



INNOVATION ON THE ROAD



## 2024 Exhibitor Information and Sponsorship Offerings

Updated 3/21/2024



ALLIANCE  
FOR AUTOMOTIVE  
INNOVATION

# OVERVIEW

Auto Innovators is bringing back the Auto Tech Showcase on Wednesday, June 12, 2024 at Audi Field (Location TBC).

The Auto Tech Showcase has established itself as the preeminent event that connects stakeholders from across the industry landscape to the cutting-edge technology of tomorrow, giving attendees the opportunity to get hands-on with the tech while facilitating an exchange of ideas and policy considerations. From Capitol Hill to various Federal Agencies, from NGOs to Academia, no other event provides such intimate access to face-to-face engagement with the most influential figures in the automotive industry.

To start your brainstorming process on what you might display, we’ve provided a list of general technology areas that are aligned with our strategic objectives across the three pillars of our organization: Cleaner, Safer, Smarter.

Cleaner	Safer	Smarter
V2X Technologies, including those that reduce emissions/ fuel consumption		
Vehicle-to-Grid		
Battery Safety		
Electrification including batteries, fuel cells, EV charging/H <sub>2</sub> fueling	Intelligent Speed Assist (ISA)	Artificial Intelligence
Components made with recycled and recyclable/ biodegradable/reusable materials	Driver Monitoring including for alcohol impairment, distraction, drowsiness	Cyber Security
Battery recycling	Automated Driving Systems	
Lightweighting strategies	Rear occupant reminders (Hot Cars)	
PM emissions (tires/brakes)	Pedestrian protection	

Visit our exhibitor website [here](#) to register.

Sponsorship and exhibition opportunities available.  
More information is provided below.

View a sizzle of last year’s event [here](#).

# DRAFT SCHEDULE

WEDNESDAY, June 12, 2024

## 9:00 AM: EXHIBITS OPEN

*Location: Concourse and Main Plaza*

## SPEAKER PROGRAM

*Location: Club Level*

12:30 PM: WELCOME & KEYNOTE INTRODUCTION

*John Bozzella, President & CEO, Auto Innovators*

12:40 PM: KEYNOTE SPEAKER

*U.S. Secretary of Transportation Pete Buttigieg (Invited)*

1:00 PM: Autos2050 Leadership Award – Influence

*Nominee TBD*

1:15 PM: SAFER Panel

1:50 PM: Autos2050 Leadership Award – Vision

*Nominee TBD*

2:05 PM: SMARTER Panel

2:40 PM: Autos2050 Leadership Award – Direction

*Nominee TBD*

2:55 PM: Fireside Chat: Safety and Innovation

*John Bozzella, President & CEO, Auto Innovators*

3:25 PM: Autos2050 Leadership Award – Creativity

*Nominee TBD*

2:05 PM: CLEANER Panel

## 4:15 PM: RECEPTION

*Attendees, Exhibitors and Sponsors Welcome*

*Location: Club Level*

FOOD WILL BE AVAILABLE FOR PURCHASE  
THROUGHOUT THE DAY FROM STADIUM  
CONCESSIONS

LOAD-IN WILL BE ON TUESDAY, JUNE 11 AND  
BREAK-DOWN AND LOAD-OUT WILL BEGIN  
FOLLOWING THE EVENT ON WEDNESDAY, JUNE 12.

## Invitees

- **NHTSA (including CAFE staff)**
- **OST**
- **Congressional Staff**
- **White House**
- **FCC**
- **FTC**
- **Department of Commerce (including PTO, ITA, BIS, NIST)**
- **EPA**
- **DOE**
- **NTSB**

# Audi Field

## Welcomes The 2024 Auto Tech Showcase

Audi Field is a state-of-the-art soccer stadium located in the Navy Yard neighborhood of Washington, D.C., and the home stadium for D.C. United, a Major League Soccer (MLS) team, and the DC Defenders, a United Football League (UFL) team.

