



**2026 SID Vehicle Displays and Interfaces  
Exhibitor and Sponsorship Information  
Huntington Place, Detroit  
Detroit, MI  
September 15-16, 2026**

**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 registrations

A large, semi-transparent watermark of the VDI logo is overlaid on the registration benefits section. It includes the text 'Vehicle Displays and Interfaces' and 'SID Metro-Detroit Chapter' next to the colorful square graphic.

Vehicle Displays  
and Interfaces  
SID Metro-Detroit Chapter

**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](mailto:drocco@sid.org)

Event Sponsorship Packages	LEADING	MAJOR	SUPPORTING
	\$7,000	\$3,500	\$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

#### Registration Sponsorship – Exclusive \$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

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#### 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)
- Delivery date TBD

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### **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



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