

Exhibitor Guide



Southern Automotive Conference

OCTOBER 13-15, BIRMINGHAM, AL

- Date and Time : October 13th (Wed.) – 15th (Fri.), 2021
(Booth exhibition available all day on 14th and in the morning on 15th)
- Location : Birmingham, Alabama (✕No online platform)
- Place : Birmingham Jefferson Convention Complex (1 Richard Arrington Jr Blvd N Birmingham, AL 35203)
- Target : Automotive industry
- Application Deadline : August 13th(Fri.), 5:00PM (EST)

SAC is in its 14th year of gathering together automotive manufacturers, suppliers, and service providers from all over the world, with a special focus on those based in Alabama, Georgia, Kentucky, Mississippi, South Carolina, Tennessee, and Texas. This event is expected to attract 1,200 attendees and feature 200+ exhibitors and kicks off with a dedicated VIP Matchmaking event on Wednesday, October 13 from 1-5 p.m.

SAC also hosts top level content and discussion, introducing and exploring the latest innovations and issues related to automotive manufacturing. It brings key industries together including manufacturing, safety, logistics, government, and energy as they relate to automotive manufacturing.

【Event Organizer】 : Automotive Manufacturers Associations of Alabama(AAMA),
Georgia(GAMA), Mississippi(MAMA) and Tennessee(TAMA)

【Affiliate members of SAC】 : South Carolina Automotive Council(SCAC),
Kentucky Association of Manufacturers(KAM),
Texas Automotive Manufacturing Association(TXAMA),
and Southern Automotive Women's Forum(SAWF)

【Official Website】 : <https://southernautoconference.com/>

- Criteria : Japanese companies that would like to use this opportunity to expand sales of your products and find new business partners for alliance in the automotive field
- Maximum Application Accepted : 10 companies
- Exhibition Style : One in-person exhibition booth per company (No online platform)
- Participation Fee : USD 1,020/booth (※USD 1,950/booth if you apply directly through SAC organizer)
- ※ Exhibitors are required to pay their participation fee directly to the organizer of SAC after JETRO confirms their registration. Please note that the participation fee is non-refundable by the organizer once exhibitors complete the payment.

SAC Schedule(Tentative)	
October 13th, Wednesday	
1:00~5:00pm	VIP Matchmaking
5:30pm~	SAC Welcome Reception
October 14th, Thursday	
8:00am~5:00pm	Booth Exhibition/Conference
October 15th, Friday	
8:00am~10:30am	Booth Exhibition/Conference

※Please check [SAC Website](#) for the latest schedule.

Participation fee(USD 1,020) includes

- One exhibition booth (10ft X 10ft)
- One registration for SAC (1 person)
- ✂ Registration fee of USD 150 for SAC will be charged per additional registration.
- Booth equipment (Tentative) : a Six feet skirted table, two chairs, and a waste basket
- ✂ Basic booths are separated by drapes (drapes are eight feet tall in the back of the booth and three feet tall on the sides). There are no walls to hang a panel or a poster; you may have to bring your own poster or panel stand.
- One registration for VIP Matchmaking Event on October 13th (1 person)
- ✂ Participant of VIP can schedule up to 4 one-on-one meetings with a purchasing agent from OEMs or Tier1s, approximately 5 minutes each. Please check [SAC Website](#) for further information.
- ✂ Additional fee of USD 45 per additional registration for VIP Matchmaking event
- Attendance to the conference
- ✂ Above contents are subject to change. There is no change in participation fee even if you do not use some of the included contents.

Participation fee will not cover

- ✓ Additional booth equipment and electric power unstated in the “Participation fee(USD 1,020) includes” on the 4th slide in this document.
- ✓ SAC registration fee (USD 150/person) and VIP Matchmaking event fee (USD 45/person) for any additional registrations.
- ✓ Product shipping fee including custom duty and insurance
- ✓ Travel expenses (flight, hotel, transportation, etc.)
- ✓ Interpreter hiring fee
- ✓ Other expenses unstated in the “Participation fee(USD1,020) includes” on the 4th slide in this document.
- ✘ Exhibitors are required to arrange shipment for their products and hire an interpreter at their own expense if necessary.

