



**2022 SID Vehicle Displays and Interfaces
Exhibitor and Sponsorship Information
Sheraton Detroit Novi Hotel
September 27-28, 2022
Detroit, MI**

Corporate Sponsorship

- Your choice of 1 exhibit tabletop (*see tabletop benefits*) or 4 complimentary conference registrations. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Logo on the home page Vehicle Displays website
- Logo and company listing with other sponsors on the sponsor page of the Vehicle Display website
- Logo on digital Digest of Technical Papers
- Logo on sponsor signage located at the event
- Logo featured on a dedicated sponsor acknowledgement page in the Exhibit Guide

Tabletop Booth

- Each tabletop will be provided with 6' draped table, 2 side chairs and carpeted floor space.
- Each table will be provided with 110 Volt-20 Amps of electricity. You are allowed to bring your own power strips and extension cords (max 20 amps allotted for each table).
- Listing in the Vehicle Display Exhibit Guide which is distributed to all event attendees.
- Company listing on the exhibitor page of the Vehicle Display website.
- Unlimited exhibit hall only badges (Any personnel that wishes to attend the technical sessions must register for the full conference).

Opening Day Evening Networking Event – 3 Opportunities (2 remaining)

- Your choice of 1 exhibit tabletop (*see tabletop benefits*) or 4 complimentary conference registrations. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Five (5) reduced registrations at \$150 each. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Logo on the home page Vehicle Displays website
- Logo on digital Digest of Technical Papers
- Logo placed on the opening slide of each session with other sponsors
- Logo listed with other sponsors on a banner in the symposium room
- Sponsor recognition on signs at the networking event
- Logo featured on a dedicated sponsor acknowledgement page in the Exhibit Guide

Luncheon Sponsor – 3 Opportunities

- Your choice of 1 exhibit tabletop (*see tabletop benefits*) or 4 complimentary conference registrations. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Five (5) reduced registrations at \$150 each. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Logo on the home page Vehicle Displays website

For more information contact Danielle Rocco at 646-226-7592 or drocco@pcm411.com

Reserve a tabletop or sponsorship/promotional item
<https://na.eventscloud.com/ehome/689599/1183567/>

- Logo on digital Digest of Technical Papers
- Logo placed on the opening slide of each session with other sponsors
- Logo listed with other sponsors on a banner in the symposium room
- Sponsor recognition at the luncheons. Lunch is available to all attendees on both days of the conference.
- Logo featured on a dedicated sponsor acknowledgement page in the Exhibit Guide

Continental Breakfast and Snack Break Sponsor – 3 Opportunities (2 remaining)

- Your choice of 1 exhibit tabletop (*see tabletop benefits*) or 4 complimentary conference registrations. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Five (5) reduced registrations at \$150 each. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Logo on the home page Vehicle Displays website
- Logo on digital Digest of Technical Papers
- Logo placed on the opening slide of each session with other sponsors
- Logo listed with other sponsors on a banner in the symposium room
- Sponsor recognition at the continental breakfast and break stations. A continental breakfast and snack breaks are available to all attendees on both days of the conference.
- Logo featured on a dedicated sponsor acknowledgement page in the Exhibit Guide

Registration Sponsorship – 3 Opportunities

- Logo on the Vehicle Displays & Interfaces conference registration page
- Logo on every attendee registration confirmation email
- Logo on all attendee registration reminder emails
- Sponsorship acknowledgement signs placed around the on-site conference registration area

Badge Lanyard – Exclusive Opportunity - SOLD

- Lanyard will be distributed to each attendee with their name badge
- Sponsor to provide the lanyard (500 count)
- Delivery date TBD

Attendee Tote Bag – Exclusive Opportunity - SOLD

- Tote bag will be distributed to each attendee
- Sponsor to provide the tote bag (500 count)
- Delivery date TBD

Attendee Notepad – Exclusive Opportunity - SOLD

- Notepad will be distributed to each attendee at registration and in the session rooms
- Sponsor to provide notepad (500 count)
- Delivery date TBD

Attendee Pens – Exclusive Opportunity - SOLD

- Pens will be distributed to each attendee at registration and in the session rooms
- Sponsor to provide pens (500 count)
- Delivery date TBD

Attendee Highlighter – Exclusive Opportunity - SOLD

- Highlighters will be distributed to each attendee at registration and in the session rooms
- Sponsor to provide pens (500 count)

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- Delivery date TBD

Double-Sided Meter Panels

- The Vehicle Displays Conference installs and dismantles panels
- Sponsor to provide artwork
- Management will place meter panels in high traffic locations
- 38 inches wide x 84 inches high (the bottom 6 inches of the panel will be covered by the base)
- Deadline August 25, 2022

Pre-Event Exhibitor Spotlight Email Program

- Logo and short write-up added to one of our weekly Vehicle Display attendee emails OR
- Banner ad in one of our weekly Vehicle Display attendee emails
- Space is limited

Exhibit Guide Advertisement– Full and half pages available

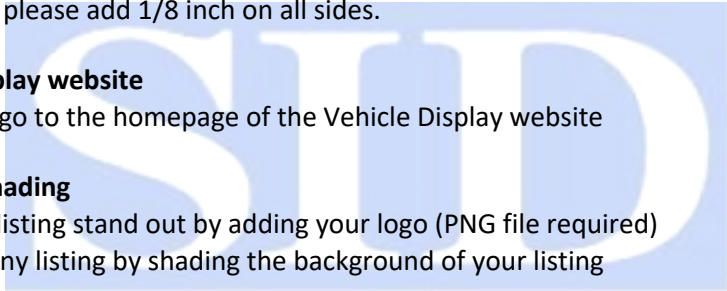
- Advertisement placed in the official Vehicle Display Exhibit Guide
- Full-page specs: 8 ½ x 11 inches
- Half-page specs: 7 x 4½ inches deep
- If a bleed is required, please add 1/8 inch on all sides.

Company Logo – Vehicle Display website

- Add your company logo to the homepage of the Vehicle Display website

Exhibit Guide Logo and/or Shading

- Make your company listing stand out by adding your logo (PNG file required)
- Highlight your company listing by shading the background of your listing



Vehicle Display 2022 Exhibit and Sponsorship Opportunities

Opportunity		Unit Price
	Corporate Sponsorship	\$2,700
	Tabletop Booth	\$1,100
2 Opportunities Remaining	Opening Day Evening Networking Event Sponsor Package	\$4,000
3 Opportunities	Luncheon Sponsor Package	\$3,850
2 Opportunities Remaining	Breakfast and Break Sponsor Package	\$3,850
3 Opportunities	Registration Sponsor	\$2,300
Exclusive	Badge Lanyard - SOLD	\$1,250
Exclusive	Attendee Bag - SOLD	\$1,250
Exclusive	Attendee Notepad - SOLD	\$1,100
Exclusive	Attendee Pens - SOLD	\$1,100
Exclusive	Attendee Highlighter - SOLD	\$1,100

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Many Available	Double-sided Meter Panel	\$1,000
Limited Available	Pre-Event Exhibitor Spotlight Email Program (1)	\$900
Many Available	Logo and link on Vehicle Display Website	\$695
Exclusive	Exhibit Guide Ad - Back Cover - SOLD	\$950
Exclusive	Exhibit Guide Ad - Inside Back Cover - SOLD	\$850
Exclusive	Exhibit Guide Ad - Inside Front Cover	\$850
Many Available	Exhibit Guide Ad - Full Page	\$650
Many Available	Exhibit Guide Ad - Half Page	\$450
Many Available	Company Logo in Exhibit Guide	\$100
Many Available	Shaded Listing in Exhibit Guide	\$50



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