



new eagle

RAPTOR® INNOVATION SUMMIT 2026

September 30 – October 1, 2026
Detroit Symphony Orchestra
Detroit, MI

Channel Sponsorship Opportunities



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What is the Raptor Innovation Summit?

The Raptor Innovation Summit is New Eagle's premier customer and partner event, bringing together engineers, innovators, and decision-makers from across automotive, off-highway, defense, and marine. It's where the next generation of embedded control, electrification, and autonomy comes to life through real conversations, hands-on demos, and the people building the future of these industries.

2026 Theme:
Engineering What's Next

Format at a Glance:

- Two full days of programming
- Main stage keynotes and technical presentations
- Hands-on workshops and interactive demos
- Partner Showcase across both days
- Networking dinner and cocktail reception with a curated room of your peers
- Held at the Detroit Symphony Orchestra



Innovation Summit in Numbers

100% OF ATTENDEES WOULD RECOMMEND TO A PEER

40+

OEMs REPRESENTED FROM 10 INDUSTRY SEGMENTS

25+

TEIR 1 SUPPLIERS REPRESENTED

100+

UNIQUE COMPANIES ATTENDED

275+

REGISTRANTS

ATTENDEE PERSONA BREAKDOWN:

43% Engineers and Engineering Leaders | 32% Decision Makers | 23% Partners & Suppliers

INDUSTRIES REPRESENTED:

Automotive, EV & New Mobility, Off-Highway & Agriculture, Commercial Vehicle, Construction & Heavy Equipment, Marine, Defense & Aerospace, Powertrain, Motorsport, Robotics, Software Tools and Services, Academic and Other



What 2025 Attendees Said

100% OF ATTENDEES WOULD
RECOMMEND TO A PEER*



4.89/5

OVERALL EVENT
ORGANIZATION

100%

RATED REGISTRATION
EASY & EFFICIENT

98%

RATED NETWORKING
VALUABLE OR VERY
VALUABLE

96%

RATED DAY 1 SESSIONS
EXCELLENT OR GOOD



What 2025 Sponsors Said

100% LIKELY OR VERY LIKELY TO SPONSOR AGAIN*

8.9/10

LIKELY TO RECOMMEND SUMMIT AS A SPONSORSHIP

86%

VERY SATISFIED WITH NETWORKING AND EVENT-DAY VISIBILITY

100%

VERY SATISFIED OR SATISFIED WITH PRE EVENT MARKETING VISIBILITY

100%

REPORTED MEANINGFUL ENGAGEMENT WITH TARGET AUDIENCE

What Sponsors Said

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RAPTOR®
INNOVATION
SUMMIT 2026

helix

“Participating in the New Eagle Summit was definitely worth my time. Some outstanding conversations and very positive future business.”

— Dr. Mike Bolen, Helix

AbsInt

“Big thank you for inviting us, integrating us into the program and supporting us before and during the event! It was a great conference with many good contacts and exchanges, and it was fun.”

– Daniel Kastner, AbsInt

ETAS

“The speakers were awesome and the venue outstanding. We really appreciated the platform to represent alongside you. Congrats on a successful event and please keep us in mind for next year!”

— Madelyn Downs, ETAS Team



Key Event Updates for 2026:

September 30 – October 1, 2026
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Expanded Partner Showcase

A bigger footprint with more partners, more space around each booth for materials, and expanded options to bring live demos and vehicles. The showcase remains close to the main stage and food service for steady, high-quality traffic throughout the event.



New Event Platform

2026 launches on Accelevents, a modern registration and engagement platform that streamlines attendee experience, enables in-app networking, and gives sponsors new digital visibility before, during, and after the event.



Networking Built Into the Showcase

The cocktail reception and networking dinner will take place in and around the Partner Showcase, putting sponsors at the center of every after-hours conversation and maximizing organic face-time with attendees.



Why You Should Sponsor

Maximize Your Brand's Visibility and Impact

The Raptor Innovation Summit offers an unparalleled opportunity to showcase your solutions, position your brand as a thought leader and reach the OEMs, Tier 1 suppliers, and engineering leaders shaping the future of mobility, off-highway, defense, and marine, all in one room for two

Direct Access to Decision-Makers

The Summit attracts buyers, not browsers. In 2025, OEMs like Ford, Toyota, Stellantis, John Deere, and Mercury Marine registered alongside Tier 1 suppliers including Bosch, DENSO, Magna, and ZF, plus end users like the US Army.

Visibility Before, During, and After the Event

Your brand reaches a high-value audience for months, not just two days. Email campaigns, social posts, press releases, on-site signage, and post-event recaps put your sponsorship to work at every touchpoint.

Qualified Leads & High-Value Networking

The Summit is built for the kind of unscripted conversations that drive real pipeline. Sponsors consistently call out the depth of connections made over two days, where engineers, decision-makers, and industry leaders engage face-to-face in a setting designed for genuine relationship-building.

Thought Leadership & Brand Authority

Exhibit in the Partner Showcase with opportunities for live demos, vehicle showcases and speaking slots on a stage that hosted leaders like Harbinger, Pratt Miller, and the US Army in 2025. Position your team as a voice in the conversation, not just a logo on a sponsor wall.



