

SPONSORSHIPS

Select one of these sponsorships or contact your SAE Sales Representative about sponsorship opportunities that can be customized for you!

Registration Sponsor - \$18,000 (USD)

Have your company recognized as the sponsor of this high visibility sponsorship with your logo prominently displayed. Includes:

- Event Tote Bags showcasing company logo
- Company logo displayed on the registration and e-confirmation page
- Company name and logo prominently displayed on registration counter kick panels
- Recognition as Registration Sponsor on the event exhibitor online directory with link to your website, in the event guide, signage and event promotions*
- Four full conference registrations, one Golf Foursome, two additional Banquet tickets

Breakfast Sponsor - \$10,000 (USD)

Opportunity for 3 companies (Monday, Tuesday and Wednesday)

Be recognized as a host of a continental breakfast to start the day! Appropriate signage will display your company name and logo.

- Company logo prominently displayed on napkins throughout breakfast
- Recognition as Breakfast Sponsor on the event exhibitor online directory with link to your website, in the event guide, signage and event promotions*
- Two full conference registrations

Week-at-a-Glance Badge Insert Sponsor - \$8,000 (USD)

Showcase your company to all conference attendees. Prominently displayed name and logo will be viewed several times throughout the conference!

- Recognition as Week-at-a-Glance Sponsor on the event exhibitor online directory with link to your website, in the event guide, signage and event promotions*
- One full conference registration
- Golf Hole Sponsorship

Golf Outing Awards Luncheon - \$2,000 (USD)

Opportunity for multiple companies

- Recognition as Golf Outing Awards Luncheon Sponsor on the event exhibitor online directory with link to your website, in the event guide, signage and event promotions*
- Complimentary Golf Foursome

Friend of the Industry - \$1,000 (USD)

Opportunity for multiple companies

- Recognition as a Friend of the Industry on the event exhibitor online directory with link to your website, in the event guide, signage and event promotions

Golf Hole Sponsor - \$500 (USD)



ADVERTISING

(Note that all rates are gross)

- Back Cover: \$3,700
- Inside Front Cover: \$3,150
- Inside Back Cover: \$2,750
- Full page (b&w): \$2,400
- Half-page (b&w): 1,950

*If exhibit/sponsorship is reserved prior to publication deadlines.

For more information or to take advantage of these opportunities, contact:

Gretchen Chamberlain
724-772-7591 direct • 724-776-3087 fax
gchamberlain@sae.org

www.sae.org/brake

SAE International™

"The society dedicated to advancing mobility engineering worldwide"

SAE 2009

Brake

Colloquium & Exhibition

October 11-14, 2009 • Tampa Marriott Waterside • Tampa, Florida, USA

Reach all three mobility industry sectors!

- Automotive
- Aerospace
- Commercial Vehicle

EXHIBITOR PROSPECTUS

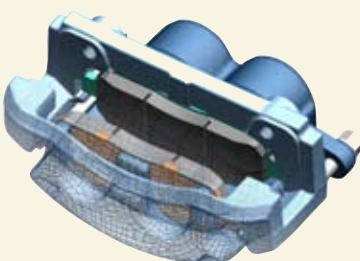
Maximize your marketing dollars and reach all three mobility industry sectors under one roof at the event that serves as the reliable source for brake and friction technical information!

Some of the topics covered at this premier event:

- Materials
- NVH
- New Technology
- Variability Reduction and Fingerprinting
- Testing
- Models & Simulation
- Components
- Systems
- Electronics – Foundation Brake Interactions
- Environment
- ESC and Braking
- Electric and Hybrid Vehicle Brake Requirements
- Innovations in Caliper and Drum Brake Design
- Stopping Distance

Exhibit - Sponsor - Advertise

www.sae.org/brake



SAE 2009
Brake Colloquium & Exhibition
 October 11-14, 2009 • Tampa Marriott Waterside • Tampa, Florida, USA

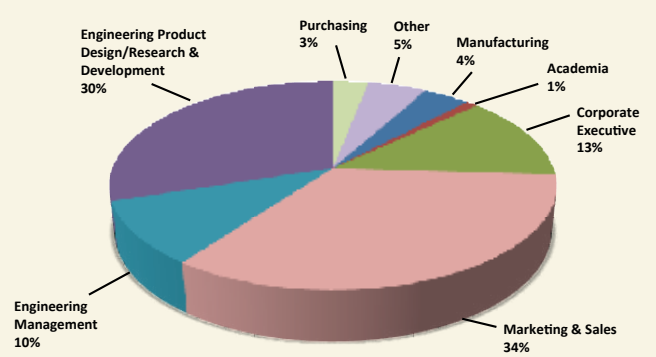
WHO SHOULD PARTICIPATE?

