

SPONSORSHIP
OPPORTUNITIES

SPE

INNOVATION AWARDS
COMPETITION & GALA

AUTOMOTIVE

HONORING THE BEST IN
AUTOMOTIVE PLASTICS



RECOGNIZING THE INNOVATION THAT DRIVES THE AUTO INDUSTRY

Since 1970, the Automotive Division of the Society of Plastics Engineers (SPE®) International has been honoring the innovation that drives the auto industry. SPE's **Automotive Innovation Awards Competition & Gala** were designed to recognize successful and innovative plastics applications and the teams who developed them, as well as to communicate the benefits of polymeric materials to OEMs, the supply community, media, and the general public.

In more recent decades, SPE has also recognized outstanding leadership among automotive and plastics industry executives who have helped advance the leading edge of automotive plastics innovation and directed creative and commercially successful ventures.

From its humble beginnings, the **SPE Automotive Innovation Awards Competition** has grown to be one of the most fiercely contested events in the plastics and automotive industries.

And the glittering **Automotive Innovation Awards Gala**, where winning teams and their nominations are actually announced, has come to be called the "Academy Awards¹ of the plastics and automotive industries."

Today, it is the largest competition of its kind in the world, and is the oldest and largest recognition event in the automotive and plastics industries.

SPONSORSHIP PROVIDES HIGH-PROFILE SPOTLIGHT

Because of the prestige surrounding the **Automotive Innovation Awards Gala**, sponsorship of the event provides an excellent opportunity for positive, high-profile publicity.

The benefits of this exposure extend up to 9 months prior to the show for those sponsoring early, because of the long lead times required to plan a successful event. Additionally, strong media coverage of the event continues for 2-6 months after the gala, providing additional opportunities for coverage of winners and sponsors.

¹Academy Awards is a trademark of the Academy of Motion Picture Arts and Sciences.

What People Say About the SPE Innovation Awards Gala

Bernard Robertson, Executive Vice President,

DaimlerChrysler: "The Automotive Division team has done a tremendous job to make this an elegant and very worthwhile networking event. No other society to my knowledge, awards entire teams for innovation, and I applaud SPE's efforts for their vision in creating such a tremendous program..."

The auto and plastics industries need to work more closely together to realize opportunities that will enable more near-term promise."

James Padilla, President Ford Motor Company:

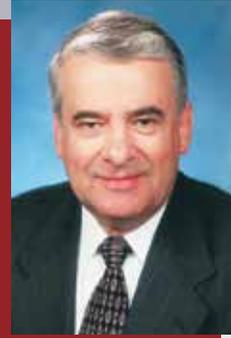
"As a leader, you need to be aware of what your teams and people are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we all help our colleagues, everybody wins."

Tom Moore, Vice President Liberty and Technical Affairs, DaimlerChrysler (retired):

"The SPE Awards Program is a tremendous honor to teams and engineers, like me, who have pushed the envelope to not only create innovative products but have the vision to break through the barriers to create innovative vehicles that make a difference in the market place and consumers embrace."

Robert Schaad, Chairman & CEO, Husky:

"I intend to encourage more of our engineers as well as our customers to compete in the SPE Awards Program. After seeing the innovative ideas brought forth by many teams, it leads one to the realization that everyone here tonight is a winner. The competition is fierce and the second and third place category finalists are winners as well, everyone wins when innovative products are created. I congratulate SPE for its 30 years of encouraging and driving innovation and teams in the plastics industry and hope to see the tremendous future innovations."



Bernard Robertson, Executive Vice-President,
DaimlerChrysler



James Padilla, COO and President, Global
Automotive Operations, Ford Motor Company



Tom Moore, Vice-President Liberty & Technical
Affairs, DaimlerChrysler (retired)



Robert Schaad, Chairman and CEO, Husky

..... HOW TO BECOME A SPONSOR

The SPE Automotive Division welcomes sponsors for the **Automotive Innovation Awards Gala**. The sooner a sponsor commits, the greater the opportunity for visibility, publicity, and recognition among media, peers, and customers. Contact SPE Automotive Division at info@SPEAutomotive.com or call 1.248.244.8993 ext. 4 or see <http://SPEAutomotive.com>.

..... FOR MORE INFORMATION

For more information on the SPE Automotive Division's **Automotive Innovation Awards Competition & Gala** or any of our other programs, contact SPE Automotive Division at info@SPEAutomotive.com or call 1.248.244.8993 ext. 4 or see <http://SPEAutomotive.com>.

