

Standard Exhibitor Package

- A standard exhibitor space is 20' W x 50' L
- Tents will be placed on gravel concrete
- Each space includes:
 - One (1) 10' x 10' tent equipped with three weather resistant side panels
 - One (1) Power Strip*
 - One (1) 6' table covered in black performance linen
 - Two (2) folding chairs
 - Availability to comfortably park two (2) standard static vehicles

**Power strip can accommodate monitors, computers/tablet(s), and other standard charging devices. Additional power sources can be provided for additional costs.*



Exhibitor Enhancements

Member companies can upgrade their exhibitor spaces in the following ways:

SPACE: Premium sponsorship exhibitors can increase their footprint by increasing the length of their exhibition. The width of all spaces is set at 20' wide. Additional space can accommodate a larger tent or increased parking for vehicles.

TENT SIZE: Tents can be increased to the following sizes, no tent should exceed 20'x40'. Approximate costs for each upgrade are below but will vary.

- 10' x 20': +\$1,350
- 10' x 30': +\$1,750
- 20' x 20': +\$2,500
- 20' x 30': +\$2,850
- 20' x 40': +\$4,250

ACCOMMODATIONS: Tents can be equipped with upgraded accommodations to enhance guest experience such as:

- Additional table and chairs
- Soft furniture
- Monitors and AV*
- Flooring
- Air Conditioning and fans*
- Lighting*

**Certain enhancements may require additional power and/or a dedicated generator in which the member company would be responsible for associated costs.*

Exhibitor Enhancement Pricing

Our event vendors will work with your team to customize your booth to your preferences, including options for A/V, flooring, cooling options and lighting add-ons. For these add-ons, costs will vary and availability is limited.

Once your sponsorship is confirmed, you will be connected with our vendors to discuss booth optionality and review available options for each category. Below is estimated pricing for popular upgrades.

ENHANCEMENT ADD-ONS	PRICE PER UNIT
50" Monitor(s)*	\$200
Additional Folding Chairs	\$5 - \$10
Additional 6' rectangle tables	\$10 - \$15
6' Twill Linen Tablecloth	\$30
End Table(s)	\$100
Highboy Table(s) w/ Linen	\$40 - \$50
6' Bike Rack	\$4.50

SOFT FURNITURE ADD-ONS	PRICE PER UNIT
Outdoor Sofa(s)	\$450
Outdoor Cushioned Chair(s)	\$275 - \$350
Coffee Table(s)	\$175
Ottoman(s)	\$55
Throw Pillow(s)	\$15 - \$20

INNOVATION ON THE ROAD



The background is a solid dark blue. A large, lighter blue semi-circle is centered behind the text. Radiating from the edges of this semi-circle are numerous triangular segments of varying shades of blue, creating a sunburst or starburst effect.

Booth Enhancement Lookbook

Furniture Add-ons - Sofas



Verona Sofa

Qty:

\$469 each



Evoke Sofa

Qty:

\$514 each



Baja Sofa

Qty:

\$595 each



Costa Sofa

Qty:

\$560 each

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Furniture Add-ons - Chairs & Stools



Baja Chair

Qty:

\$373 each



Costa Chair

Qty:

\$411 each



Clara Stool

Qty:

\$68 each



Evoke Chair

Qty:

\$365 each

Furniture Add-ons - Tables & Accessories



Costa Cocktail Table

Qty:

\$224 each



Phoebe Table – variety of colors

Qty:

\$108 each



30" Round Bar Table with Black Base – Black or white top

Qty:

\$84 each



Benton Cube Ottoman – variety of colors

Qty:

\$68 each



Benton Pillow – variety of colors

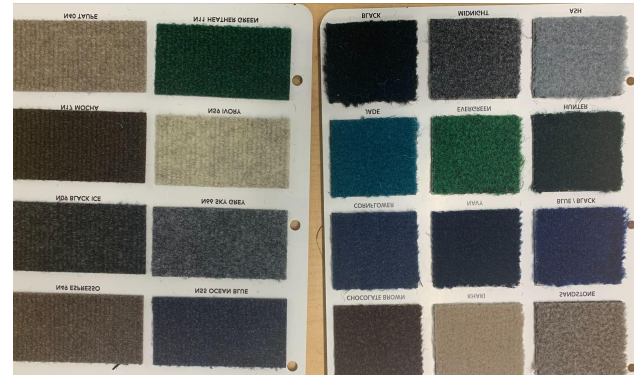
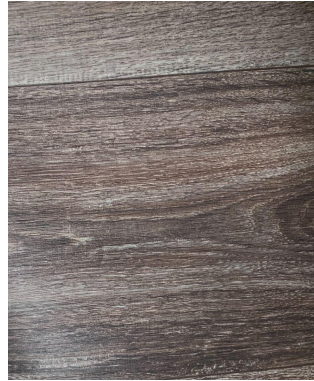
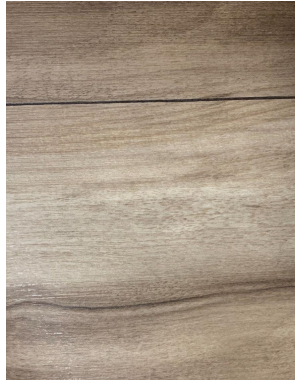
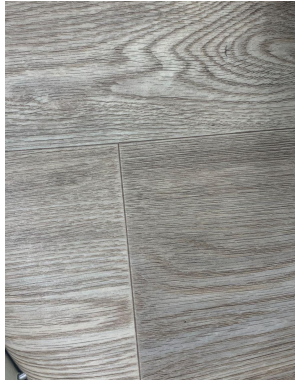
Qty:

\$24 each

Enhancements - Flooring Options

FLOORING: There are many floor enhancements that can be fitted to the tent, including turf, carpet, and laminate flooring options. Pricing will vary. All tents by default will be located on hardscape, unless noted otherwise.

If interested in flooring options, please contact your Alliance for Automotive Innovation representation for pricing next steps.



INNOVATION ON THE ROAD

