



**2023 SID Vehicle Displays and Interfaces
Exhibitor and Sponsorship Information
Huntington Place, Detroit
September 26-27, 2023
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 homepage of the Vehicle Displays website.
- Logo in the Digest of Technical Papers and in the Exhibit Guide.
- Logo on sponsor signage located at the event.

Tabletop Package

- 6' skirted table
- 2 chairs
- 5-amp power (*you are permitted to bring your own power strip and extension cord*)
- 2 staff registration (free) – exhibit hall access only
- Exhibit Hall access (for staff and guests) – 50% off registration fee – unlimited (*any personnel that would like to attend the technical sessions must register for the full conference*).

Opening Day Evening Networking Event – 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 \$175 each. Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.
- Recognition on official online and onsite collateral.
- Logo placed on the opening slide of each session with other sponsors.
- Company video (1-2 minutes) to be shown at the start of the reception (MP4 Format).
- Complimentary networking event tickets (10)

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 \$175 each. *Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.*
- Recognition on official online and onsite collateral.
- Logo placed on the opening slide of each session with other sponsors.

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/751897>

Continental Breakfast and Snack Break 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 \$175 each. Note, a valid SID Regular Membership is required for all conference attendees, whether paid or complimentary.
- Recognition on official online and onsite collateral.
- Logo placed on the opening slide of each session with other sponsors.

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

- Lanyard will be distributed to each attendee with their name badge.
- Sponsor to provide the lanyard (600 count)
- Delivery date TBD

Attendee Tote Bag – Exclusive Opportunity

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

Attendee Notepad – Exclusive Opportunity

- 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

- 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

- Highlighters will be distributed to each attendee at registration and in the session rooms.
- Sponsor to provide pens (500 count)
- 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 18, 2023

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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 2023 Exhibit and Sponsorship Opportunities

	Opportunity	Unit Price
	Corporate Sponsorship	\$3,250
	Tabletop Booth	\$1,400
3 Opportunities	Opening Day Evening Networking Event Sponsor Package	\$4,150
3 Opportunities	Breakfast and Break Sponsor Package	\$3,950
3 Opportunities	Luncheon Sponsor Package	\$3,950
3 Opportunities	Registration Sponsor	\$2,400
Exclusive	Badge Lanyard	\$1,400
Exclusive	Attendee Bag	\$1,400
Exclusive	Attendee Notepad	\$1,350
Exclusive	Attendee Pens	\$1,350
Exclusive	Attendee Highlighter	\$1,350
Many Available	Double-sided Meter Panel	\$1,000
Exclusive	Exhibit Guide Ad - Back Cover	\$950
Limited Available	Pre-Event Exhibitor Spotlight Email Program (1)	\$900
Exclusive	Exhibit Guide Ad - Inside Back Cover	\$950
Exclusive	Exhibit Guide Ad - Inside Front Cover	\$850
Many Available	Logo on Vehicle Display Website	\$695
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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