Brake, brake system and rotor manufacturers and suppliers who want to showcase their products and services to more than 800 automotive, aerospace and commercial vehicle engineering professionals and stretch their marketing dollars by reaching this influential audience under one roof.

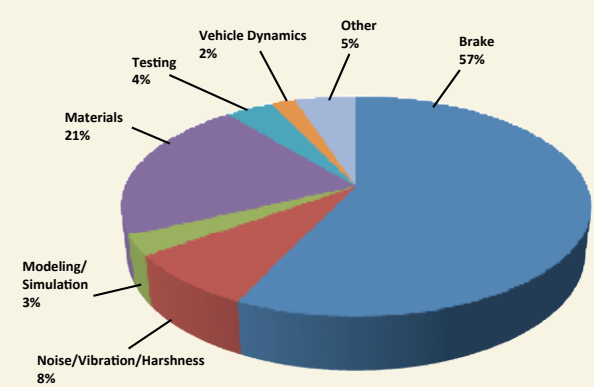
WHO WILL ATTEND?

OEMs, Tier 1 suppliers, parts and components suppliers, corporate leaders from engineering and purchasing departments, technology innovators, research and development, design engineers, and sales and marketing executives.

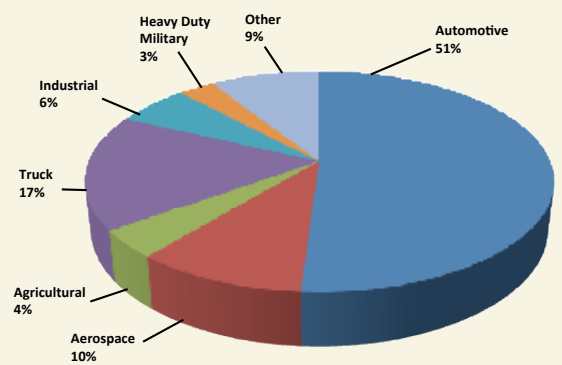
JOB FUNCTION



TECHNOLOGY



INDUSTRY SECTOR



www.sae.org/brake

EXHIBIT

Maximize your marketing dollars and collaborate with SAE to distinguish your company at this well attended event. Choose one of the Partner Programs, an exclusive sponsorship or get creative with a customized package. **Secure your position early - in 2008, nearly 90% of the exhibit space sold out months before the event! Don't be left out!**

BASIC Exhibit 10 ft. x 10 ft. Display.....\$2,300 (USD)

- Includes:
- Recognition in event promotions* and in the Event Guide
 - Lead retrieval unit included – to capture attendee leads
 - Four Exhibitor Badges, two Exhibit Hall lunch tickets, and two Banquet tickets
 - Standard booth includes draped back wall and side rails
 - For each exposed corner, add \$250
 - 5% discount on high visibility sponsorships

PLUS Exhibit Display.....\$2,500 (USD)

- Includes all benefits above PLUS:
- Four Exhibitor Badges
 - Two Exhibit Hall lunch tickets
 - Two Exhibit Hall Banquet tickets

Brake Colloquium Premier Partnership

Partnering with SAE at the 2009 Brake Colloquium and Exhibition will bring your organization recognition as a leader in the advancement of brake engineering and technology.

