



MBS 2023

MANAGEMENT BRIEFING SEMINARS

August 1-3, 2023 | Grand Traverse Resort

SPONSORSHIP PROSPECTUS

Confronting the Challenges of Automotive's Future

For automotive industry leaders looking to expand their knowledge, build their network, and bring their business to the next level, the Center for Automotive Research's Management Briefing Seminars (MBS) provides you the opportunity to address the challenges facing the automotive ecosystem. MBS provides thought leadership into the connected, autonomous, electric, and software-defined vehicle ecosystems and the opportunity to increase your business and connections within it. Our event tackles the tough topics and offers insights our attendees can use to drive their business development forward.

Now in our 58th year, Management Briefing Seminars are attended by over 700 people from automakers, Tier 1s, Tier 2s, start-ups, and the wider automotive ecosystem, providing unrivaled networking to enable you to form valuable connections with senior decision-makers.



50+
Years of
Thought
Leadership



40+
Sponsors
— and —
Exhibitors



700+
In-Person
Attendees



300+
Organizations
Attending



60+
Industry
Speakers



1,120+
Media Articles
from MBS

Join us at this year's award ceremonies as we name the winners of the Altair Enlighten Award dedicated to lightweighting and sustainability on August 1st.



MBS 2023

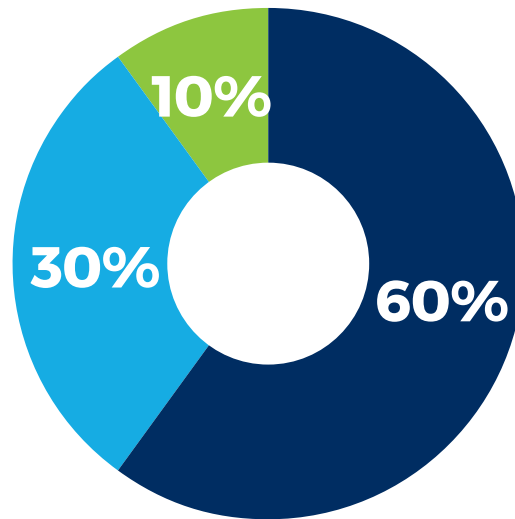
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Who You Will Meet

Why Sponsor?

- **100% B2B** – Connect directly with the decision-makers who will drive your business development forward.
- **The most well-established auto-tech event in the world** – Originally founded by Office for the Study of Automotive Transportation, now known as Center for Automotive Research, 58 years ago!
- Attracts large delegations of automakers, in particular, **representatives from Ford, General Motors, Mitsubishi Motors, Nissan, Toyota, and Volkswagen.**
- **Attended by mid to senior-level automaker executives** – the perfect combination of technical know-how and purchasing power.



CATEGORY 1

Automotive
OEMs and Tier 1
Suppliers

CATEGORY 2

Tier 2 Suppliers,
Mobility Service
Providers,
Government
Organizations,
Associations, Tech
Companies, and
Legal & Financial
Services.

CATEGORY 3

Academia & Media

OEM & Tier 1 Attendee & Job Title Profiles:

Our target job titles range from C-level to mid-level manager, to ensure representation across both strategic, high-level decision-makers and technical experts to ensure the benefits of your solutions are understood within the context of their businesses. Highly informed, involved, and invested automotive specialists attend from a variety of business units, united by the fact that they are focused on progressing the connected car.



Strategic & Technical High-Level Decision-Makers

Chief Architect, Chief Engineer, CEO, CTO, CMO, Managing Director, General Manager, Founder, Co-Founder, Chief Business Officer, Chief Innovation Officer, Chief Innovation Scientist, Chief Mobility Officer, Global Strategy Leader, Global Lead, and Chief Analyst.



Informed, Involved & Invested Automotive Specialists

Autonomous Engineer, Systems Specialist, Global Executive Director, Product Owner, Research Engineer, Connected Vehicle Feature Developer, Vehicle Tech & Connectivity Manager, Cyber Security Lead, Director of Programs, Software Engineering, Connected Vehicle Services, Strategy & Innovation, and Product Engineering.

