



2024 AUTO-ISAC CYBERSECURITY SUMMIT

OCTOBER 22 – 23, 2024
MGM GRAND DETROIT
DETROIT, MICHIGAN

Sponsor Prospectus



2024 AUTO-ISAC CYBERSECURITY SUMMIT

Who We Are

Formed in 2015, the Auto-ISAC is a community of automotive OEMs, suppliers, commercial vehicle companies, academia, and trade associations working together to develop a robust sharing network to increase the safety and security of the ever-evolving connected vehicle ecosystem.

Auto-ISAC Mission

Serve as an unbiased information broker to provide a central point of coordination and communication for the global automotive industry through the analysis and sharing of trusted and timely cyber threat information.

Summit Goal

Foster relationships to enhance cybersecurity resiliency for the connected vehicle ecosystem. *We will accomplish this objective with engaging conversations on topics, including:*

- Information sharing
- Incident response
- Legal viewpoints
- Organizational maturity
- Security technologies
- Collaboration challenges and mitigation tactics
- Global cybersecurity strategy
- Standardization efforts

SUMMIT ATTENDEE OVERVIEW

Company Types

Auto-ISAC Members

- Light and Heavy-Duty Vehicle OEMs
- Light and Heavy-Duty Vehicle Suppliers
- Commercial Vehicle Companies
- Fleets and carriers
- EV/AV Companies
- Other “Connected” Vehicle Companies

Non-Members

- US & International Public Agency Partners
- Prospective Members
- Industry Associations
- Security Sponsors
- Academia
- Research Institutions

Sample Functions

- Vehicle Cybersecurity
- Safety, relevant to cybersecurity
- Quality, relevant to cybersecurity
- Privacy
- Product Development
- Engineering
- IT/InfoSec/OT
- Manufacturing
- Enterprise Risk Mgmt.
- Legal
- Communications
- Public Policy

Sample Role Titles

- CISOs
- CTOs
- CIOs
- Vice Presidents
- Directors
- Managers
- Analysts
- Engineers
- IT/OT SMEs

AUTO-ISAC MEMBER ROSTER

Aisin	Faurecia	Magna	Rivian
Allison Transmission	Ferrari	MARELLI	Stellantis
Amazon	Flex	Mazda	Stoneridge
American Axle & Manufacturing	Ford	Mercedes-Benz	Subaru
Aptiv	General Motors	Mitsubishi Electric	Sumitomo Electric
AT&T	Geotab	Mitsubishi Motors	thyssenkrupp
AVL List GmbH	Harman	Mobis	Tokai Rika
BMW Group	Hitachi (Astemo - Affiliate)	Motional	Toyota (Woven-Affiliate)
BorgWarner	Honda	Navistar	Valeo
Bosch (ETAS-Affiliate)	Hyundai	Nexteer Automotive Corp	Veoneer
Bose Automotive	Infineon	Nissan	Vitesco
ChargePoint	Intel	NXP	Volkswagen (Cariad-Affiliate)
CNH Industrial	JTEKT	Oshkosh Corp	Volvo Cars
Continental	Kia America, Inc.	PACCAR	Volvo Group
Cummins	Knorr Bremse	Panasonic (Ficosa-Affiliate)	Waymo
Daimler Truck	KTM	Phinia	Yamaha Motors
Dana Inc.	Lear	Polaris	ZF
Denso	LG Electronics	Qualcomm	
Deere & Company	Lucid Motors	Renesas Electronics	
e:fs TechHub GmbH	Luminar	Renault SAS	

Pending: Jaguar Land Rover

WHY BE A SUMMIT SPONSOR?

Support the Automotive Industry

Why Participate?

- Network & share at an industry-led vehicle cybersecurity event.
- Demonstrate your expertise to vehicle cyber leaders.
- Build relationships with key stakeholders.
- Be seen as an industry partner.
- Learn from other experts across the industry.

Why Act Now?

- Have your choice of engagement opportunities.
- Maximize the duration of your exposure.
- Showcase your commitment.

Read on to discover how your brand can be exposed to the Auto-ISAC community.

**Many opportunities
sell out quickly,
don't delay!**



WHY BE A SUMMIT SPONSOR?

Unlock a trunkful of benefits for your organization!

Thought Leadership Opportunities: Establish your organization as a thought leader in automotive cybersecurity and contribute to shaping industry standards, regulations, and best practices by participating in panel discussions, presenting case studies, or sharing insights during breakout sessions.

Recruitment and Talent Acquisition: Attract top talent and cybersecurity professionals to join your organization. Use the summit as a platform to showcase your organization's culture, values, and career opportunities.