Overview of Sponsorship Packages



Benefit	Platinum	Gold	Silver
Tabletop Exhibitor Space (2 days)	✓	✓	✓
All Accelevents Exhibitor Benefits	✓	✓	✓
Lead Scanner Seats	4	2	1
Social Media (LinkedIn) Recognition	✓	✓	✓
Physical/Digital Event Signage Recognition	✓	✓	✓
Inclusion in "Meet the Exhibitors" Pre-show Email	✓	✓	
Dedicated Social Media (LinkedIn) Post	✓	✓	
Inclusion in Pre-event Press Release	✓	✓	
Pre-event Co-written Blog Post	✓		
Dedicated Branded Pre-show Email to Registrants	✓		
Sponsored Push Notification	✓		
2-min Welcome/Stage Time on Day 1	✓		
1-Hour Workshop Session on Day 2	✓		
Cost	\$7,500	\$5,000	\$3,500



Additional Sponsorship Opportunities

Customize your presence at the Summit — mix and match to fit your goals and budget.

Brand Visibility	Cost
Step and Repeat	\$300
Digital Content Sponsor	\$500
Notepad & Pen Sponsor	\$1,500
On-Site Experience	
Snack Break Sponsor	\$1,500
WiFi Sponsor	\$1,500
Artisan Coffee Bar Sponsor	\$3,500
VIP Lounge	\$5,000
Cocktail Reception Sponsor	\$6,500

Lead Capture	Cost
Additional Lead Scanner Seat	\$200
Lead Capture Package	\$1,500
Exhibit Upgrades	
Kiosk/Demo Station	\$2,000
NEST Knowledge Bar	\$2,000
Booth Expansion	\$2,500
Vehicle Showcase	\$10,000



Accelevents: Your Digital Presence at the Summit

Accelevents powers both the official Summit website and mobile event app. Attendees use it to register, browse the schedule, discover exhibitors, and connect with fellow attendees before and during the event.

Exhibiting sponsors (Platinum, Gold, Silver) additionally receive:



Profile & Visibility

- Digital exhibitor profile with logo, company bio, website, and social media links
- Downloadable resources at your virtual booth (spec sheets, videos, one-pagers)
- Team member profiles for your booth reps



Attendee Engagement

- Profile view and click analytics
- Inclusion in the attendee gamification challenge — a built-in incentive that drives booth visits.



Lead Capture

- Lead retrieval via QR badge scanning, with notes and post-event export
- Meeting scheduler so attendees can book time with your team before the event
- Connection requests and in-app messaging with attendees

All sponsors receive:

- Logo and recognition on the public event website
- Logo and recognition in the event app's Sponsors section

Platinum Sponsorship Detail

\$7,500

The Platinum Sponsorship provides premium visibility and exclusive opportunities to engage with attendees, showcase your brand, and position your company as a leader in the embedded control space.

*Workshop session opportunities are limited and available on a first-come, first-served basis. We will confirm availability upon registration and notify you if these options are no longer available.



- **All Accelevents exhibitor benefits:** + 4 lead scanners seats and priority app/website listing
- **Priority Tabletop Exhibitor Space (2 Days):** Prime location of your choosing in the Partner Showcase to ensure maximum exposure
- **Social Media (LinkedIn) Recognition:** Regular mentions and branded content on New Eagle's LinkedIn throughout the event cycle
- **Priority Physical/Digital Event Signage Recognition:** Your logo displayed prominently across the event venue and digital assets.
- **Inclusion in "Meet the Exhibitors" Pre-show Email:** Sent to registrants, highlighting your participation.
- **Dedicated Social Media (LinkedIn) Post:** Featuring your company's solutions and event presence.
- **Sponsored Push Notification:** Sent to all registered attendees through the event app on day 1 (message crafted with New Eagle marketing team)
- **2-min Welcome From Sponsor:** On day 1, mainstage with 1-slide
- **Inclusion in Pre-event Press Release:** Company recognition in New Eagle's press outreach.
- **Pre-event Co-written Blog Post on New Eagle Site:** Highlight your company's participation and solutions in a pre-event blog post.
- **Dedicated Branded Pre-show Email to Registrants:** A personalized email introducing your company to all event registrants.
- **1-Hour Workshop Session on Day 2*:** Lead an interactive session showcasing your products and thought leadership.

Gold Sponsorship Detail

\$5,000

The Gold Sponsorship package provides key visibility and recognition, offering strategic branding opportunities and valuable connections with industry leaders.



