

Motorsports Engineering

Conference & Exhibition

Theme: Partnering for Progress

Exhibitor Prospectus



December 5–7, 2006
Dearborn Hyatt
Dearborn, MI USA

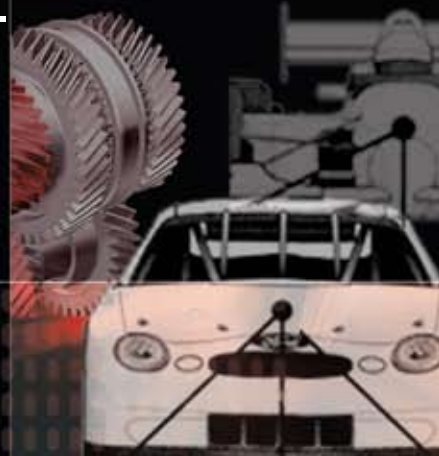
**Where motorsports, high-performance engineering,
and automotive production meet!**

- NEW!** • Product Showcase
NEW! • Exhibit Hall Networking Events
NEW! • VIP Reception
Expanded for 2006! • Expert Panel Discussions

A revitalized Banquet will
feature as its keynote:

Bobby Rahal

Co-owner, Rahal Letterman Racing



**EXHIBIT to some 700 racing professionals in search of the
technology, tools and solutions to help them win races!**



No one brings together people and technology like SAE International.

SAE understands that it is *people* who advance technology—in whatever industry. As the automotive engineering center for the free exchange of ideas and achievement, the sharing of science and technology between technical professionals, the conferences of SAE provide the forum needed for exchange. Through its bi-annual **Motorsports Engineering Conference & Exhibition, SAE provides the platform and program needed to advance the sport, inspire innovation in product development, and foster business partnerships in the high-tech racing arena.**

The people of SAE Motorsports Engineering Conference and Exhibition

At MSEC, exhibitors will have the unique opportunity to meet with

- OE Race Engineers and Managers
- OE Performance Vehicle Production Engineers
- Race Team Engineers and Sanctioning Bodies
- Tier 1 and II Suppliers of Performance Products

...and its technology!

MSEC 2006 will focus on three technology areas: safety, engine, and chassis. Its panels, sessions, and exhibits will work hand-in-hand to provide attendees with dynamic speakers, thought-provoking dialogue, and displays featuring:

- new technology applications for enhanced racing performance
- engineering tools, processes, research and products that win races
- creative engineering and product development approaches

Moderator:

Neil Ressler,
Ford - retired

Participants:

John Fernandez,
DaimlerChrysler

Eberhard Haberkern,
Bosch Motorsports

John Heinrichy,
General Motors Corp. (invited)

Edward C. Linsenmeyer,
Naval Surface Warfare Center

Bobby Rahal,
Rahal/Letterman Racing, IRL

Dean Sicking,
University of Nebraska

Paul Skalny,
TARDEC, National Automotive Center

Anne Stevens,
Ford Motor Company

Peter Wright,
FIA

Organized by:

Geoff Goddard,
Geoff Goddard Engines Ltd.

Wiley McCoy,
McLaren Performance Technologies

Michael Royce,
Albion Associates LLC

Organized by:

Kirk Russel,
Peter Wright,
Federation Internationale de L'Automobil

Organized by:

David Finch,
Raetech Corp.

Reinvented for your exhibit success!

The exhibition at MSEC 2006 has been completely revamped to ensure it is a central gathering place for attendees—networking events, presentation stages, vehicle displays and more will all take place here. Two primary changes—true crowd-pleasers—for the '06 event are the new Product Showcase and the expansion of 04's popular Business Panel.

Attendee attractions — on the show floor — expanded for '06

NEW! Product Showcase — in the Exhibit Hall!

An exhibit hall theater setting gives exhibitors the opportunity to showcase their technology to attendee audiences. **Each exhibitor will get 15-minutes of stage time**, an opportunity to present their motorsports engineering technology and tools.

Expanded! Panel Discussions — in the Exhibit Hall!

The popularity of the '04 Business Panel has inspired the expansion of this event feature to include four new panels in '06, all of which will take place—on stage—in the heart of the exhibition. The Business Panel—comprised of experts from a cross-section of industry—will lay the “partnering for progress” groundwork for the full agenda of panel discussions:

• Business Panel

• Engine Panel

• Safety Panel

• Vehicle Panel

• Green Panel

Partnering in alternate fuels

Featuring a Special Report from SAE!



photo by Eckel

Networking opportunities — In the Exhibit Hall!