Return on Investment (ROI): Maximize your investment in cybersecurity by attending the summit. Gain actionable insights, practical strategies, and innovative solutions to mitigate cyber threats, safeguard your assets, and ensure the resilience of your organization's connected vehicle ecosystem.

Networking Opportunities: Connect with industry leaders, cybersecurity experts, and fellow professionals in the automotive sector. Make international connections and expand your reach.

Access to Cutting-Edge Insights: Gain access to exclusive workshops, keynote presentations, and panel discussions led by renowned speakers and thought leaders. Stay abreast of the latest trends, innovations, and best practices in automotive cybersecurity to enhance your organization's knowledge and capabilities.

Strategic Partnerships: Discover potential partners, suppliers, and service providers who can support your organization's cybersecurity initiatives.



SPONSORSHIP CALL TO ACTION

Let's Work Together!

We ask our partners to support this key yearly event and engage with our community from an educational, technical, and awareness perspective.

Will the event be in-person or virtual?

Both! We will be in-person at the MGM Grand Detroit in Detroit, Michigan. We will livestream sessions and provide a Cvent app to allow attendees, sponsors and speakers to engage, schedule meetings and view additional event information.

Where should I stay?

A room block with exclusive discounted pricing at the MGM Grand will be also be available for attendees on the Summit webpage.

What is the payment policy?

Each sponsor will be invoiced with NET60 terms and must pay at least 30 days before the event

Do I have to register if I am a sponsor?

All sponsorships come with one free pass, with several options offering additional passes. Whoever wishes to attend will need to register for accurate headcounts.

If I sponsor, what are my booth options?

We are offering physical booth sponsorships exclusively. Additionally, each sponsor will receive a virtual booth where they can upload presentations, chat with attendees, and schedule appointments.

Can I speak if I don't want to be a sponsor?

We have limited speaking slots which require a sponsorship, an abstract, and approval by the Summit Task Force.