For more information, contact CAR Marketing Team | carmarketing@cargroup.org



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Sponsorship Package Details

Premier	Diamond	Platinum	Gold	Silver	Bronze	Custom
\$50,000	\$35,000	\$25,000	\$15,000	\$10,000	\$7,000	Varies
Available Spots: 1	2	4	6	8	10	Varies

Branding

Logo on event website, event app and selected email marketing	X	X	X	X	X	X	
Social media promotion	X	X	X	X	X	X	
Logo on event signage	X	X	X	X	X	X	
Advertisement slide to run pre-sessions	X	X	X				
Full page ad in digital agenda/program	X	X	X				
Breakfast or lunch sponsor on signage				X			
Morning specialty coffee bar					X		
Morning or afternoon snack						X	
Inside exhibitor booth (10'x5' booth)	X	X					
Marketing display				X			

Thought Leadership

Keynote presentation	X						
Keynote sponsorship - opportunity to welcome attendees from podium		X					
Power session - breakfast or lunch - "create your own session"			X				
Session panelist or presenter or fireside chat interview		X					
Webinar – pre- or post-event	X						
Podcast – pre- or post-event	X	X	X				

Registration

Access to private meeting room	X	X					
Complimentary registration	3	2	1				
Reduced-fee registration (40% off)	4	2	2	2	1	1	

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Sponsorship Package Details

Exhibitor Space	Amount	Available
Inside Exhibitor Booth -10'x5' Exhibit Space -One Complimentary Registration -One Reduced-Fee Registration (40% off)	\$7,000	10
Outside Vehicle Demo -10'x10' Exhibit Space -One Complimentary Registration	\$5,000	10
Marketing Display – 5'x5' Exhibit Space for Display Materials	\$3,000	10

Located outside the main conference rooms, these exhibit booth spaces offer a great way to network with attendees. PLUS, Exhibitors get a Virtual Booth on our Whova Event App! Including a customizable online booth, chat 1-on-1, and QR code scanner for lead retrieval!

Event Sponsorships	Amount	Available
Casino Night - Major Sponsor	\$10,000	1
Networking Events - Major Sponsor	\$10,000	3

Thought Leadership Sponsorships	Amount	Available
Webinar - Pre- or Post-Event	\$3,000	6
Podcast - Pre- or Post-Event <i>(can be recorded at MBS for post-event)</i>	\$2,500	10

WOMEN IN AUTOMOTIVE

Women in Automotive is an inclusive event with a mix of an inspiring keynote, fireside chat, and structured networking. Our aim is to create a more inclusive experience by allowing women to connect with other women and male allies as we kick off the Management Briefing Seminars. Host and celebrate the women transforming mobility during this Monday evening gathering.

Event Sponsorships	Amount	Available
Women in Automotive - Major Sponsor	\$4,000	4
Women in Automotive - Supporter	\$750	6

ROUNDTABLE

A roundtable discussion is a guided conversation, usually to explore a specific topic and sometimes results in recommendations. Participants either have some expertise on the subject matter or a stakehold in the subject area and participate in the discussion equally. Sponsors work with the CAR team to create a topic, description, and identify a moderator and participant list to ensure the success of the roundtable. This includes one complimentary registration and one reduced fee registration (40% off).

Thought Leadership Sponsorships	Amount	Available
Roundtable - Major Sponsor	\$10,000	6

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Sponsorship Packages

GOLF OUTING

We'll close with our annual golf outing at the Wolverine Golf Course at the Grand Traverse Resort. Sponsorship opportunities include:

Golf Outing Main Sponsor

BENEFITS INCLUDE:

- One complimentary registration
- One reduced fee registration (40% off)
- Foursome in outing
- Golf balls with logo for each golfer
- Table at check-in for any promotional materials
- Opportunity for any prizes or drawings
- Logo on website and event signage

Foursome

Take advantage of networking opportunities with a foursome at the outing. You can invite attendees throughout the week, or request specific individuals be put in your group from the roster.

Golf Outing	Amount	Available
Major Sponsor	\$10,000.00	1
Golf Foursome	\$2,500.00	15



STUDENTS@MBS

Combine your company's sponsorship option with support of our Students@MBS Program. Only \$3,000 of sponsorship provides the opportunity to assist college students in exploring a future in the mobility industry. CAR will recruit students, or two of your company's interns can be included. We offer this opportunity to students from a wide variety of colleges and universities.

BENEFITS INCLUDE:

- Logo on website, event signage, and company page within the mobile app

Students have the opportunity to:

- Be introduced to an industry that provides a prospective career path
- Network with speakers and participants for references and future job opportunities
- Have round-table discussions with industry executive leaders
- Relate the methods and theories learned in academic classes to real industry issues

Students will be provided with:

- Full-conference registration
- Orientation upon arrival
- Lodging
- Meals - continental breakfast and lunch each day at the conference; social hours hosted in the evenings

Student Program	Amount	Available
Major Sponsor	\$5,000.00	3
Supporter	\$3,000.00	10

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