

CONVERGENCE[®] 2010

Partnerships Driving Smart Mobility

October 19-20, 2010

Cobo Center

Detroit, Michigan, USA

www.ctea.org



A Convergence Transportation Electronics Association (CTEA) Event

Convergence 2010 Co-Hosts



Administered by
SAE International



Microsoft

CONVERGENCE 2010

Partnerships Driving Smart Mobility

October 19-20, 2010

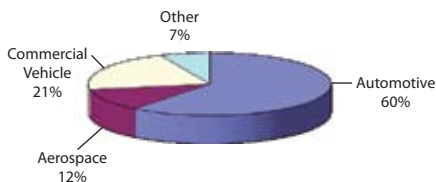
Cobo Center · Detroit, Michigan, USA · www.ctea.org

To succeed in today's business environment, it is essential for your organization to stay ahead of technology and your competition, while keeping costs low. At Convergence 2010 – the premier transportation electronics event – you can connect directly with over 6,000* of the world's top decision makers, and the most innovative companies and technologies that will help grow your business.

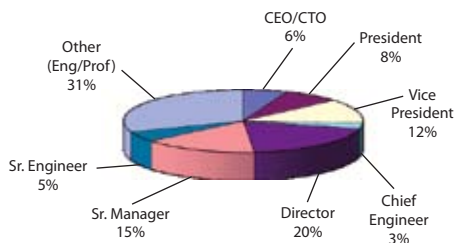
Who Attends

Based upon Convergence 2008 final registration of 6,325 attendees.

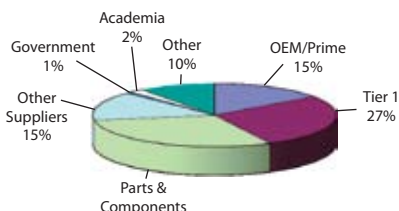
Industry Sector



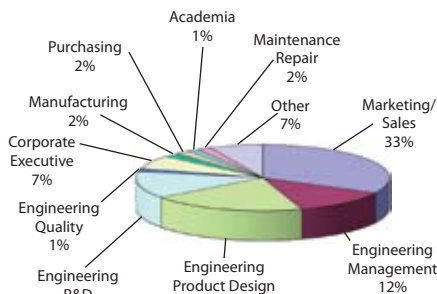
Participants** - Decision Makers by Job Titles



Company Type



Primary Job Focus



* Projected Convergence 2010 registration.

** Participants: C08 Technical Council, Organizers, Keynotes, Panelists, Speakers

EXHIBIT. SPONSOR. ADVERTISE.

Showcase your products and services directly to this influential audience of technology leaders. **Increase** your organization's corporate recognition, and **maximize** your marketing dollars with cost-effective, high-impact solutions designed to **enhance** your on-site presence at this must-attend industry event.



EXHIBIT.

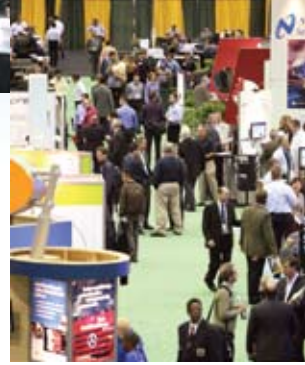
Why exhibit?

- Thousands of executives, decision makers, engineers and technology leaders will attend Convergence in search of solutions that your organization is ready to provide.
- A high impact display will maximize your marketing dollars, visibility and exposure to this influential technical audience.

2010 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 booth pipe and drape, booth identification sign, removal, storage and return of empty crates, a comprehensive on-line Exhibitor Manual, Event Guide listing, and Exhibit Passes to invite your customers and prospects. Exhibition hours, and installation and dismantle details will be determined at a later date based on the development of the technical program.



SPONSOR.

Increase your corporate recognition and industry commitment and reach your target audience at the premier transportation electronics event. High-visibility sponsorships – including receptions, lanyards, refreshment breaks, registration area/tote bags, notepads and more – are cost-effective, powerful solutions for increasing your on-site Convergence 2010 presence.

ADVERTISE.

Take advantage of special show distribution of *Automotive Engineering International* - the official publication of Convergence 2010 and the on-site Convergence 2010 Event Guide. *These are the publications that every Convergence 2010 attendee will read.*

Reserve Your Space NOW!

For more information about Convergence 2010 exhibit, sponsor or advertising opportunities, or to customize a marketing solution for your organization, contact:

Arlene DiSilvio
1-724-772-4060
disilvio@sae.org

SAE International
400 Commonwealth Drive
Warrendale, PA 15096

Convergence 2010 Co-Host Leadership Team



**Convergence 2010
General Chair
Paul Mascarenas**
Ford Motor Company
Vice President, Engineering
for Global Product
Development



**Convergence 2010
General Chair
Tom Phillips**
Microsoft Corporation
General Manager,
Microsoft Global Services &
Microsoft Automotive



**General Vice Chair
Jim Buczkowski**
Ford Motor Company
Director, Electrical and
Electronics Systems
Engineering



**Technical Program Chair
Randy Visintainer**
Ford Motor Company
Director, Manufacturing,
Vehicle Design & Safety

Technical Program Executive Team

Anthony Coopridr

Ford Motor Company
Senior Technical Leader,
Global Vehicle Electrical Architecture Systems
and Electronic Hardware Design

Venkatesh Prasad

Ford Motor Company
Infotonics Research
& Advanced Engineering Group

Jason Whitehorn

Microsoft Corporation
Product Unit Manager

Convergence 2010 Technical Program

Contact Information

Patti Kreh

Convergence
Conference Director
SAE International
kreh@sae.org
1-248-273-2474

Darlene Waychoff

Conference
Operations Manager
SAE International
darway@sae.org
1-724-772-7165

Marc LeDuc

Technical Program
Developer
SAE International
mleduc@sae.org
1-248-273-4085

SAE International

Automotive Headquarters
755 W Big Beaver Road,
Suite 1600
Troy, MI 48084

www.ctea.org



Convergence is owned and operated by the Convergence Transportation Electronics Association (CTEA) with proceeds benefiting the Convergence Education Foundation (CEF), dedicated to developing programs and providing funding to assist teachers and educational administrators in providing learning opportunities for students in the areas of mathematics, science and engineering. SAE International has a long-standing relationship with Convergence and is pleased to provide the technical program development and administration for Convergence 2010.