

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

SAE International®

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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.

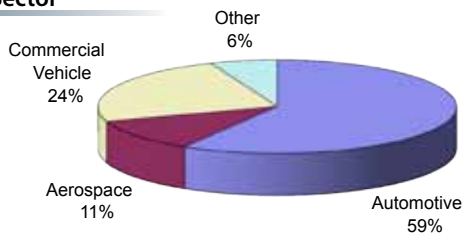
For over 30 years, the Convergence® Conference and Exhibition has been recognized as the premier transportation electronics event that draws innovators – the designers, engineers, technology managers, executives, academia, and policy makers driving the direction of mobility electronics.

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.

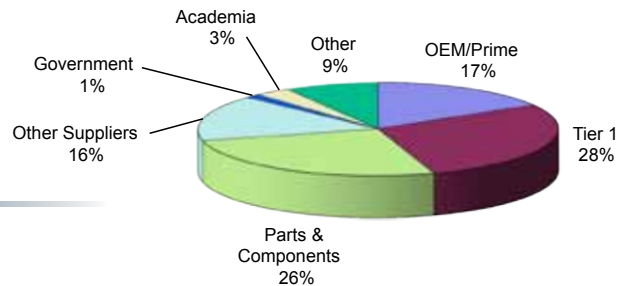
Who Attends

Based upon Convergence 2010 final registration.

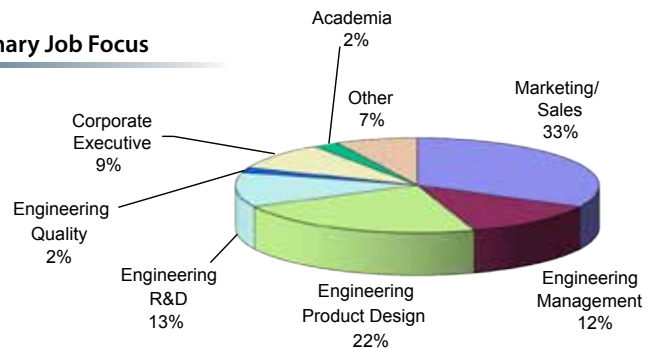
Industry Sector



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.

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

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.

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 for details.