



# SAE On-Board Diagnostics Digital Summit- Europe

March 15-17, 2022 ■ Online

## All Sponsors include visibility:

- Company logo on the event sponsor webpage(s) with hyperlink to your website
- Company logo on all-sponsor appreciation PP slide during the technical content
- Logo recognition on lobby landing page
- SAE to provide a social media toolkit to help promote your involvement

## Platinum Level

### Registration Sponsor.....\$6,500 Exclusive

- Recognition on pre-event promotions, reminder emails and social media as appropriate
- Opportunity to provide a commercial video to be played at SAE's discretion with your input
- Logo recognition on registration confirmation emails and event website registration page
- Two (2) digital event registrations with access to live and on-demand content
- Logo featured with other event sponsors where all-sponsor recognition is applicable
- Sponsor will receive contact information for those registrants' who opt-in and/or engage with sponsored content
- Opportunity to initiate Roundtable Discussion(s) and network with attendees

## Gold Level

### Daily Technical Content Sponsor .....\$5,000 each (3 opportunities)

- One (1) digital event registration with access to live and on-demand content
- Logo featured with other event sponsors where all-sponsor recognition is applicable
- Logo will be featured on sponsored day's session page
  - Sponsor will receive contact information of those attendees who download handout
- Sponsor may provide video to be played at a time most appropriate determined by SAE
- Opportunity to provide (1) poll question to be pushed out at pre-determined time during sponsored day's programming
  - Sponsor will receive complete contact info of respondents, including email addresses post event
  - SAE Content Developer will collaborate with sponsor to approve poll question to ensure relevancy and appropriateness of question (character limit and answer format will be provided)
- Logo on event website where sponsored content is featured or listed
- Opportunity to chat 1:1 with attendees or open a roundtable with up to 15 people at a time

## Silver Level

### Industry Abbreviated Index.....\$3,500 Exclusive

- Index will be made available in PDF format for attendees to download from the OBD website
- Mention of or inclusion of the Index link will be included in attendee correspondence
- Anywhere the guide is promoted, your company will be recognized
- Sponsor logo recognition on front cover of Index
- Company advertisement with prime positioning to be included in the Guide
  - Template and deadline will be provided by SAE
- Opportunity to submit an mp4 commercial video, no more than 60 seconds, to be played during the technical program with acknowledgment from the moderator \*SAE will select time/date with your input

## Bronze Level

### Commercial Break *limited opportunities*.....\$2,500

- Submit a commercial MP4 video to be played during the technical program
  - Video should be less than 2 minutes in duration
  - Placement of video is at SAE's discretion with sponsor's input
- Verbal recognition from the moderator to cue up the video
- Recognition on the OBD sponsor website with hyperlink to your website

### Virtual Facility Tour or demonstration *multiple opportunities*.....\$2,500

- Submit a commercial MP4 video to be housed on-demand for attendees to watch at their leisure

- Available 90 days post event w/ contact list of opted-in attendees that watched the video
- Video should be less than 15 minutes in duration
- Banner alert and posting on the daily newsfeed to encourage attendees to view the video
- Verbal cue from moderator to remind attendees to view the video; timing at SAE's discretion with your input
- Recognition on the OBD sponsor website with hyperlink to your website

**OnDemand Commercial Spotlight.....\$2,500 (multiple opportunities)**

- Pre-record your commercial style “pitch” for your product or service related to event topics
  - Can be voice over PowerPoint or mp4 video, your choice
  - Recommended not to exceed 15 minutes and be sure to include contact details
- Accessible by attendees with the OnDemand content to view during and 90 days post event
  - Lead list provided post event to include visitors of your content
- One (1) digital event registration with access to live and on-demand content
  - Connect and chat with attendees, build your network and schedule appointments
  - Advance access to the platform to create individual profile and initiate connection requests with registrants

**A la Carte**

**Social Media Sponsorship (Exhibitors & Sponsors Only).....\$1,500**

*\*SAE Facebook or LinkedIn*

- Submit 2-3 sentences to best describe your company announcement including your product, solution or service for the event and this audience
- Include an image, hashtag and/or hyperlink to your press release or website to attract followers

**Group registration packages are available for a company with 5 or more attendees**

- Must be combined with a sponsorship package and have members pre-register by deadline date (TBD)

**To discuss these and other solutions to meet your company’s objectives, contact:**

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