Premier Partner - \$10,000 (USD) (Limit 6)

- Includes:
- 10 x 10 standard exhibit booth space
 - Recognition as one of the following:
 - SHARED hosting of the Monday Welcome Reception (2 companies)
 - SHARED hosting of the Tuesday Banquet (3 companies)
 - EXCLUSIVE hosting of the Name Badge Lanyards (1 company)
 - Two conference full registrations and Banquet tickets
 - Premier Partner recognition on the event, exhibitor online directory with link to your website, in the event guide, signage and event promotions*
 - \$500 Golf Hole sponsorship

Supporting Partner - \$7,500 (USD) (Limit 5)

- Includes:
- Recognition as one of the following:
 - EXCLUSIVE host of one of the daily breaks
 - EXCLUSIVE host of the Conference Pens and Notepads
 - Recognition as SHARED host of the Golf Outing Luncheon
 - Full registration for one participant (includes Banquet ticket)
 - \$500 Golf Hole Sponsorship
 - Supporting Partner recognition on the event exhibitor online directory with link to your website, in the event guide, signage and event promotions*

*If exhibit/sponsorship is reserved prior to publication deadlines.

2008 Brake Colloquium Exhibitors and Sponsors

- | | |
|----------------------------------|-----------------------------------|
| 3N International Inc. | Creafill Fibers Corp. |
| ADVICS North America Inc. | Dexter Axle Company |
| Aloko | Dow Corning Corp. |
| American Metal Fibers Inc. | Durez Corp. |
| Asbury Graphite Mills Inc. | Erlmann |
| Atotech | Excalibar Minerals Inc. |
| Bosch Automotive Proving Grounds | Federal Mogul |
| Bosch Brake Componets LLC | Fibrox Technology Ltd. |
| Brembo | Fras-Le North America |
| Bruel & Kjaer | Frimeco North America |
| Capital Tool & Design Ltd | Gene Ellefson & Associates |
| Catalise Ind Com Ltda | Global Material Technologies Inc. |
| Century Automotive Mfg Inc. | Greening Testing Labs Inc. |
| Chemetall | HBG Hydraulic Brake Group |
| Cimbar Performance Minerals | Hexion Specialty Chemicals Inc. |
| Comec Grinding Machines | |

2008 Brake Colloquium Exhibitors and Sponsors

- | | | |
|--------------------------------------|---------------------------------------|------------------------------|
| Hitachi Chemical | Norton/Saint-Gobain Abrasives | Starfire Systems Inc. |
| Horiba Automotive Test Systems Corp. | Nucap Industries Inc. | Sterling Fibers |
| Industrial Measurement Systems Inc. | Otsuka Chemical | Superior Graphite Co. |
| Interfibe Corp. | PCB Piezotronics, Automotive Division | Teijin Aramid USA Inc. |
| International Fiber Corporation | Performance Friction Brakes | Temprel Inc. |
| Itaprochim Spa | Precision Resource Inc. | Thermal Ceramics Inc. |
| Lapinus Fibres BV | Promat NV | Timcal Graphite |
| Link Engineering Co. | Quimica del Ray | Timken Corp. |
| Material Sciences Corporation Meneta | Rimsa Metal Technology SA | TMD Friction Inc. |
| Advanced Shim Technology A/S | Roush Industries Inc | Trelleborg Automotive |
| Mitsui Chemicals America | Showa Denko Inc. | Universal America |
| Modal Shop Inc. | SI Group | UTIL Capital Tool & Design |
| MSC | Sloss Industries Corp. | Wolverine Advanced Materials |
| Nisshinbo Automotive Corp. | Specialty Lubricants Corp. | |
| North American Hoganas | | |



Exhibit. Sponsor... show your support and reap the rewards!

SAE International is pleased to announce the fifth SAE Brake Show Support Award to recognize and reward organizations that are major contributors to the overall success of this event through their participation on all levels.

In addition to significant recognition at the event, the winners will receive a \$500 discount to apply toward their exhibit space for next year's SAE Brake Colloquium & Exhibition. Your organization will also receive credit for contributing technical papers/presentations, supporting special activities such as keynote speakers, golf or tours, and providing volunteer organizers and committee members. In addition to your participation during the current year (for which you receive double points), we will also consider your participation during previous years.

While a company can not win the award in two consecutive years, their participation during the next event does count toward future award qualification. So, plan now to exhibit, sponsor, show your support of this exclusive brake/friction industry event in 2009...and reap the rewards!

To qualify, simply participate. Winning organizations must be an Exhibitor and/or Sponsor in the current award year (you get bonus points when you do both).

Congratulations to our 2008 winner –

