during AMR.”

-David O'Connell
Senior VP, National Sales West
The Enthusiast Network

Partner Sponsorships are designed for companies that want maximum media and brand recognition as well as access to our VIP attendees.

AMR PARTNER OPPORTUNITIES	AMR PRESENTING PARTNER \$125,000	ELITE PARTNER \$65,000	PREMIER PARTNER \$45,000	SELECT PARTNER \$35,000
Availability	1	6	5	12
Logo/Link on AMR Website	Listed as Presenting Sponsor on all web assets	Top-tier	Second-Tier	Third-Tier
Approved Intro and one-minute video in AMR Email broadcast	3	2	1	—
Logo included in pre event marketing email broadcasts	Listed as Presenting Sponsor on all web assets	Top-tier	Second-Tier	Third-Tier
Feature in emPower Collection Magazine	3 pages	2 pages	2 pages	1 page
Turn-key Expo Booth	Premier Location Largest Single Sided Pedestal Graphic Header (2) Monitors Seating Area	Premier Location Medium Single Sided Pedestal Graphic Header (1) Monitor Seating Area	Single Sided Pedestal Graphic Header (1) Monitor Seating Area	Single Sided Pedestal Graphic Header (1) Monitor
Access to Networking Partner Meeting Space	●	—	—	—
Approved Video Content on screen in AMR Expo (Digital Signage)	●	●	●	●
Logo Included in event sponsors graphic used in event signage	ID as Presenting Sponsor	Top-tier	Second-Tier	Third-Tier
Logo on screens in General Session during open/close and transitions	ID as Presenting Sponsor	●	●	●
Logo on screens in Breakouts during open/close and transitions	ID as Presenting Sponsor	●	●	—
Recognition during AMR Bash	ID as Presenting Sponsor	●	—	—
Recognition during AMR Happy Hour	—	—	●	—
Opportunity to include approved giveaway item in the registration bags	●	●	●	●
Access to JDP VIP Lounge at Top Golf Event	2	—	—	—
Reserved Driving Bay at Top Golf Event	1	—	—	—
Complimentary Event Passes	20	10	8	5
Discounted Event Passes @ \$995 ea.	20	10	8	5
Access Pre and post-event attendee list	●	●	●	●
Executive VIP Poker Game Invitations	3	2	1	1
Executive Roundtable Dinner	3	2	1	0
Choice of Co-hosting Breakout Session OR Roundtable Discussion	2	1	—	—

AMR PRESENTING PARTNER

\$125,000 | EXCLUSIVE



Join J.D. Power as the Presenting Partner at AMR 2018 where your presence will be visible across all aspects of the event. This opportunity, available to only one sponsor, offers you the largest turn-key partner presence within the AMR Expo. As the exclusive Presenting Partner, you will be included on all media and marketing materials, as well as receiving recognition at General Sessions, Breakouts and social events. At this level of sponsorship, you'll have unencumbered access throughout AMR, leaving a lasting impression on everyone who attends.

AMR PRESENTING PARTNER DETAILS | \$125,000 | 1 AVAILABLE

PRE-EVENT MARKETING

- Logo/Link on AMR website, listed as Presenting Sponsor on all web assets
- Approved intro and one-minute video in three (3) AMR Email broadcasts
- Logo included in pre-event marketing email broadcasts, listed as Presenting Sponsor
- Three (3) page, Company produced, feature in *emPOWER Collection Magazine*

CONTENT PARTICIPATION

- Choice of Co-hosting two (2) Breakout Sessions OR Roundtable Discussions

ON-SITE PRESENCE

- Turn-key expo booth, includes: premium location, largest single sided pedestal kiosk, custom graphic header, two (2) monitors, seating area
- Access to Networking Partner Meeting Space
- Approved video content on screen in AMR Expo (Digital Signage)
- Logo featured at the top of event graphic used in event signage (ID as Presenting Sponsor)
- Logo on screens in General Session during open/close and transitions (ID as Presenting Sponsor)
- Logo on screens in Breakouts during open/close and transitions (ID as Presenting Sponsor)
- Recognition during AMR Bash (ID as Presenting Sponsor)
- Opportunity to include approved giveaway item in the registration bags
- Access for two (2) executives to JDP VIP Lounge at Topgolf Event
- One (1) Reserved Driving Bay at Topgolf Event