### Location

Audi Field (100 Potomac Avenue SW, Washington, D.C.) is in Southwest D.C. along the Anacostia River. It's just 1.5 miles from the U.S. Capitol Building and less than a 10-minute car ride from the United States Department of Transportation (DOT). Audi Field is also less than a 5-minute walk to Nationals Park, where the Congressional Baseball Game will take place on the evening of June 12.

### Transportation and Accessibility

Audi Field is easily accessible via public transit and vehicle transport. The stadium is located near the Navy Yard-Ballpark Metro station. Additionally, there are private parking garage options in the surrounding area.

### Event Design

Audi Field is a premier sports and entertainment venue in Washington, D.C., offering a one-of-a-kind event experience for Auto Tech Showcase attendees. There will be a variety of areas for use for both exhibits and programming, including:

- **Gate A Plaza:** This will serve as the event's entry point. Premium display space will be offered here, along with event registration. *Note: all guests and vendors will pass through a standard MAG Security entrance upon entry.*
- **Exhibit Concourse:** This will feature displays, static vehicles, and dynamic activations. It is located directly inside the main gates and is partially covered. This area offers 34-foot ceilings and over 450 feet of display space to accommodate a variety of activations.
- **Audi Drive:** This is the designated pickup/dropoff location for Ride and Drive exhibitors, and it is located in front of the main entry gates. Upon exiting, drivers will have access to nearby city streets and highway on-ramps to conduct demonstrations.
- **Eagle Bank Club:** Located on the second floor, the Eagle Bank Club will host the Auto Tech Showcase afternoon programming and receptions.
- **Private Suites:** Several suites are located off of the Eagle Bank Club and are perfect for private meeting space for event sponsors. *Please inquire for more information on sponsorship opportunities.*

### Food and Beverage

Food and beverages will be available for purchase at the venue for the day program. The Alliance for Automotive Innovation will be hosting an evening reception for attendees and exhibitors.

### Security

We will provide 24-hour overnight security for event exhibitors beginning at load-in on June 11 through load-out on June 12. Audi Field is also a gated stadium that will be locked to outside visitors outside of staffed hours.

## Load-in

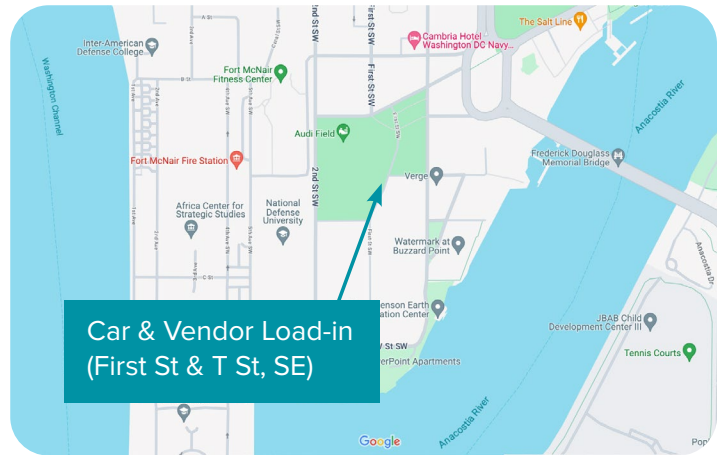
Load-in will begin at 8 a.m. on June 11, providing you with six hours for booth setup, concluding at 2 p.m.

During this period, our vendors will set up the following for your displays:

