

Dear Industry Colleague,

Steve Jobs is quoted as saying, "*Innovation distinguishes between a leader and a follower.*" At SAE, we believe the time has come for innovative change in the SAE World Congress.

SAE has reached out and has listened to the many important constituents that now participate in the World Congress. As a result, we invite all industry innovators to participate in a distinctively different SAE World Congress in 2010. Next year, the SAE World Congress is planned with a dramatic focus on new technology and networking in a shorter, smaller, and smarter environment.

Please find the enclosed information outlining the changes for the SAE 2010 World Congress. Most notably among these changes is a maximum of 100 companies on the exhibit floor approved through an application process reviewed by a panel of OEM executives. This strategic change provides industry innovators the exclusivity desired in an environment of unparalleled technical leadership. Non-exhibiting companies are encouraged to show leadership by supporting sponsorship opportunities that are designed to provide premium branding opportunities while creating a memorable Congress experience.

By shifting from a commodity to an innovative new technology focus approach, SAE International and Ford Motor Company, our 2010 Host Company, look forward to working with you to bring this new concept to life in the first of what is certain to be a string of successful SAE World Congresses. It is in this spirit that I extend to you an invitation to be among the leaders that will advance our industry beyond the current unstable playing field of today to the prosperous platforms of tomorrow. I encourage you to be a part of this important forum for bringing innovative technology and unmatched networking to the mobility industry.

Thank you for your continuing support of SAE and the World Congress. I look forward to a mutually successful 2010 Congress event.

Sincerely,



Thomas J. Drozda P.E.
Group Director
SAE International

SAE
2010
World Congress

The
Essential
Automotive
Technology
Event

Innovators Only



April 13-15, 2010
Cobo Center,
Detroit, Michigan USA

www.sae.org/congress

Hosted by:



Ford Motor Company

SAE International™

You spoke. *We listened.*

The result—

the unveiling of a NEW and EXCLUSIVE exhibiting opportunity for the SAE 2010 World Congress.

Whether your company has an innovative product or service in the “test the water,” “underground development,” or “to market” phase of evolution or launch—SAE can supply the perfect venue for engaging a qualified audience of reviewers, collaborators, and customers.



What's NEW !

- Shorter 3-day event
- Space limited to 100 exhibitors on the show floor
- Submittal of a comprehensive application for space
- Applicants must meet criteria assigned by an OEM Executive Panel and SAE Editorial Staff to measure innovative qualities of products or services



Paul Mascarenas
*Vice President of Engineering,
Global Product Development*



Ford Motor Company

SAE 2010 World Congress
General Chairman

Package Options

10'x10' Turnkey Exhibit Package

- Complete Decorator Package: Carpet, Electric, Counter, Shelf, Two Stools, Wastebasket, Lead Retrieval Unit, Company Identification Sign
- 4 Exhibitor Badges: includes daily lunch tickets, two receptions on exhibit floor, access to Theater and Technical Sessions (Value \$3980)
- 1 Full-Conference Badge: includes daily lunch tickets, two receptions on exhibit floor, access to Theater and Technical Sessions (Value \$995)
- 25 One-Day Customer Badges to invite your key customers to the event at no charge: includes lunch ticket, reception on exhibit floor, access to Theater and Technical Sessions (Value \$18,375)
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising.

Cost: \$12,500

20'x20' Island Space Package

- 400 square foot island space
- 16 Exhibitor Badges: includes daily lunch tickets, two receptions on exhibit floor, access to Theater and Technical Sessions (Value \$15,920)
- 4 Full-Conference Badges: includes daily lunch tickets, two receptions on exhibit floor, access to Theater and Technical Sessions (Value \$3,980)
- 100 One-Day Customer Badges: includes lunch ticket, reception on exhibit floor, access to Theater and Technical Sessions (Value \$73,500)
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising

Cost: \$35,000

Poster Display

- 1 Exhibitor Badge: includes daily lunch tickets, two receptions on exhibit floor, access to Theater and Technical Sessions (Value \$995)
- 6 One-Day Customer Badges: includes lunch ticket, reception on exhibit floor, access to Theater and Technical Sessions (Value \$4,410)
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising

Cost \$2,000

Other Options

Private Technology and Hospitality Suites

Limited to 10 companies.

- Reserve a private suite at Cobo Center for the week of Congress to display your proprietary technology and host your customers.
- 8 Exhibitor Badges: includes daily lunch tickets, two receptions on exhibit floor, access to Theater and Technical Sessions (Value \$7,960)
- 100 One-Day Customer Badges: includes lunch ticket, reception on exhibit floor, access to Theater and Technical Sessions (Value \$73,500)
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising

Cost:

Exhibitors \$18,000

Non-Exhibitors \$30,000

NEW! OEM Industry Leader Packages

Exclusive packages for OEMs include: corporate visibility, static vehicle display space, attendee registrations, and more!
Call for details!

