



# ADS

## Automated Driving Systems Conference & Expo

June 19-20, 2018 • Washington, DC

**CONFERENCE**

June 19-20, 2018  
Washington, DC

**SPONSORSHIP  
OPPORTUNITIES**



nardtree

## PRESIDENTIAL SPONSORSHIP \$9,995

### SPONSORSHIP BENEFITS

#### CHAIRING THE CONFERENCE

- ✎ You will have the privilege of chairing the conference on the day of your choice.

#### SPEAKING AT THE ADSs

- ✎ You will have the opportunity to present a paper and you will be allocated a 20 minute presentation in the main conference program, or you may moderate a panel of your choice.

#### EXHIBIT TABLES

- ✎ You will be allocated two (2) premium demonstration tables, where you may set up an exhibit for the entire length of the conference. This space will enable you to centralize your networking and demonstrate your products and services to the conference delegates.

#### COMPLIMENTARY PASSES

- ✎ You will receive six (6) complimentary passes to the conference.

#### LOGO & BRANDING

- ✎ Your corporate logo will be on all of the following: Conference Pens and Conference Handbags.
- ✎ Your corporate logo will be displayed throughout the conference on the projector.
- ✎ Your corporate logo will be highlighted on the conference website, and a hyperlink to your company site will be created.

#### SPONSOR ACKNOWLEDGEMENT

- ✎ Your sponsorship will be acknowledged in the conference documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.

#### COMPANY PROFILE

- ✎ You may also insert a company profile into the conference give away bags and/or conference documentation, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of four Letter Size pages – inserts to be provided by you).

#### COMPANY BANNER

- ✎ Your company banners (six banners) will be strategically displayed in the main conference auditorium, giving you a constant profile for the two days (Banners to be provided by you.)

#### DELEGATE LIST

- ✎ You will receive a copy of the confidential delegate list with full contact details to assist your company in new business generation.

#### NETWORKING

- ✎ You will co-host all of the following on the first day of the conference: Conference Lunch (first day) and the Official Cocktail Reception.
- ✎ Four (4) personnel from your organization may attend the Cocktail Party (extra to your ticketed delegates and speakers).
- ✎ You will co-host the Cocktail Reception at the end of day one.
- ✎ Opportunity to host any of the following: Conference Refreshment Break Or Breakfast

## IRIDIUM SPONSORSHIP \$7,995

### SPONSORSHIP BENEFITS

#### CHAIRING THE CONFERENCE

- ✎ Not Available

#### SPEAKING AT THE ADSs

- ✎ You will have the opportunity to present a paper and you will be allocated a 10 minute presentation in the main conference program.

#### EXHIBIT TABLES

- ✎ You will be allocated two (2) premium demonstration tables, where you may set up an exhibit for the entire length of the conference. This space will enable you to centralize your networking and demonstrate your products and services to the conference delegates.

#### COMPLIMENTARY PASSES

- ✎ You will receive five (5) complimentary passes to the conference.

#### LOGO & BRANDING

- ✎ Your corporate logo will be on all of the following: Conference Pens and Conference Handbags.
- ✎ Your corporate logo will be displayed throughout the conference on the projector.
- ✎ Your corporate logo will be highlighted on the conference website, and a hyperlink to your company site will be created.

#### SPONSOR ACKNOWLEDGEMENT

- ✎ Your sponsorship will be acknowledged in the conference documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.

#### COMPANY PROFILE

- ✎ You may also insert a company profile into the conference documentation, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of three Letter Size pages – inserts to be provided by you).

#### COMPANY BANNER

- ✎ Your company banners (four banners) will be strategically displayed in the main conference auditorium, giving you a constant profile for the two days (Banners to be provided by you.)

