



MBS 2025

September 15-17, 2025 | Detroit, Michigan

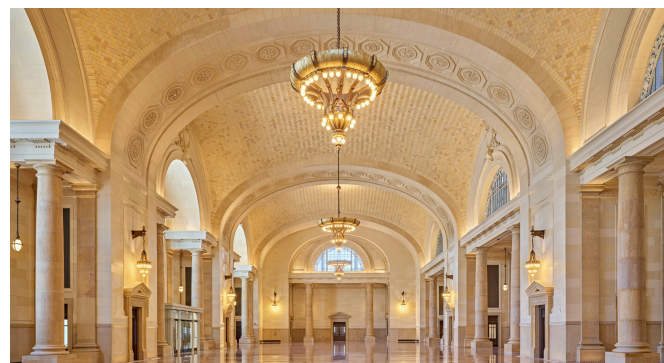
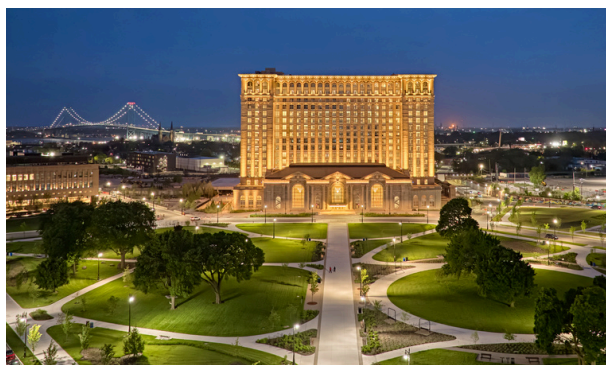
SPONSOR PACKET

A NEW ERA, A NEW HOME

In 2025, MBS returns to its industry roots, the heart of the American automotive industry: Detroit. This historic city, once the epicenter of global automotive innovation, is the perfect backdrop for a conference that will redefine the future of mobility.

Michigan Central Station's remarkable transformation from a symbol of decline to a beacon of hope aligns perfectly with the MBS's commitment to innovation and progress.

Experience this high-profile event where policymakers, industry titans, and tech disruptors converge to explore pressing global issues where policy, technology, and innovation intersect.





MBS 2025

MANAGEMENT BRIEFING
SEMINARS

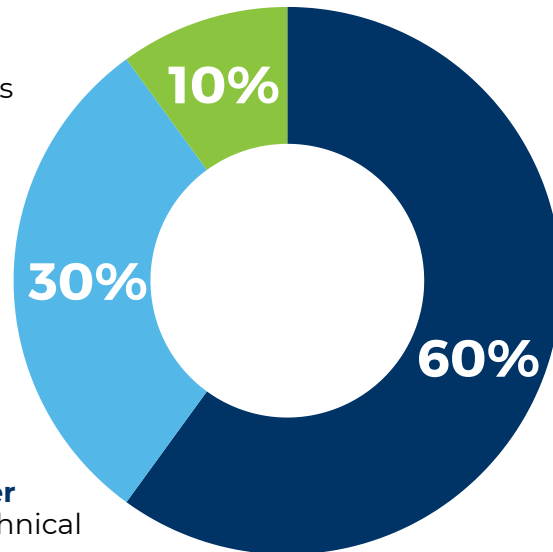
September 15-17, 2025

Detroit, Michigan

WHO YOU WILL MEET

Why Sponsor?

- **100% B2B** – Connect directly with the decision-makers who will drive your business development forward.
- **The most well-established auto-tech event in the world** – Originally founded by the Office for the Study of Automotive Transportation, now known as the Center for Automotive Research, 59 years ago!
- **Attracts large delegations of automakers** – in particular, representatives from Ford, General Motors, Mitsubishi Motors, Nissan, Toyota, and Volkswagen.
- **Attended by mid to senior-level automaker executives** – the perfect combination of technical know-how and purchasing power.



CATEGORY 1

Automotive
OEMs & Tier 1
Suppliers

CATEGORY 2

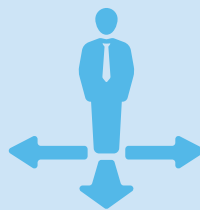
Tier 2 Suppliers
Mobility Service
Providers
Government
Organizations
Associations
Tech Companies
Legal & Financial
Services

CATEGORY 3

Academia & Media

OEM & Tier 1 Attendee & Job Title Profiles:

Our target job titles range from C-level to mid-level manager, to ensure representation across both strategic, high-level decision-makers and technical experts to ensure the benefits of your solutions are understood within the context of their businesses. Highly informed, involved, and invested automotive specialists attend from a variety of business units, united by the fact that they are focused on progressing the connected car.



Strategic & Technical High-Level Decision-Makers

Chief Architect, Chief Engineer, CEO, CTO, CMO, Managing Director, General Manager, Founder, Co-Founder, Chief Business Officer, Chief Innovation Officer, Chief Innovation Scientist, Chief Mobility Officer, Global Strategy Leader, Global Lead, and Chief Analyst.

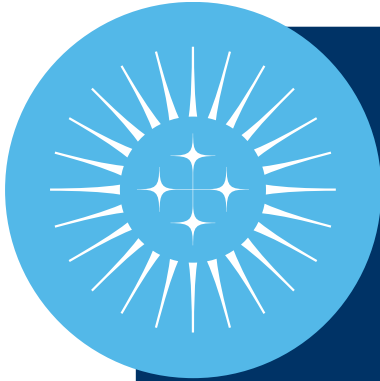


Informed, Involved & Invested Automotive Specialists

Autonomous Engineer, Systems Specialist, Global Executive Director, Product Owner, Research Engineer, Connected Vehicle Feature Developer, Vehicle Tech & Connectivity Manager, Cyber Security Lead, Director of Programs, Software Engineering, Connected Vehicle Services, Strategy & Innovation, and Product Engineering.