How to Apply

- Please register through the following link. We will contact you for details after your registration is completed:

<https://www.jetro.go.jp/form5/pub/ama/sac2021>

✂ JETRO will use registered information obtained through this application only for the event operation and providing future relevant information.

✂ The registered information may be offered or disclosed to a third party such as event organizer, JETRO's contractor or national or local government in order to cooperate for a smooth event operation.

Eligibility for Applicants

- Participating companies must
 - Be a Japanese company that provides service or products that matches the field of the event
 - Be prepared and capable of virtually meeting in English during the entire event
 - Report business results in detail to JETRO and cooperate in JETRO's questionnaire surveys
 - Not have legal litigation or legal compliance issues
 - Guarantee that they are not and shall not in the future be involved in an anti-social force
 - Have a business that does not violate public order and morality
 - Not have inappropriate business that is recognized under the social standards as JETRO Exhibitor Package are covered by public funds

Disclaimer Concerning the Spread of Novel Coronavirus Infection

Disclaimer

1. Due to the spread of novel coronavirus infection, the United States, where this exhibition is to be held, is currently categorized Level 3 of Ministry of Foreign Affairs of Japan's Travel Advice and Warning on Infectious Disease. We are basically considering holding the Japan pavilion exhibition provided that the Travel Advice and Warning level changes to level 2 or lower, and the health and safety of the participants are expected.
2. Please note that exhibitors may not be able to participate in the exhibition as there is a possibility of cancellation or postponement of the event in view of various circumstances such as the situation in the local area. The organizers may cancel or postpone the exhibition, or JETRO may decide to cancel holding the Japan pavilion based on the reasons stated above.
3. In case this exhibition gets cancelled or postponed, or, when exhibitors cannot participate due to coronavirus-related reasons that cannot be attributed to the exhibitors' fault, such as new requirements including vaccination and other conditions added to enter the U.S. or the venue to prevent the spread of coronavirus infection, JETRO will not compensate any expenses borne by exhibitors to participate in this exhibition and/or all related damages caused by non-participation due to cancellation or postponement of this exhibition or any other reasons. (This includes but is not limited to cancellation fees of airline tickets.)
4. JETRO will announce the prospect on implementation or cancellation of holding the Japan pavilion later again considering the timeline for the product shipment and travel arrangement by exhibitors.
5. The above may change due to changes in various circumstances such as the local situation even after the decision.
6. Exhibitors should take thorough preventive measures against infectious diseases at this exhibition, and do not allow persons suspected of having infections and anyone who has close contacts with such persons to attend this event. If it is found that such persons have attended this exhibition, exhibitors are required to inform JETRO at once and follow JETRO's directions.

Important Points

- JETRO holds rights to close registration even before the application deadline when successful candidates reach the maximum capacity or cancel the exhibitor opportunity sponsored by JETRO if no more than 3 companies apply.
- Please note that the participation fee can't be refunded from the organizer once after exhibitors completed the payment.
- JETRO shall not be held liable for cost or losses if the event must be canceled or postponed due to organizer's decision which are not attributable to JETRO's responsibility.
- Exhibitors are required to agree with the terms and conditions stated in this document.
- Exhibitors may not reproduce, resell, or distribute the booth for any purpose.
- Exhibitors are required to answer questionnaires by JETRO right after the show to better understand and evaluate the results. Unanswered questionnaire may make you ineligible for future events.
- JETRO will decide exhibitor's booth positions with consideration of your product and technology.
- Exhibitors are required to carry in/out their products to/of the booth at their own expense.
- JETRO shall not be held liable for any troubles related to intellectual property regarding contents in exhibition.
- JETRO shall not be held liable for any troubles that may occur between exhibitors and attendees which are not attributable to JETRO's responsibility.

Application Deadline

August 13th, Friday, 5PM (EST)

Contact Information

JETRO Atlanta (Reiji Ishida, Ayumi Ishii)

E-mail : AMA@jetro.go.jp