#### DELEGATE LIST

- ✎ You will receive a copy of the confidential delegate list with full contact details to assist your company in new business generation

#### NETWORKING

- ✎ You will co-host all of the following on the first day of the conference: Conference Lunch (second day) and first day coffee breaks.
- ✎ Three (3) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates and speakers).
- ✎ You will co-host the Cocktail Reception at the end of day one.
- ✎ Opportunity to host any of the following: Conference Refreshment Break Or Breakfast

## PLATINUM SPONSORSHIP \$6,995

### SPONSORSHIP BENEFITS

#### CHAIRING THE CONFERENCE

- ✎ Not available

#### SPEAKING AT THE ADSs

- ✎ Not available

#### EXHIBIT TABLES

- ✎ You will be allocated a premium demonstration tables, where you may set up an exhibit for the entire length of the conference. This space will enable you to centralize your networking and demonstrate your products and services to the conference delegates.

#### COMPLIMENTARY PASSES

- ✎ You will receive four (4) complimentary passes to the conference.

#### LOGO & BRANDING

- ✎ Your corporate logo will be on all of the following: Conference Pads and Conference Handbags.
- ✎ Your corporate logo will be displayed throughout the conference on the projector.
- ✎ Your corporate logo will be highlighted on the conference website, and a hyperlink to your company site will be created.

#### SPONSOR ACKNOWLEDGEMENT

- ✎ Your sponsorship will be acknowledged in the conference documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.

#### COMPANY PROFILE

- ✎ You may also insert a company profile into the conference documentation, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of three Letter Size pages – inserts to be provided by you).

#### COMPANY BANNER

- ✎ Your company banners (three banners) will be strategically displayed in the main conference auditorium, giving you a constant profile for the two days (Banners to be provided by you.)

#### DELEGATE LIST

- ✎ You will receive a copy of the confidential delegate list with full contact details to assist your company in new business generation.

#### NETWORKING

- ✎ You will co-host all of the following on the first day of the conference: Conference Lunch And The Official Cocktail Reception.
- ✎ Two (2) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates and speakers).

**GOLD SPONSORSHIP**  **\$5,995**

**SPONSORSHIP BEN**


**CHAIRING THE CONFERENCE**

– Not Available


**SPEAKING AT THE ADSs**

– Not Available


**EXHIBIT TABLES**


 You will be allocated a premium demonstration tables, where you may set up an exhibit for the entire length of the conference. This space will enable you to centralize your networking and demonstrate your products and services to the conference delegates.


**COMPLIMENTARY PASSES**

 You will receive three (3) complimentary passes to the conference.


**LOGO & BRANDING**

 Your corporate logo will be on all of the following: Conference Pens, and Conference Handbags.


 Your corporate logo will be displayed throughout the conference on the projector.

 Your corporate logo will be highlighted on the conference website, and a hyperlink to your company site will be created.


**SPONSOR ACKNOWLEDGEMENT**

 Your sponsorship will be acknowledged in the conference documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.


**COMPANY PROFILE**

 You may also insert a company profile into the conference documentation, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of three Letter Size pages – inserts to be provided by you).


**COMPANY BANNER**


 Your company banners (three banners) will be strategically displayed in the main conference auditorium, giving you a constant profile for the two days (Banners to be provided by you.)

**DELEGATE LIST**

 You will receive a copy of the confidential delegate list with full contact details to assist your company in new business generation.

**NETWORKING**

 You will co-host all of the following on the first day of the conference: Conference Lunch And The Official Cocktail Reception.

 Two (2) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates and speakers). This allows for strong corporate presence at your event to ensure adequate saturation and networking.

**SILVER SPONSORSHIP**  **\$4,995**

**SPONSORSHIP BENEFITS**


**CHAIRING THE CONFERENCE**

– Not Available


**SPEAKING AT THE ADSs**

– Not Available


**EXHIBIT TABLES**


 You will be allocated a premium demonstration tables, where you may set up an exhibit for the entire length of the conference. This will enable you to centralize your networking and demonstrate your products and services to the conference delegates.

**COMPLIMENTARY PASSES**


 You will receive two (2) complimentary passes to the conference.

**LOGO & BRANDING**


 Your corporate logo will be displayed throughout the conference on the projector.

 Your corporate logo will be highlighted on the conference website, and a hyperlink to your company site will be created.


