



**2025 SID Vehicle Displays and Interfaces
Exhibitor and Sponsorship Information
Huntington Place, Detroit
Detroit, MI
September 9-10, 2025**

10x10 Booth Package w/ Furniture package:

Cost: \$2,800 per booth

- 8' high back wall drape
- 3' high side rail drape
- One (1) 6'x30" skirted table
- Two (2) chairs
- One (1) wastebasket
- 10-amp power – exhibitors are permitted to bring their own power strip
- One (1) 7"x44" exhibit ID sign to include company name and booth number

Registration Benefits (10x10 booth)

- One (1) full conference registration
- Two (2) exhibit hall only staff registrations
- Unlimited: \$25 discount on exhibit hall only registration

6'W x 10'D Booth Package w/ Furniture package

Cost: \$1,800 (only one 6x10 booth per company permitted)

- 8' high back wall drape
- 3' high side rail drape
- One (1) 4'x30" skirted table
- One (1) plastic chair
- One (1) wastebasket
- 10-amp power - exhibitors are permitted to bring their own power strip
- One (1) 7"x44" exhibit ID sign to include company name and booth number

Registration Benefits (6x10 booth)

- One (1) exhibit hall only staff registration
- Unlimited: \$25 discount on exhibit hall only registrations

For more information contact Danielle Rocco at 646-226-7592 or drocco@sid.org

Reserve a booth or sponsorship/promotional item
<https://na.eventscloud.com/ehome/821799/1254875/>

| Event Sponsorship Packages | LEADING \$7,000 | MAJOR \$3,500 | SUPPORTING \$2,000 |
|---|-------------------------|-------------------------|-------------------------|
| Booth 10x10 (booth only - registration benefits listed below) | x | | |
| Meter Panel | x | | |
| Banner ad in attendee email | 2 | 1 | |
| Full page ad in exhibit guide | x | x | |
| Complimentary Conference Registration | 2 | 1 | |
| Complimentary Exhibit Hall Only Staff Registration | 4 | 2 | |
| Logo in all email promotions | x | x | x |
| Logo on Vehicle website - Homepage | x | x | x |
| Shaded exhibit guide listing | x | x | x |
| Sponsor Acknowledgement in Program and exhibit guide | x | x | x |
| Sponsor Acknowledgement on on-site signage | x | x | x |
| Sponsor logo on opening slides in session rooms | x | x | x |
| Logo in Exhibit Guide with listing | x | x | x |
| Half page ad in the exhibit guide | | | x |
| Exhibitor Presentation - Special Sponsor Session | Group #1 in Alpha Order | Group #2 in Alpha Order | Group #3 in Alpha Order |

Registration Sponsorship – 3 Opportunities Remain \$2,400

- Logo on the Vehicle Displays & Interfaces conference registration page
- Logo on every attendee registration confirmation email
- Logo on all attendee registration reminder emails
- Sponsorship acknowledgement signs placed around the on-site conference registration area

Badge Lanyard – Exclusive Opportunity \$1,500

- Lanyard will be distributed to each attendee with their name badge.
- Sponsor to provide the lanyard (600 count)
- Delivery date TBD

Vehicle Displays
and Interfaces
SID Metro-Detroit Chapter



Attendee Tote Bag – Exclusive Opportunity \$1,500

- Tote bag will be distributed to each attendee.
- Sponsor to provide the tote bag (500 count)
- Delivery date TBD

Attendee Notepad – Exclusive Opportunity \$1,350

- Notepad will be distributed to each attendee at registration and in the session rooms.
- Sponsor to provide notepad (500 count)
- Delivery date TBD

Attendee Pens – Exclusive Opportunity \$1,350

- Pens will be distributed to each attendee at registration and in the session rooms.
- Sponsor to provide pens (500 count)
- Delivery date TBD

Attendee Highlighter – Exclusive Opportunity \$1,350

- Highlighters will be distributed to each attendee at registration and in the session rooms.
- Sponsor to provide pens (500 count)

For more information contact Danielle Rocco at 646-226-7592 or drocco@sid.org

Reserve a booth or sponsorship/promotional item
<https://na.eventscloud.com/ehome/821799/1254875/>

- Delivery date TBD

Double-Sided Meter Panels \$1,100

- The Vehicle Displays Conference installs and dismantles panels
- Sponsor to provide artwork
- Management will place meter panels in high traffic locations
- 38 inches wide x 84 inches high (the bottom 6 inches of the panel will be covered by the base)

Exhibit Guide Advertisement– Full and half pages available.

Inside Back Cover or Inside Front Cover \$850

Back Cover \$950

Full Page Ad: \$650

Half Page Ad: \$450

- Advertisement placed in the official Vehicle Display Exhibit Guide
- Full-page specs: 8 ½ x 11 inches
- Half-page specs: 7 x 4½ inches deep
- If a bleed is required, please add 1/8 inch on all sides.

Exhibit Guide Logo and/or Shading \$125 | \$75

- Make your company listing stand out by adding your logo (PNG file required)
- Highlight your company listing by shading the background of your listing



For more information contact Danielle Rocco at 646-226-7592 or drocco@sid.org

Reserve a booth or sponsorship/promotional item
<https://na.eventscld.com/ehome/821799/1254875/>