EXECUTIVE PARTICIPATION

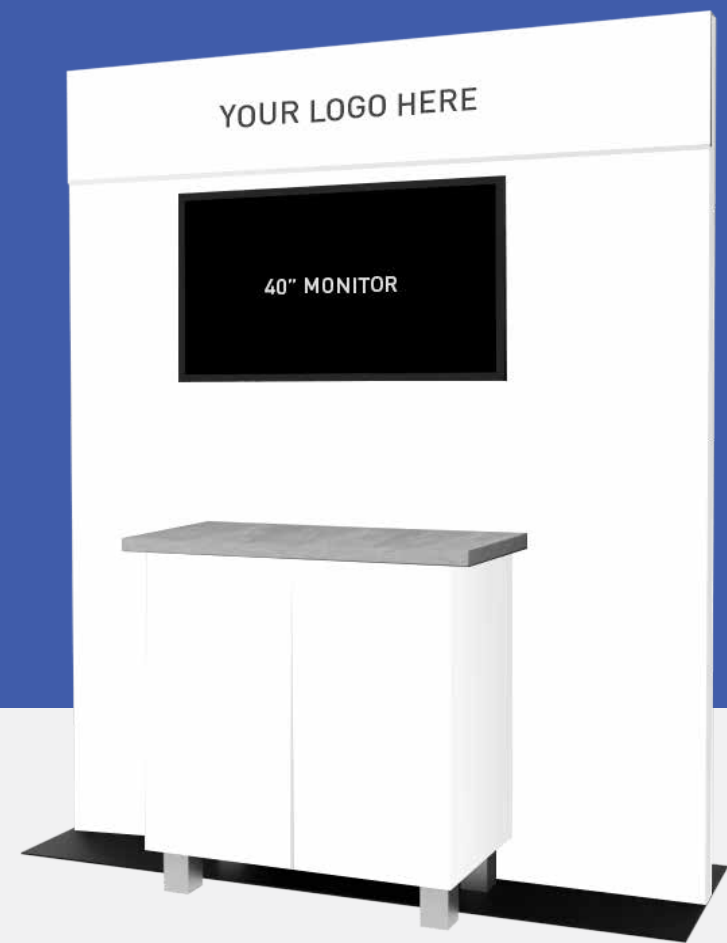
- Invitation for three (3) executives to attend the VIP Poker Game hosted on Monday, October 22nd at the Bellagio
- Invitation for three (3) executives to attend the VIP Dinner hosted on Tuesday, October 23rd at the Bellagio

ACCESS

- Twenty (20) Complimentary Event Passes
- Twenty (20) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

ELITE PARTNER

\$65,000 | 6 AVAILABLE



Join an intimate group of brands by becoming an AMR Elite Partner. Our Elite Partners receive extensive brand recognition as a top-tier sponsor on marketing materials. Limited to only six sponsors, you'll receive prominent kiosk placement at the new AMR Expo and will be recognized during General Sessions and have networking access at key events including the Executive Roundtable Dinner and the AMR Bash.

ELITE PARTNER DETAILS | \$65,000 | 6 AVAILABLE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Top-Tier
- Approved intro and one-minute video in two (2) AMR Email broadcasts
- Logo included in pre-event marketing email broadcasts, Top-Tier
- Two (2) page, Company produced, feature in *emPOWER Collection* Magazine

CONTENT PARTICIPATION

- Choice of Co-hosting one (1) Breakout Sessions OR Roundtable Discussions

ON-SITE PRESENCE

- Turn-key expo booth, includes: premium location, medium single sided pedestal, custom graphic header, one (1) monitor, seating area
- Approved video content on screen in AMR Expo (Digital signage)
- Logo included in event sponsors graphic used in event signage, Top-Tier
- Logo on screen in General Session during open/close and transitions
- Logo on screen in Breakouts during open/close and transitions
- Recognition during AMR Bash
- Opportunity to include approved giveaway item in the registration bags

EXECUTIVE PARTICIPATION

- Invitation for two (2) executives to attend the VIP Poker Game hosted on Monday, October 22nd at the Bellagio
- Invitation for two (2) executives to attend the VIP Dinner hosted on Tuesday, October 23rd at the Bellagio