- Power
- Monitors
- Furniture

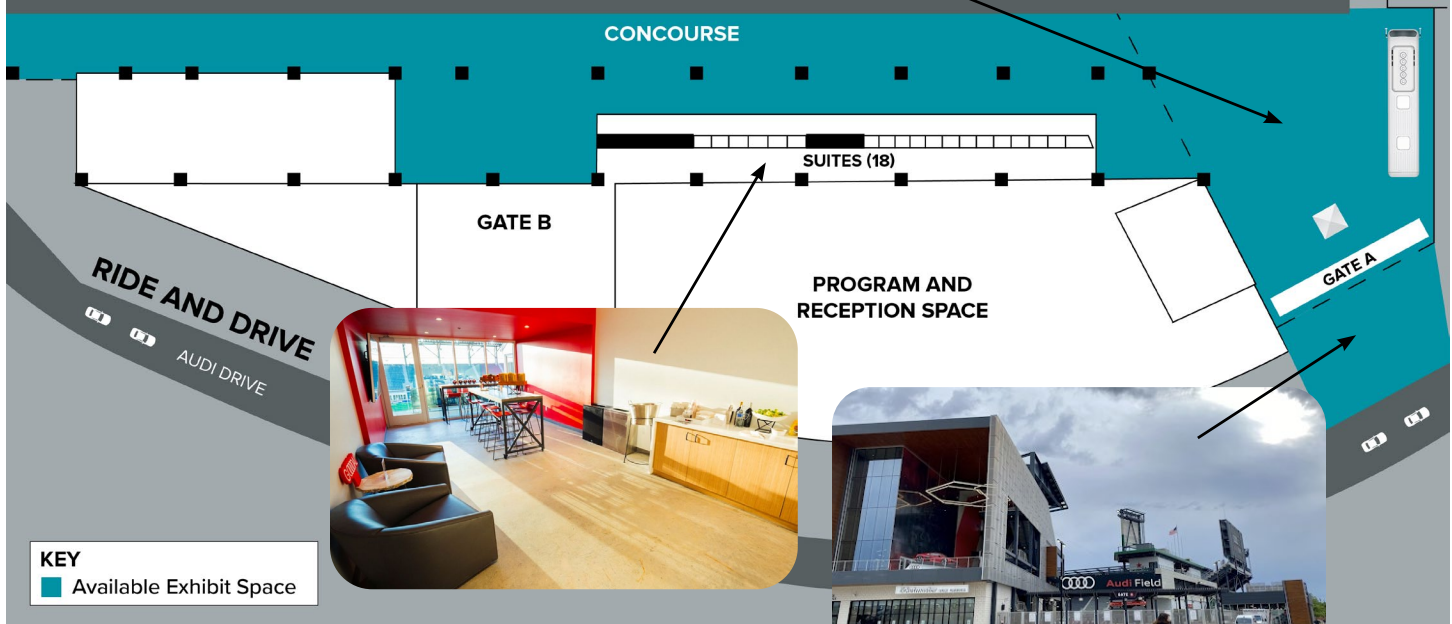
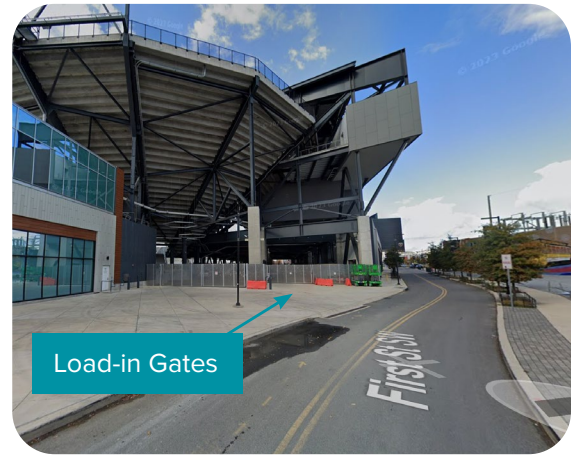
For check-in, please meet a member of the Autos team at the intersection of First St & T St.

Our production team will guide you to your designated spot. A detailed map will be shared prior to load-in, once registration is closed.



## Load-Out

Exhibitors will be able to load out from 4 p.m. - 9 p.m. to tear down exhibits and load out of Audi Field using the same entrance and delivery gates. Please indicate in the notes if you foresee an urgent need to load out vehicles earlier in the day.



# Exhibit and Placing Orders

## 1. Know your exhibit

Thank you for your participation in the 2024 Auto Tech Showcase at Audi Field in Washington, DC on **June 12, 2024**.

