



CALIFORNIA AUTOMOTIVE TECHNICAL EDUCATION ALLIANCE

SPONSOR PROSPECTUS

**OCT
9-10 2026**



SHIFTING GEARS:

PREPARING FOR THE NEXT ERA OF AUTOMOTIVE



**OCEANSIDE, CA
LEARN MORE AT**

WWW.CAAUTOTECHALLIANCE.ORG

ABOUT US

OUR MISSION

To unite California automotive education and industry to strengthen the workforce.

- Collaboration, not fragmentation
- Industry-driven solutions
- Long-term sustainability of the talent pipeline

TRAIN, SUPPORT COLLABORATE

CATEA exists to support and strengthen automotive education through technical training, instructional development, and sustained industry engagement. From equipping instructors with cutting-edge tools to connecting students with internships and career pathways. Together, we're shaping a future where every student is ready to thrive in a rapidly evolving industry.

Through statewide conferences, targeted workshops, and the development of lasting educator-industry networks, CATEA is building the infrastructure needed to close the gap, elevate the profession, and ensure student are prepared to thrive in a rapidly evolving industry.

The Workforce Challenge We Share

- Persistent technician and transportation workforce shortages
- Aging educator workforce and limited pipeline of new instructors
- Outdated training resources struggling to keep pace with technology
- Misalignment between industry needs and educational capacity

CONFERENCE PARTNERS

2026 CATEA PLANNING PARTNERS



EVENT BACKGROUND

CATEA is proud to host its second statewide event in collaboration with the CNCDA Foundation, ASC Education Foundation, SDTechs, and Mobilize Summit.

The event will include keynote addresses, plenary sessions, professional development opportunities, networking activities, reception, Cars & Coffee, and other special activities.

2025 SPONSORS

DAKTIC



2025 EXHIBITORS



DAKTIC



POWERED BY



AMINTH



CONFERENCE AT A GLANCE



ATTENDEE PROFILE



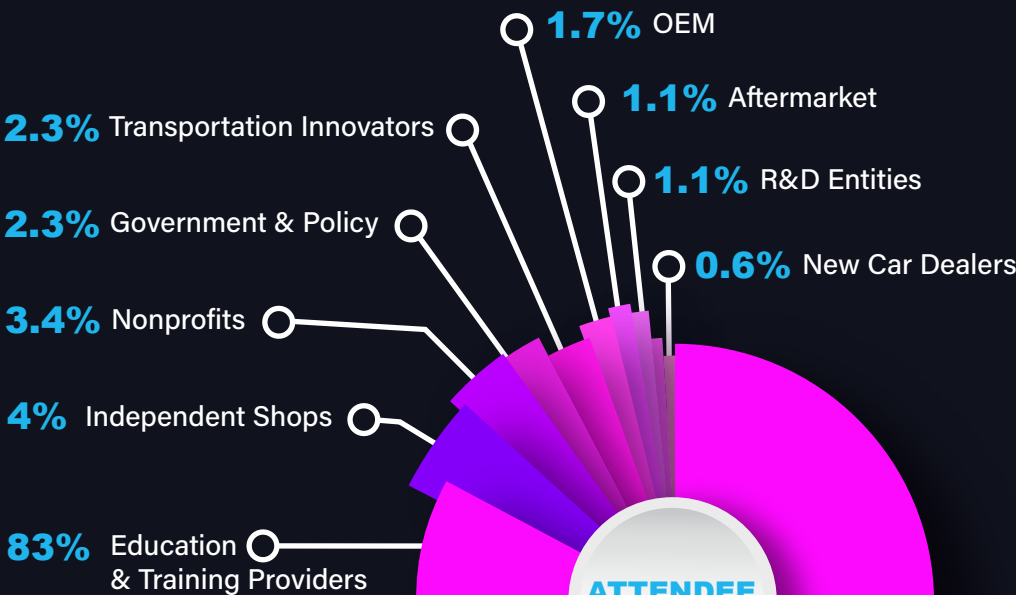
2025 CONFERENCE

Education-focused launch



2026 CONFERENCE

Expansion focused. Audience broadening across the entire automotive ecosystem



CARS & COFFEE



15+
VEHICLES

+50% EXPECTED GROWTH

2025



10+
Booths



22+
Presenters

Attendee Registrations

2025 LAUNCH YEAR

180+

2026 PROJECTED

270+

SPONSOR OPTIONS

PLATINUM SPONSOR

2 AVAILABLE

\$15K

WHAT YOU GET

- Six (6) complimentary passes
- Premier logo placement
- 6' vendor table
- Premium vendor table placement
- CATEA communication shout outs
- Shared welcome toasts
- Opening and closing remark shout-outs
- Opt-in attendee list
- Swag branding opportunities
- Branded social/photo station access (optional)
- Option to put collateral in attendee bag
- Vehicle display -premium placement (optional)
- Premier full screen/marquee ticker ad space options
- Inquire about customizations

