



2017 Southern Automotive Conference Driving Progress in the Innovation Zone

Where intelligent ideas inspire innovation.

The Southern Automotive Conference is excited to announce the first-ever Innovation Zone! Designed to showcase **innovation revolutionizing automotive manufacturing**, the high-tech, interactive Innovation Zone will feature the most creative and cutting-edge technologies and enhanced solutions driving disruptive transformation across the industry.

If you are a visionary leading the way in vehicle intelligence and technology, robotics, virtual reality, 3D printing, GPS tracking, sensor technology, digital imaging or autonomous processes, we invite you to be a part of demonstrating how bright, new advancements are modernizing automotive manufacturing and paving the way for an exciting future.

Apply for the Innovation Zone [HERE!](#)

Applications accepted through July 31, 2017.

Upon application approval, Innovation Zone exhibitors will receive a link to register for an exhibit booth. Standard 10' x 10' Innovation Zone exhibits are \$1,750. Double 10' x 20' Innovation Zone exhibits are \$3,000.

Exhibitors receive **one complimentary conference registration** with their booth and a special reduced registration rate for any additional booth personnel registrations. In addition, exhibitors are invited to participate in an hour-long matchmaking session on Friday morning, designed to give exhibitors the opportunity to schedule four, 15-minute meetings with attendees matched to their key interests. Also, all-new this year is the **exclusive, invitation-only Diamond Celebration** on Wednesday evening, which will provide a high-end networking connection to conference sponsors, other exhibitors, the joint SAC board and most notably, purchasing representatives from Honda, Hyundai, Toyota, Mercedes, Nissan, Kia, BMW and Volvo. All exhibit registrations (including booth personnel) receive invitations to the Diamond Celebration.

All Innovation Zone exhibitors are encouraged to run periodic demos at their booth. **Interested in stage time? The Innovation Zone Spotlight sponsorship** offers sponsors a 20-minute on-stage demonstration opportunity, along with a complimentary exhibit booth. Additional sponsorships are available for the Innovation Zone Lounge and Charging Station. For more details on these sponsorship opportunities, click [HERE](#).

For more information or questions, please contact:

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See everything else the Southern Automotive Conference has to offer this year at the official website: southernautocon.com! Make your plans today to join us for the conference's 10th anniversary, October 4 – 6, at the Birmingham-Jefferson Convention Complex in Birmingham, Alabama!