ACCESS

- Ten (10) Complimentary Event Passes
- Ten (10) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list



“Great
networking
event
and great
speakers from
outside the
Automotive
Industry! ”

-Deepa Shastri
Account Executive
Urban Science

PREMIER PARTNER

\$45,000 | 5 AVAILABLE



Leave a lasting impression on everyone who attends AMR as a Premier Partner. As a member of our Premier team, you'll be recognized on marketing materials including event signage throughout the event. Premier Partner level sponsorship offers key networking and branding opportunities you'll be able to leverage to help achieve your marketing and sales goals. It's a guaranteed way to ensure your brand is part of the conversation.

PREMIER PARTNER DETAILS | \$45,000 | 5 AVAILABLE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Second-Tier
- Approved intro and one-minute video in one (1) AMR Email broadcast
- Logo included in pre-event marketing email broadcasts, Second-Tier
- Two (2) page, Company produced, feature in *emPOWER Collection* Magazine

ON-SITE PRESENCE

- Turn-key expo booth, includes: single sided pedestal kiosk, custom graphic header, one (1) monitor, seating area
- Approved video content on screen in AMR Expo (Digital signage)
- Logo included in event sponsors graphic used in event signage, Second-Tier
- Logo on screen in General Session during open/close and transitions
- Logo on screen in Breakouts during open/close and transitions
- Recognition during AMR Happy Hour
- Opportunity to include approved giveaway item in the registration bags

EXECUTIVE PARTICIPATION

- Invitation for one (1) executive to attend the VIP Poker Game hosted on Monday, October 22nd at the Bellagio
- Invitation for one (1) executive to attend the VIP Dinner hosted on Tuesday, October 23rd at the Bellagio

ACCESS

- Eight (8) Complimentary Event Passes
- Eight (8) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list



“ It was a great opportunity to learn more about the new marketing tools that are out there and meet with like-minded individuals. ”

-Honey Mae Kenworthy
*Corporate Communications
Manager*
Costco Auto Program

SELECT PARTNER

\$35,000 | 12 AVAILABLE



Get noticed at AMR as a Select Partner. Select Partners are recognized on all marketing materials as well as onsite event signage. Your company's logo will be featured during General Sessions and the AMR Bash and our website. This is an excellent and affordable way to ensure all attendees remember your name.

SELECT PARTNER DETAILS | \$35,000 | 12 AVAILABLE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier
- Logo included in pre-event marketing email broadcasts, Third-Tier
- One (1) page, Company produced, feature in *emPOWER Collection* Magazine

ON-SITE PRESENCE


- Turn-key expo booth, includes: single sided pedestal kiosk, custom graphic header, one (1) monitor
- Approved video content on screen in AMR Expo (Digital signage)
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Logo on screen in General Session during open/close and transitions
- Opportunity to include approved giveaway item in the registration bags

EXECUTIVE PARTICIPATION

- Invitation for one (1) executive to attend the VIP Poker Game hosted on Monday, October 22nd at the Bellagio

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list



“ Enjoyed the insights from experts with brands outside the automotive industry which allowed us craft our own approach on how those insights work within automotive. ”

-Jay Garza

*Field Analytics and
Development Director
Carmichael Lynch*

NETWORKING OPPORTUNITIES

Networker Sponsorships are designed for companies that want maximum access to our VIP attendees in a more business-centric environment.

NETWORKING SPONSORSHIPS	ELITE NETWORKER \$40,000	SELECT NETWORKER \$25,000
Availability	4	6
Logo/Link on AMR Website	Second-Tier	Third-Tier
Identified as co-sponsor of Networking Lounge	●	—
Identified as sponsor of one (1) AM or PM Networking Break	●	—
Identified as co-sponsor of Café AMR OR Networking Breakfast (2 ea.)	—	●
Access to Networking Partner Meeting Space	●	●
Opportunity to include approved giveaway item in the registration bags	●	●
Access to JDP VIP Lounge at Top Golf Event	2	1
Reserved Driving Bay at Top Golf Event	1	—
Complimentary Event Passes	10	5
Discounted Event Passes @ \$995 ea.	10	5
Access Pre and post-event attendee list	●	●
Executive VIP Poker Game Invitations	2	1
Executive Roundtable Dinner	2	1

ELITE NETWORKER

\$40,000 | 4 AVAILABLE

Connect with conference attendees and VIPs as an Elite Networker. This custom opportunity was developed specifically for companies whose primary goal is to network with our targeted and influential AMR attendees. You'll have the chance to co-sponsor and co-host exciting networking events giving you exposure as you evangelize your brand.

