



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)

Align yourself with your target market by sponsoring one of the most attended events during the show. The Networking Reception will be an open invitation to all exhibitors and attendees and can be customized to incorporate your company message, theme, branding or have your own private section. Networking reception sponsors receive maximum recognition and profile throughout the conference.

- Recognition during Opening Keynote Session (AMM)
- Dedicated email broadcast to all pre-registered attendees to promote the event.
- Brief 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 if one is planned.
- 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 (all sponsors/located interior of hotel)
- Décor of the event can be themed with your messaging such as glasses, napkins, signage etc.
- Drink Tickets (distributed to all attendees) will have your company name and or logo
- Right of first refusal to renew sponsorship for GENIVI Fall AMM 2016

Premier Sponsor (\$12,500)

As a Premier Sponsor, your organization gets the highest level of exposure and involvement with AMM members. This is an exclusive opportunity to enhance your brand visibility

- Recognition as AMM Premier Sponsor on all sponsor banners/signs and two (2) entrance signs
- Complimentary conference registrations: 3 (Value \$1,500)
- A ribbon with "Premier Sponsor" placed on your company AMM badges
- One complimentary meeting room (3 days) (does not include F&B)
- Recognition as a "Premier Sponsor" on the AMM website, mobile app, GENIVI newsletter, registration site and all e-blasts
- Sponsor designation in Press Releases: Recognition as "Premier" sponsor in body of release*
- Recognition during Opening Keynote Session
- Stage Branding: Logo prominently displayed on stage screens during the AMM (2 days)

*only if press release is planned for event

Executive Sponsor (\$10,000)

The AMM sponsors receive exclusive recognition throughout the four-day event. Brand visibility starts before, during and after the event. Exclusive graphical presence on stage during the AMM event and numerous printed instances throughout the conference.

- Recognition during Opening Keynote Session
 - Recognition in pre-conference email marketing and GENIVI mobile app
 - Sponsor Designation in Press Releases: Recognition as AMM sponsor in body of release*
 - Stage Branding: Logo prominently displayed on stage screens during AMM (2 days)
 - Recognition on Event Website: Prominent logo display on all website pages
 - Brand Visibility /Banner (located TBD)
 - Recognition on Event Signage: Logo on AMM printed conference signage
 - Special sponsor ribbon for all attending company members
- *only if press release is planned for event

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. This is a co-branded gift such as a padfolio, pen, flash driver etc. Swag items will be distributed in the registration bags to all attendees.

- 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.

SOLD!!

- 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.

SOLD!!

- 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 and provides an interactive tool including the agenda, attendees, speakers and venue information in a mobile friendly format. Sponsors receive maximum recognition through a splash screen of their corporate logo and a mobile banner that links directly to your website. This is a dynamic way to advertise using this awesome, interactive, customized mobile app. With 23,700 hits at the last AMM, the mobile app is widely used by attendees. This year we are adding 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, gamification leaderboard (optional) and sponsor content. Agenda, alerts and event game information is pulled directly from the event app engaging attendees in the event experience.

- 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 splash screen

Electronic Agenda Sponsor (\$5,000)

The ultimate in brand visibility! See your logo or product prominently displayed on all of the electronic agenda boards. Your participation in the GENIVI AMM won't go unnoticed.

- Brand Visibility in prime locations.
- Stage Branding: Logo intermittently displayed on stage during AMM
- Recognition on Event Signage: Logo on printed conference signage

GENIVI AMM Tote bags or Notebook Sponsor - \$5,000 (1 each available)

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 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

GENIVI AMM Cafe' Sponsor - \$5,000

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 for three days.

- Brand visibility in prime location.
- Stage Branding: Logo intermittently displayed on stage during AMM
- Recognition on Event Signage: Logo on printed conference signage
- Recognition on Event Website: Prominent logo display on all website pages