



GENIVI ALL-MEMBER MEETING SPONSORSHIPS Birmingham, UK (May 9-11th, 2017)

The following sponsorships have been created to offer your company increased exposure and brand visibility. GENIVI sponsors make it possible for attendees to experience an upscale, professional and unique conference experience allowing you to capture the attention of all in attendance, create brand awareness, and actively engage in business building/networking related activities in a few short days.

Shared Welcome Networking Reception Sponsor (\$15,000)

Network with industry colleagues while your corporate brand and identity is showcased for all conference attendees. As one of the most well attended events during the AMM, your organization may share or split the cost of this sponsorship offering (up to three different companies permitted), will receive high brand visibility during this event in addition to several customized offerings;

- Use of “private” meeting room for 50% or more sponsor (Tue/Wed/Thu), shared meeting room for less than 50% sponsors based on availability.
- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility on the day of the welcome reception
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table
- Ability to have your marketing materials inserted in registration bag/tote
- Logo recognition on event conference signage
- Logo on cocktail napkins for welcome reception event (optional)
- Exclusive, but brief welcome speech at kick-off of welcome reception
- Lunch and break recognition on the day of the welcome reception
- Special “welcome networking sponsor badge ribbon” for all your company’s attendees
- Exclusive welcome reception company literature, demo or corporate banners (provided by your organization)
- Giveaway or raffle prizes permitted (provided by your organization)

Executive Conference Sponsor (\$10,000) **Sold**

This sponsorship level represents VIP level recognition throughout the AMM. Brand logo and messaging visibility is prominent both on the main stage during the AMM event as well as additional signage and banner instances located throughout the conference. This sponsorship is a unique opportunity to have a high level of visibility throughout the entire conference.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates

- Logo recognition on AMM event registration website
- Main-stage branding visibility during the entire conference
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table
- Ability to have your marketing materials Inserted in registration bag/tote
- Logo recognition on event conference signage
- Use of complimentary “shared” meeting room based on availability
- Display of large format banner during conference (to be supplied by sponsor)
- Special “executive conference sponsor badge ribbon” for all your company’s attendees

Registration Sponsor (\$6,000)

This sponsorship is an exclusive opportunity to have your brand highly visible and co-branded with GENIVI. Attendees love giveaways and we will work with you to come up with the ideal giveaway item. Co-branded gift items such as a pad-folio, pen, flash driver etc. may be distributed in the registration bags/totes to all registered attendees. The cost of giveaway items may not exceed \$2,500 USD.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table
- Ability to have your marketing materials Inserted in registration bag/tote
- Logo recognition on event conference signage
- Branded attendee giveaway (selection TBD) limited to \$2,500 USD
- Special “registration sponsor badge ribbon” for all your company attendees

Badge Sponsor (\$5,000) **Sold**

Badges are required to be worn by all attendees during the conference. Your logo is highly visible and easily recognized (your corporate name logo featured on both the front and back of the badge).

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table

Lanyard Sponsor (\$3,500) **Sold**

Branded lanyards are worn by all attendees and are easily recognized with your corporate name and/or logo printed on the lanyard.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”

- Space for company literature or collateral information near registration table

Mobile App Sponsor (\$5,000)

This sponsorship provides electronic on-demand interactive experience for all attendees. This application replaces the traditional conference brochure and provides attendees quick mobile access to agendas, speakers and venue information in a mobile friendly format. You can also view, send messages and connect with other conference attendees right from within the app.

Additionally, maximum recognition is achieved via splash screen displaying your corporate logo with a direct link to your corporate website. Averaging 23,700 hits during an AMM event, your brand is visible to attendees not just once, but again and again throughout the entire conference.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during day the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table
- Mobile banner and splash screen

Electronic Agenda Sponsor (\$3,500)

Not Available

The ultimate in brand visibility! See your logo or product prominently displayed on all of the electronic agenda boards via “Live Display”. Live Display has four custom branded screens rotating through a carousel of content that includes your event’s social media activity, session schedule, sponsor content, and optionally a gamification leaderboard. Content such as agendas, alerts and event gaming information is pulled directly from the app creating an engaging user experience. Your participation in the GENIVI AMM won’t go unnoticed.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during day the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table
- Brand visibility on electronic monitor displays all days of the conference

GENIVI AMM Tote bags or Notebook/Pen Sponsor - \$5,000

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

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”

- Space for company literature or collateral information near registration table
- Brand visibility on electronic monitor displays all days of the conference
- Ability to have your marketing materials Inserted in registration bag/tote

GENIVI AMM Cafe' Sponsor - \$5,000

Not Available

AMM attendees love their coffee and as the AMM Cafe' sponsor you will have co-branded cups or napkins for those lattes, cappuccino's and espressos located in one of the highest traffic areas of the conference for three days.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on "mobile app"
- Space for company literature or collateral information near registration table
- Brand visibility on electronic monitor displays all days of the conference
- Ability to have your marketing materials on display at the café stand

Lunch & Break Sponsor - \$2,000 (1-sold and 1 still available)

Choose your sponsorship for either Wednesday May 10th (sold) or Thursday May 11th where your company's logo will be featured and highly visible during both the lunch break for your selected sponsorship day as well as on all refreshment break stations.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on "mobile app"
- Company recognition at lunch tables and refreshment break stations on the day of your lunch & break sponsorship

GENIVI Demonstration Showcase Sponsorships

The showcase sponsorships during the GENIVI AMM have a long history and tradition of providing our showcase sponsors with the highest level of both visibility and attendee interaction where the sponsors are able to showcase their technology innovations and service offerings to all in attendance. The environment is perfect for networking and provides our sponsors an opportunity to connect with potential customers, partners and analysts in attendance. Sponsorship levels (i.e. Diamond, Emerald, Platinum, Gold and Silver) and benefits vary based on the overall recognition you want for your company and brand.

Please contact Mike Nunnery GENIVI's Marketing Manager at marketing@genivi.org or 248-388-5692 to learn more about each sponsorship level and obtain personalized assistance selecting which level of sponsorship is best for your organization. The showcase sponsorships go quickly, so please act quickly to secure your sponsorship. Examples of many of the benefits provided to demonstration showcase sponsor (based on sponsorship level) are shown below.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates

- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the second day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table for qualified sponsorship levels
- Featured listings in showcase demonstration brochure by sponsor level
- Special sponsor ribbon for qualified sponsorship levels
- Demonstration showcase display table and area for signage at two+ times the area as a standard showcase participant would receive
- GENIVI membership banner with your company logo displayed
- Complimentary hard-wired Ethernet
- Table runner with your corporate logo displayed
- Recognition in GENIVI member community wiki
- Ability to customize your banner message with various sponsorship levels
- Opportunity to provide giveaway items or raffle prizes
- Location preference selection in the showcase venue based in order of sponsorship level
- Possible access to meeting room space based on sponsorship level (contact Mike Nunnery for details)