



**SPONSORSHIP
PROSPECTUS**

AUGUST 4-6, 2022
NASHVILLE, TN • MUSIC CITY CENTER



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EVENT OVERVIEW

Tennessee is home to some of the world's most renowned research institutions and leaders in the mobility space including Oak Ridge National Laboratory, Vanderbilt University, Bridgestone Americas and Nissan North America. This state is a hub for the development of automotive solutions, and it is imperative that we continue to build on this work to support and grow Tennessee's mobility workforce.

The Tennessee Smart Mobility Expo will do just that. The expo will be the first-ever public showcase of the latest transportation technologies, solutions and research that make Tennessee a leader in mobility.

Hosted by TennSMART, the three-day event will showcase Tennessee's premier smart mobility technologies and developments and bring together key stakeholders from the public and private sectors in the heart of downtown Nashville. The expo will also have a public component, opening the showroom to Tennesseans and giving them the opportunity to learn about and experience the new technologies aimed at improving the safety and efficiency of their mobility.

The expo will seek to accomplish the following goals:

- Present and feature Tennessee's smart mobility projects and programs
- Inform and educate the public on transportation technologies that could dramatically improve their way of life
- Showcase Tennessee's role as a leader in the smart mobility arena and promote the state as a place where businesses can succeed in the transportation technology industry

ABOUT TENNSMART

TennSMART is a consortium of Tennessee leaders in the automotive and trucking industries, municipalities, universities and research institutions, who are committed to advancing the state's smart mobility development. Current TennSMART members include premier mobility organizations and acclaimed research institutions like Bridgestone Americas, FedEx Corporation, Google, Nissan North America, Oak Ridge National Laboratory, the Tennessee Department of Transportation and Vanderbilt University, among others.



TennSMART has brought these leaders together to collaborate on the design and development of intelligent mobility solutions throughout the state. To date, these organizations are involved in research on and the formation of connected and automated vehicles, electric vehicles, cybersecurity solutions, efficient freight systems and multimodal commuting.

The expo is aligned with TennSMART's vision to bring Tennessee to the forefront of smart mobility solutions by serving as a platform to present the programs and initiatives that have contributed to these advancements. Furthermore, it's an opportunity to attract mobility leaders from across the nation to join us in shaping the future of intelligent mobility.

EXPO AT-A-GLANCE

- Dates: August 4-6, 2022
 - Location: Nashville, Tennessee
 - Venue: Music City Center
 - Attendee target: 300-350 registrants
 - Format: In-person event with live-stream of sessions (live-stream will require registration)
 - Planning committee chair: Andy Lucyshyn of Gresham Smith
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OVERVIEW OF AGENDA

Thursday

1:00–2:00 p.m.	Opening plenary session: Expo kickoff with speaker
2:00–2:15 p.m.	Networking break
2:15–3:30 p.m.	Session 1: Two 30-minute presentations / 15 minutes Q&A
3:30–4:00 p.m.	Networking break
4:00–5:00 p.m.	Session 2: Roundtable discussion 45 minutes / 15 minutes Q&A)
5:00–7:00 p.m.	Networking social: Happy hour, social setting
7:30–9:30 p.m.	VIP dinner: executive level dinner includes designated representative(s) of lead partners and gold sponsors, city and state officials and key decision-makers

Friday

8:00–8:50 a.m.	Networking breakfast: Keynote speaker from 8:30-8:45 a.m.
8:50–9:00 a.m.	Quick break
9:00–10:15 a.m.	Session 3: Three 20-minute presentations / 15 minutes Q&A
10:15–10:45 a.m.	Networking break
10:45 a.m.–12:00 p.m.	Session 4: Three 20-minute presentations / 15 minutes Q&A
12:00–1:00 p.m.	Lunch: Speaker from 12:25-12:40 p.m.
1:15–2:30 p.m.	Session 5: Three 20-minute presentations / 15 minutes Q&A
2:30–3:45 p.m.	Session 6: Three 20-minute presentations / 15 minutes Q&A
3:45–4:15 p.m.	Closing session

Saturday

8 a.m.–12 p.m.	Public demonstrations, ride and drive event
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BECOME A SPONSOR

TennSMART is looking to partner with organizations who are focused on advancing mobility technology that will drive economic growth in Tennessee to support this event. Details about our sponsorship levels are below.

LEADING PARTNER

At this level, we are seeking a contribution of \$50,000 to be a leading partner for the Tennessee Smart Mobility Expo. Partners at this level will receive:

- *Key role in the Planning Committee and input on the direction of the expo*
- *Ability to co-produce the event, including sponsorship of a panel and selecting topics and speakers*
- *Guaranteed speaking and technology showcase opportunities*
- *Complimentary registration for up to ten (10) employees*
- *Equal billing as TennSMART on all marketing and materials*
- *“Thank You” from the emcee and/or key officials from the stage*
- *Premium logo visibility on advertisements throughout the expo and in the program*
- *Logo and link on expo website*
- *Advanced copy of attendee list*
- *Eight social media shoutouts during and after the event*
- *Featured section in the TennSMART monthly newsletter*
- *Select representative(s) invited to attend VIP dinner on opening night*

GOLD SPONSOR

At this level, we are seeking a contribution of \$25,000 to be a Gold Sponsor for the Tennessee Smart Mobility Expo. Sponsors at this level will receive:

- *Guaranteed speaking and technology showcase opportunities*
- *Complimentary registration for up to eight (8) employees*
- *Logo visibility on advertisements throughout the expo and in the program*
- *Logo and link on expo website*
- *Six social media shoutouts during and after the event*
- *Mention in the TennSMART monthly newsletter*
- *Select representative(s) invited to attend VIP dinner on opening night*

SILVER SPONSOR

At this level, we are seeking a contribution of \$10,000 to be a Silver Sponsor of the Tennessee Smart Mobility Expo. Sponsors at this level will receive:

- *Guaranteed speaking and technology showcase opportunities*
- *Complimentary registration for up to six (6) employees*
- *Logo visibility on advertisements throughout the expo and in the program*
- *Logo and link on expo website*
- *Four social media shoutouts during and after the event*
- *Mention in the TennSMART monthly newsletter*

BRONZE SPONSOR

At this level, we are seeking a contribution of \$5,000 to be a Bronze Sponsor of the Tennessee Smart Mobility Expo. Sponsors at this level will receive:

- *Guaranteed speaking and technology showcase opportunities*
- *Complimentary registration for up to four (4) employees*
- *Logo visibility on advertisements throughout the expo and in the program*
- *Logo and link on expo website and all event programming and marketing materials*
- *Two social media shoutouts during and after the event*
- *Mention in the TennSMART monthly newsletter*

SUPPORTING PARTNER

At this level, we are seeking a contribution of \$2,500 to be a Supporting Partner of the Tennessee Smart Mobility Expo. Partners at this level will receive:

- Complimentary registration for up to two (2) employees
- Logo and link on expo website and all event programming and marketing materials and/or designated programming element (e.g. break)
- Mention in the TennSMART monthly newsletter

TENNESSEE SMART MOBILITY EXPO PARTNERS

Thank you to our generous Leading Partners and TennSMART members for supporting the expo.



TENNSMART MEMBERS



THANK YOU

Thank you for the opportunity to present this proposal to you. If you're interested in being a partner or sponsor of the Tennessee Smart Mobility Expo, please let us know your preferred level of involvement. If you have any questions, please contact Ann Marie Anderson at AnnMarie@hallstrategies.com.

We look forward to your feedback and appreciate your commitment to advancing smart mobility in Tennessee.