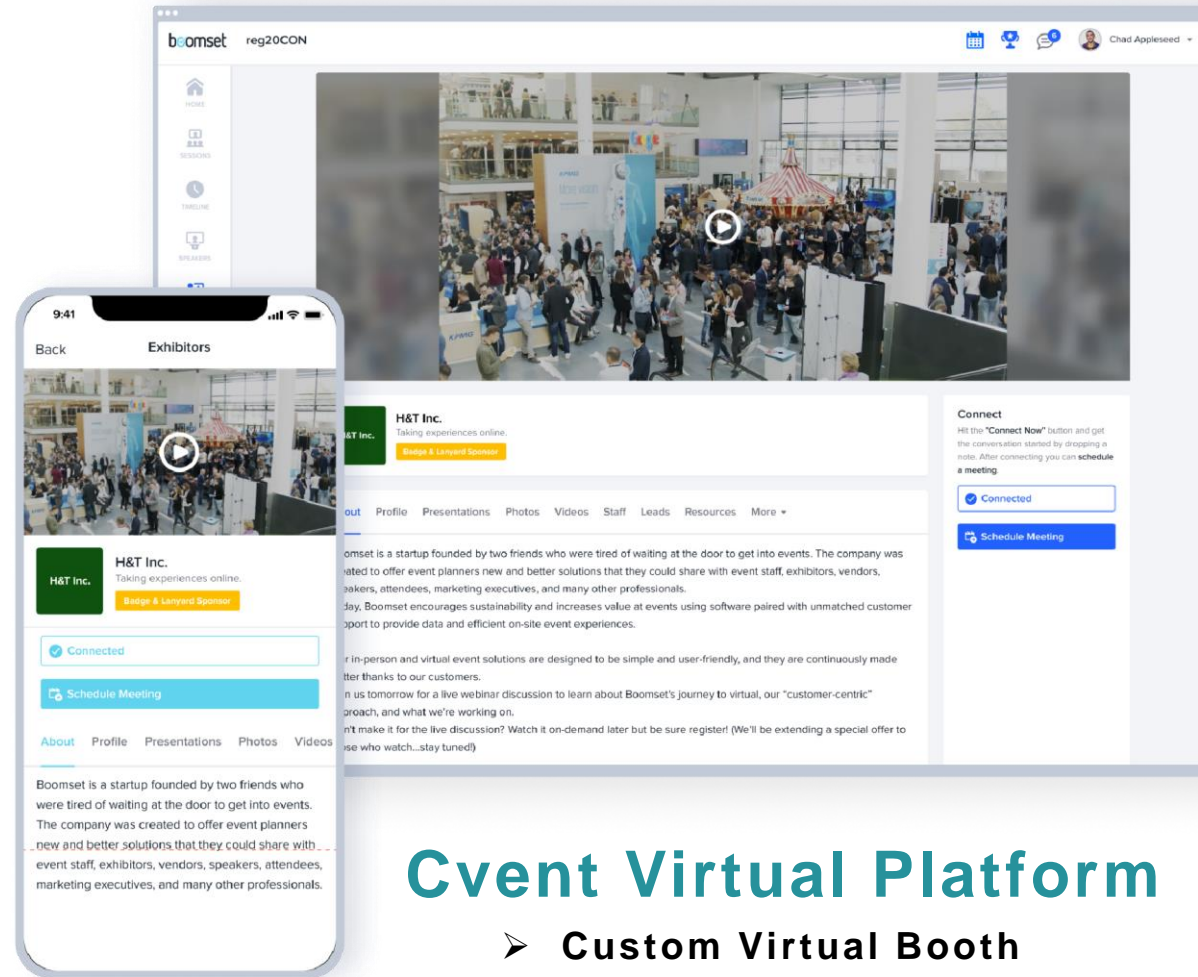
SUMMIT EVENT APP

Upload Presentation
Materials & Organization
Information

Setup Custom
Appointment &
Networking Options

Chat Directly with
Attendees & host virtual
meetings

Customize, Automate
and Capture Leads



Event Virtual Platform

- Custom Virtual Booth
- Meeting Scheduler
- Lead Capture
- And more!

SPONSORSHIP LEVELS AND PRICING OVERVIEW

Details	Titanium	Platinum	Gold	Silver	Bronze
Price	\$40,000	\$35,000	\$30,000	\$20,000	\$15,000
Quantity Available	SOLD 0 of 1	2	4	4	15
Passes Included	5	4	4	3	2
40-minute Speaking Session on Stage	✓				
35-minute Sponsor-led Panel w/15-minute Intro		✓			
30-minute Speaking Session on Stage			✓		
25-minute On-Demand Video on Virtual Platform				✓	
Attendee Opt-in List (name, company, title, & email)	✓	✓	✓	✓	✓
Logo Branding on Signage, Website, Mobile App	✓	✓	✓	✓	✓
Physical Exhibit Booth with Single Monitor included	✓	✓	✓	✓	✓
Virtual Exhibit Booth	✓	✓	✓	✓	✓
Virtual Booth Chat Rooms	✓	✓	✓	✓	✓
Virtual Booth 1:1 Meeting Scheduler	✓	✓	✓	✓	✓
Virtual Booth Branding	✓	✓	✓	✓	✓
Virtual Booth Short Video (1) and Downloadable Content (3)	✓	✓	✓	✓	✓

FOOD & BEVERAGE SPONSORSHIPS*

Sponsorship	Price	# Available
Breakfast	\$12,000	3
Lunch	\$17,000	2
Barista Station	\$6,000	4
Welcome Reception (Monday evening at Topgolf Swing Suite)	\$16,000	1
VIP Dinner Sponsorship**	\$7,000 + F&B*	1
Champagne Toast (Tuesday evening prior to reception)**	\$7,000 + F&B*	1
Reception (Tuesday evening)	\$18,000	1
VIP Board Dinner Sponsorship**	\$7,000 + F&B*	SOLD
Diversity in Cybersecurity Happy Hour	\$8,000	1
Closing Reception (Wednesday evening)	\$18,000	1

*Auto-ISAC has included food and beverage in the pricing. Sponsors have the option to enhance these provisions at sponsor's expense with approval.

**VIP Dinners & Champagne Toast sponsors are responsible for the cost of food & beverage.

ADDITIONAL SPONSORSHIP OPTIONS

Sponsorship	Price*	# Available
Break Sponsor	\$5,000	4
Panel participation option for Non-Members/Partners	\$7,000	4
Student Sponsorship – 10 passes to the Summit for your favorite universities	\$5,000	4
Wi-Fi Sponsorship (includes custom password)	\$12,000	1
Lanyard Sponsor (includes name on lanyard)	\$8,000	1
Charging Station Sponsorship	\$5,000	4
Notebook Sponsor (includes logo on event notebook)	\$6,000	1
Keycard Sponsorship	\$5,000	1
Jumbotron Sponsorship	\$5,000	1

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

TITANIUM SPONSORSHIP BENEFITS

\$40,000

0 of 1 available



Influence, Branding, & Promotion: Shape event themes, determine main logo and branding, and stand out as the sole premier sponsor.

