



# NASPICE 2025 Sponsorship & Exhibitor Opportunities

North American SPICE Conference

September 23 – 24, 2025

Suburban Collection Showplace,  
46100 Grand River Ave. Novi, MI 48374



# About the Conference

The inaugural North American SPICE Conference (NASPICE) serves as a distinguished platform for professionals across the automotive and semiconductor sectors—including Original Equipment Manufacturers (OEMs), Tier suppliers, and industry stakeholders—to exchange insights and advancements in quality assurance, functional safety, cybersecurity, and international standards governing embedded and software-based automotive systems. This premier event offers a vital opportunity for participants to engage with esteemed thought leaders, certified assessors, and domain experts, fostering a deeper understanding of current practices and future directions in the rapidly evolving landscape of embedded systems.

## Benefits:

### ✓ Advance Knowledge & Best Practices

Learn directly from global SPICE leaders, assessors, and practitioners about the latest trends, challenges, and evolving standards in Automotive SPICE and related frameworks (e.g., ISO 26262, ASPICE, Cybersecurity, etc.).

### ✓ Network with Industry Leaders

Connect with peers from OEMs, Tier 1s, tool providers, and consultants across North America and beyond. Build relationships that strengthen your process improvement journey.

### ✓ Get Actionable Insights

Attend technical sessions and case studies that offer real-world strategies and tools you can bring back to your organization to drive performance, compliance, and capability.

### ✓ Support the Growth of the North American SPICE Ecosystem

Be part of a collaborative effort to elevate SPICE adoption, education, and assessment consistency across the region.





# Sponsorship & Exhibitor Opportunities

## Why Sponsor NASPICE?

Stand out in front of top industry professionals while gaining:

- ✓ Brand visibility across all event platforms
- ✓ Direct access to decision-makers
- ✓ Exposure to a highly engaged technical audience
- ✓ Social media mentions, app listings, and more!

## Sponsor Benefits

### Demonstrate Industry Expertise

Showcase your leadership by engaging directly with a specialized audience of ASPICE professionals, engineers, and key decision-makers.

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### Elevate Your Brand Visibility

Gain year-round recognition through website, app, and on-site branding — positioning your company as a leading player in embedded systems and automotive software.

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### Generate High-Quality Leads

Connect with professionals from OEMs, Tier 1 suppliers, and global consulting firms — ready to explore tools, services, and technologies.

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### Accelerate Product Launches

Introduce new offerings to a technically savvy, ASPICE-focused audience primed to adopt innovations and solutions.

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### Build Strategic Relationships

Leverage networking receptions, exhibition booths, and targeted outreach opportunities to strengthen ties with customers and prospects.

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## Sponsorship Levels

Benefits	Platinum Sponsor (\$6,500)	Gold Sponsor (\$6,000)	Silver Sponsor (\$5,500)	Standard Exhibitor Booth (\$4,000)
Complimentary Company Registrations	5	4	3	2
Ability to Introduce speakers	Yes	N/A	N/A	N/A
Complementary Key Customer Registrations	4	3	2	1
Discounted Pricing for Additional Company Registrations	Early Discounted Rate	Early Discounted Rate	Early Discounted Rate	Early Discounted Rate
Exhibit Booth	Yes	Yes	Yes	Yes

## Premium Branding Options

Option	Price	Benefit
Lanyard Sponsor	\$5,000	Logo on all attendee lanyards
App Sponsor	\$4,500	Logo + banner ad in event app
Networking Sponsor	\$3,500	Logo & swag at reception tables
Meal Sponsor	\$3,500	Logo & swag during all meals

## All sponsors & exhibitors receive:

- ✓ Website listing with logo/link
- ✓ Logo in event app + lead scanning
- ✓ Final attendee list (details vary)
- ✓ Social media shout-outs
- ✓ Booth with Wi-Fi, power, table & chairs

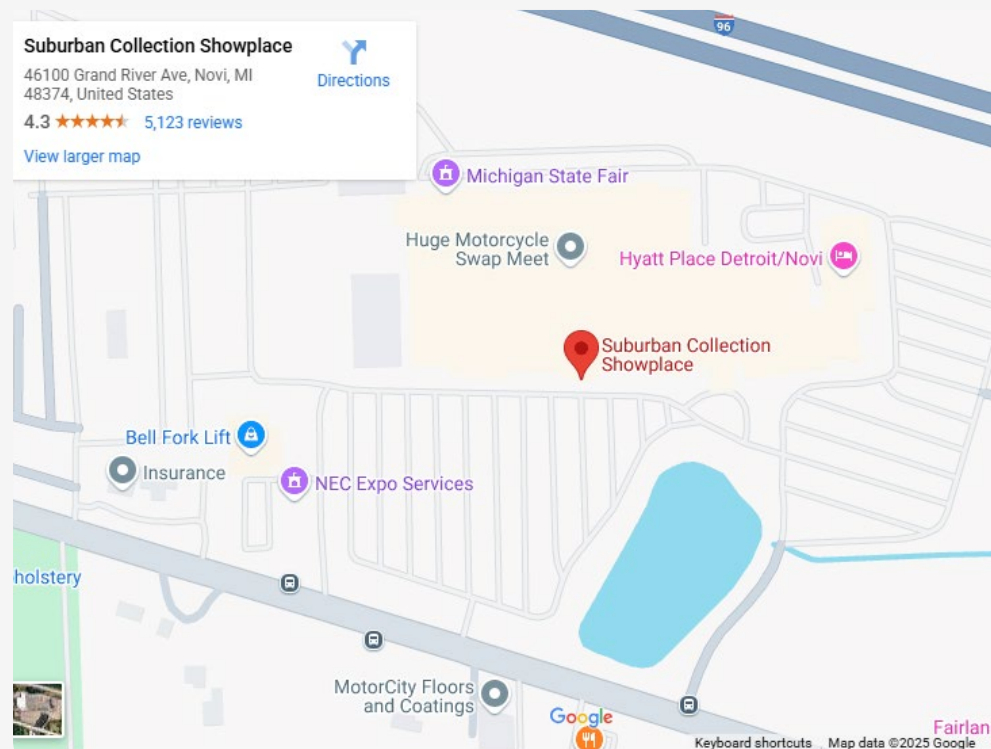


# How to Become a Sponsor

- ✓ Select your sponsorship package Download Sponsorship Form  
(link to <https://naspice.net/sponsorship/>)
- ✓ Complete the form
- ✓ Submit to: [sponsorship@naspice.net](mailto:sponsorship@naspice.net)
- ✓ Receive confirmation & onboarding materials

Have questions or need help selecting the right sponsorship package?

Contact us at:  
[sponsorship@naspice.net](mailto:sponsorship@naspice.net)  
[www.naspice.net](http://www.naspice.net)



 SUBURBAN COLLECTION  
SHOWPLACE