



DETROIT MARRIOTT TROY • 200 W BIG BEAVER • TROY MI 48084 USA



TPO® 2024
GLOBAL AUTOMOTIVE
CONFERENCE
Troy, MI • Sept. 29-Oct. 2, 2024
Powered by SPE Detroit Section

Platinum Sponsorship

Platinum Benefits:

- 10 Full Conference Registrations [up to a \$6,000 value]
- Premium Booth and Location at venue included [over \$6,000 value].
- One Lunch or one Reception exclusive sponsorship.
- Exclusive sponsorship announcements by SPE before and during event.
- Two Full Page Full Color Advertisement [\$5,190 value] in the Conference Proceedings book.
- Company Logo featured on the homepage of the www.Auto-TPO.com Conference Website, with a hyperlink to your company homepage. Pre- and post-event marketing on Conference website [\$500 value].
- Exclusive Platinum-only logo / link placement and visibility.
- Company listed in various Event Media Communications, with worldwide coverage, plus optional video loop and presentation opportunities (contact to discuss) [\$3,000 value].
- Exclusive Board Room use (by reservation and available only for Platinum sponsors) [\$2,000 value].
- 15 Sec company video to be broadcasted during the conference [\$2,000 value].
- Company Presentation: Opportunity to talk about your company (5 minute duration) in front of attendees live on Monday or Tuesday morning [\$1,000 value].
- Priority on additional marketing opportunities available during the event for additional fees.

Over \$25,690 in value!

Platinum Fee: \$5,000.00 USD, plus a Lunch or Reception

❖ For more information on being a Platinum Sponsor, please contact Karen Rhodes-Parker at 248-244-8993 ext. 3 or email Karen@auto-tpo.com



DETROIT MARRIOTT TROY • 200 W BIG BEAVER • TROY MI 48084 USA



TPO® 2024
GLOBAL AUTOMOTIVE
CONFERENCE
Troy, MI • Sept. 29-Oct. 2, 2024
Powered by SPE Detroit Section

Diamond Sponsorship

Diamond Benefits:

- 7 Full Conference Registrations [up to a \$4,200 value]
- Premium Booth and Location at venue included [over \$5,000 value].
- One Full Page Full Color Advertisement [\$2,595 value] in the Conference Proceedings book.
- Company Logo featured on the homepage of the www.Auto-TPO.com Conference Website, with a hyperlink to your company homepage. Pre- and post-event marketing on Conference website [\$500 value].
- Exclusive Diamond only logo / link placement and visibility.
- Company listed in various Event Media Communications, with worldwide coverage, plus optional video loop and presentation opportunities (contact to discuss) [\$3,000 value]
- 15 Sec company video to be broadcasted during the conference [\$2,000 value].
- Company Presentation: Opportunity to talk about your company (5 minute duration) in front of attendees live on Monday or Tuesday morning [\$1,000 value].
- Priority on additional marketing opportunities available during the event for additional fees.

Over \$18,295 in value!

Diamond Fee: \$15,000.00 USD

❖ For more information on being a Diamond Sponsor, please contact Karen Rhodes-Parker at 248-244-8993 ext. 3 or email Karen@auto-tpo.com



DETROIT MARRIOTT TROY • 200 W BIG BEAVER • TROY MI 48084 USA



TPO® 2024
**GLOBAL AUTOMOTIVE
CONFERENCE**
Troy, MI • Sept. 29-Oct. 2, 2024
Powered by SPE Detroit Section

Gold Sponsorship

Gold Benefits:

- 5 Full Conference Registrations [up to a \$3,000 value]. Gold Sponsors are encouraged to invite special customers and guests.
- High Traffic Booth [\$4,000 value].
- One Half Page Full Color Advertisement [\$1,950 value] in the Conference Proceedings book.
- Company Logo featured on the www.Auto-TPO.com Conference Website. Pre- and post-event marketing on Conference website [\$500 value].
- Company listed in various Event Media Communications, with worldwide coverage, plus optional video loop and presentation opportunities (contact to discuss) [\$3,000 value].

Over \$12,450 in value!