Sponsorships Available –

NEW, traditional and custom sponsorship options available.
Contact SAE Event and Sponsorship Sales for details.

For more information contact
SAE Event Sales:

Amanda Grech

Telephone: 1.724.772.4078

Fax: 1.724.776.3087

E-mail: agrech@sae.org

Gretchen Chamberlain

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SAE
2010
World Congress

The
Essential
Automotive
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Make it Memorable



**Your Logo
Here**

April 13-15, 2010
Cobo Center
Detroit, Michigan USA
www.sae.org/congress

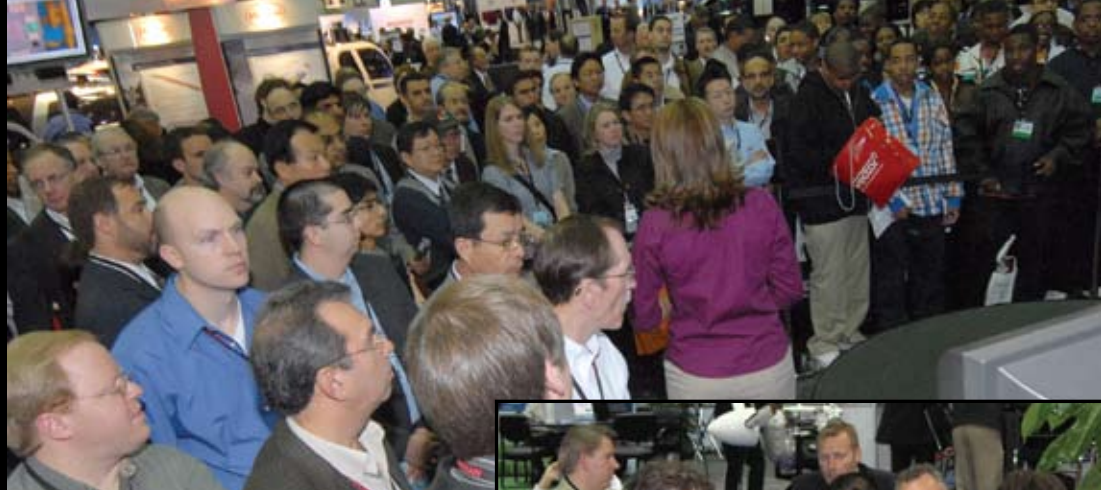
Hosted by:



Ford Motor Company

SAE *International*[™]

SAE 2010 World Congress



We'll make it relevant—

with a quality technical program packed with valuable take-away information, thought provoking executive insights delivered through theater panel sessions, and a new exhibition format exclusive to the year's top innovators—sure to attract attention.

You make it memorable—

for attendees/customers—enhance their overall Congress experience by associating your company/brand with an unforgettable event activity. Also, over 100,000+ attendee prospects will be exposed to your company brand in pre-show event promotions.

The menu of **NEW** and traditional sponsorship opportunities include:

NEW! Tuesday Evening Welcome Reception and Wednesday Evening Industry Networking Reception

NEW! Tuesday, Wednesday or Thursday Luncheon

NEW! OEM Industry Leader Package

Session Notepads

VIP Valet Parking

Attendee Networking Lounges

Standards Hot Spot

Hotel Key Cards

SAE Fellow Recognition Program and Dinner

Concierge Club & VIP Check-In

SAE Awards Ceremony: Honoring Excellence

Week-at-a-Glance Pocket Guide

Technical Session Sponsorship

Registration

Lanyards

Friends of the Industry

Private Technology and Hospitality Suites – Limited to 10 Companies

Annual Banquet Honored Guest Reception

Annual Pre-Banquet Reception

Annual Banquet

Annual Banquet Afterglow

Custom Sponsorships also available.

**For more information,
contact SAE Event and
Sponsorship Sales:**

Amanda Grech
Telephone: 1.724.772.4078
Fax: 1.724.776.3087
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Interest in Participation

*Submission of this form expresses interest in participating in the **SAE 2010 World Congress**. This form is not a contractual agreement or formal commitment. An SAE Representative will contact you with more details.*

COMPANY

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

TELEPHONE

EMAIL

Areas of Interest

New Opportunities for 2010 (limited availability):

- | | |
|--|---|
| <input type="checkbox"/> 10'x10' Turnkey Exhibit Package | <input type="checkbox"/> OEM Corporate Leader Package |
| <input type="checkbox"/> 20'x20' Island Space | <input type="checkbox"/> Sponsorship |
| <input type="checkbox"/> Private Technology and Hospitality Suites | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Poster Display | |

If you have any questions, please contact:

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Fax: 1.724.776.3087