**SPONSOR ACKNOWLEDGEMENT**

 Your sponsorship will be acknowledged in the conference documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.

**COMPANY PROFILE**

 You may also insert a company profile into the conference documentation, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of one (1) Letter Size pages – inserts to be provided by you).


**COMPANY BANNER**

 Your company banner (one banner) will be strategically displayed in the main conference auditorium, giving you a constant profile for the two days (Banners to be provided by you.)

**DELEGATE LIST**

– Not Available

**NETWORKING**

 One (1) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates). This allows for a strong corporate presence at your event to ensure adequate saturation and networking.

**EXHIBITOR SPONSORSHIP**  **\$2,995**

**SPONSORSHIP BENEFITS**


**CHAIRING THE CONFERENCE**

– Not Available


**SPEAKING AT THE ADSs**

– Not Available


**EXHIBIT TABLES**


 You will be allocated an exhibit space in the vendors' lounge where you may set up an exhibit for the entire length of the conference on a dressed table or similar. This space will act as a focal point for your efforts, enabling you to centralize your networking and demonstrate your products and services to the conference delegates. Two chairs and a dressed table will be provided.

**COMPLIMENTARY PASSES**


 You will receive one (1) complimentary pass to the conference.

**LOGO & BRANDING**

 Your corporate logo will be displayed throughout the conference on the projector.

 Your corporate logo will be highlighted on the conference website and a hyperlink to your company site will be created.

**SPONSOR ACKNOWLEDGEMENT**

 Your sponsorship will be acknowledged in the conference documentation folder. Your logo, company profile, and website will appear on a separate sponsor acknowledgement page restricted to your company.

**COMPANY PROFILE**

– Not Available

**COMPANY BANNER**

– Not Available

**DELEGATE LIST**

– Not Available

**NETWORKING**

– Not Available

# MERCHANDISE SPONSORSHIP OPPORTUNITIES

## OFFICIAL BRIEFCASES \$1,995

- Gain maximum visibility through sponsorship of the Official Conference Briefcase.
- All registered delegates will receive a professional briefcase that will be used to collect exhibition-floor and conference materials. Your company name and logo will be prominently displayed on the briefcases for all delegates to see. Your key customers will use these high-quality, multipurpose briefcases long after the event.

Sponsorship of the Official Conference Briefcase also provides you with an opportunity to participate in the Briefcase Insertion Program, through which we will distribute your company's product literature to every delegate. Simply provide us with your corporate/product literature, and we will insert it into your sponsored briefcases for distribution.

- +Logo placement on each bag.
- +One tote bag insert of a letter flyer

## BRIEFCASE INSERTION \$850

- Be one of the five organizations who will have the opportunity to participate in the Briefcase Insertion Program.
- This exciting target-marketing opportunity allows exhibitors to distribute promotional literature to the conference participants.

## CORPORATE PENS \$995

Place your company's name and logo directly into the hands of all delegates. The Executive Portfolios distributed at the conference have a slot reserved for a company-sponsored writing instrument. This exclusive opportunity is available to only one organization, so don't miss your chance to make your mark!

## PAPER ADVERTISEMENT \$995

Place your company's name and logo directly into the hands of all delegates. The Portfolios distributed at the conference have a slot reserved for a company-sponsored writing instrument. This exclusive opportunity is available to only one organization, so don't miss your chance to make your mark!

## MID MORNING SPONSORSHIP \$1,995

- Mid-morning sponsors will receive complimentary display space during the entire event.
- Your corporate logo will be displayed throughout the conference on the projector.
- The Mid-morning sponsors will receive special information section in the conference program-1 page.

## MID AFTERNOON SPONSORSHIP \$1,995

- Mid-afternoon sponsors will receive complimentary display space during the entire event.
- Your corporate logo will be displayed throughout the conference on the projector.
- Mid-afternoon sponsors will receive special information section in the conference program-1 page.

