



GENIVI ALL MEMBER MEETING SPONSORSHIPS

The following sponsorships have been created to offer your company increased exposure to the GENIVI audience. Because GENIVI sponsors make it possible to provide essential or enhanced services and activities to attendees, all sponsors will receive the recognition benefits listed below in addition to those unique to each opportunity.

GENIVI conference sponsorship investment represents incredible value, because it capitalizes on the organization's strengths and respected brand, while enabling you to focus on your communications and marketing objectives for the event.

Networking Reception Sponsor (\$15,000)

Networking Reception sponsors receive maximum recognition and profile throughout the conference. It's a great way to show leadership and build relationships. Elite sponsors will receive maximum exposure as the exclusive networking reception sponsor. Brand visibility includes graphics on-stage during the entire AMM and numerous printed instances throughout the conference area floor space.

- Recognition during Opening Keynote Session (AMM)
- Hosting Networking Reception with exclusive brand visibility (off-site)
- Short Executive welcome to all attendees
- Sponsor recognition alongside the event or service listing when promoted in official GENIVI promotional print pieces or in electronic communications.
- Recognition in pre-conference email marketing and GENIVI mobile app
- Sponsor Designation in Press Releases: Recognition as Networking Reception sponsor in body of release
- Stage Branding: Logo prominently displayed on stage screens during the AMM
- Private Conference Room: Exclusive use of a meeting room throughout conference
- Recognition on Event Website: Prominent logo display on all website pages
- Interior Banner 50'x8' (all sponsors/located interior of hotel)
- Recognition on Event Signage: Logo on printed conference signage
- Special sponsor ribbon for all attending company members
- Right of first refusal to renew sponsorship for GENIVI Spring AMM 2016

Entertainment Sponsor (\$5,000)

This sponsorship offers attendees the best of Seoul's cultural entertainment during the ever-popular networking reception. Your company will receive recognition during the conference including intermittent stage branding at the AMM and printed brand visibility throughout the conference area floor space. We include the opportunity for your designated executive(s) to give members and guests a short welcome to Seoul and the AMM.

- Recognition during Opening Keynote Session
- Short Executive welcome to attendees during the networking reception.
- Recognition in pre-conference email marketing and GENIVI mobile app
- Stage Branding: Logo intermittently displayed on stage screens during the AMM
- Recognition on Event Website: Prominent logo display on all website pages
- Recognition on Event Signage: Logo on printed conference signage
- Special sponsor ribbon for all attending company members

Transportation Sponsor (\$5,000)

This sponsorship covers the transportation to this years networking reception. We want to sure all members and guests arrive in style to this special event. Your company will receive recognition during the conference including intermittent stage branding at the AMM and printed brand visibility throughout the conference area floor space.

- Recognition in pre-conference email marketing and GENIVI mobile app
- Stage Branding: Logo intermittently displayed on stage screens during the AMM
- Recognition on Event Website: Prominent logo display on all website pages
- Recognition on Event Signage: Logo on printed conference signage
- Special sponsor ribbon for all attending company members

GENIVI AMM OPEN Days Sponsor (\$10,000)

Open Automotive Day sponsors receive exclusive recognition throughout the one-day event. Brand visibility includes a 33ft x 20ft banner prominently located on the exterior of the Lotte Hotel World building, exclusive graphical presence on-stage during the OA Day event and numerous printed instances throughout the conference area floor space.

- Recognition during Opening Keynote Session
- Recognition in pre-conference email marketing and GENIVI mobile app
- Sponsor Designation in Press Releases: Recognition as OA Day sponsor in body of release
- Stage Branding: Logo prominently displayed on stage screens during OA Day (1 day)
- Recognition on Event Website: Prominent logo display on all website pages
- Brand Visibility /Banner 33'x20' (located exterior of hotel)
- Recognition on Event Signage: Logo on OA Day printed conference signage
- Special sponsor ribbon for all attending company members

Registration Sponsor (\$7,500)

Registration sponsors receive maximum exposure as the exclusive registration sponsor. Attendees love giveaways and we will work with you to select the best option for this event. Your logo will be placed with the GENIVI logo on each item.

- Recognition in pre-conference email marketing
- Space on the sponsor table for organization flyer or brochure
- Stage Branding: Logo intermittently displayed on stage during AMM
- Opportunity to provide informational collateral in the registration materials
- Branded Attendee Giveaway (selection TBD)
- Recognition on Event Signage: Logo on printed conference signage
- Complimentary conference registrations: 3 (Value \$1,500)

Badge Sponsor (\$5,000)

Badge sponsors are recognized by their corporate name and logo featured on the badge (front/back) used by all participants.

- Recognition in pre-conference email marketing
- Space on the sponsor table for organization flyer or brochure
- Stage Branding: Logo intermittently displayed on stage during AMM
- Opportunity to provide informational collateral in the registration materials
- Recognition on Event Signage: Logo on printed conference signage

Lanyard Sponsor (\$3,500)

Branded lanyards are recognized by your corporate name and/or logo and used by all participants for the week.

- Recognition in pre-conference email marketing
- Space on the sponsor table for organization flyer or brochure
- Stage Branding: Logo intermittently displayed on stage during AMM
- Opportunity to provide informational collateral in the registration materials
- Recognition on Event Signage: Logo on printed conference signage

Mobile App Sponsor (\$6,500)

The Mobile App sponsor is recognized as the exclusive provider of the conference's mobile app. The Mobile app provides details of the event, including the agenda, attendees, speakers and venue information in a mobile friendly format (English & Korean). Sponsors receive maximum recognition through a corporate logo and a mobile banner that links directly to your website

- Recognition in pre-conference email marketing

- Space on the sponsor table for organization flyer or brochure
- Stage Branding: Logo intermittently displayed on stage during AMM
- Opportunity to provide informational collateral in the registration materials
- Recognition on Event Signage: Logo on printed conference signage
- Mobile Banner and key logo placement

Outdoor Banner Sponsor (\$2,500)

The ultimate in brand visibility! See your logo or product ad affixed to the exterior of the Lotte Hotel World building. Your participation in the GENIVI AMM won't go unnoticed.

- Brand Visibility /Banner 33'x20' (located exterior of hotel)
- Stage Branding: Logo intermittently displayed on stage during AMM
- Recognition on Event Signage: Logo on printed conference signage

GENIVI AMM Note Pad & Pen Sponsor - \$3,500

Sponsor branded note pads & pens for conference attendees distributed in the conference area outside the session rooms. One of our most popular sponsorships!

- Recognition in pre-conference email marketing
- Space on the sponsor table for organization flyer or brochure
- Recognition on Event Website: Prominent logo display on all website pages
- Recognition on Event Signage: Logo on printed conference signage
- Opportunity to provide informational collateral in the registration materials