



## SAE 2010 Government/Industry Meeting

**January 26-29, 2010**

Walter E. Washington Convention Center\*  
Washington, DC, USA

### EXHIBITOR PROSPECTUS

**Topics torn from today's headlines** – This crucial event forges the policies and politics of tomorrow in:

- Energy Conservation
- Environment
- Safety

### Maximize Your Marketing at this Must-Attend Event!

Put your products, services, and marketing messages in front of nearly 700 of the leading technical authorities from government, industry, and academia as they explore the regulation, legislation, and technical issues impacting the future, including energy conservation, the environment, and safety. It's a vital, policy-shaping, once-a-year exhibit and sponsoring opportunity you can't afford to miss.

The **2010 SAE Government/Industry Meeting** delivers an exceptional return on your investment. Year after year, this important, industry-shaping event sets the standard for exhibition excellence and performance by delivering:

- The best high level, decision-making audience from both government and industry
- Cutting edge technology, environmental, safety, and legislative news for the automotive industry
- Cost-effective, value added space packages for exhibitors

**Don't delay! Reserve your exhibit space now!**

2010 Host Organization

\*This meeting is co-located with:



THE WASHINGTON AUTO SHOW  
THE AUTHENTIC SEAT OF POWER

[www.washingtonautoshow.com](http://www.washingtonautoshow.com)

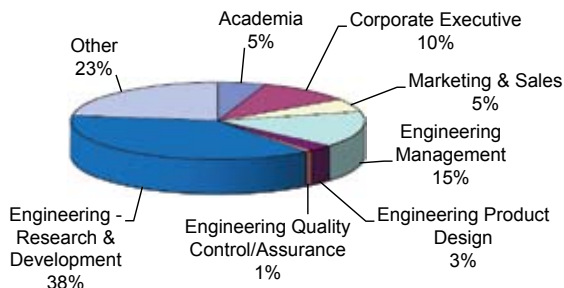
[www.sae.org/govind](http://www.sae.org/govind)

# Reserve Your Exhibit Space at the 2010 SAE Government/Industry Meeting Now!

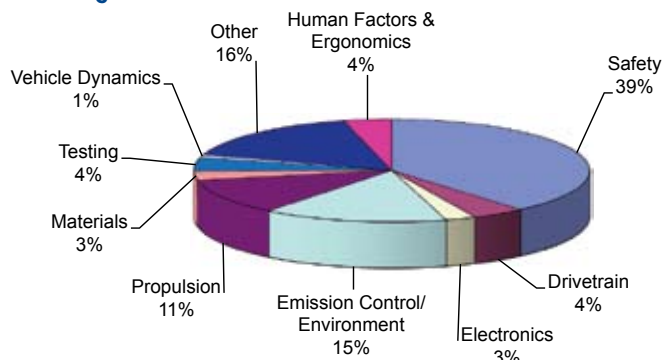
## The 2010 SAE Government/Industry Meeting delivers the best audience for your products and services!

The composition of this remarkable audience speaks for itself:

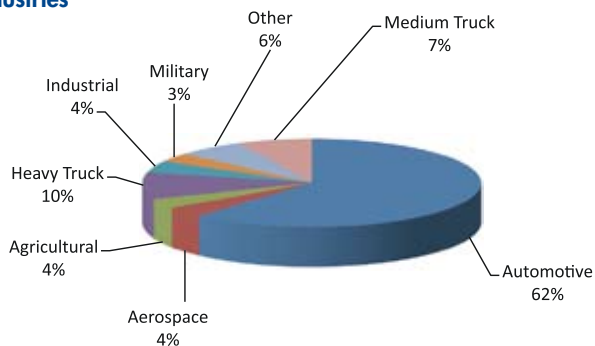
### Job Functions



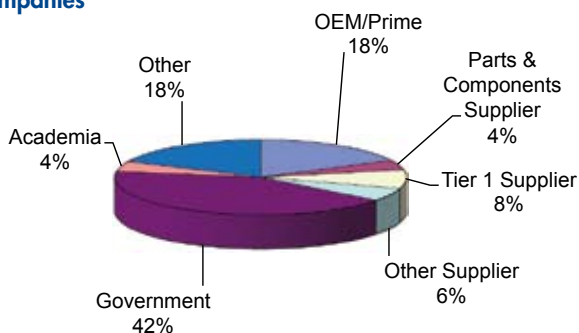
### Technologies



### Industries



### Companies



\*based on attendance data from the 2009 SAE Government/Industry Meeting

## Exceptional Marketing Opportunities

### High Visibility Exhibit Space

Your tabletop display rental fee of \$2,000 includes:

- One 6-foot x 30 inch table with two chairs and wastebasket
- One complimentary full conference registration
- Your company listing and profile in the Event Guide, distributed onsite
- Your company name in the preliminary programs, when you register early
- Your company listing in the online exhibitor directory
- Access to the online exhibitor service center
- Post-event registrant list rental opportunities

### High Impact Sponsor Solutions

Connect with the highly-targeted audience of the Government/Industry Meeting through the event's sponsorship opportunities. Be a partner with SAE at this event through a Gold, Silver, or Bronze level sponsorship and select from a variety of activities to host and gain recognition. Activities to host include breakfasts, lunches, receptions, and refreshment breaks. Other opportunities are also available, such as registration, the media center, and audio visual.

### Advertise

Combine the power of print advertising with your onsite exhibit and sponsorship to deliver pre- and post-show visibility at an economical value. Reinforce your message to event attendees with an ad in the Event Guide. Then, advertise in AUTOMOTIVE ENGINEERING INTERNATIONAL - the industry's leading technical magazine - to extend your reach to a highly qualified, worldwide circulation of 87,790\* automotive decision-makers as well as SAE OFF-HIGHWAY ENGINEERING's 16,462\* highly influential commercial vehicle subscribers.

\* BPA circulation statement for the 6 month period ending December 2008.

### Looking for something different?

We are happy to create custom sponsorship and advertising packages to meet your needs. If you have a unique idea or concept that will enhance your presence and participation in the Government/Industry event, call us today to discuss details. We want to provide every opportunity possible to help you reach your customers. Think of us as an extension of your sales and marketing teams!

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

### Your Event Sales Manager

Joanna Curtis  
 Telephone ..... 1-724-772-4009  
 Email ..... jcurtis@sae.org

### SAE Customer Sales

Toll-free ..... 1-888-875-3976 (U.S. & Canada)  
 Telephone ..... 1-724-772-4086  
 Fax ..... 1-724-776-3087  
 Email ..... CustomerSales@sae.org