

**APRIL 5-7, 2022**

**WCX**  
TM

**DETROIT, MICHIGAN**

**Powerfully Generate Leads**

The Mobility Community Returns to Detroit for the First Time in Three Years!

**Customize Your Goals**



**Daniel Nicholson**

Vice President Automotive  
SAE International

Vice President of  
Electrification, Controls,  
Software & Electronics  
General Motors



WCX is as much a place to hone your future revenue streams and partnerships as it is to generate sales leads.

## To Our Community,

The last few years ushered in a tremendous amount of change that impacted all of us, both professionally and personally. However, change has always been the driving force behind innovation—from the first GM automobiles to offer safety technology, wheelbases and engine displacements to the next generation of electrification, controls and software accelerating our trajectory today. WCX™ World Congress Experience is where we come together as an industry to understand and incorporate the shifts that will define mobility's next normal, including evolving regulations, “near-zero” emissions vehicle production, consumer trends and the transformation of powertrains through electrification. And for the first time in three years, we will be able to gather together in the Motor City, where it all began 100 years ago.

When you join us in 2022 you won't just be engaging with new prospects and loyal customers. You'll also have the opportunity to define mobility's future ecosystem. As we move towards greater efficiency, cooperation and interdependent business models, WCX is as much a place to hone your future revenue streams and partnerships as it is to generate sales leads. Whether you are interested in the increased impact of technology or insight into customer-focused OEM's and the ultimate preferences of end users, WCX is where you'll gain access to the engineering professionals responsible for the buying decisions of our industry.

We look forward to your presence this April as together, we define how our complementary capabilities will contribute to our shared vision and deliver on our promise of empowering people, inspiring tomorrow's leaders through STEM, connecting cities and developing safe and sustainable solutions for the next generation of passengers.

**SINCERELY**

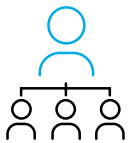
Daniel Nicholson

# Gain a Competitive Edge

North America's largest technical mobility event returns to the Motor City for the first time in three years! This exciting opportunity allows suppliers and manufacturers to reconnect with existing customers, meet with industry executives, and explore new markets to generate prospective sales leads. Make sure you have secured your space on the exhibit floor to be the first stop for key decision-makers as they seek out the latest products and explore novel applications for leading-edge solutions like yours.



**Expand your brand with engineering professionals from OEM's, suppliers, government and academia at the industry's premier event.**



**In three days, you'll reach industry experts, influencers and buyers from every part of the mobility supply chain and development process.**



**For the first time in three years, you will be able to physically connect with mobility leaders in Detroit.**



# Connect With the Global Automotive Ecosystem

With 46 countries represented from every corner of the mobility ecosystem, you'll engage with CEOs, CTOs, chief engineers, automotive and software engineers, engineering managers, business development and R&D professionals looking for the products and services that will give them an edge while solving their critical challenges. WCX will put you in front of mobility's preeminent decision-makers this April — so you can continue conversations well after you leave Detroit.



## Purchasing Power

**40%** of Attendees are Manager to Executive Level



## Industry Role

Individual Contributor - **45%**  
 Manager - **25%**  
 Executive - **15%**  
 Student - **5%**  
 Other - **9%**



## Job Category

Engineering - **47%**  
 R&D - **21%**  
 Sales and Marketing - **6%**  
 Management - **4%**  
 Academia - **4%**



## Technology Focus

Powertrain	10%	Materials	5%
Autonomous & Unmanned Vehicles	10%	Manufacturing	4%
Electrification	10%	Noise, Vibration & Harshness	4%
Engineering Tools & Methods	8%	Electronics/Avionics	4%
Propulsion	7%	Bodies & Structures	3%
Safety	5%	Cybersecurity	3%
Software	5%	Vehicle Health Management	3%
Connectivity	5%	Quality	3%
Chassis & Vehicle Dynamics	5%	Accident Reconstruction	2%
Management & Leadership	5%		

# Join These Distinguished Partners

Whether you're a leading global supplier or are driving change with disruptive technologies, your unique products, services and solutions belong in the WCX exhibit hall.