Exhibitors will be participating in an exclusive, invite-only experience that will bring in DC lawmakers and automotive regulators directly to the latest automotive technology. This is an opportunity to showcase the ingenuity of the industry by bringing together some of the most innovative and advanced technologies allowing people to drive cleaner, safer, and smarter.

### **Your participation includes:**

**A standard event setup can comfortably fit two standard-sized vehicles, a 6-foot table, and light company banners and materials.** Larger exhibits spaces and sponsorships will be sold on a first-come, first-served basis.

Please ensure you are confirmed to participate in the event before inquiring about upgrades or add-ons. The exhibitor space is the Main Concourse of Audi Stadium which includes smooth concrete floor, partially covered exhibitor spaces and a unique industrial layout.

## 2. Customize your exhibit

This packet includes options to elevate your booth exhibit at a variety of price ranges. Rental upgrades include:

- Monitors
- Furniture
- Flooring
- Tents

*Participation in the event only secures the exhibitor space itself. No other accommodations are included.*

Inventory is subject to change, so we encourage you to place your orders as soon as possible. All pricing estimates include:

- Shipping to and from the venue
- Load-in and load-out services
- On-site furniture arrangement options

To secure your upgrades and customize your booth, please complete the Rentals and Services document and submit to [techshowcase@autosinnovate.org](mailto:techshowcase@autosinnovate.org).

## 3. Place orders

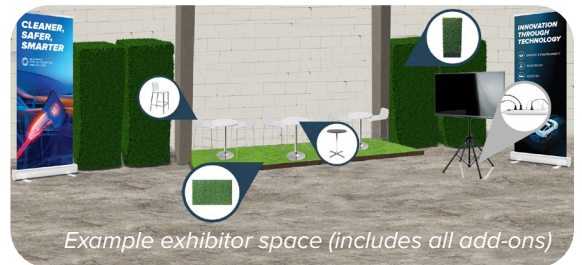
Once your Rentals and Services forms have been submitted to [techshowcase@autosinnovate.org](mailto:techshowcase@autosinnovate.org), a member of our production team will confirm your selections and circulate final price estimates.

### **Billing:**

Alliance for Automotive Innovation will directly bill for all add-ons and upgrades, including furniture, monitors, linens, and tents.

### **Advance Warehouse:**

We have partnered with an advance warehouse company for this event. If you are in need of these services, please include in your Rentals and Services form submission to [techshowcase@autosinnovate.org](mailto:techshowcase@autosinnovate.org) for next steps.



*Note: Currently, Ride & Drive exhibitors will be placed within the Main Concourse but closer to the entry gate. For Ride and Drive exhibits only, Audi Drive will be closed down in front of the stadium for pickup/drop-off. You may choose to upgrade a tent for pickup and drop-off marking only.*

# Monitors and Speakers

## Monitors



**24" Monitor\***  
 Table Stand: \$375/ea  
 Floor Stand: \$435/ea



**32" Monitor\***  
 Table Stand: \$515/ea  
 Floor Stand: \$600/ea



**42" Monitor\***  
 Table Stand: \$949/ea  
 Floor Stand: \$1,087/ea



**55" Monitor\***  
 Table Stand: \$1,121/ea  
 Floor Stand: \$1,311/ea



**65" Monitor\***  
 Table Stand: \$1,512/ea  
 Floor Stand: \$1,708/ea

## Speakers and Add-ons

Item	Computer Speaker	8" Powered Speaker	10" Powered Speaker	12" Powered Speaker
Price	\$70	\$160	\$175	\$190

