



Michigan Outdoor  
Recreation Industry Office

## Michigan Outdoor Innovation Network Attendee Details Detroit Auto Show 2023

### AUTOMOBILI-D SHOW DETAILS

#### LOCATION & DATES

Huntington Place, Detroit  
Hall D  
September 13 - 14, 2023

#### SCHEDULE

September 13: Media Day  
**September 13 - 14: AutoMobili-D & Technology Days**  
September 15: Charity Preview  
September 16-24: Public Days

#### TECHNOLOGY DAYS SHOW HOURS

Wednesday, September 13: 9:00a – 7:00p  
Thursday, September 14: 9:00a – 7:00p

#### ADDITIONAL SHOW INFO

<https://naias.com/automobili-d/>

#### QUESTIONS

Contact Jamie Kirby [jamie@midwesthouse.org](mailto:jamie@midwesthouse.org) or 616 206-6101

### KNOW BEFORE YOU GO

#### SHOW ADMITTANCE

**Technology Day Pass:** Your day pass is attached to this email. This is good for admittance to the show either Wednesday or Thursday. Please have the QR code handy for admittance to the show.



## **FREE PARKING**

**Detroit Smart Parking Lab (DSPL) + Live Tech Demos:** OFME in partnership with Bosch, Ford Motor Company, and Bedrock Detroit and supported by NextEnergy and Park Rite are offering free parking at DSPL and shuttle service to and from DAS during AMD this will be promoted publicly. [Click here to register.](#)

## **BOOTH DETAILS**

*Michigan Outdoor Innovation Network Exhibit - Booth #112*

The Michigan Outdoor Industry Innovation Exhibit is new to the show this year and will showcase technology, innovation, talent and investment programs and partnerships under a unified and authentic Michigan brand that connects urban and rural assets and capabilities at the intersection of outdoor lifestyle experiences and vehicle technologies.

## **MICHIGAN OUTDOOR INNOVATION NETWORK PROGRAMMING**

We're calling it the trailhead of a new path forward for Michigan's outdoor recreation industry because this activation will serve as the starting point for an ongoing conversation about what might be possible for the industry and the state. We're excited to have you along for the hike!

## **VISIT THE BOOTH**

**September 13 and 14 from 9:00a - 7:00p**

***Visit the Michigan Outdoor Innovation Network Booth***

Location: Booth #112

The Booth is designed to inspire curiosity and conversation around what's happening and what might be within the state's outdoor rec industry. Get a glimpse at the innovation - and meet a few of the innovators - who are driving Michigan forward. Schedule a meeting with one of our Network stakeholders or just stop by for a chat. The booth will have plenty of room for conversations, education, and you'll even have the chance to enter to win a Midweek Mountain Getaway courtesy of Crystal Mountain Resort.



## **ATTEND OUR PROGRAMMING**

**September 13 @ 2:00p - 2:30p**

### ***Panel Discussion: The Opportunity Outdoors: A Leadership Moment for Michigan Outdoor Rec Industry***

AutoMobili-D Stage

Description: Outdoor recreation is known for playing an important role in quality of life, leisure time and health - but the outdoor industry is also an increasingly important strategy for entrepreneurship, job creation, and the economic revitalization of rural and urban communities. The panel will explore the explosion of the outdoors as a lifestyle, and the innovation in products, experiences, vehicles, and how our unique urban and rural assets, density of design and production talent, and innovation ecosystem combine to create an authentic Michigan opportunity to attract investment and lead the charge toward a more sustainable and accessible outdoors for all.

Moderator: **Brad Garmon**, Senior Strategic Advisor & Executive Director, Michigan Outdoor Recreation Industry Office

Panelists:

[Garlin Gilchrist II](#), Lieutenant Governor of Michigan

[Dave Ollila](#), Founder and CEO, Shophouse Park

[Michelle Erikson](#), Investor, Plymouth Growth Partners

[Devon Vanoostveen](#), Brand Marketing Manager, Merrell

**September 13 @ 2:30p - 3:30p**

### ***Post Panel Meet & Greet***

Michigan Outdoor Innovation Network, Booth #112

After the panel, network with panelists and outdoor industry professionals at the Michigan Outdoor Innovation Network Booth. Explore some of the many brands that make up the vibrant outdoor recreation industry in Michigan and enjoy a build-your-own trail mix bar.