A&D Technology Inc	ESG Automotive Inc	Numeca USA Inc
AAM (American Axle & Mfg Inc)	ESTECO	ON Semiconductor
Ace Climatic Wind Tunnel	E-T-A Circuit Breakers	OSIsoft LLC
ACTY System America Inc	ETAS Inc	Phillips-Medisize a Molex Co
AdvanTech International	ETO MAGNETIC Corp	Plato North America Inc
AIN Global Foundation	EVR Motors Ltd	Poppelmann Plastics
AK Steel Corp	FCA US LLC	PROTO
Altair Engineering	Ford Motor Company	Qingdao Madison Industrial Co Ltd
AluMag	Gamma Technologies LLC	Quintus Technologies LLC
Anderton Castings	Gangwon Automobile	Rifast Systems LLC
Aofu Environmental Technology Co Ltd	General Motors LLC	SAATI Americas
Appen	GEPA	SAE Mobility History Committee
Applus Idiada USA	GKD-USA Incorporated	Sage Publishing
Asahi Kasei	Hana Automotive	Sandvik AB
Asam Ev	HBH Gears Co Ltd	Seoul Industry Engineering
Assembly Tool Specialists	HBM Inc	Shandong Laiyang Changyu Sealing Product
AVL North America Inc	Horiba Instruments Inc	Shanghai Autodates Co Ltd
Az Quality Services	Hyundai Motor Group	Shanghai Auzone
BOLD Laser Automation Inc	IM Co Ltd	Shin-Etsu MicroSi
Bomatec International Corp	Indo-MIM Inc	SHOWA
Cambustion Ltd	International Knowledge Aware Association	Simerics Inc
Caplugs LLC	Intrepid Control Systems Inc	Sowda Engines and Compressors
Carpenter Technology Corp	Jing-Jin Electric	Sumitomo Heavy Industries
CCTY Bearing	Kamax	Tesseract Structural Innovations
Chetu Inc	Kanomax USA Inc	The Lee Company
CoLab Software Inc	KOTRA Chicago	Toyota Motor North America Inc
Commsignia Inc	LaVision Inc	Transportation Research Center Inc
Convergent Science Inc	Lubrizol Corp	Univ of Alabama
Daekie EST Co Ltd	Macdermid Alpha Automotive	University of Wisconsin - Madison
Dataspeed Inc	Mag Specialties Inc	Vector North America
DENSO International America Inc	Materion Corporation	Vertex Software LLC
DEWESoft LLC	Melecs USA	Wells Engineered Products
Donaldson Company Inc	Michigan Technological Univ	Wenzhou Ruiming Industrial Co Ltd
Dou Yee Technologies	MPP	Whitford Corp
dSPACE Inc	NASA Technology Transfer	Witol Automotive USA Inc
Duvonn Electronic Technology Co Ltd	Ningbo Zhongxin Die-Casting Mould	Zhejiang Yinlun
Eastman	NIRA Dynamics AB	
Eaton	NOF America Corp	
EKK Eagle America Inc	Noritake Co Inc	
Endurica LLC	NovaStar Solutions	

# Position Yourself With Industry Pioneers

## 10x10 EXHIBIT SPACE PRICING: \$5,400

- Pipe and drape back and side walls\*
- Booth ID sign\*
- (6) one-day full conference exhibitor personnel passes\*\*
- (3) one-day full conference employee passes\*\*
- Profile listing in applicable directories\*\*\*
- In-person booth and digital booth deliverables listed

## Reserve Your Space!

### Notes:

- \* Excludes island or bulk space
- \*\* Passes include one-day full conference access to live event (content and exhibit)
- \*\*\* Pending signed contract, materials, and payment are received prior to applicable deadlines



# GET STARTED



## Benefits of Sponsorship

### Customize Your Options Based on Your Unique Sales Goals

Sponsoring at WCX doesn't just give you a winning advantage with your biggest customers. You also position yourself alongside the ultimate knowledge source for mobility engineering — SAE International®. With custom sponsorship options, your presence at WCX 2022 will establish your brand, expand your customer base and secure your place in the mobility industry for years to come.

**Contact our sales team today to develop a sponsorship package ideally suited to meet your specific sales goals and objectives.**

**Chad Ford | Event Sales Specialist | SAE International**

o +1.724.772.4118

m +1.412.266.5173

e [Chad.Ford@sae.org](mailto:Chad.Ford@sae.org)



**INCREASE** brand awareness

**GENERATE** new, high-quality leads

**SHOWCASE** new products

**DRIVE** sales

**DELIVER** thought leadership

**DEMONSTRATE** product differentiators



**Get Started**