PRE-EVENT MARKETING

- Logo/link on AMR Website, Second-Tier

ON-SITE PRESENCE

- Identified as co-sponsor of Networking Lounge
- Identified as a sponsor of one (1) AM or PM Networking Break
- Access to Networking Partner Meeting Space
- Logo included in event sponsors graphic used in event signage, Second-Tier
- Opportunity to include approved giveaway item in the registration bags
- Access for two (2) executives to J.D. Power VIP Lounge at Topgolf Event
- One (1) Reserved Driving Bay at Topgolf Event

EXECUTIVE PARTICIPATION

- Invitation for two (2) executives to attend the VIP Poker Game hosted on Monday, October 22nd at the Bellagio
- Invitation for two (2) executives to attend the VIP Dinner hosted on Tuesday, October 23rd at the Bellagio

ACCESS

- Ten (10) Complimentary Event Passes
- Ten (10) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

The background image shows a large, ornate room with a patterned carpet and high ceilings. Numerous people are gathered, some standing in groups and others near tables with food. The scene is dimly lit, with light coming from chandeliers and wall sconces. A quote is overlaid in the center, and a man's name and title are listed below it.

“ A real opportunity to learn about the upcoming trends for the auto business from people directly involved with the day to day operations. ”

-Michael Obrzut
*Field Sr. Director
Midwest Sales
Clinch*

SELECT NETWORKER

\$25,000 | 12 AVAILABLE

This entry-level sponsorship is a perfect way for a presence at AMR on a limited budget. You'll get access to attendees and conference VIPs throughout your time at AMR. It's a great way to get a feel of the benefits and exposure you receive as an AMR sponsor.

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Identified as co-sponsor of Café AMR OR Networking Breakfast (2 each)
- Access to Networking Partner Meeting Space
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Access for one (1) executive to J.D. Power VIP Lounge at Topgolf Event

EXECUTIVE PARTICIPATION

- Invitation for one (1) executives to attend the VIP Poker Game hosted on Monday, October 22nd at the Bellagio
- Invitation for one (1) executive to attend the VIP Dinner hosted on Tuesday, October 23rd at the Bellagio

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

A LA CARTE OPPORTUNITIES

Our a la carte Sponsorship packages and add-ons are designed for companies that want to customize an engaging brand experience for attendees and business prospects.

Opportunities Include: Networking Lunch • AMR Grill • Exclusive Poker Game •
Morning Workout • Grand Terrace Cabana

NETWORKING LUNCH

\$20,000 | EXCLUSIVE

Serve up your brand to our entire attendee list as the exclusive sponsor of our Networking Lunch, held on Tuesday, October 23, 2018. The AMR 2018 Networking Lunch is a terrific way to gain brand exposure to the automotive community attending AMR 2018. This exclusive sponsorship will have customers coming to you for seconds.

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Branding during Tuesday Networking Lunch

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

AMR GRILL

\$20,000 | EXCLUSIVE

This unique sponsorship opportunity will enable you to own one of the most engaging moments of the conference by hosting the AMR Grill. A poolside networking lunch on the afternoon of Wednesday, October 24, 2018, the AMR Grill is highly regarded by all attendee groups. It's a great way to make a splash at AMR.

