

# 2026

escar

Embedded Security ■  
in Cars ■

## SPONSORSHIP GUIDE

**May 19-21, 2026**

**Sheraton Detroit, Novi Hotel  
Novi, Michigan**

# Welcome to escar USA 2026

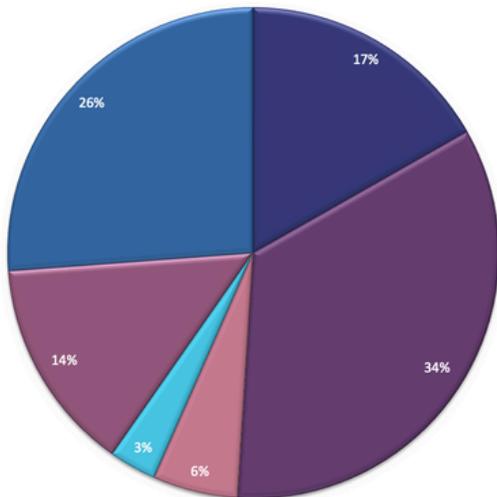
The escar USA conference has established itself as a cornerstone event in the automotive cybersecurity field, bringing together industry, academia and government to tackle pressing challenges in automotive systems and connected and automated vehicles. Every year, the automotive community gathers at escar USA to address a broad range of topics, including electronic theft protection, advances in cryptography, emerging security threats and vulnerabilities, risk mitigation and countermeasures, and much more.

This conference provides a dynamic platform for information exchange, networking and sharing ongoing research. Attendees are consistently impressed by escar USA's international and high-quality speakers, who share recent insights that drive innovation. By sponsoring escar USA 2026, you position your brand as a leader in this evolving field, gaining visibility among key stakeholders and demonstrating your commitment to advancing automotive cybersecurity.

## Attendee Information

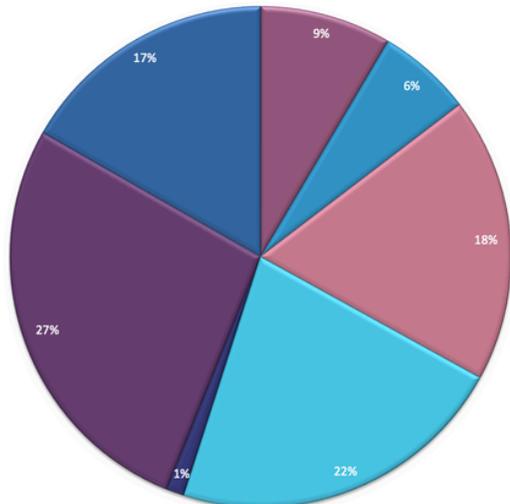
With more than 200 attendees last year, escar USA brings together professionals from diverse industries and job roles across the automotive cybersecurity ecosystem. Participants range from engineers, researchers and product developers to executives, policymakers and academic experts. This cross-section of expertise creates a vibrant environment for collaboration and exploration of the latest industry challenges and solutions.

### Industry



- Automotive Manufacturer
- Automotive Supplier
- Education / Research Institution
- Government / Public organization
- Other
- Software / IT

### Job Responsibility



- Job
- Design and Analysis
- Information Systems
- Management
- Other
- Quality Control / Production
- Research and Development
- Sales / Marketing

## The Venue

We are excited to announce a new venue for this year's escar USA. The Sheraton Detroit, Novi Hotel known for hosting some of the regions most engaging events, will provide a welcoming setting for all attendees. This year's event will primarily take place in the facilities Grand Ballroom, where participants will gather for key presentations and discussions. Tabletop Sponsors will be featured immediately outside the ballroom allowing for easy access throughout the event. Additionally, meals and networking sessions will be held adjacent to the "exhibitor" space allowing for increased visibility for exhibitors.

Guests have the option of staying onsite at the resort, with its modern amenities and accommodations that make for a comfortable and convenient experience. .



## Sponsorship Benefits

Aligning your brand with escar USA 2026 as a sponsor provides several valuable benefits:

- **Increased Brand Visibility:** Showcase your brand to a highly engaged audience of automotive cybersecurity professionals, researchers and decision-makers. Your logo and brand message will be prominently featured throughout event materials, signage and online communications.
- **Networking Opportunities:** escar USA provides structured and informal networking opportunities, allowing sponsors to directly connect with potential clients, partners and influencers in the field. These interactions can lead to impactful partnerships and business opportunities.
- **Positioning as an Industry Innovator:** By sponsoring escar USA, your brand is recognized as a leader supporting the latest advancements in automotive cybersecurity. This association reinforces your commitment to industry innovation and positions your company at the forefront of automotive technology security solutions.

## Sponsorship Packages

	Exhibitor Sponsor	Cocktail Reception Sponsor	Breakfast or Lunch Sponsor	High-speed Wi-fi Sponsor
Cost	\$6,200	\$5,300	\$4,000	\$2,500
Number Available	14	1	4	1
Individual Admission	2	2	2	1
Discounted Individual Admission	2	2	2	2
Six-foot Table Display	In exhibition area	In reception area	In dining area	-
Logo Inclusion	Event websites, social media, conference slides	All marketing materials, reception table signage	All marketing materials, dining table signage	All marketing materials, conference room table signage
Announced as Sponsor	Welcome remarks	Welcome remarks; before cocktail reception	Welcome remarks; before the meal	Throughout the event
Distribute Branded Materials	At exhibition space	At cocktail reception table display	At table display in dining area	-

## Secure Your Space

We would love to discuss the many ways sponsoring escar USA 2026 can benefit your organization. To secure your sponsorship package or ask any questions, please reach out to our Sponsorship Coordinator, Sara Melefsky at [sara@waypointmc.com](mailto:sara@waypointmc.com).

Thank you for considering sponsorship at escar USA 2026. We look forward to the opportunity to partner with you and make this year's event a success!

For more information contact Shelly Otenbaker at [shelly@waypointmc.com](mailto:shelly@waypointmc.com).