



Automotive UX is the new battleground.

Today's consumer isn't sold by an attractive exterior or engine size. More often, it's now the connectivity features, creature comforts and other innovative technologies inside the vehicle that seal the deal. Automakers and suppliers alike are racing to give their brands' UX a competitive advantage, and the WardsAuto UX Conference is focused on how to get there.

Hundreds of automotive professionals involved in interiors participated in our inaugural event 2017, and we anticipate even greater attendance and networking opportunities in 2018.



Core Sponsor Benefits:

- W Be positioned as leading innovator & solution provider
- W Networking at event
- W Exhibit, logos at event
- W eNewsletter advertising
- W Online advertising



A day laser-focused on automotive UX

WardsAuto UX Conference draws OEM and Tier 1 buying-chain professionals with a schedule packed with valuable insights:

- **MAJOR KEYNOTES** from OEMs and technology providers
- **LIVELY PANEL DISCUSSIONS** featuring leaders in automotive UX
- **WARDS 10 BEST UX AWARDS CEREMONY** calling design team winners on stage to accept honors
- **VEHICLE DISPLAYS** of the award-winning cars and light trucks
- **SPONSOR EXHIBITS** from leading solution providers showing their latest innovations
- **NETWORKING OPPORTUNITIES** to meet up with peers and make new connections



WardsAuto UX Conference Sponsorship Levels

	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR
Display Space in Main Exhibit Area or Special Sponsorship	10' x 4' Tabletop	10' x 10' Booth or special sponsorship	20' x 20' Booth or special sponsorship
Optional Display Space in Meeting Room Area (for tabletop, display, hand-out materials, etc.)		Up to 10' x 4' Space	Up to 10' x 4' Space
Passes (each pass is \$545 value)	3	7	12
Attendee Contact List	Contact List	Contact List	Contact List
Exposure on Website	Name in text	Logo	Logo
Exposure on Event Program	Name in text	Logo	Logo
Exposure on Signage and Other Materials	Name in text	Logo	Logo
Ad in Event Program	1/4 page 4C	1/2 page 4C	Full page 4C
Sponsorship Rate	\$4,950	\$7,550	\$12,750

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**

LINKS:

2017 PHOTO GALLERY

2017 10 BEST UX AWARDS

2017 EVENT COVERAGE