

# SAE CONVERGENCE 2012

Electronic Innovation Through Leadership

October 16-17, 2012

Cobo Center • Detroit, Michigan, USA

## Exhibit Prospectus

The Premier Transportation Electronics Event Covering:

- Connected Vehicle Technologies
- Safe Mobility
- Systems Engineering
- Electronic Systems for Propulsion



Convergence 2012 Host



[www.sae.org/convergence](http://www.sae.org/convergence)

**SAE** International®

# SAE CONVERGENCE 2012

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Electronics technology is constantly evolving. Today, success is measured not just by dollars, but by the ability to provide effective leadership to foster innovation.

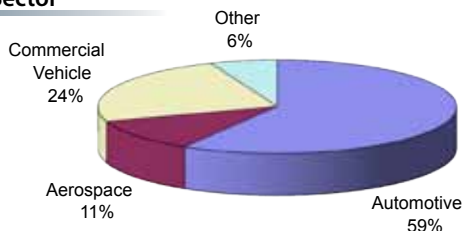
For over 30 years, the Convergence® Conference and Exhibition has been recognized as the premier transportation electronics event that draws innovators – the designers, engineers, technology managers, executives, academia, and policy makers driving the direction of mobility electronics.

At SAE Convergence 2012, join the leaders that are inspiring the development of innovative products and solutions that exceed customer needs. Showcase your organization as a trendsetter, connect directly with decision makers and seek out the partnerships that will give you a competitive edge.

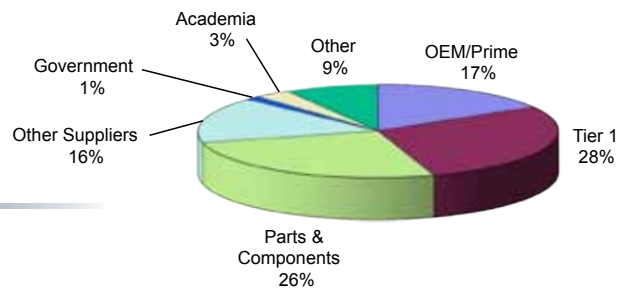
## Who Attends

Based upon Convergence 2010 final registration.

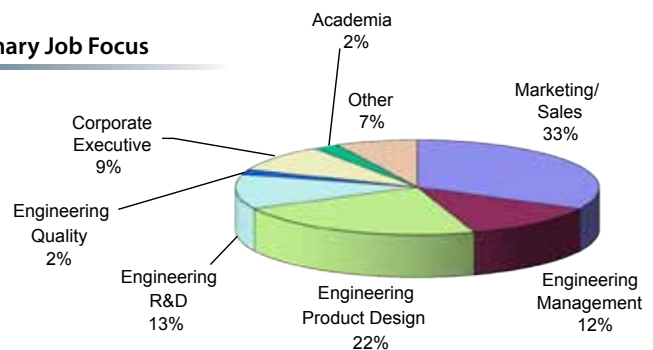
### Industry Sector



### Company Type



### Primary Job Focus



## SAE Convergence 2012 Leadership Team



**General Chair**  
**John Calabrese**  
Vice President,  
Global Vehicle Engineering  
General Motors Company



**Vice Chair**  
**Michael J. Bly,**  
Executive Director,  
Global Electrical Systems,  
Hybrids, Electric Vehicles,  
Batteries, Infotainment  
& OnStar  
General Motors Company



**Technical Program Chair**  
**David S. Carey**  
Director - Body, Safety, Electronics,  
and Chassis Controls  
General Motors Company



**Technical Program Vice Chair**  
**Varsha K. Sadekar**  
Engineering Group Manager,  
Charging Systems and Powertrain  
Interface  
General Motors Company

## EXHIBIT. SPONSOR. ADVERTISE.

The future of our industry is to provide safe, green and connected mobility – show the world that your company is ahead of the game and showcase your products and services directly to this influential audience of technology leaders.

Does your company:

- Create safe mobility?
- Connect the car?
- Pull it all together with systems engineering?
- Provide electronic solutions for HEVs, EVs, advanced IC powertrains?
- Provide the differentiating customer experience

**If yes, then SAE Convergence 2012 is the event that your company can't afford to miss!**

### EXHIBIT.

Why exhibit?

- Executives, decision makers, engineers and technology leaders will attend in search of solutions that your organization is ready to provide.
- Position your products and services among the most innovative in the mobility electronics industry.
- A high impact display will maximize your marketing dollars, visibility and exposure to this influential technical audience.

