

SAE 2012 Government/Industry Meeting

January 25-27, 2012

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

2012 Host
TOYOTA

EXHIBITOR PROSPECTUS

SAE Government/Industry Meeting: *The Ideal Communications Forum –*

This crucial event forges the policies and politics of tomorrow in:

- Energy Conservation • Environment • Safety

Maximize Your Marketing Dollars - Reserve for 2012 NOW!

Put your brand, products and services in front of the leading technical authorities from government, industry, and academia as they explore the regulation, legislation, and technologies impacting the future. It's a vital, policy-shaping, once-a-year exhibit and sponsoring opportunity you can't afford to miss.

The **SAE 2012 Government/Industry Meeting** will deliver 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 position now!

*This meeting is co-located with:

The Washington Auto Show®

www.washingtonautoshow.com

www.sae.org/govind

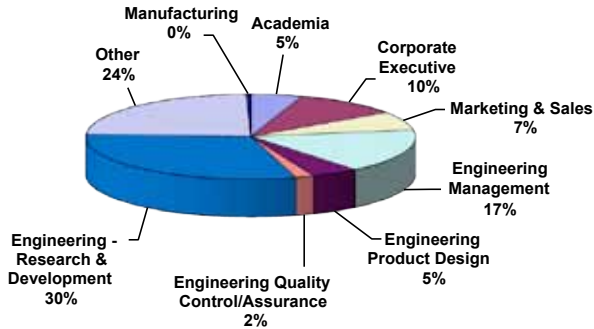


Reserve Your Position at the SAE 2012 Government/Industry Meeting NOW!

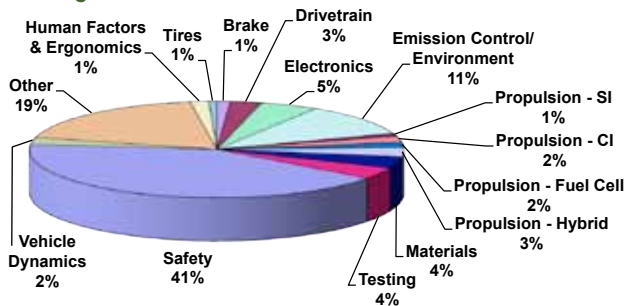
The 2012 SAE Government/Industry Meeting - your connection to this influential audience!

Who attends*:

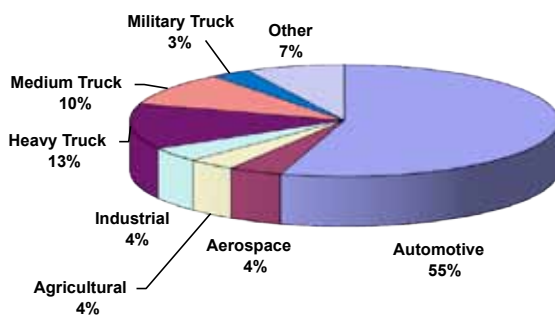
Job Functions



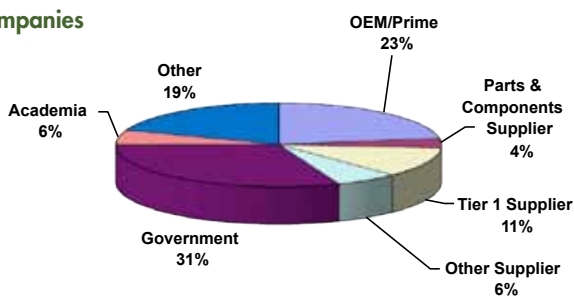
Technologies



Industries



Companies



*based on final registration data from the 2010 SAE Government/Industry Meeting

Exceptional Marketing Opportunities

High Visibility Tabletop Exhibit Space

Your tabletop display rental fee of \$2,550 includes:

- One 6-foot x 30 inch table with two chairs and wastebasket
- Two complimentary full conference registrations
- 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
- Post-event registrant list rental opportunities

High Impact Sponsor Solutions

Connect with the highly-targeted audience of the SAE Government/Industry Meeting through the event's sponsorship opportunities. Show your commitment to this highly influential audience by partnering with SAE and select from a variety of options.

Advertise

Combine the power of print advertising with your onsite exhibit and sponsorship to reinforce your message to event attendees with an ad in the SAE 2012 Government/Industry Event Guide - the publication that all attendees will read.

Looking for something different?

We are happy to create custom sponsorship and advertising packages to meet your organization's needs. If you have a unique idea or concept that will enhance your organization's presence and participation at the SAE 2012 Government/Industry Meeting, 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:

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