

WARDS.AUTO Interiors CONFERENCE

We have exhibited a SPE table top at this event for the past 5 years with Bill Windscheif, Norm Kakrala and I as exhibit staff. In the past 4 years I have been the moderator for the “Innovative Materials” Panel.

Our continuing relationship with WARDsAuto began with WARDs providing a full 4 color page advertising for the first TPO conference in 1999 and continuously for the past 16 years. We provided WARDs a table top as a charter media sponsor..

We feel it is time for us to reciprocate and help sponsor WARDsAuto Interior Conference. As a result we have arranged for a discount to our SPE members.

I strongly request we promote WARDsAuto with a link in our web sites and on our news letters and Eblasts.

WARDsAuto will love for SPE Detroit Section to promote the event to our SPE members via online, newsletters, however we see fit.

WARDs will extend a \$50 discount for SPE members, which is good:

- > For early registration discount period (before 3/6/15). (\$445 early discount = \$395 SPE Early price.
- > After March 6th, \$545 regular price, (less \$50 = \$495 SPE regular price)

Here is the code: <https://www.eiseverywhere.com/wards2015?discountcode=SPE2015>

About the EVENT:

The event has drawn a who’s-who of major automotive figures as speakers, including Ed Welburn of General Motors, Stefan Sielaf of Audi, Ralph Gilles of Chrysler, Amko Leenarts of Ford, Johann Jungwirth of Mercedes-Benz, and many other big names in auto interiors.

After several successful years at the Henry Hotel in Dearborn, MI, the event’s growth has necessitated a new venue. The event routinely sold out, and an expanding list of exhibitors expressed desire to share their products and services, though space severely limited the opportunities.

In 2015, WardsAuto moves the Interiors Conference to the newly renovated Cobo Conference Center (read more here).

For more information on the event, including how to sponsor or exhibit, contact Chris lamphear at 248-799-2658 or clamphear@wardsauto.com

We've created a line-up of panels to quench your thirst for knowledge on a wide range of topics. When you register (open soon!) you will take your pick from these sessions:

PANEL 1	PANEL 2	PANEL 3
Reimagining the HMI	Innovative Materials	Interior Feature Trends
PANEL 4	PANEL 5	PANEL 6
New Driver Assist Technologies	Advanced Truck Interiors	WardsAuto Production Forecast Barometer
PANEL 7	PANEL 8	PANEL 9
Learning from Other Industries	What's New in Luxury	Lightweighting the Interior