PRE-EVENT MARKETING

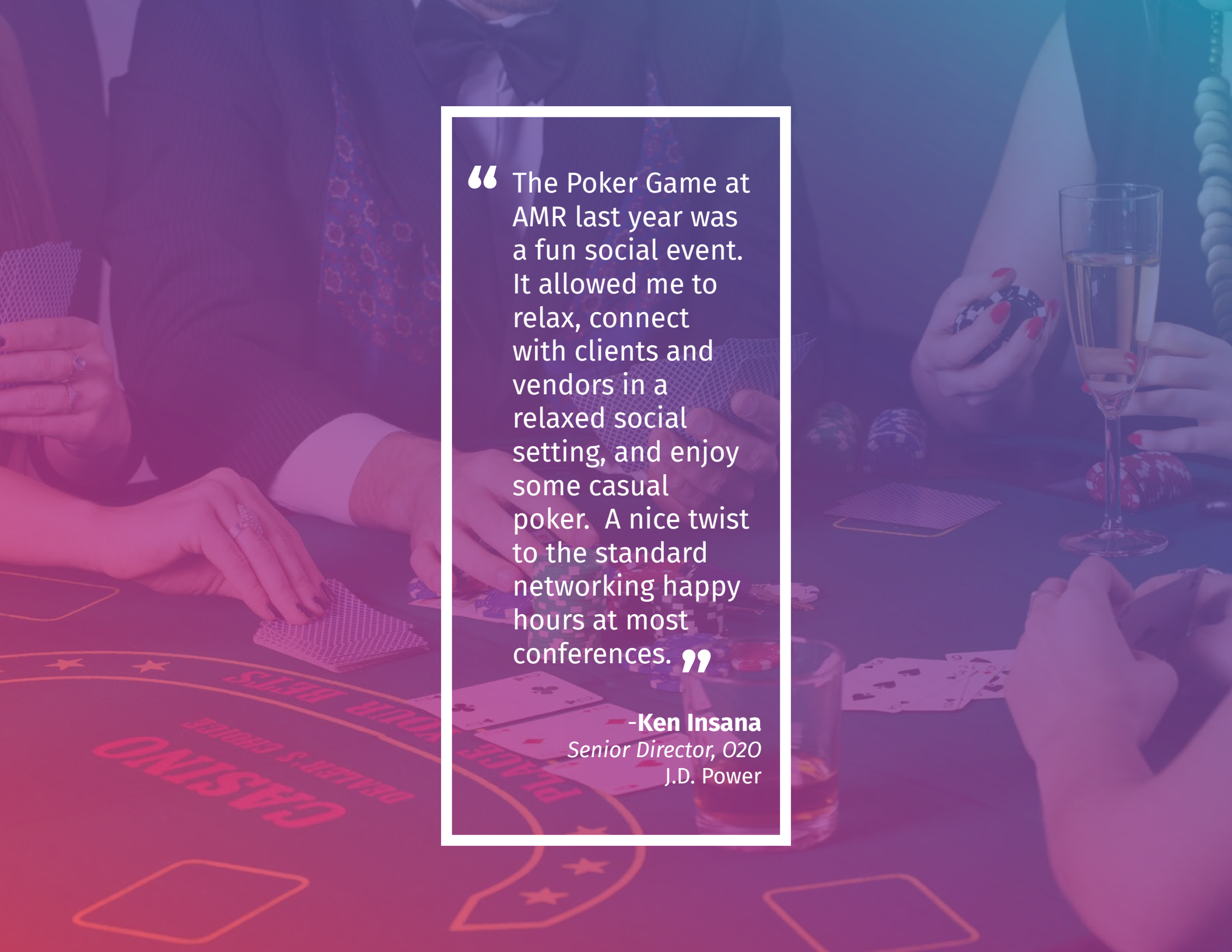
- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Branding during Wednesday, AMR Grill lunch
- Opportunity for Company to provide approved activation during AMR Grill

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list



“ The Poker Game at AMR last year was a fun social event. It allowed me to relax, connect with clients and vendors in a relaxed social setting, and enjoy some casual poker. A nice twist to the standard networking happy hours at most conferences. ”

-Ken Insana

Senior Director, O2O
J.D. Power

EXCLUSIVE VIP POKER GAME

\$20,000 | EXCLUSIVE

Go “all in” with our VIP attendees as the exclusive host of the VIP Poker Game. Held on Monday night, the AMR VIP Poker Game has become the unofficial kick-off for AMR each year. Attended by top executives, featured conference speakers and VIP guests, this enjoyable night of friendly poker competition is a great way to create an initial connection with key guests. Signage, branded napkins, and a branded giveaway help make this event exclusively yours.

