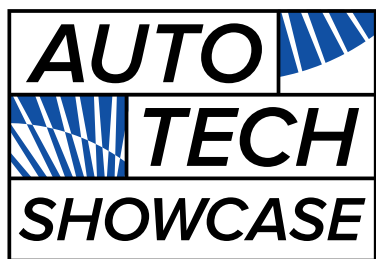


INNOVATION ON THE ROAD



2026 Exhibitor Information and Sponsorship Information

Updated 8/27/2025



**ALLIANCE
FOR AUTOMOTIVE
INNOVATION**

OVERVIEW

The Alliance for Automotive Innovation is bringing back the Auto Tech Showcase on Tuesday, June 9, 2026 at Audi Field.

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



Electrification including batteries, fuel cells, EV charging/H₂ fueling

Components made with recycled and recyclable/biodegradable/reusable materials

Battery recycling

Lightweighting strategies

PM emissions (tires/brakes)

SAFER



Intelligent Speed Assist (ISA)

Driver Monitoring including for alcohol impairment, distraction, drowsiness

Automated Driving Systems

Rear occupant reminders

Pedestrian protection

SMARTER



Artificial Intelligence

Cyber Security

Battery Safety

V2X Technologies, including those that reduce emissions/ fuel consumption

Vehicle-to-Grid

Audi Field

Welcomes The 2026 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).

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 are required to 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 28,000 square 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.
- **Events DC Club:** Located on the second floor, the Events DC Club will serve as an access point to exhibitor and sponsor suites, perfect for private meeting spaces. Please inquire for more information on sponsorship opportunities and suite access.

Food and Beverage

Food and beverage 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 security for event exhibitors beginning at load-in on June 8 through load-out on June 9. Audi Field is also a gated stadium that will be locked to outside visitors outside of staffed hours.

Load-in

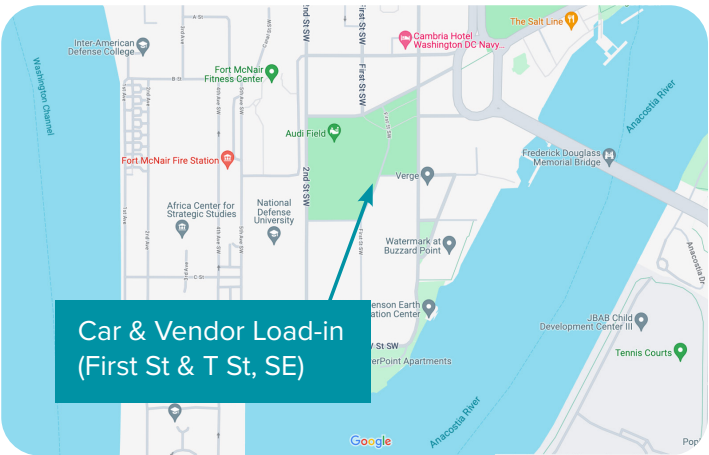
Load-in will begin at 8 a.m. on June 8, providing you with six hours for booth setup, concluding at 2 p.m.

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 7 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.

