



GENIVI ALL-MEMBER MEETING SPONSORSHIPS Munich, Germany (April 17-19th, 2018)

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.

AMM Host Sponsor (\$10,000) Sold!!

The host conference sponsorship level represents the highest recognition level and most visibility throughout the AMM. Branding and messaging will be highly visible on stage as well as large format hanging banner instances located throughout the conference. In addition, the sponsor will also be provided a table in the GENIVI Demonstration Showcase.

- Display of large format hanging banners during the entire conference located in multiple areas of the conference center where permitted by the hotel (host sponsor and GENIVI to discuss banner graphics, banner size and any additional pass through costs based on the size, quantity and production cost of more than one large banner)
- 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 standard event conference signage throughout conference
- A large demonstration table/area in the showcase (Silver Level)

Shared Welcome Networking Reception Sponsor (\$15,000) 50% sold to Renesas 50% still available

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;

- 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 standard event conference signage throughout conference
- Logo on cocktail napkins for welcome reception event (optional)
- Exclusive, but brief welcome speech at kick-off of welcome reception
- 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) Available

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 standard event conference signage throughout conference
- Display of a large format banner(s) during conference

Registration Sponsor - \$7,000 (1 Available) Sold!!

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 \$3,500 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 standard event conference signage throughout conference
- Branded attendee giveaway (selection TBD) limited to \$2,500 USD

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 - \$4,500 (1 Available) Sold!!

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 (1 Available) Sold!!

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 (1 Available) **Sold!!**

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

Lunch & Break Sponsor - \$2,000 (2 Available) **April 18th Sold!! - April 19th Available**

Choose your sponsorship for either Wednesday April 18th or Thursday April 19th 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

GDP Experience Room Sponsor (complimentary)

Sponsorship participation in the GDP Experience room is intended to provide an opportunity to educate visitors (GENIVI members and guests) about GDP and how it can be used for rapid prototyping, PoC or as a starting point for building a production solution.

GENIVI will have several stations on display providing a progressive hands-on training experience. The room will be open a few hours each day of the conference (schedule is TBD). Please contact MikeNunnery@comcast.net if you are interested in being contributing to the GDP experience room as a sponsor. GENIVI marketing is looking for member contributors able to provide any of the following:

- Demo equipment for the GDP experience room (on loan to GENIVI)
- Staffing to help support the flow of visitors as well as help answer any questions
- Unique demos that showcase what can be created or supported by GDP
- A “refreshment sponsor” for the GDP room (\$1,500) to keep refreshments and snacks available in the room during all open hours for both visitors and staff.

Benefits of sponsorship contribution

- Recognition during Opening Keynote Session (AMM)
- Your company logo visible on GDP room banners promoting your contribution
- Ability for a select number of members to showcase their GDP demos as part of the GDP Experience.
- Signage visibility for “refreshment sponsor” on the snack/beverage table
- (Optional) ability to have a white paper handout available for GDP room visitors describing your organizations GDP app or solution being showcased and the value it provides.

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. Costs for Showcase Sponsorships (\$10K Diamond, \$7.5K for Emerald and Platinum, \$5K Gold and \$3K for Silver)

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 Open Days 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 participate 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)