



ALLIANCE  
FOR AUTOMOTIVE  
INNOVATION

INNOVATION ON THE ROAD

**AUTO**  
**TECH**  
**SHOWCASE**

# 2026 AUTO TECH SHOWCASE

**EXHIBITOR & SPONSORSHIP OPPORTUNITIES**

# AUTO TECH SHOWCASE 2026

Alliance for Automotive Innovation's Auto Tech Showcase brings together automotive innovators, visionaries and disruptors redefining personal transportation for the next generation and beyond.

From Capitol Hill to federal agencies and NGOs to academia, no other event provides this level of hands-on interaction with emerging tech and face-to-face engagement with the most influential figures in the automotive industry.

Meet innovators from across the country – automakers, suppliers, software companies, electric vehicle battery makers, and autonomous vehicle developers – who will all be on hand to demonstrate and educate policymakers on the technologies delivering cleaner, safer, and smarter™ vehicles.



**JUNE 9, 2026 | AUDI FIELD**  
**100 POTOMAC ST SW, WASHINGTON, D.C.**

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

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).

QUESTIONS? CONTACT CASSY LARUSSA AT  
[CLARUSSA@AUTOSINNOVATE.ORG](mailto:CLARUSSA@AUTOSINNOVATE.ORG)

# PLATINUM EXHIBITOR

*MULTIPLE OPPORTUNITIES AVAILABLE*

MEMBER: \$50,000

NONMEMBER: \$75,000

- Logo placement on all standard print, digital, website, advertising, and select venue banners.
- Logo placement and advertisement on the exhibitor concourse LED monitor.
- Premium Platinum-level exhibitor space (priority placement will be given to exhibitors who confirm their participation early and to those with specific physical space requirements).
- Option to include vehicles for a ride-and-drive experience and/or multiple vehicles at exhibitor space (as space allows).
- Sponsor-provided giveaway items (e.g., showcase bag, notebook, pen, etc.) to be distributed to all event attendees at registration.
- Private meeting suite for member staff and one-on-one meetings.
- Recognized at reception.

Sponsorship Levels:

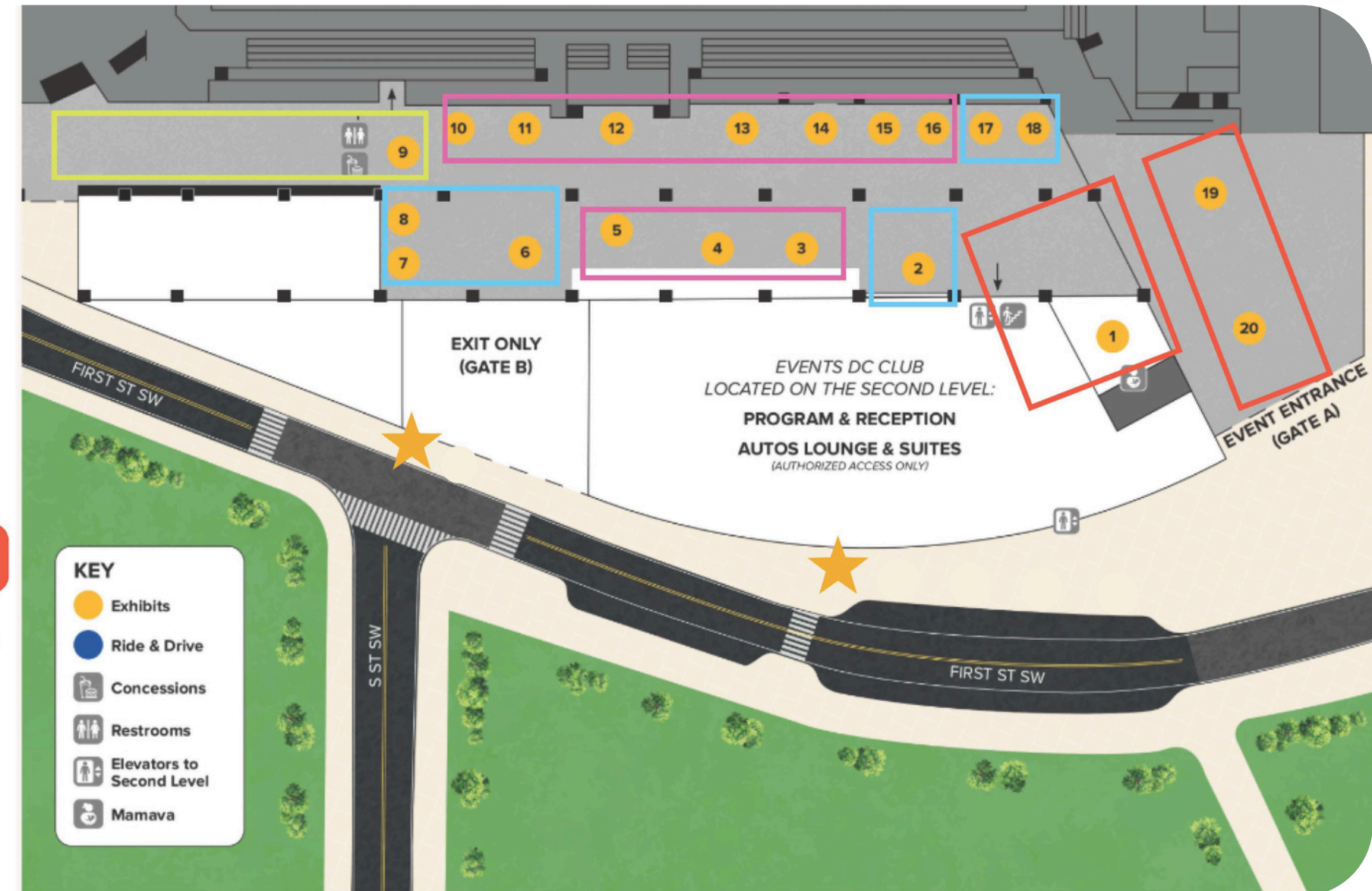
**Bronze**

**Silver**

**Gold**

**Platinum**

★ Reserved for silver, gold, and platinum sponsorship level



**EXHIBITOR MAP**

# EXHIBITORS



## GOLD

MEMBER: \$25,000  
NONMEMBER: \$40,000

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- Logo placement on all standard print, digital, website, and select venue banners.
- Premium Gold-level exhibitor space (priority placement will be given to exhibitors who confirm their participation early and to those with specific physical space requirements).
- Option to include vehicles for a ride-and-drive experience and/or multiple vehicles at exhibitor space (as space allows).
- Private meeting suite for member staff and one-on-one meetings.
- Recognized at reception.

## SILVER

MEMBER: \$15,000  
NONMEMBER: \$25,000

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- Logo placement on standard print, digital, website, and select venue banners.
- Silver-level exhibitor space (priority placement will be given to exhibitors who confirm their participation early and to those with specific physical space requirements).
- Option to include vehicles for a ride-and-drive experience and/or multiple vehicles at exhibitor space (as space allows).
- Private meeting suite for member staff and one-on-one meetings.
- Recognized at reception.

## BRONZE

MEMBER: \$5,000  
NONMEMBER: \$10,000

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- Secondary logo placement (or name text placement) on standard print, digital, website, and select venue banners.
- Bronze-level exhibitor space and the option to bring: (1) vehicle to the event (priority placement will be given to exhibitors who confirm their participation early and to those with specific physical space requirements).
- Option to include vehicles for a ride-and-drive experience.

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### RECEPTION & BAND SPONSOR: \$50,000



- Opportunity for a speaking role at reception.
- Exclusive use of onsite monitors for branding and advertising during the program reception.
- Branded signage displayed at reception.
- Private meeting suite for member staff and one-on-one meetings.
- Logo placement on standard print, digital, website, and select venue banners.



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### SUSTAINABILITY SPONSOR: \$15,000



- Branded water stations with accompanying water bottles.
- Branded electronics charging station.
- Branded recycling containers throughout event.
- Logo placement on standard print, digital, website, and select venue banners.

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### INSIGHTS SPONSOR: \$10,000



- Speaking opportunity.
- Logo placement on standard print, digital, website, and select venue banners.

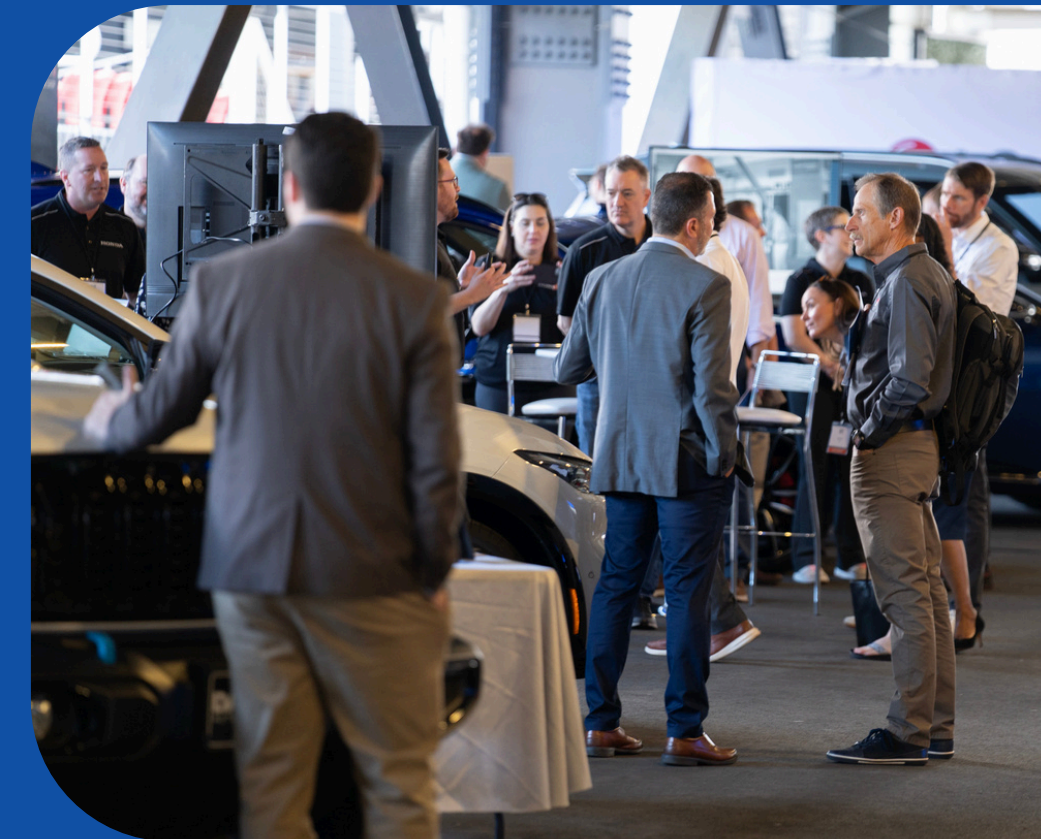


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### LANYARD SPONSOR: \$10,000



- Logo will appear on the branded lanyard for registration name tags.
- Logo placement on standard print, digital, website, and select venue banners.



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### BRANDING SPONSOR: \$5,000



- Sponsor-provided giveaway items (e.g., showcase bag, notebook, pen, etc.) to be distributed to all event attendees at registration.
- Logo placement on standard print, digital, website and select venue banners.