



ALLIANCE
FOR AUTOMOTIVE
INNOVATION

INNOVATION ON THE ROAD



2026 AUTO TECH SHOWCASE

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

AUTO TECH SHOWCASE 2026

The 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, NGOs to Academia, no other event provides such intimate access to face-to-face engagement with the most influential figures in the automotive industry.

Meet innovators from across the country – auto manufacturers; suppliers; software companies; and electric vehicle battery, semiconductor, and autonomous vehicles producers – who will all be on hand to demonstrate and educate policymakers on the technologies delivering **cleaner, safer, and smarter vehicles.**



JUNE 9TH, 2026 | AUDI FIELD
100 POTOMAC ST NW, WASHINGTON DC

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

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 (ex. 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
- Inclusion in press releases and media coverage

Sponsorship Levels:

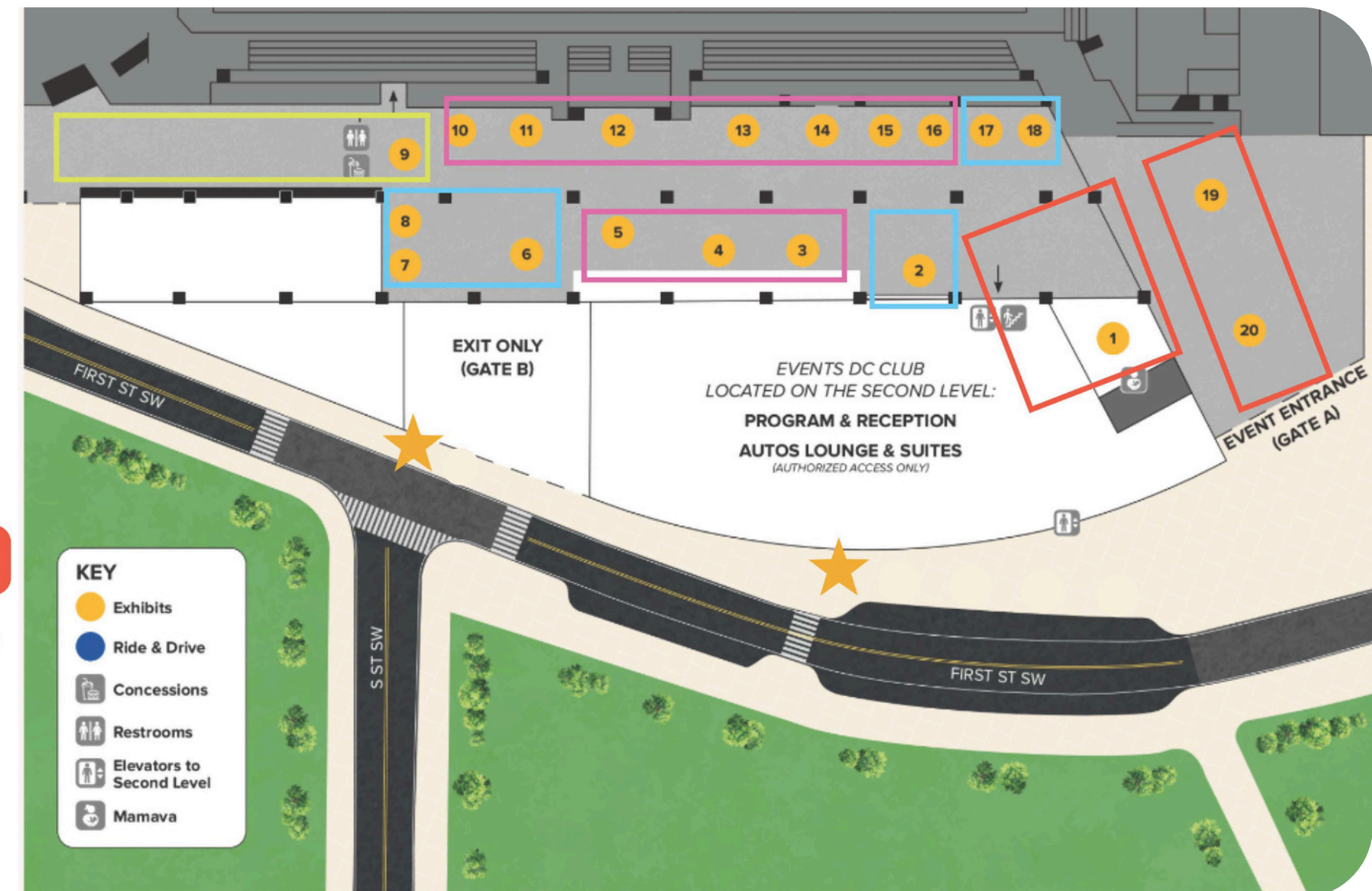
Bronze

Silver

Gold

Platinum

★ Reserved for silver, gold, and platinum sponsorship level



EXHIBITOR MAP

EXHIBITORS



GOLD

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

- 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

- 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 the exhibitor reception

BRONZE

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

- 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).

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



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



INSIGHTS SPONSOR: \$10,000

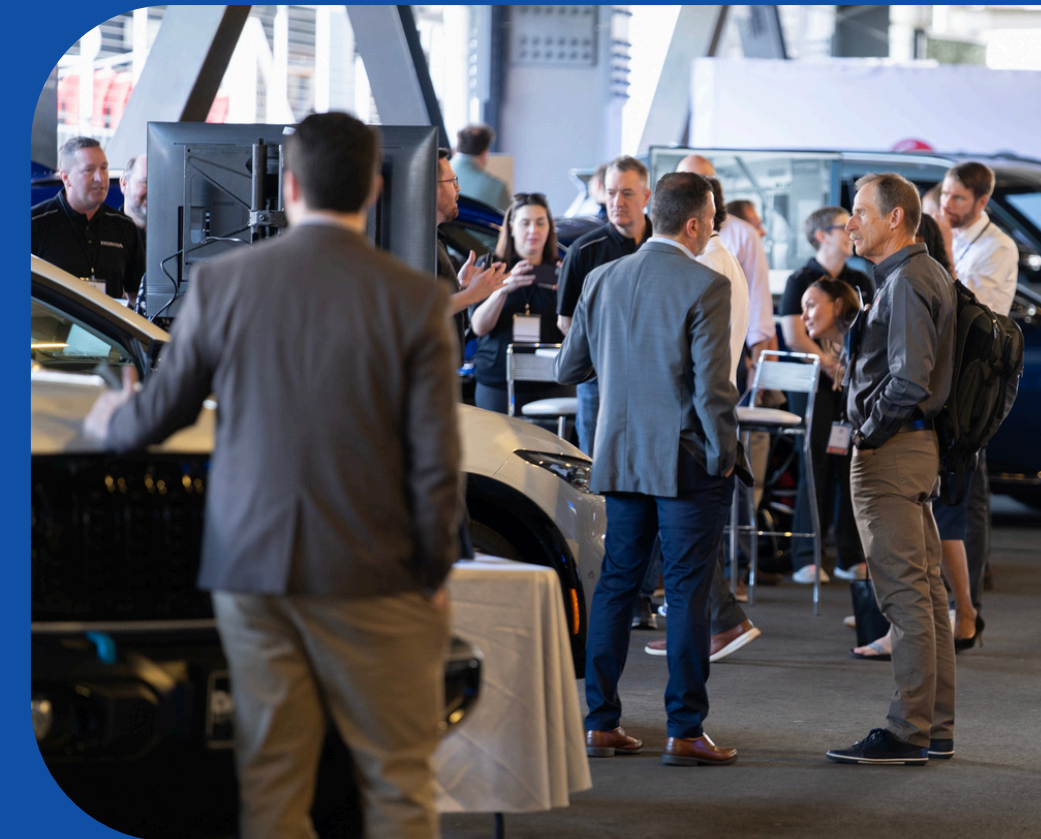


- Speaking Opportunity (partner with AFAL to determine engagement)
- Logo placement on standard print, digital, website, and select venue banners

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



BRANDING SPONSOR: \$5,000



- Sponsor-provided giveaway items (ex. 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

SPONSORSHIPS