Item	Tripod Screen	Laptop
Price	\$300	\$412

\*Power for booth will be required at an additional cost

# Soft Seating

## Costa Outdoor Furniture



**Sofa**  
83"W x 36"D x 27"H  
\$990.00/ea



**Chair**  
38"W x 35"D x 26"H  
\$535.00/ea



**Cocktail Table**  
41"W x 26"D x 15"H  
\$309.00/ea

## Blanc Leather Furniture



**Sofa**  
75"W x 35"D x 35"H  
\$960.00/ea



**Love Seat**  
54"W x 35"D x 35"H  
\$917.00/ea



**Chair**  
33"W x 35"D x 35"D  
\$766.00/ea



**Bench Ottoman**  
48"W x 24"D x 18"H  
\$460.00/ea



**Cube Ottoman**  
17"Square x 17"H  
\$161.00/ea



# Tables

## Bistro Tables



**Cement Round Bar Table**

32"Round x 42"H  
Black or Chrome Base  
\$354.00/ea



**Cement Round Cafe Table**

32"Round x 30"H  
Black or Chrome Base  
\$354.00/ea



**Cement Round Bar Table with Tulip Base**

32"Round x 42"H  
\$392.00/ea



**Square Bar Table with Tulip Base**

24"Square x 42"H  
\$289.00/ea

## Bar and Dining Tables



**Aspen Dining Table**

72"W x 30"D x 30"H  
\$594.00/ea



**Aspen Bar Table with Charger\***

72"W x 26"D x 42"H  
\$809.00/ea

\*Power for booth will be required at an additional cost

# Tables (continued)

## Console Tables



**Aria Console Table – Charcoal**  
44"W x 20"D x 30"H  
\$276.00/ea



**Aria Console Table – White**  
44"W x 20"D x 30"H  
\$276.00/ea

## Cocktail Tables



**Aria Cocktail Table**  
44"W x 20"D x 18"H  
\$262.00/ea



**Costa Cocktail Table**  
41"W x 26"D x 15"H  
\$269.00/ea



**Aspen Cocktail Table with Charger\***  
48"W x 24"D x 18"H  
\$458.00/ea

## End Tables



**Aria End Table – White**  
24"W x 20"D x 22"H  
\$249.00/ea



**Aria End Table – Charcoal**  
24"W x 20"D x 22"H  
\$249.00/ea

\*Power for booth will be required at an additional cost

# Chairs

## Chairs



**Ghost Chair**  
21"Square x 37"H  
\$157.00/ea



**Leslie Chair**  
17"W x 21"D x 31"H  
\$125.00/ea

## Stools



**Ghost Stool**  
18"Square (at footbase) x 30"H  
\$197.00/ea



**Clara Stool**  
17"W x 21"D x 41"H  
\$235.00/ea

# Accessories

## Standard Table and Chair



**Standard Table\***  
6"  
\$20.00/ea



**Standard Chair**  
Standard Desk Size  
\$10.00/ea

## Pillows



**Benton Pillow – Silver**  
17" Square  
\$55.00/ea



**Luxe Pillow – Cromwell**  
17" Square  
\$55.00/ea

## Hedge Walls



**3' Box Hedge**  
72"W x 12"D x 36"H  
\$835.00/ea



**7' Box Hedge**  
39"W x 12"D x 84"H  
\$965.00/ea

## Rugs



**Grass Rug**  
5'W x 8'L  
\$490.00/ea



**Pearl Rug**  
5'W x 7.6'L  
\$490.00/ea

*\*Linen for a table will be an additional cost, please indicate in the notes if you would like to add.*

# Power

All exhibits will be equipped with one (1) power strip which can support basic electric needs (i.e, charging devices, small equipment, etc).

Exhibitors that require specialty requirements to power demonstrations and exhibits will need to secure additional services through the festival vendor.

Quotes are customized based on technology requirements, please budget a minimum of \$1,000 (high-end estimate). Outside power sources (i.e., personal generators) are prohibited due to safety standards.

If you have any questions for power bandwidth at the event, please contact [techshowcase@autosinnovate.org](mailto:techshowcase@autosinnovate.org).

# Auto Tech Showcase Furniture Rental Order Form

Secure your furniture upgrades and customize your booth, using this form and submit to [techshowcase@autosinnovate.org](mailto:techshowcase@autosinnovate.org).