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Prominent Signage during Exclusive VIP Poker Game
- Opportunity to provide giveaway to VIP Poker Game attendees
- Opportunity to provide prize for top 3-5 winners of the VIP Poker Game

EXECUTIVE PARTICIPATION

- Invitation for five (5) executives to attend the VIP Poker Game hosted on Monday, October 22nd at the Bellagio

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

POWERburn (MORNING WORKOUT)

\$15,000 | EXCLUSIVE

This new and unique sponsorship opportunity will allow you access to our most active AMR attendees. Wake up bright and early Tuesday morning for a poolside workout session. You will have the opportunity to provide attendees with a towel, yoga mat or workout shirt branded with your company logo.

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Branding during Tuesday morning POWERburn
- Opportunity for Company to provide approved activation during POWERburn

ACCESS

- Two (2) Complimentary Event Passes
- Four (4) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

GRAND TERRACE CABANAS

\$10,000 | 9 AVAILABLE

Need meeting space at the AMR? We offer poolside cabana rentals for private meetings during the AMR. Cabana sponsors will have access to their cabana for the duration of the event, including during AMR Bash, AMR Grill and AMR Happy Hour. Contact Ashley Hession today for more information on Grand Terrace Cabana rentals. *Please note, only AMR registered attendees are allowed in the cabanas as we host networking events in this area.

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Opportunity to brand the inside and outside of your cabana
- Opportunity to pre-order F&B to cabana at select times during AMR (Menu and schedule available upon request)
- Logo included in event sponsors graphic used in event signage, Third-Tier

ACCESS

- Two (2) Complimentary Event Passes
- Two (2) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

JOIN THE CONVERSATION

We all rely on our digital devices. Help AMR attendees stay connected and informed while at the event. Become the exclusive sponsor for the AMR Wireless internet, Event Mobile App or Text-In Speaker Questions. Receive exclusive branding, logo inclusion in email blasts, exposure on main stage, event passes, and more.

Opportunities Include: Wireless Internet • Event Mobile App • Text-In

WIRELESS INTERNET

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Logo placement where AMR Wireless Internet is mentioned
- Opportunity to provide custom password for Wireless Internet

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

EVENT MOBILE APP

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Logo placement where AMR Mobile App is mentioned
- Banner Ad placement in AMR Mobile App
- Logo included on AMR Mobile App splash page

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

TEXT IN SPEAKER QUESTIONS

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Logo placement where AMR Text-In Speaker Questions is mentioned
- Company URL included in auto-response to all Text-In questions

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

AMR CONNECT STATIONS

Leave a personal impression on AMR attendees through a Connect Station. All AMR Connect Stations are placed in high-traffic locations throughout AMR, enabling you to provide attendees with an array of services from a cup of joe to charging station for their mobile devices, to make sure everyone stays at 100%. This is a wonderful opportunity to make a personal statement about your brand while you provide company-branded items to attendees.

Opportunities Include: Fresh Popcorn Cart • Espresso Cart • Candy/Trail Mix Bar •
Charging Stations • Water Station • Shoe Shine

FRESH POPCORN CART

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Fresh Popcorn Cart will be available to attendees at select times both days of the AMR
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags and/or at Popcorn Cart
- Prominent branding at Fresh Popcorn Cart
- Branding on Fresh Popcorn Cart Bags

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

CHARGING STATIONS

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Charging station will be available to attendees both days of the conference
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Prominent branding at Charging station
- Charging Station will be provided by J.D. Power

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

ESPRESSO CART

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Espresso Cart will be available to attendees at select times both days of the AMR
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags and/or at Espresso Cart
- Prominent branding at Espresso Cart

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

CANDY/TRAIL MIX BAR

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Candy/Trail Mix Bar will be available to attendees at select times both days of the AMR
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags and/or at Candy/Trail Mix Bar
- Prominent branding at Candy/Trail Mix Bar
- Logo placement on Candy/Trail Mix Bar Bags

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

SHOE SHINE

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Shoe Shine will be available to attendees at select times both days of the AMR
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags and/or at Shoe Shine Station
- Prominent branding at Shoe Shine Station

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

WATER STATIONS

\$15,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Water stations will be placed around the AMR event space both days of the conference
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags
- Prominent branding at Water Stations
- Eight (8) Water Stations placed around AMR event space

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

BRAND BIG

Generate awareness for your brand with logo placement on one of the AMR 2018 Branded items. J.D. Power will display your logo on an item or items of your choice to help you make a big impact at AMR 2018. Branded items are great as a stand-alone or as an add-on to the other levels of sponsorship.