**September 13 @ 3:30p - 4:30p**

### ***Connecting Innovators and Investors in the Outdoor Industry***

Michigan Innovation Network Booth #112



We're inviting investors and program managers from around the region to tour the vehicles and hear brief pitches from some of the most innovative startups working at the leading edge of outdoor innovation.

Featured Startups include:

[Electric Outdoors](#)

[Grounded RV](#)

[LilyPad Labs](#)

[LIVAQ](#)

[Vela Bikes](#)

**September 13 @ 5:00pm - 7:00pm**

***Michigan Reception***

Huntington Place, Portside Ballroom

Attire: Business casual

*Please note: as a guest of the Michigan Outdoor Recreation Industry Office, we have already RSVP'd you to this event.*

Don't miss the chance to meet the teams all across Michigan's government supporting mobility and electrification. We'll also be hosting industry leaders, the academics behind our state's brilliant R&D and some of the best and brightest startups and innovators in the mobility space.

**September 14 @ 3:00pm - 4:00pm**

***Inventing the Outdoors: The Authentic Upper Peninsula Value Proposition***

Michigan Innovation Network Booth #112

Hear from two transformative project leaders that are building on the legacy of a reciprocal relationship between the UP and downstate Michigan. In the footsteps of Webster Marble and Henry Ford, Polaris and Shophouse Park recognize and are investing in the transformational potential of Michigan's unique two-peninsula advantage.

Presenters:

[Dave Ollila](#), Founder and CEO, Shophouse Park

[Kevin Dwyer](#), Senior Project Engineer, Polaris



**Michigan Outdoor  
Recreation Industry Office**

**September 14 @ 5:30pm - 7:30pm**  
***Plug and Play Startup Pitch Competition***

Main Stage

Hear from two transformative project leaders that are building on the legacy of a reciprocal relationship between the UP and downstate Michigan. In the footsteps of Webster Marble and Henry Ford, Polaris and Shophouse Park recognize and are investing in the transformational potential of Michigan's unique two-peninsula advantage. [RSVP](#) Password: Mobility.

## **NETWORKING AT AUTOMOBILI-D**

If you are attending Industry Days at the Detroit Auto Show please [use this link](#) to download the [Brella Networking App](#) to connect with mobility leaders and set up onsite meetings in the OFME Networking Zone in Automobili-D.

- Download [Brella](#) on mobile
- Use code "MobilityMI" to join the "AutoMobili-D at the Detroit Auto Show" event
- Set up your profile
- Connect with industry experts

Questions about Brella? [Use this link to contact Brella Support](#)

## **PARTNERS AND COLLABORATORS**

We're thrilled to partner with many of the brands that make up the vibrant outdoor recreation industry in Michigan for this show.

### **Booth Partners:**

[Grounded](#)

[Midwest House](#)

[Polaris](#)

[Vela](#)

### **Add'l Booth Collaborators:**



**Michigan Outdoor**  
**Recreation Industry Office**

[Carhartt](#)

[Chaco](#)

[Crystal Mountain Resort](#)

[DesignCore Detroit](#)

[Donnelly Strough](#)

[EV Raceworks](#)

[Ford Motor Co.](#)

[Friends of Grand Rapids Parks](#)

[Land of Outsiders](#)

[LilyPad](#)

[Merrell](#)

[Michigan Department of Natural Resources](#)

[Migration Surf](#)

[Shophouse Park](#)

[Plymouth Growth](#)

[Region 2 Planning Commission](#)

[Shaggy's Skis](#)

[Stormy Kromer](#)

[Warner Norcross & Judd](#)

[Wild Big Camp](#)