Company Name

Item	Dimensions	Price	Quantity
<b>Monitors</b>			
24' Monitor with Table Stand		\$375	
24' Monitor with Floor Stand		\$435	
32' Monitor with Table Stand		\$515	
32' Monitor with Floor Stand		\$600	
42' Monitor with Table Stand		\$949	
42' Monitor with Floor Stand		\$1,087	
55' Monitor with Table Stand		\$1,121	
55' Monitor with Floor Stand		\$1,311	
65' Monitor with Table Stand		\$1,512	
65' Monitor with Floor Stand		\$1,708	
<b>Speakers and Add-ons</b>			
Computer Speaker		\$70	
8" Powered Speaker		\$160	
10" Powered Speaker		\$175	
12" Powered Speaker		\$190	
Tripod Screen		\$300	
Laptop		\$412	
<b>Soft Seating</b>			
Costa Sofa	83"W x 36"D x 27"H	\$990	
Costa Chair	38"W x 35"D x 26"H	\$535	
Costa Cocktail Table	41"W x 26"D x 15"H	\$309	

# Auto Tech Showcase Furniture Rental Order Form (continued)

Item	Dimensions	Price	Quantity
<b>Soft Seating (continued)</b>			
Blanc Sofa	75"W x 35"D x 35"H	\$960	
Blanc Love Seat	54"W x 35"D x 35"H	\$917	
Blanc Chair	33"W x 35"D x 35"D	\$766	
Blanc Bench Ottoman	48"W x 24"D x 18"H	\$460	
Blanc Cube Ottoman	17"Square x 17"H	\$161	
<b>Bistro Tables</b>			
Cement Round Bar Table with Chrome base	32"Round x 42"H	\$354	
Cement Round Bar Table with Black base	32"Round x 42"H	\$354	
Cement Round Cafe Table with Chrome base	32"Round x 30"H	\$354	
Cement Round Cafe Table with Black base	32"Round x 30"H	\$354	
Cement Round Bar Table with Tulip base	32"Round x 42"H	\$392	
Square Bar Table with Tulip base	24"Square x 42"H	\$289	
<b>Bar and Dining Tables</b>			
Aspen Dining Table	72"W x 30"D x 30"H	\$594	
Aspen Bar Table with Charger	72"W x 26"D x 42"H	\$809	
<b>Console Tables</b>			
Aria Console Table – Charcoal	44"W x 20"D x 30"H	\$276	
Aria Console Table – White	44"W x 20"D x 30"H	\$276	
<b>Cocktail Tables</b>			
Aria Cocktail Table	44"W x 20"D x 18"H	\$262	
Costa Cocktail Table	41"W x 26"D x 15"H	\$269	
Aspen Cocktail Table with Charger	48"W x 24"D x 18"H	\$458	
<b>End Tables</b>			
Aria End Table – White	24"W x 20"D x 22"H	\$249	
Aria End Table – Charcoal	24"W x 20"D x 22"H	\$249	

# Auto Tech Showcase Furniture Rental Order Form (continued)

Item	Dimensions	Price	Quantity
<b>Chairs</b>			
Ghost Chair	21"Square x 37"H	\$157	
Leslie Chair	17"W x 21"D x 31"H	\$125	
<b>Stools</b>			
Ghost Stool	18"Square (at footbase) x 30"H	\$197	
Clara Stool	17"W x 21"D x 41"H	\$235	
<b>Standard Table + Chair</b>			
Standard Table	6'	\$20.00	
Standard Chair	Standard Desk Size	\$10.00	
<b>Pillows</b>			
Benton Pillow – Silver	17"Square	\$55.00	
Luxe Pillow – Cromwell	17"Square	\$55.00	
<b>Hedge Walls</b>			
3' Box Hedge	72"W x 12"D x 36"H	\$835	
7' Box Hedge	39"W x 12"D x 84"H	\$965	
<b>Rugs</b>			
Grass Rug	5'W x 8'L	\$490	
Pearl Rug	5'W x 7.6'L	\$490	
<b>TOTAL</b>			

Please indicate if your exhibit will require the following:

Forklift                    Y     N  
 Advance Warehouse   Y     N  
 Electricity/Power      Y     N

