




About Interiors Conference




Sponsorship Levels

## The Can't-Miss Event for All Involved in Automotive Interiors!

Here's the perfect forum to get your products in front of OEM decision-makers. North America's only conference dedicated to automotive interiors returns in 2015, and WardsAuto anticipates greater attendance and networking opportunities than ever before. High-level attendees are drawn by our keynote addresses and panel discussions featuring top talent from OEMs and key suppliers. Plus, design team leaders are called to the stage to accept Ward's 10 Best Interiors Awards, which honor the best designs for the new year.

Sponsor the WardsAuto Interiors Conference and you'll make an impact with your customers in many effective ways, based on your level:

-  **Exhibit Space** – Get face time with attendees and show off your products.
-  **Special Sponsorships** – In place of or added to exhibit space, you can sponsor a meal or feature.
-  **Display Advertising** – You will appear in WardsAuto World as well as the conference program.

-  **Your Logo in Print and Online** – Great visibility at the event and in promotion.
-  **Staff and Guest Passes** – Network with our attendees, and invite your customers.
-  **Attendee List** – Post event, get the list of all attendees and follow up on leads.



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WardsAuto Interiors Plan	Silver	Gold	Platinum
Display Space in Main Exhibit Area or Special Sponsorship	<b>10' x 4' Tabletop</b>	<b>10' x 10' Booth or special sponsorship</b>	<b>20' x 20' Booth or special sponsorship</b>
Optional Display Space in Meeting Room Area (for tabletop, product display, hand-out materials, etc.)		<b>Up to 10' x 4' Space</b>	<b>Up to 10' x 4' Space</b>
Passes (each pass is \$545 value)	<b>3</b>	<b>7</b>	<b>12</b>
Attendee Contact List	<b>Contact List</b>	<b>Contact List</b>	<b>Contact List</b>
Logo Placement on Website	<b>Name in footer of each page</b>	<b>Logo in footer of each page</b>	<b>Logo "above fold" on home + footer of each page</b>
Logo Placement on Event Program	<b>Name in text</b>	<b>Logo</b>	<b>Logo</b>
Logo Placement on Signage and Other Materials	<b>Name in text</b>	<b>Logo</b>	<b>Logo</b>
Ad in Event Program	<b>1/4 page 4C</b>	<b>1/2 page 4C</b>	<b>Full page 4C</b>
Ad in WardsAuto World Magazine	<b>1/4 page 4C</b>	<b>1/2 page 4C</b>	<b>Full page 4C</b>
Plan cost	<b>\$4,950</b>	<b>\$8,950</b>	<b>\$14,750</b>

**SPECIAL SPONSORSHIPS: P=Platinum G=Gold**

**Stage Sponsor** – Your logo will appear on signage on and around the ballroom stage, where all the major events of the conference take place. **P**

**Breakfast Sponsor** – You'll be recognized on signs in the ballroom and thanked from the dias in the opening remarks of our master of ceremonies. **P**

**Break Sponsor** – The conference includes three networking breaks during which your logo will be displayed as attendees meet colleagues in the ballroom. **P**

**Luncheon Sponsor** – Attendees gather in the ballroom for lunch and will see your name on signage and hear WardsAuto speakers thank you from the stage. **P**

**Registration Sponsor** – Your logo will appear on lanyards and on signage at the registration table. **P**

**Reception Sponsor** – We'll invite all attendees back to the ballroom for cocktails and hors d'oeuvres, as well as a drawing for prizes courtesy of your company. **P**

**Valet Sponsor** – Attendees will appreciate the VIP treatment thanks to your valet sponsorship, and we'll place your special promo item in their vehicles. **P, G**

**App Sponsor** – We encourage attendees to download the conference app featuring key event details and tools, and they'll see your logo throughout the app. **P, G**

**Notepad Sponsor** – Notepads and pens with your company logo will be placed at the seats of each of the three kick-off morning sessions. **P, G**

**Gift on Chair Sponsor** – Select the session(s) where you'd like to place a product sample or other gift. **P, G**

**Product Demo Sponsor** – We'll devote exclusive space for you to invite attendees to experience your products and services first-hand. **P, G**

## Contact us to start planning your WardsAuto campaign.

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