Sponsorship Package Details



PREMIER

Brand Awareness

Premier brand placement on all advertising and select venue banners

Registration giveaway item (ex. showcase bag, water bottle, etc.) with company logo on the item alongside the event logo

Advertisement Slide to Run Pre-Sessions

Recognized as Welcome reception sponsor

Exhibitor booth (10'x'5 booth)

Thought Leadership

Opportunity for Welcome remarks at the Welcome Reception

Opportunity for opening remarks at a Keynote Presentation

Opportunity for a Session panelist, presenter, or Fireside Chat

Opportunity for a Co-Branded Webinar – Pre or Post Event

Registrations

(1) Seat on the Industry Organizing Committee

(4) Full Conference Registration for C-Suite or Senior Leadership attendee

(2) Exhibitor Registrations

Private meeting room for member staff and one-on-one meetings

EXCLUSIVE

\$60,000

SOLD OUT



Sponsorship Package Details



DIAMOND

Brand Awareness

Registration giveaway item (ex. showcase bag, water bottle, etc.) with company logo on the item alongside the event logo

Advertisement Slide to Run Pre-Sessions

Recognition as a special event sponsor

Exhibitor booth (10'x'5 booth)

Thought Leadership

Opportunity for a Session panelist, presenter, or Fireside Chat interview

Opportunity for a Co-Branded Webinar – Pre or Post Event

Registrations

Seat on the Industry Organizing Committee

(2) Full Conference Registration for C-Suite or Senior Leadership attendee

(2) Exhibitor Registrations

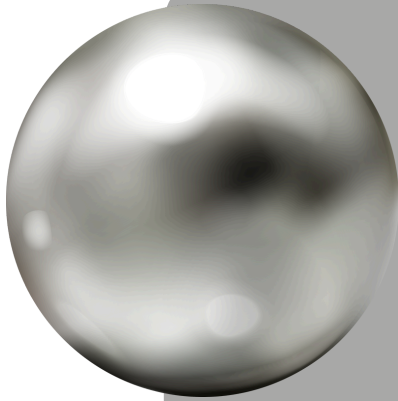
Private meeting room for member staff and one-on-one meetings

FOUR

\$50,000



Sponsorship Package Details



PLATINUM

Brand Awareness

Advertisement Slide to Run Pre-Sessions

Recognition as a Networking sponsor

Registration giveaway item (ex. showcase bag, water bottle, etc.) with company logo on the item alongside the event logo

Exhibitor booth (10'x'5 booth)

Thought Leadership

Opportunity for a Session panelist or presenter

Opportunity for a Co-Branded Webinar – Pre or Post Event

Registrations

(1) Speaker Registration

(2) Full Conference Registration for C-Suite or Senior Leadership attendee

(2) Exhibitor Registrations

FOUR

\$40,000



Sponsorship Package Details



GOLD

Brand Awareness

Advertisement Slide to Run Pre-Sessions

Logo placement on all standard print, digital and website advertising and select venue banners

Thought Leadership

Power Breakfast Session – “Create Your Own Session” or Lunch Roundtable Discussion

Opportunity for a Co-Branded Webinar – Pre or Post Event

Opportunity to introduce a specific session or activity

Registrations

(2) Speaker Registrations

(2) Full Conference Registration for C-Suite or Senior Leadership attendee

FOUR

\$30,000



Sponsorship Package Details



SILVER

Brand Awareness

Exhibitor booth (10'x'5 booth) or Ride and Drive

Recognized at Networking Reception

Branded signage in Designated Areas

Registrations

(2) Exhibitor Registrations

(2) Full Conference Registration for C-Suite or Senior Leadership attendee

\$15,000



BRONZE

Brand Awareness

Logo placement on all standard print, digital, and website advertising and select venue banners

Advertising on select venue banners

Registrations

(1) Full Conference Registration for C-Suite or Senior Leadership attendee

\$5,000



Sponsorship Package Details

MBS
2025

60TH
ANNIVERSARY
SUPPORTER

Brand Awareness

Shared sponsorship to show your individual or organization's support of MBS/CAR's mission.

Name recognition on Anniversary signage and slides

Registrations

(1) 50% Discounted Full Conference Registration

\$2,500

Sponsor Add-Ons: Must be Bronze + to Add This On:



Landyard Sponsor

\$10,000



Reception Sponsor

- Opportunity for a speaking role at the reception
- Branded directional signage
- Exclusive use of on-site monitors for branding and advertising

\$20,000



Sponsor Add-Ons: Must be Bronze + to Add This On:



Sustainability Sponsor

- Branded water stations with accompanying water bottles
- Branded recycling containers throughout event

\$15,000



Coffee Station

- Be the host of a coffee service station to keep attendees focused!
- Paper beverage cup or sleeve with your company logo imprint
- Beverage napkins and table cards with company logo displayed
- Opportunity to provide printed materials at the station on your sponsored day(s)
- Sponsor appreciation signage at the station and other signage throughout the meeting

PER DAY

\$5,000



Conference Pens & Notepads

- Design your own company message or product details on a notepad to be made available in the session room. Logo imprint on personalized pen that will get your business noticed. To be ordered and printed by CAR.

\$5,000

To Reserve a Package or Discuss Custom Packages Contact:



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