

2020 NAIAS Ann Arbor House Update

Per the direction of the LDFA Board at the October 2019 meeting, we have worked to reduce the venue cost structure of creating a presence for the Ann Arbor Startup and Tech community at the 2020 North American International Auto Show in June of 2020. This presence will be created by renting space inside of the Guardian Building and creating displays, having startups present displaying their products and technologies, and partnering with U of M to showcase the innovative research they are doing. There will be space for people to meet, panel discussions, and reception style events to draw attendees into the space as well.

Key to drawing in attendees will be the official inclusion of the space in the NAIAS official marketing effort, schedule, and app coupled with SPARK's marketing efforts. We will be targeting attendees coming from outside of MI, specifically the West Coast.

Guardian Building Venue	\$5,000
Food and Beverage	\$52,380
Furniture and A/V	\$7,300
NAIAS Programming Fee	\$5,000
Marketing	\$54,820
Total	\$125,000

The Guardian Building is the blue icon located directly to the left of the #4 icon for Woodward Ave.

- PEOPLE MOVER STOPS**
- 1 COBO CENTER
 - 2 FORT/CASS
 - 3 MICHIGAN AVENUE
 - 4 TIMES SQUARE/GRAND RIVER AVENUE
 - 5 GRAND CIRCUS PARK
 - 6 BROADWAY STREET
 - 7 CADILLAC CENTER
 - 8 GREEKTOWN
 - 9 BRICKTOWN
 - 10 RENAISSANCE CENTER
 - 11 MILLENDER CENTER
 - 12 FINANCIAL DISTRICT

- ACTIVATION SITES**
- 1 RIVERWALK
 - 2 REN CEN PARK
 - 3 SPIRIT OF DETROIT PLAZA
 - 4 WOODWARD AVENUE
 - 5 CAMPUS MARTIUS
 - 6 CAPITAL PARK
 - 7 GRAND CIRCUS PARK
 - 8 DTE BEACON PARK

- POSITIVITIES**
- 30 minute walk from furthest point to cobo (11 min. using public transit)
 - Future expansion ability following Qline