Speaking Opportunity: Showcase expertise during a 45-minute speaking timeslot in the General Session.

Premium Exhibit Space & App Promotion: Enjoy first pick of exhibit space and prominent promotion on the event app.

Strategic Networking & Attendee List Access*: Forge connections with industry leaders and access the attendee list for targeted outreach opportunities.

Four Registrations Included: Attend the summit with four complimentary registrations.

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SPEAKING SPONSORSHIPS

\$35,000

2 Available

Available

Platinum

- 45-minute General Session speaking spot (15-minute solo, 30-minute panel). No sales.
- Booth and Virtual Exhibit Space
- Complimentary monitor with physical booth space.
- Attendee List*
- Logo or name branding on event print materials/platform
- Four (4) Summit Registrations

\$30,000

5 Available

Available

Gold

- 30-minute General Session speaking spot
- Booth and Virtual Exhibit Space
- Complimentary monitor with physical booth space.
- Attendee List*
- Logo or name branding on event print materials/platform
- Four (4) Summit Registrations

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SPEAKING SPONSORSHIPS

\$20,000

5 Available

Available

Silver

- 25-minute On Demand speaking spot promoted on app to all attendees.
- Booth and Virtual Exhibit Space
- Complimentary monitor with physical booth space.
- Attendee List*
- Logo or name branding on event print materials/platform
- Three (3) Summit Registrations

\$15,000

15 Available

Available

Bronze

- Booth and Virtual Exhibit Space
- Complimentary monitor with physical booth space.
- Attendee List*
- Logo or name branding on event print materials/platform
- Two (2) Summit Registrations

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RECEPTION SPONSORSHIPS

\$16,000

1 Available

Welcome Reception

Topgolf Swing Suite | 5:00 – 8:00 pm

- Signage in Reception area (you may provide a pop-up banner)
- Company name or logo on event print materials/Platform
- Sponsor is encouraged to personalize the event with giveaways and décor
- Three (3) Summit passes
- Food and beverage costs included in pricing, with option to enhance at sponsor's expense.
- Includes In-person and Virtual Exhibit space
- Attendee List*



Available

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** Auto ISAC has included food and beverage in the pricing, but sponsors have the option to enhance these provisions at their own expense with approval.

RECEPTION SPONSORSHIPS

\$7,000

+ F&B costs**
1 Available

Champagne Toast

Tuesday | Prior to Evening Reception

- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform
- Price does not include F&B costs. You get to theme the event and select F&B with approval.
- No food included, with option to add at sponsor's expense

Available



\$18,000

1 Available

Tuesday Evening Reception

6:00 – 8:00 pm

- Three (3) Summit passes
- Includes In-person and Virtual Exhibit space
- Food and beverage costs included in pricing, with option to enhance at sponsor's expense.
- Plus all Monday Night Reception items

Available



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RECEPTION SPONSORSHIPS

\$8,000

1 Available

Diversity and Women In Cyber Security Happy Hour

WEDNESDAY | 5:00 – 6:00 pm

- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform
- Beverage costs included in pricing, with option to enhance at sponsor's expense with approval
- No food included, with option to add at sponsor's expense

Available



\$18,000

1 Available

Wednesday Night Finale Reception

6:00 – 8:00 pm

- Three (3) Summit passes
- Includes In-person and Virtual Exhibit space
- Food and beverage costs included in pricing, with option to enhance at sponsor's expense with approval
- Plus all Monday Night Reception items

Available



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PRIVATE DINNER SPONSORSHIPS



\$7,000

+ F&B costs**
2 Available

VIP Dinner

- We will provide our attendee count and help you determine your guest list for a Monday night dinner at 7:00 pm.
- Private room available in the hotel or option to go offsite
- Two (2) Summit Registrations
- Logo or name branding on event print materials/platform
- Virtual Exhibit Space
- Attendee List*

Available

\$7,000

+ F&B costs**
1 Available

Board of Directors Dinner

- Tuesday Night Dinner at 7:00 pm.
- Two (2) Summit Registrations
- Private room available in the hotel or option to go offsite
- Logo or name branding on event print materials/platform
- Virtual Exhibit Space
- Attendee List*

SOLD

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

** Price does not include F&B costs or room costs. You get to select where the meals are held, theme the event and select F&B with approval.