Gold Fee: \$8,000.00 USD

❖ For more information on being a Gold Sponsor, please contact Karen Rhodes-Parker at 248-244-8993 ext. 3 or email Karen@auto-tpo.com



DETROIT MARRIOTT TROY • 200 W BIG BEAVER • TROY MI 48084 USA



TPO® 2024
**GLOBAL AUTOMOTIVE
CONFERENCE**
Troy, MI • Sept. 29-Oct. 2, 2024
Powered by SPE Detroit Section

Exhibitor Sponsorship

Exhibitor Benefits:

- 2 Full Conference Registrations [up to a \$1,200 value].
- Physical Booth at venue included. Booth locations based on sign-up timing [\$3,000 value].
- One Quarter Page (1/4) Full Color Advertisement [\$1,050 value] in the Conference Proceedings book.
- Company Logo featured on the www.Auto-TPO.com Conference Website. Pre- and post-event marketing on Conference website [\$500 value].
- Company listed in various Event Media Communications, with worldwide coverage, plus optional video loop and presentation opportunities (contact to discuss) [\$3,000 value].

Over \$8,750 in value!

Exhibitor Fee: \$4,000.00 USD

❖ For more information on being an Exhibitor Sponsor, please contact Karen Rhodes-Parker at 248-244-8993 ext. 3 or email Karen@auto-tpo.com



DETROIT MARRIOTT TROY • 200 W BIG BEAVER • TROY MI 48084 USA



TPO® 2024
GLOBAL AUTOMOTIVE
CONFERENCE
Troy, MI • Sept. 29-Oct. 2, 2024
Powered by SPE Detroit Section

Breakfast Sponsorship

Breakfast Sponsorship Benefits:

- One Breakfast (Monday, Tuesday or Wednesday) Exclusive sponsorship [\$5,000 value].
- Company Logo featured on the www.Auto-TPO.com Conference Website. Pre- and post-event marketing on Conference website [\$500 value].
- Company listed in various Event Media Communications, with worldwide coverage [\$3,000 value].
- Company would be recognized on poster and signage at the day of the event sponsorship (\$1,000 value).

Over \$9,500 in value!

Breakfast Sponsorship Fee: \$4,750.00 USD

❖ For more information on being a Breakfast Sponsor, please contact Karen Rhodes-Parker at 248-244-8993 ext. 3 or email Karen@auto-tpo.com



DETROIT MARRIOTT TROY • 200 W BIG BEAVER • TROY MI 48084 USA



TPO® 2024
**GLOBAL AUTOMOTIVE
CONFERENCE**
Troy, MI • Sept. 29-Oct. 2, 2024
Powered by SPE Detroit Section

Break Sponsorship

Break Sponsorship Benefits:

- One Break (Monday, Tuesday or Wednesday AM or PM) Exclusive sponsorship [\$4,000 value].
- Company Logo featured on the www.Auto-TPO.com Conference Website. Pre- and post-event marketing on Conference website [\$500 value].
- Company listed in various Event Media Communications, with worldwide coverage [\$3,000 value].
- Company would be recognized on poster and signage at the day of the event sponsorship (\$1,000 value).

Over \$8,500 in value!

Break Sponsorship Fee: \$3,500.00 USD

❖ For more information on being a Break Sponsor, please contact Karen Rhodes-Parker at 248-244-8993 ext. 3 or email Karen@auto-tpo.com



Other Sponsorship

Program Book Advertising Options*			Other Promotional Option Prices*	
4 Color Ad (appropriate media furnished)		Inserts (inquire)	Items furnished/paid for by sponsor	
Full Page	\$2,595	Available	Badge Lanyard	\$500
Half Page	\$1,950	Available	Note Pads with Logo	\$500
1/4 Page	\$1050	Available	Pens/Pencils	\$300
Additional Book Options			Hotel room key advertisement	\$500
Back Cover	\$3,000		Push Notifications (advise attendees when tech session are starting)	\$250
Inside Cover	\$1,500		Tote Bags with Logo	\$500
			Other Promotions*: Contact Karen@auto-tpo.com	

* Note: Items furnished and paid for by Sponsor; Any Previous Year sponsors are entitled to "first right of refusal" on above until August 1st.

❖ For more information on Other Sponsorship Item, please contact Karen Rhodes-Parker at 248-244-8993 ext. 3 or email Karen@auto-tpo.com