Opportunities Include: Portable Chargers (SOLD) • Registration Bags (SOLD) • Sin City Kit (SOLD) • Lanyards (SOLD) • Notepads and Pens • Water Bottles • Room Drop

REGISTRATION BAGS - SOLD \$20,000 | ~~EXCLUSIVE~~

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Co-branded registration bags provided to attendees at registration
- Logo included in event sponsors graphic used in event signage, Third-Tier

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

LANYARDS - SOLD

\$20,000 | ~~EXCLUSIVE~~

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Co-branded lanyards provided to attendees at registration
- Logo included in event sponsors graphic used in event signage, Third-Tier

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

PORTABLE CHARGERS - SOLD \$20,000 | ~~EXCLUSIVE~~

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Co-branded portable chargers provided to attendees at registration
- Logo included in event sponsors graphic used in event signage, Third-Tier

ACCESS

- Five (5) Complimentary Event Passes
- Five (5) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

WATER BOTTLES*

\$15,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Co-branded water bottles placed in the registration bags for all attendees
- Logo included in event sponsors graphic used in event signage, Third-Tier

ACCESS

- Two (2) Complimentary Event Passes
- Four (4) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

* Opportunity to bundle with Water Stations (page 43) for additional branding exposure.

NOTEPADS & PENS

\$15,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Co-branded notepads/pens placed in the registration bags for all attendees
- Logo included in event sponsors graphic used in event signage, Third-Tier

ACCESS

- Two (2) Complimentary Event Passes
- Four (4) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

AMR SURVIVAL KIT - SOLD

\$15,000 | ~~EXCLUSIVE~~

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Co-branded AMR Survival Kits placed in the registration bags for all attendees
- Logo included in event sponsors graphic used in event signage, Third-Tier

ACCESS

- Two (2) Complimentary Event Passes
- Four (4) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

ROOM DROPS

\$10,000 | 2 AVAILABLE

Showcase your brand by providing company-branded items to AMR attendees who stay at the Bellagio. Surprise guests with branded candies, treats and other fun gift ideas. You'll have a chance to flex your creativity and bring a little extra joy to attendees.

PRE-EVENT MARKETING

- Logo/link on AMR Website, Third-Tier

ON-SITE PRESENCE

- Room Drop will be placed in attendee rooms staying at the Bellagio on Tuesday or Wednesday of the AMR
- Room Drop item must be approved by JDP
- Logo included in event sponsors graphic used in event signage, Third-Tier
- Opportunity to include approved giveaway item in the registration bags

ACCESS

- One (1) Complimentary Event Pass
- Two (2) Discounted Event Passes at \$995 each
- Access to Pre- and Post-event attendee list

emPOWER COLLECTION (AMR MAGAZINE)

J.D. Power is excited to present the *emPOWER Collection* magazine. Designed as a source of information and insights for the automotive community, this full color publication will be distributed on-site to all AMR attendees, showcased digitally on our website, and sent directly to our full distribution list of over 35,000 automotive industry influencers. Showcase your latest study results, research findings, white papers, or industry breakthroughs, or simply purchase an advertisement.

ARTICLE/STUDY RESULTS

- 1 Page - \$2,000
- 2 Pages - \$3,000
- 3 Pages - \$4,000

AD

- 1 Page - \$3,000
- 2 Pages - \$4,000



TOPGOLF OPPORTUNITIES

Looking for something a bit more casual and fun? Join us and become a host at our exclusive Topgolf event. This year's final night party is sure to be a hit with attendees as they enjoy a little bit of the Vegas lifestyle at Topgolf. Opportunities include hosting the exclusive Cigar Lounge, a private cabana or golf bay, or taking over the entire bar with customizable specialty cocktails named after your brand, company and products. Get creative with this one-of-a-kind sponsorship and networking opportunity.