FOOD & BEVERAGE SPONSORSHIPS

BREAKFAST, LUNCH, OR BREAKS

3 Breakfasts
\$12,000 ea.

2 Lunches
\$17,000 ea.

Breakfast/Lunch

- Signage in Break Area (you may add a pop-up banner)
- Reserved VIP table at luncheon
- 5-minute introduction at top of the hour.
- Attendee list*
- Two (2) Summit Registrations
- Includes In-person and Virtual Exhibit space
- Company name or logo on event print materials/platform

Available



4 Breaks
\$5,000 ea.

Break

- 5-minute introduction at top of the hour.
- All deliverables above, with exception of physical exhibit space.
- Can host one (1) individual break or *combined for an All-day Break* (\$8K)

Available

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FOOD & BEVERAGE SPONSORSHIP

BARISTA OFFERING DURING BREAKS

Barista
\$6,000 ea.
4 Available

Barista

- Brand the cups and sponsor beverages provided during break
- Company name or logo on event print materials/platform
- Two (2) Summit Registrations
- Virtual Exhibit Space
- Attendee list*

Available



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SPEAKING SPONSORSHIPS

\$7,000

4 Available

Panel Participant

- Fire-side Chat, Panel Moderator or Participant
- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform



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BRANDING SPONSORSHIPS

\$12,000

1 Available



Wi-Fi

- Logo or name branding on back of the event badges and on event print materials/platform
- Two (2) Summit Registrations
- Customizable Password
- Includes Virtual Exhibit Space
- Attendee List*
- Table tent signage through out event space

\$5,000

1 Available



Key Card

- Logo/image on hotel key cards for those in the ISAC Room Block.
- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

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BRANDING SPONSORSHIPS

\$5,000
2 Available

Jumbotron

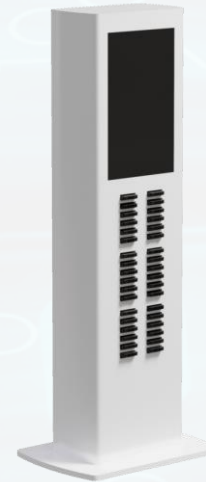
- Logo/image on Digital Jumbotron for one day
- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform



\$5,000
4 Available

Charging Stations

- Logo/image on phone charging stations
- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform



BRANDING SPONSORSHIPS

\$6,000
1 Available

Notebook

- Your logo on notebook with Auto-ISAC Logo
- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform



\$8,000
1 Available

Lanyards

- Your logo on lanyard with Auto-ISAC Logo
- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform



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US SUMMIT 2024 REGISTRATION RATES

Member/Government/Academic	Non-Member
Early Bird Rate (closes July 13th): \$400	Early Bird Rate (closes July 13th): \$700
Standard Rate: \$600	Standard Rate: \$900

IMPORTANT DATES

- Due immediately** Company logo and description
- March 29** 8th Summit Officially Announced
- April 5** Sponsor Prospectus Released
- April 8** Registration Opens
- August 25** Full payment due. All sponsorships must be paid in full. Nonpayment results in forfeiture of sponsorship.
- September 20** All Speaker information due (Biography, headshot, draft PPT)
- September 27** Sponsor Booth materials completed for Auto-ISAC Approval
- October 8** Final PPT due to heatherwagner@automotiveisac.com. No changes made after this date.
- October 11** On-site Sponsor Representative registration deadline

On-site Information

Monday, October 21

Speaker Rehearsals 8:00 am – 5:00 pm
Booth Set-up | 3:00-5:00 pm
Welcome Reception | 5:00-7:00 pm

Tuesday, October 22

Full event day
Reception | 5:00-7:00 pm

Wednesday, October 23

Full event day
Booth Tear-down | after 3:00 pm

Booth Hours

Monday, October 21
5:00 pm – 7:00 pm

Tuesday, October 22
8:00 am – 5:00 pm

Wednesday, October 23
8:00 am – 5:00 pm

All times represented in the physical event's time zone



SPONSOR CODE OF CONDUCT

We encourage our sponsors to take time to get to know all our attendees to form lasting engagements that will result in future business partnerships and shared successes.

To make our summit a success, we ask that sponsors stay away from the following: repeating past presentations, sales pitches, pursuing reluctant attendees, and other behavior that might make attendees feel uncomfortable.

All presentation materials must be submitted by September 20, 2024. However, any revisions or corrections to the presentation materials can be made until October 8th. Please reach out to [Heather Wagner](#) to coordinate any changes.

SPONSOR CODE OF CONDUCT

Auto-ISAC values its sponsors, members, and participants at all events. We see our sponsors as part of the Auto-ISAC family and hope that all attendees will feel the same way through collegial conversation, informative discussions, and camaraderie built on a shared vision of safety and security for the automotive sector.

OUR CONTACT INFO

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