*Note: Power sources will be billed as an add-on service. No outside generators or other power sources will be permitted at the event. Please provide specifications below, and a member of our team will reach out with further information for an estimate.*

Signature:

Printed Name:

Notes:



# SPONSORSHIP OFFERINGS



## VENUE Sponsorship (EXCLUSIVE)

- Media and press highlight of Audi Field
- Premium vehicle and technology placement at show
- Opportunity to be first stop on legislator and regulator tours

## PLATINUM Sponsorship: \$50,000 (EXCLUSIVE)

- Platinum logo placement on all standard print, digital and website advertising and select venue banners
- Logo placement and advertisement on stadium-scale concourse LED monitor
- Largest footprint at showcase
- Registration giveaway item (ex. showcase bag, water bottle, etc.) with company logo on the item alongside the event logo
- Recognized at reception
- Opportunity for a speaking role at the Showcase
- Branding and use of indoor premium Member Suite
- Inclusion in press releases and media coverage

## GOLD Sponsorship: \$25,000

- Logo placement on all standard print, digital and website advertising and select venue banners
- Giveaway item with event logo to be distributed at company booth (ex. showcase bag, water bottle, coffee tumbler, poncho, etc.)
- Exhibition space and/or Ride and Drive
- Private meeting suite for member staff and one-on-one meetings
- Recognized at reception
- Opportunity to introduce a specific session or activity

## SILVER Sponsorship: \$15,000

- Logo placement on standard print, digital and website advertising and select venue banners
- Exhibition space and/or Ride and Drive
- Recognized at exhibitor reception
- Branded signage in designated areas

## BRONZE Sponsorship: \$ 7,500

- Secondary logo placement (or name text placement) on standard print, digital and website advertising and select venue banners
- Exhibition space and/or Ride and Drive

## Supporting Sponsorship: Various

(Must be a Bronze Sponsor or above to sponsor Supporting Sponsorships)

### Reception Sponsor \$20,000

- Opportunity for a speaking role at reception
- Branded directional signage
- Exclusive use of on-site monitors for branding and advertising

### Sustainability Sponsor \$15,000

- Branded water stations with accompanying water bottles
- Branded electronics charging station
- Branded recycling containers throughout event



**SPONSOR OPPORTUNITIES**

*Please indicate one:*

PLATINUM SPONSOR (\$50,000)

GOLD SPONSOR (\$25,000)

SILVER SPONSOR (\$15,000)

BRONZE SPONSOR (\$7,500)

RECEPTION SPONSOR (\$20,000)

SUSTAINABILITY SPONSOR (\$15,000)

*Sponsorships are not deductible as charitable contributions; however, they may be deductible as a business expense.*

Thank you for participating in the Technology Showcase.

Please complete all sections of this form to ensure proper representation of your company's name on all printed materials associated with the event.

**PLEASE RETURN TO:**

John Jacobs  
[JJacobs@autosinnovate.org](mailto:JJacobs@autosinnovate.org)

1050 K Street, NW, Ste 650  
Washington, DC 20001

**Sponsor Contact Information**

**Name of Sponsor**

*As you would like it to appear in printed and event materials*

**Contact Name**

**Title**

**Address**

**City**

**State**

**ZIP**

**Payment Information**

**Check Enclosed**

**Check Sent By**

**Visa**

**AMEX**

**Mastercard**

Please Charge the Following Credit Card in the Amount of

**\$ Acct #:**

**Exp.**

**CVC Code**

**Date**



### **About Alliance for Automotive Innovation**

From the manufacturers producing most vehicles sold in the U.S. to autonomous vehicle innovators to equipment suppliers, battery producers and semiconductor makers – Alliance for Automotive Innovation represents the full auto industry, a sector supporting 10 million American jobs and five percent of the economy. Active in Washington, D.C. and all 50 states, the association is committed to a cleaner, safer and smarter personal transportation future.

**[www.autosinnovate.org](http://www.autosinnovate.org)**