- **All Accelevents Exhibitor Benefits:** + 2 lead scanners seats
- **Tabletop Exhibitor Space (2 Days):** In the Partner Showcase – close to the main stage and food service for steady, high-quality traffic all day
- **Priority Physical/Digital Event Signage:** Your logo displayed prominently across the venue and all digital event materials
- **Social Media (LinkedIn) Recognition:** Regular mentions and branded content on New Eagle's LinkedIn throughout the event cycle
- **Dedicated LinkedIn Feature Post:** A spotlight post showcasing your company's solutions and event presence to New Eagle's audience
- **Inclusion in Pre-event Press Release:** Your company recognized in New Eagle's official event press outreach
- **Inclusion in "Meet the Exhibitors" Email:** Sent to all registrants ahead of the event, putting your name in front of attendees before they walk in the door

Silver Sponsorship Detail

\$3,500

The Silver Sponsorship gets your brand on the floor and in front of the right people. Two days in the Partner Showcase, digital visibility before and after the event, and the tools to capture and follow up with leads. A strong entry point into the Summit ecosystem



- **All Accelevents exhibitor benefits:** + 1 lead scanners seat
- **Tabletop Exhibitor Space (2 Days):** In the Partner Showcase – close to the main stage and food service for steady, high-quality traffic all day
- **Social Media (LinkedIn) Recognition:** Mentions and branding across New Eagle’s LinkedIn, promoting your participation.
- **Physical/Digital Event Signage Recognition:** Your logo displayed throughout the event venue and digital materials.



What's Included in Your Exhibit Space

Every exhibiting sponsor receives a fully equipped tabletop space, ready for you on arrival.

Standard Setup Includes:

- 6ft table with black tablecloth
- 2 chairs
- WiFi access
- Minimum 1 power outlet (additional outlets available on request)
- 2 feet of clearance on each side of your table for signage and displays
- Early access for setup the day before the event

Digital Signage Rental - Interested in renting a digital display for your booth? Contact us and we'll get you a quote.



Want to Bring Your Own Setup?

If you prefer to use your own furniture or display materials, you're welcome to use your full 10ft x 5ft footprint. Custom setups must be approved in advance – submission deadline is September 1, 2026.



Brand Visibility

Step and Repeat – \$300

Your logo on the official event backdrop at all networking areas and receptions. A natural placement that gets captured in every photo attendees take.

Digital Content Sponsor – \$500

Your branded slide featured in a rotating slideshow on main screens during lunch, dinner, and scheduled breaks. Fully customizable – include your logo, product highlights, a QR code linking to your content, or whatever message you want in front of the full audience.

Notepad & Pen Sponsor – \$1,500

Your logo on notepads and pens distributed to every attendee. A practical takeaway they'll use beyond the event.



On-Site Experience

Snack Break Sponsor – \$1,500

Your logo featured at all snack stations throughout the event, including branded napkins and signage. Repeated, natural touchpoints with every attendee between sessions.

WiFi Sponsor – \$1,500

Power connectivity for the entire Summit. Your custom network name ([Sponsor]-Summit2026) and password featured on signage posted throughout the venue.

Artisan Coffee Bar Sponsor – \$3,500

Exclusive sponsorship of the Summit's full-service artisan espresso bar. Includes a branded coffee cart, custom branded cups, and a latte logo printer that puts your brand in every drink. A premium coffee experience that keeps attendees energized and your brand front and center all day.

VIP Lounge – \$5,000

A dedicated private meeting room for the duration of the Summit, with signage and a sponsored push notification included. Food, beverages, and additional amenities available at an extra cost.

Cocktail Reception Sponsor – \$6,500

Exclusive branding at the official happy hour. Includes branded bar and signage, custom signature cocktail, 2-minute welcome from your rep, sponsored push notification, lead capture, and virtual booth. The highest-energy networking moment of the Summit is yours.

Lead Capture



Additional Lead Scanner Seat – \$200

An extra badge scanning seat for your team, added to your existing lead capture allotment.

Lead Capture Package – \$1,500

Full digital exhibitor experience in the event app without a physical booth. Includes a virtual booth profile, one lead scanner seat, and post-event lead export. Ideal for non-exhibiting sponsors looking to capture and follow up with attendee leads.

Exhibit Upgrades



Kiosk/Demo Station – \$2,000

A high-top round table on the partner showcase floor, giving you a dedicated space to demo products and have one-on-one conversations with attendees. A great entry point for companies looking for floor presence without a full exhibit setup.

Genius Bar Station – \$2,000

A dedicated station on the event floor for one-on-one conversations with attendees. Includes pre-event promotion and meeting scheduling so attendees can book time with your team before the Summit begins. High-trust, consultative engagement you can't replicate in a booth setting.

Booth Expansion – \$2,500

An additional 6ft table added to your existing exhibit footprint, expanding your booth to 15 x 5 ft. More space to showcase products, run demos, and have conversations without the crowd.

Vehicle Showcase – \$10,000

Indoor display of your vehicle in a dedicated high-traffic area. A bold, standalone brand statement that draws attention before attendees even reach the main floor. Includes a virtual booth in the event app and one lead scanner seat. *Space subject to confirmation.*



Ready to Lock in Your Spot?

Sponsorship opportunities are limited and fill up fast.
Here's everything you need to get confirmed.



Payment Schedule:

- Full payment is due within 15 days of the invoice date (issued after sponsorship agreement contract completion).



Payment Methods:

- Credit card, bank transfer, or other available methods.



How to Secure Your Spot:

- Sign and return the sponsorship agreement.
- Submit full payment.

Once confirmed, we'll provide further instructions for event portal login, booth selection, logo submissions, and other event details.





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