TOPGOLF CIGAR LOUNGE

\$25,000 | EXCLUSIVE



PRE-EVENT MARKETING

- Logo/link on AMR Website, Topgolf Sponsor

ON-SITE PRESENCE

- Prominent branding around Cigar Lounge at Topgolf
- Logo included in event sponsors graphic used in event signage, Topgolf Sponsor
- Opportunity to include approved giveaway item in the AMR registration bags

ACCESS

- Four (4) Complimentary Event Passes for AMR
- Four (4) Discounted Event Passes at \$995 each for AMR
- Access to Pre- and Post-event attendee list

TOPGOLF BARS

\$25,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Topgolf Sponsor

ON-SITE PRESENCE

- Prominent signage around at Topgolf Bars
- Logo included in event sponsors graphic used in event signage, Topgolf Sponsor
- Opportunity to include approved giveaway item in the AMR registration bags and/or at Topgolf Bars
- Branded napkins at Topgolf Bars
- Opportunity to provide branded cups, coasters, and/or drink stirrs

ACCESS

- Four (4) Complimentary Event Passes for AMR
- Four (4) Discounted Event Passes at \$995 each for AMR
- Access to Pre- and Post-event attendee list

TOPGOLF TRANSPORTATION

\$20,000 | EXCLUSIVE

PRE-EVENT MARKETING

- Logo/link on AMR Website, Topgolf Sponsor

ON-SITE PRESENCE

- Prominent branding around Cigar Lounge at Topgolf
- Logo included in event sponsors graphic used in event signage, Topgolf Sponsor
- Opportunity to include approved giveaway item in the AMR registration bags and/or on Topgolf Transportation Buses

ACCESS

- Three (3) Complimentary Event Passes for AMR
- Three (3) Discounted Event Passes at \$995 each for AMR
- Access to Pre- and Post-event attendee list

TOPGOLF CABANA & BAY

\$7,500 | 4 AVAILABLE



PRE-EVENT MARKETING

- Logo/link on AMR Website, Topgolf Sponsor

FOOD AND BEVERAGE

- Trio: Tortilla chips, fire roasted salsa, house-made guacamole
- Topgolf Platter: TGLV Trio, 24 Topgolf wins + sauces, slider trio (6 each: mini burger, pulled pork, seabass)

ON-SITE PRESENCE

- Prominent branding at Topgolf Sponsored Cabana Bay
- Logo included in event sponsors graphic used in event signage, Topgolf Sponsor
- Opportunity to include approved giveaway item in the AMR registration Bags and or at Topgolf Cabana Bay

ACCESS

- Two (2) Complimentary Event Passes for AMR
- Four (4) Discounted Event Passes at \$995 each for AMR
- Access to Pre- and Post-event attendee list

TOPGOLF BAY

\$5,500 | 18 AVAILABLE



PRE-EVENT MARKETING

- Logo/link on AMR Website, Topgolf Sponsor

ON-SITE PRESENCE

- Prominent branding at Topgolf Sponsored Bay
- Logo included in event sponsors graphic used in event signage, Topgolf Sponsor
- Opportunity to include approved giveaway item in the AMR registration bags and/or at Topgolf Bay

ON-SITE PRESENCE

- Trio: Tortilla chips, fire roasted salsa, house-made guacamole
- C&C: Artisanal cheese & charcuterie platter, mustards, fig jam, pickled peppers, lavosh

ACCESS

- One (1) Complimentary Event Passes for AMR
- Two (2) Discounted Event Passes at \$995 each for AMR
- Access to Pre- and Post-event attendee list

MEET OUR TEAM/TIMELINE



Shawn Slater
Senior Manager,
Conferences & Events
J.D. Power



Ashley Hession
Specialist,
Conferences & Events
J.D. Power



Angelica Crosswhite
Specialist,
Conferences & Events
J.D. Power



Demian Vincenty
Sponsorship & Partner
Marketing Lead
George P. Johnson



Rachel Polin
Account Executive
George P. Johnson

If there is not a sponsorship package that meets your needs, please feel free to speak to your J.D. Power Sponsorship Representative about our ability to customize a package that meets your business objectives.

For more information, contact: **Ashley Hession** at 805-418-8243 or at Ashley.Hession@jdpa.com