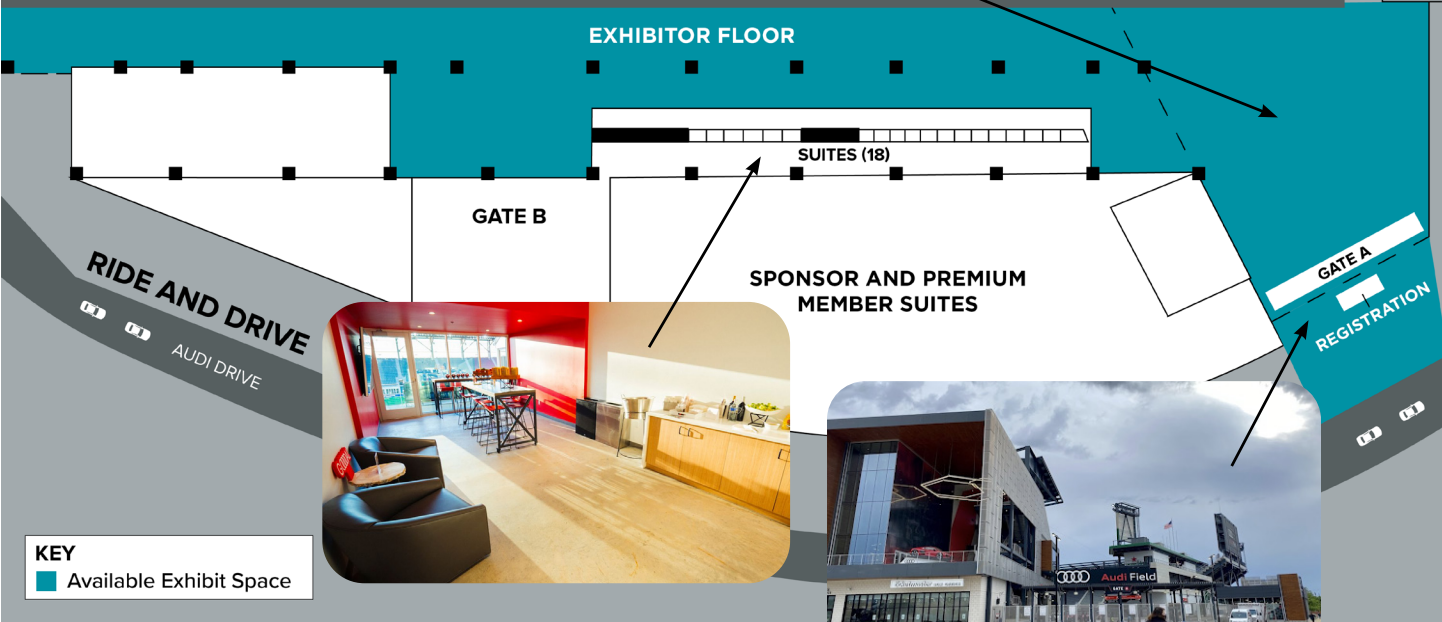
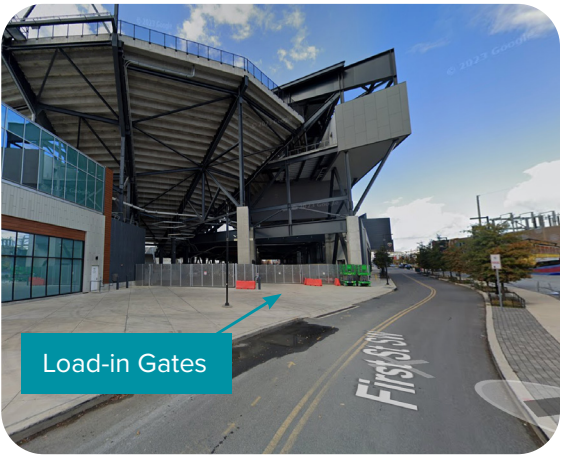


Exhibit and Placing Orders

1. Know your exhibit

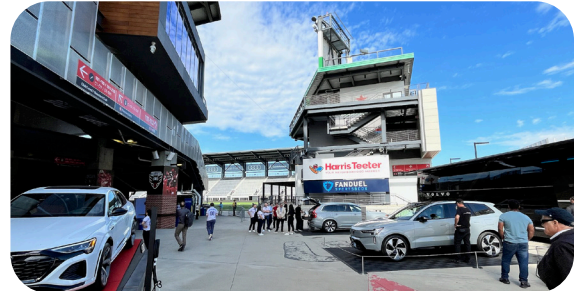
Thank you for your participation in the 2026 Auto Tech Showcase at Audi Field in Washington, DC on **June 9, 2026**.

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 one 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

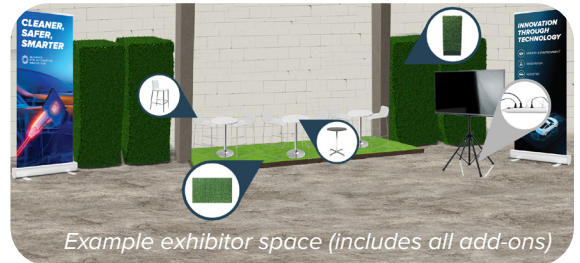
This packet includes options to elevate your booth exhibit at a variety of price ranges. Rental upgrades include:

- 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



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 pick-up and drop-off marking only.

3. Place orders

Once your Rentals and Services forms have been submitted to 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 for next steps.

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. **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.



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