GOLD SPONSOR

6 AVAILABLE

\$10K

WHAT YOU GET

- Four (4) complimentary passes
- Premier logo placement
- 6' vendor table
- Premium vendor table placement
- CATEA communication shout outs
- Shared welcome toasts
- Opening and closing remark shout-outs
- Opt-in attendee list
- Swag branding opportunities
- Branded social/photo station access (optional)
- Option to put collateral in attendee bag
- Vehicle display (optional)
- Screen/marquee ticker ad space options

SILVER SPONSOR

10 AVAILABLE

\$5K

WHAT YOU GET

- Three (3) complimentary passes
- Featured logo placement
- 6' vendor table
- Premium vendor table placement
- CATEA communication shout outs
- Opt-in attendee list
- Marquee ticker logo Space
- Vehicle display (optional)

BRONZE SPONSOR

20 AVAILABLE

\$2K

WHAT YOU GET

- Two (2) complimentary passes
- Featured logo placement
- 6' vendor table
- CATEA communication shout outs
- Opt-in attendee list
- Vehicle display (optional)

PLEASE NOTE

All signage, giveaways, advertisements, or literature provided by sponsors is subject to CATEA approval.

Specific terms and conditions (such as promotional deadlines) vary from package to package.

Please contact us for more specific details, inclusions, and customizations.

SPONSOR OPTIONS

\$750

EXHIBITOR

WHAT YOU GET

- Two (2) complimentary passes
- 6' vendor table

\$199

MICRO SPONSOR

WHAT YOU GET

- Logo published to website

\$VARIES

A LA CARTE

WHAT YOU GET

- Cars & coffee sponsor
- Reception sponsor
- Snack & refreshments sponsor
- Lunch & explore vendor options
- Networking sponsor
- Charging station sponsor
- Additional exhibitor

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PAID PARTNERSHIPS

GRANT PACKAGES

Have transportation-related grant deliverables focused on training, professional development, or outreach? CATEA can help.

Our grant support packages offer opportunities for breakout sessions, exhibitor engagement, attendee communications, and information dissemination to California's automotive education and workforce community. Need something customized? We're happy to work with you to support your project goals and deliverables.

REGIONAL PACKAGES

Bring your entire region together at a reduced rate. Regional Sponsor Packages are designed for organizations sending multiple attendees and offer discounted group registration options for colleges, districts, agencies, and partner organizations.

GRANT PACKAGES

\$7.5K

GRANT PACKAGE 1

WHAT YOU GET

- Twenty (20) complimentary passes
- Information dissemination
- Breakout room
- Trainer space
- Registration tracking
- Evaluations/surveys (optional)
- Marketing opportunities

\$5K

GRANT PACKAGE 2

WHAT YOU GET

- Fifteen (15) complimentary passes
- Information dissemination
- Breakout room
- Marketing opportunities

\$3K

GRANT PACKAGE 3

WHAT YOU GET

- Ten (10) complimentary passes
- Information dissemination

REGIONAL PACKAGES

\$4.2K

REGIONAL PACKAGE 1

WHAT YOU GET

- Twenty (20) complimentary passes
- Featured logo placement
- CATEA communication shout outs
- Opening and closing remark shout-outs

\$3.3K

REGIONAL PACKAGE 2

WHAT YOU GET

- Fifteen (15) complimentary passes
- Featured logo placement
- CATEA communication shout outs
- Opening and closing remark shout-outs

\$2.5K

REGIONAL PACKAGE 3

WHAT YOU GET

- Ten (10) complimentary passes
- Featured logo placement
- CATEA communication shout outs
- Opening and closing remark shout-outs



CALIFORNIA AUTOMOTIVE TECHNICAL EDUCATION ALLIANCE

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www.CaAutoTechAlliance.org

SCAN ME