## NAME BADGE INSERTS \$1,995

All delegates at this event will recognize your company name with the Name Badge Insert. This insert stands up above the badge, reminding every delegate of your new product offering. The Name badge Inserts are a sure-fire way to grab attention of participants looking for the best new products and services

## NAME BADGE LANYARDS \$1,995

Make a positive impression early on, sponsor the Name Badge Lanyards, which will be given to all delegates with their conference badge at the registration desk. Your company logo will be featured prominently on this item, which delegates will wear each day of the conference.

## BREAKFAST SPONSORSHIP \$1,995

- The breakfast sponsors will receive complimentary display space during the entire event.
- Your corporate logo will be displayed throughout the conference on the projector.
- The breakfast sponsors will receive special information section in the conference program-1 page.

## LUNCHEON SPONSORSHIP \$2,995

- Exclusive keynote luncheon speaker nomination opportunity (10 minutes).
- The luncheon sponsors will receive complimentary display space during the entire event.
- Logo displayed throughout the conference on the projector screens.
- Company name will be included on the conference program covers distributed to the attendees with a tremendous shelf life.
- Special information section in the conference program-4 pages to highlight your firm
- Discounted conference attendee rate. (10% off of the registration fee).

## COMPARE AND FIND THE SPONSORSHIP PACKAGE THAT IS RIGHT FOR YOU

Whether you are Launching a New Product or Building Brand Awareness, there's a sponsorship that fits your needs. Learn how the different versions compare.

### BENEFITS SPONSORSHIP BENEFITS BENEFITS

EXHIBITOR	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR	IRIDIUM SPONSOR	PRESIDENTIAL SPONSOR
BENEFITS	BENEFITS	BENEFITS	BENEFITS	BENEFITS	BENEFITS
EXHIBITOR	SILVER	GOLD	PLATINUM	IRIDIUM	PRESIDENTIAL

Chair the conference on the day of your choice.					Ⓐ
Opportunity to present either client case study or a presentation in the main conference program.				10 Minutes Speaking Opportunity	20 Minutes Speaking Opportunity
Exhibit Space.	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 20'
Demonstration Table & Chair.	1	1	1	1	2
Complimentary pass to the conference.	1	2	3	4	5
Co-host the cocktail reception.					Ⓐ
Complimentary pass(es) to the cocktail reception.			1	2	3
Corporate Logo in all of the conference pens (subject to availability)				Ⓐ	Ⓐ
Corporate Logo in all of the conference handbags (subject to availability)				Ⓐ	Ⓐ
Corporate Logo in all of the conference pad or bag (subject to availability)				Ⓐ	Ⓐ
Corporate logo on the conference marketing material use in the extensive marketing campaign to approximately 40,000–50,000 named senior executives.	Ⓐ	Ⓐ	Ⓐ	Ⓐ	Ⓐ
Corporate logo on the conference facsimile brochure. Send directly to around 8,000–10,000 parties in all relevant sectors of the market to all senior executives.	Ⓐ	Ⓐ	Ⓐ	Ⓐ	Ⓐ
Corporate logo on the conference web site, and a hyper link to the company site. On the average, we have more than 2,000 visitors a day.	Ⓐ	Ⓐ	Ⓐ	Ⓐ	Ⓐ
Acknowledgment in the conference documentation folder. The logo, company profile and website will appear on a separate sponsor acknowledgment page.	Ⓐ	Ⓐ	Ⓐ	Ⓐ	Ⓐ
Insertion of a company profile into the conference documentation. (Letter Size pages)		1	2	3	4
Company banners strategically displayed in the main conference auditorium for two days. (Banners to be provided by you)		1	2	3	5
A copy of the confidential delegate list with full contact details.				Ⓐ	Ⓐ
Opportunity to host any of the following: Conference Refreshment Break Conference Breakfast.				Ⓐ	Ⓐ
Opportunity to co-host all of the following: Lunch & The Official Cocktail Reception on the 1st day.				Ⓐ	Ⓐ
Sponsorship Investment.	\$2,995	\$4,995	\$5,995	\$6,995	\$9,995