



Overview

The impact of hybrid vehicles on emission, environment, and fuel efficiency cannot be underestimated. SAE International, in cooperation with CATARC, is proud to host this first-of-its-kind, unique seminar (symposium) that will feature presentations from leading experts in China and from around the world as they discuss the issues critical to HEV (Hybrid) and PHEV (Plug-in).

Attendees will have the opportunity to hear experts discuss System Engineering, Vehicle Technology, SAE and ISO Standards, Battery Configurations and Applications as well as the role government may play in the overall strategy of hybrid vehicles around the world.

SCHEDULED SPEAKERS (Subject to change. Visit www.sae.org/hybridchina for the latest event and speaker information.)

- Scott Miller, President and CEO, Synovate Motoresearch: *Policy and Consumer Attitudes toward Advanced Powertrains and Policies Aimed at Adoption Infrastructure for Hybrids*
- Martin Murray, General Motors Corporation: *Hybrid Vehicles - Systems Engineering*
- V. Evan House, Ph.D. V.P., Advanced Battery Engineering, Bright Automotive, Inc.: *SAE and Global Standards*
- Dr. Jim Miller, Argonne National Laboratory: *State of the Art Technology and R&D Activities in the Progress of Traction Batteries*
- Speakers from Leading Chinese Automotive Companies

KEY TOPICS

- Powertrain and vehicle design
- Energy storage systems and energy management strategies
- Future controls strategies
- OEM perspectives on System Engineering
- International Hybrid Standards
- Government regulations and incentives

BENEFITS OF ATTENDING

- Gain insight into the latest hybrid innovations & breakthroughs in plug-in hybrids
- Compare hybrid innovations between China and the rest of the world.
- Hear a global perspective on international standards development
- Learn the latest battery technology and energy storage systems
- Familiarize yourself with some of the various global initiatives for hybrid development

For the latest event information, visit www.sae.org/hybridchina.

REGISTRATION FEES	By 9/25/09	After 9/25/09
SAE Member	¥1,800	¥2,000
Non-Member	¥2,500	¥2,700

To Register:

Mainland China Residents: Individuals residing in the P.R. China are asked to register using a special registration form which can be obtained by contacting:

Mr. Billy Xu, Program Administrator,
SAE International/CATARC Shanghai Office
Phone: 86-21-61001016 Fax: 86-21-61001015
Email: billyxu@sae.org

Conditions of Sale: Payments must accompany this form by pre-registration date. Registrations received after September 25, 2009 will automatically be charged the on-site price. NO CHILDREN UNDER THE AGE OF 16 PERMITTED. All cancellations must be in writing and received by SAE Prior to September 25, 2009. A \$50 processing fee will be assessed for each canceled registration that results in a refund. Refunds for special event/meal tickets will not be processed after September 25, 2009. Refunds will not be issued if cancellation occurs on or after September 25, 2009. Note: SAE reserves the right to cancel events and cannot be held responsible for related costs incurred by registrants other than the registration fee.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Hybrid Vehicle Technologies Seminar *Understanding the Issues Critical to HEV and PHEV* October 12-13, 2009

Shanghai Automobile Exhibition Center, No.7575, Bo Yuan Road, Anting, Jiading District, Shanghai, China

Regardless of your budget, SAE International offers marketing solutions to showcase your products and services to this very diverse and influential audience. This seminar (symposium) is the ideal forum to meet leading professionals involved in the rapidly expanding Chinese hybrid auto market and increase your organization's visibility on a truly global level.

Tabletop Display - \$2,200 (USD) Limited Space Available

- One tabletop display space with two chairs
- Corporate Profile Listing on Seminar Website
- Corporate Profile Listing in Seminar Event Guide

Platinum Level Sponsor - \$10,000 (USD) Limited to 3 Companies

- Four (4) Complimentary Full Seminar Registrations
- One Tabletop Display Space
- Platinum Level Sponsor Recognition on Seminar Webpage with a Hyperlink to Company Website
- Corporate Profile Listing on Seminar Website
- Platinum Level Sponsor Recognition in Symposium Event Guide

PLUS: Exclusive Sponsorship of one of the following:

- Banquet – sponsor recognition on signage during banquet
- Registration Area – sponsor recognition in registration area and on email confirmations
- Conference Bags – sponsor recognition on conference bags

Diamond Level Sponsor - \$7,500 (USD) Limited to 4 Companies

- Three (3) Complimentary Full Seminar Registrations
- One Tabletop Display Space
- Diamond Level Sponsor Recognition on Seminar Webpage with a Hyperlink to Company Website
- Corporate Profile Listing on Seminar Website
- Diamond Level Sponsor Recognition in Symposium Event Guide

PLUS: Exclusive Sponsorship of one of the following:

- Monday Luncheon - sponsor recognition on signage during Monday luncheon
- Tuesday Luncheon - sponsor recognition on signage during Tuesday luncheon
- Lanyards – sponsor logo on lanyards given to all attendees
- Pens – sponsor logo on pens given to all attendees

Gold Level Sponsor - \$5,000 (USD) Limited to 4 Companies

- Two (2) Complimentary Full Seminar Registrations
- One Tabletop Display Space
- Gold Level Sponsor Recognition on Seminar Webpage with a Hyperlink to Company Website
- Corporate Profile Listing on Seminar Website
- Gold Level Sponsor Recognition in Symposium Event Guide

PLUS: Exclusive Sponsorship of one of the following:

- Monday AM or PM Coffee Break - sponsor recognition on signage during coffee break
- Tuesday AM Coffee Break - sponsor recognition on signage during coffee break
- Notepads - sponsor logo on notepads provided to all attendees

For further information about any of these tabletop and sponsorship opportunities, please contact:

Global

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