



GENIVI TECHNICAL SUMMIT SPONSORSHIPS **Bengaluru, India (October 10-11th, 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 and networking related activities.

Technical Summit Host Sponsor (\$10,000)

The Technical Summit Host Sponsorship level represents the highest recognition level and most visibility throughout the summit. 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
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on 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
- Logo recognition on standard event conference signage throughout conference
- A demonstration table/area in the showcase

Welcome Networking Reception Sponsor (\$10,000)

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 Technical Summit, your organization may share or split the cost of this sponsorship offering with up to two other GENIVI member companies. You will receive high brand visibility during this event in addition to several customized offerings;

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

Registration Sponsor - \$7,500

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.

- Recognition during Opening Keynote Session
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on 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
- Logo recognition on standard event conference signage throughout conference
- Branded attendee giveaway (selection TBD) limited to the cost of the giveaway items not exceeding \$3,000 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
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on 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
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on 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”

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 our events, your brand is visible to attendees not just once, but again and again throughout the entire conference.

- Recognition during Opening Keynote Session
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on 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

Live Display Sponsor - \$3,500

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 Technical Summit won’t go unnoticed.

- Recognition during Opening Keynote Session
- Pre-conference email marketing brand visibility
- Visibility in GENIVI monthly newsletter publication leading up to event dates
- Logo recognition on event registration website
- Main-stage branding visibility intermittently
- 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 Demonstration Showcase Participation

The showcase opportunity the evening of October 10th during the GENIVI Technical Summit provides participants with the highest level of both visibility and attendee interaction where members can showcase their technology innovations and service offerings to all in attendance. The environment is perfect for networking and provides showcase participants the opportunity to connect with potential customers, partners and analysts in attendance. The cost for a 6 foot table in the showcase is \$750. The total number of demo showcases is limited to 10 companies, so please reserve your table in the showcase before they all sell out.

Please contact Mike Nunnery at marketing@genivi.org or Karin HansonKarinha@khansonevents.com to learn more about each of the offered sponsorships or to reserve your demonstration table in the showcase event.