#### 2012 Exhibit Fees

- \$27 (USD) per square foot or \$2,700 (USD) per 10' x 10' booth space
- \$250 additional, per exposed corner

Exhibit fees include one Convergence Collections (proceedings) copy, lead retrieval options, booth pipe and drape, booth identification sign, removal, storage and return of empty crates, a comprehensive on-line Exhibitor Manual, Event Guide listing, and Expo Only Passes to invite your customers and prospects.

### SPONSOR.

Increase your corporate recognition and industry commitment and reach your target audience. High-visibility sponsorships are cost-effective, powerful solutions for increasing your on-site SAE Convergence 2012 presence. For complete sponsorship deliverables, visit [sae.org/convergence](http://sae.org/convergence).

**Registration Area Sponsor - \$30,000 Exclusive** (\$10,000 each, if shared with 3 companies)

As an exclusive sponsor of the Registration Area, your company will be uniquely positioned front & center to all attendees as they arrive, on the event badge holders, screensavers, registration confirmation emails and more.

**Gold Partnership - \$30,000** (\$18,000 for exhibiting companies)

Partners will enjoy the benefits of increased visibility throughout Convergence along with special perks. Partnerships are limited, so reserve your spot early.

*Sponsorships continued on next page*

### Reserve your space & sponsorship NOW!

For more information about exhibit, sponsorship and advertising opportunities, or to discuss a customized marketing solution, contact:

**Vanessa Reddick, SAE International**

Office: 1-724-772-7591 • Cell: 1-724-713-7729

[vreddick@sae.org](mailto:vreddick@sae.org)

### New for 2012 Innovation Marketplace

Do you know of a start-up or small company that is on the cutting edge?

Let them know about this exciting new addition to the show floor.

See next page for details.



## SPONSOR.

*continued*

Select from one of the following **exclusive sponsorships**, or contact us to discuss a customized option. We'd be happy to help your organization achieve your goals for SAE Convergence 2012. For complete sponsorship deliverables, please visit [sae.org/convergence](http://sae.org/convergence).

***New for 2012!* Concierge Room - \$25,000**

***New for 2012!* Founder's Dinner - \$20,000**

***New for 2012!* Afterglow Reception - \$17,500**

**Networking Reception - \$17,500**

**Blue Ribbon Panel - \$12,500**

**Event-at-a-Glance - \$12,500**

**Student Day - \$10,000**

***New for 2012!* Cyber Café - \$7,500**

**Audio/Visual - \$7,500**

***New for 2012!* VIP Valet Service - \$5,000**

**Exhibit Hall Aisle Banners - \$5,000**

**Media & Press Room - \$25,000**

**Convergence Banquet - \$20,000**

**Welcome Reception - \$17,500**

**Banquet Reception - \$17,500**

**Carmakers Speak Panel - \$12,500**

**Continental Breakfast - \$12,500**  
*(or \$7,500 each for two companies)*

**Hotel Key Cards - \$10,000**

**Conference Notepads - \$5,000**

**Event Guide Bookmarks - \$5,000**



## ADVERTISE.

The best way for your customers to notice you at the show is to let them know you will be there... before, during and post event. Reach them through SAE media options including *Automotive Engineering International* - the official publication of SAE Convergence 2012 and the on-site SAE Convergence 2012 Event Guide and more!

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## ***New for 2012*** **Innovation Marketplace**

***Do you know of a start-up or small company that is trying to get established within the mobility electronics industry? They have very limited budgets, limited staffing – but all they need is a chance?***

Let them know about this exciting new addition to the show floor! This is their chance to shine in front of the titans in mobility electronics and the media! The Innovation Marketplace's mission is to foster up-and-coming entrepreneurs by offering visibility and access to the leaders of some of the world's largest organizations.

**Cost:** \$1,500 Tabletop Exhibit (6'x30")

**What they get:** ***EXPOSURE!***

To participate, they must apply. Participants will be chosen by a panel of mobility electronics experts. Companies that have exhibited or participated at Convergence in the past are not eligible to exhibit in the Innovation Marketplace.

**TELL THEM or TELL US ABOUT THEM.**

We would be happy to contact them and send them an application and instructions!

Call Vanessa Reddick at 1-724-772-7591 (office), 1-724-713-7729 (cell) or email [vreddick@sae.org](mailto:vreddick@sae.org) for details.