



A CELEBRATION 10 YEARS IN THE MAKING!



**THE TENTH
SOUTHERN
AUTOMOTIVE
CONFERENCE
2017**

DRIVING PROGRESS
ENTREPRENEURSHIP | EMERGING TECH | LEADERSHIP



#SAC2017

**OCTOBER 4-6
BIRMINGHAM, AL
SOUTHERNAUTOCON.COM**

PRESENTED BY **A A M A**

The Southern Automotive Conference brings together more than 1,000 influential industry leaders from across the United States and internationally. So we've created an unforgettable lineup of speakers, networking events, food, drink and music for an ultimate experience in Birmingham this fall.

LOCATION: BJCC EXHIBITION HALL • 1962 9TH AVE N • BIRMINGHAM AL

AGENDA

WEDNESDAY, OCT. 4

5:30 Diamond Celebration (invitation only)

8:30 Get Down in Uptown

THURSDAY, OCT. 5

7:00 Networking Breakfast

8:00 "Driving Progress" Opening Session

8:30 Keynote Speaker: Tom Lake

9:00 Presenting Sponsor Presentation by Southern States Automotive Contractors Association

9:10 Industry 4.0 Panel

10:10 Networking Break

10:30 IZ: SPOTLIGHT DEMO 1

10:30 Breakout Sessions:
The Road Ahead
Cash from Trash
Empowering Productivity
Cyber Security

11:00 IZ: SPOTLIGHT DEMO 2

11:30 Networking Break

12:00 Stars of Southern Manufacturing Luncheon

1:15 2017 OEM Panel: Delivering on Tomorrow

2:30 Networking Break

2:30 Breakout Sessions:
The Millennial Mindset
Leading-Edge Learning
Success Southern-Style
Smart Factory Panel

3:00 IZ: SPOTLIGHT DEMO 3

3:30 IZ: SPOTLIGHT DEMO 4

4:00 Keynote Speaker: Jay Timmons & Billy Canary

4:30 Networking Break

6:00 Barber Bash

FRIDAY, OCT. 6

7:30 Networking Breakfast

8:00 IZ: SPOTLIGHT DEMO 5

8:30 Keynote Speakers: Mitch Bainwol, Transportation Secretary Elaine Chao*, Governor Kay Ivey and others

10:00 Pitch Competition

12:00 Conference Adjourns

Programming and schedule subject to change.

SOME OF OUR FEATURED SPEAKERS



MITCH BAINWOL
Auto Alliance



TOM LAKE
Honda North America, Inc.



SECRETARY ELAINE CHAO
U.S. Department of Transportation*



BILLY CANARY
Business Council of Alabama



GOVERNOR KAY IVEY
State of Alabama



JOHN BRADBURN
General Motors



JASON HOFF
Mercedes-Benz, Alabama



JEFF TOMKO
Honda Manufacturing of Alabama, LLC



DAVID FERNANDES
Toyota Motor Manufacturing Alabama, Inc.



CHRIS SUSOCK
Hyundai Motor Manufacturing Alabama, Inc.



STUART C. COUNTESS
Kia Motors Manufacturing Georgia



ERIK FIELDS
Nissan North America, Inc.

*tentative

INDUSTRY INSIGHTS BREAKOUT SESSIONS

THE ROAD AHEAD

Automotive Emerging Technologies

CASH FROM TRASH

Zero Landfill Strategies with Entrepreneurship

EMPOWERING PRODUCTIVITY

The Project Life Cycle and Your Bottom Line, Industry Best Practices

CYBER SECURITY

Implementing Best Practices & Avoiding Common Pitfalls

THE MILLENNIAL MINDSET

Embracing Future Workforce Leaders Panel

LEADING-EDGE LEARNING

Leadership Development for First-Time Supervisors & Beyond with ROI

SUCCESS SOUTHERN-STYLE

Reasons to Locate Your Business in the Southern Region Panel

SMART FACTORY PANEL

OEM PANEL

Hear from industry thought-leaders and the largest lineup of OEM executives across the Southeast. Be a part of the conversation on OEM needs and the suppliers of the future.



Mercedes-Benz



TOYOTA

HONDA

Honda Manufacturing of Alabama, LLC



NISSAN



HYUNDAI



KIA

STARS OF SOUTHERN MANUFACTURING AWARDS LUNCHEON

The doers and the givers in the automotive industry will be recognized during the Stars of Southern Manufacturing Awards Luncheon. A crowd favorite; expanded for 2017.

NEW INTERNATIONAL PAVILION

JETRO Japan External Trade Organization
AND OTHER INTERNATIONAL DELEGATIONS

INNOVATION ZONE



We're excited about the all-new Innovation Zone, a curated group of companies offering disruptive technology that's changing our industry.

INDUSTRY 4.0 PANEL

NETWORK AND CONNECT

There are numerous opportunities to network with business prospects and friends during our extravagant evening events.



DIAMOND CELEBRATION

WED., OCT. 4, REGIONS FIELD BALLROOM 5:30 - 8:30 PM

Networking Opportunity for sponsors, exhibitors and the joint board with the **PURCHASING REPRESENTATIVES FROM OEMS AND TIER 1 SUPPLIERS**

SOUTHERN AUTOMOTIVE WOMEN'S FORUM "DESSERT AFFAIR"

LOCAL BBQ & CRAFT BREWS - MUSCLE SHOALS MUSIC

Invitation Only



GET DOWN IN UPTOWN

WED., OCT. 4, THE SOUTHERN KITCHEN & BAR 8:30 - 10:30 PM

Kick back and connect over a cold beer or glass of wine in the booming new Uptown district. We'll have a live band, appetizers and beautiful scenery inside and out on the rooftop bar. Everyone who's anyone will be there!



BARBER BASH

THURS., OCT. 5, 6 - 8 PM

Join us at the Barber Vintage Motorsports Museum for a night of networking among the world's largest collection of classic motorcycles from 20 different countries and more than 200 separate manufacturers. A flavorful mix of heavy hors d'oeuvres and beer and wine will be served along with the soulful sounds of Muscle Shoals.

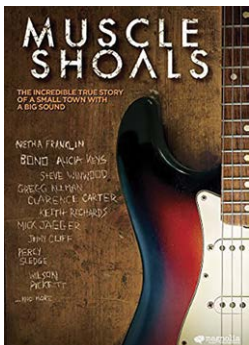


READY. SET. CONNECT!

FRI., OCT. 6, BJCC EAST EXHIBIT HALL 8:30 - 9:30 AM

Ready. Set. Connect! affords our exhibitors networking opportunities with conference attendees of their choice. If you're **READY** for new business, **SET** appointments and **CONNECT** over breakfast Friday morning.

FOOD AND FUN IN SWEET HOME ALABAMA



We haven't forgotten that we want to have fun during the SAC. Savor our Southern food, enjoy world-famous Alabama music, and make sure you are on hand at all our events to win prizes from our sponsors.

THE PREMIER AUTOMOTIVE EVENT OF THE SOUTH



With new and improved networking opportunities, best-in-class speakers, an all-new Innovation Zone, and unbeatable breakout sessions on leadership, entrepreneurship and new technology, this year's event will be the must-attend automotive conference of the year.

RIGHT NOW, THE ONLY THING MISSING IS YOU!

SOUTHERNAUTOCON.COM
REGISTER, EXHIBIT AND SPONSOR ONLINE TODAY

JOIN THE LIST OF INDUSTRY-LEADING SPONSORS

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TOYOTA



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ADVANCED MOBILE TECHNOLOGY



data interchange



COBBS ALLEN
always out front



Alabama
Transportation
Institute



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JETRO Japan External Trade
Organization