- Attendees will gather daily in the exhibit hall for lunch between technical sessions.
- The Tuesday evening **Welcome Reception** is open to all attendees as is the **Pre-banquet Reception** on Wednesday. Both events start immediately following the day's final technical session.

And more!

Attendees will enjoy more than **65 SAE paper presentations** and other SAE resources. A revitalized banquet will feature keynote, **Bobby Rahal**, and the SEMA Motorsports Engineering Award presentation. Planning for Motorsports historical sessions and industry tours is also underway.

MSEC 2004 Exhibitors and Sponsors

Anatech Ltd.
Balzers Inc
Brendel Associates Limited
CAPE Center for Advanced Product Evaluation
CD-adapco
CEI EnSight
Clemson University
Colorado State University
Cornell University Formula SAE
DaimlerChrysler - Dodge Motorsports
Digalog - Member of the AVL Group
Empire Die Casting Co., Inc.
Exa Corporation
Extrude Hone Corp
FCS COM, Inc.
Flowmaster USA Inc
Fluent Inc
General Dynamics
MIA
Motion Engineering Company, Inc
MTS Systems Corp
Optimal Solutions Software, LLC
Optimum Power Technology
PANKL - CP Pistons - LA Ent.
Pi Research
Race Tech Magazine
Redlake
Safework Inc
SEMA Specialty Equipment Market Assoc
SPAL USA
Sunoco, Inc.
Synergeering Group
University of North Carolina at Charlotte
Upwind Technology, Inc.
Venture Tape

SAE Motorsports & Performance Engineering Initiative

This SAE Initiative represents the engineering intersection where motorsports, high-performance, and automotive OE production meet. Its biennial flagship event, **SAE Motorsports Engineering Conference & Exhibition** provides a prime opportunity for exchange among practitioners within each niche. This is where race professionals learn of the newest engineering technologies and tools in use at OEs and OE production engineers learn from the quick time laboratory for engineering processes and innovation that is the world of motorsports.

This year's event promises a stellar line-up of dynamic speakers, exciting new exhibit features and a fine-tuned advanced technology program-all working together. Make sure your company is represented at this prime industry event **reinvented for your exhibit success!**



photo by Michael Levitt,
USA LAT Photographic



Reserve your exhibit space today!

Exhibition Rates

Each 10' by 10" booth is \$1,750 and includes 15 minutes on the Product Showcase stage, your corporate identity banner, your company listing in the Event Guide, and complimentary guest passes so that you may personally invite your best customers and prospects. To display a vehicle in the car in the special "vehicle display area", the booth cost increases to \$2,000.

Marketing Solutions from SAE International

Sponsorships and advertising opportunities from SAE help you promote your exhibit for greater onsite success. Choose from **Gold, Silver and Bronze sponsorships**, pre-packaged powerful combinations of advertising in AUTOMOTIVE ENGINEERING INTERNATIONAL, the event's official event guide, and the SAE website, plus online and print promotional and branding opportunities before, during and after the event. Or choose from **individual offerings**:

Gold Level Sponsorship	\$20,000
Silver Level Sponsorship	\$10,000
Bronze Level Sponsorship	\$5,000

Advertising

- Promote your exhibit with advertising options in AUTOMOTIVE ENGINEERING INTERNATIONAL magazine and the show's official Event Guide.
 - With magazine rates starting at just \$2,690 there is something for every budget!
 - Event Guide cover positions start at just \$2,000!

Morning Refreshment Breaks

(Tuesday & Wednesday – Exhibition Hall)	\$10,000
(Thursday – Session Room Area)	\$ 8,000

Afternoon Refreshment Breaks

(Tuesday & Wednesday – Exhibition Hall)	\$10,000
(Thursday – Session Room Area)	\$ 8,000

Special events and networking Sponsorship

Evening events

Welcome Reception	\$15,000
Banquet reception	\$15,000
VIP Banquet Reception	\$10,000
Banquet	\$20,000

Luncheons and Breaks

Luncheon in the Exhibit Hall	
(Tuesday & Wednesday – Exhibition Hall)	\$12,000
(Thursday – Session Room Area)	\$10,000

Attendee direct marketing and branding Sponsorships

Registration Area/Promotional Tote Bags	\$10,000
SAE Bookstore	\$7,500
Lanyards	\$7,500
Week-at-a-Glance Badge Insert	\$5,000
Official Conference Pens	\$3,500
Official Conference Notepads	\$3,500
Historical Sessions (Tuesday & Thursday)	\$5,000
Media Center & Press Room	\$7,500

SAE 2006 Motorsports Engineering Conference and Exhibition

Reserve your exhibit space today!

SAE Customer Sales & Support

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photo by Eckel

