

# SAE Lead Generation Programs Custom Webcasts

## You Choose the Topic, and We'll Provide the Forum for a Relevant, Insightful Web-Based Discussion

Moderated by SAE International and presented by your choice of clients, your company's executives, or industry consultants, SAE International webcasts deliver your custom tailored message to the mobility engineering market segment you want.

## Standard Live-Event Program Details

### Pre-event-Audience Acquisition

#### Online

- SAE International will build and host a web-based registration page
- 45 to 60-days pre-event promotion on SAE International's website includes all of the following:
  - Online promotion on [www.sae.org](http://www.sae.org)
  - Webcast on Home Page and in Events Section (rotates with other events)

#### Email

- Three custom HTML e-invites to the SAE International e-database
- Sponsor will be co-branded with their logo (linked to their site where appropriate) on all pre-event marketing efforts
- Promotion via SAE International eNewsletters
- Promotional ads in SAE International digital magazines

#### Print

- Promotional ad in Automotive Engineering International and/or SAE Off-Highway Engineering magazines, including company name, logo, event title, synopsis and registration link



### Post event support - Audience Retention

- Archived for 6 months on the SAE website
- HTML development & distribution of emails to attendees/non-attendees with links to archived presentation
- Sponsor receives Attendee/Registrant list immediately following event
- Sponsor also receives post-event registrant list of Archived Access to event (up to 6months)

### FOR MORE INFORMATION:

#### Advertising Sales & Support

1-724-772-7521 or 1-724-772-4014

F: 1-724-776-3087 • E: [eMedia@sae.org](mailto:eMedia@sae.org)

# Rates & Specs:

- Duration: Approximately one hour; including Q&A session
- Exit surveys are available; Data reports provided to sponsor
- Participant access available through telephone or VoIP
- Presentation: PowerPoint slides viewable over the Internet
- SAE International provides dedicated technical support to facilitate participants' access to the event and to collect the polling and exit survey data
- SAE International can provide editorial moderator for event, if needed
- Sponsor has final content approval of all marketing components
- Sponsor has final approval for registration page and PowerPoint slides
- Total gross investment starting from \$19,500, based on desired features

## SAE Custom Webcast Statistics

### DuPont's Webcast

*"Tomorrow's Vehicles Need Material Solutions Today for Lower Mass, Friction, Safer Electronics"*

**All registrants:** 469  
**Total unique viewers:** 255  
**Live unique viewers:** 193  
**On-Demand viewers:** 79

### Horiba's Webcast

*"Decoding EPA Part 1065: Engine Testing Procedures"*

**All registrants:** 786  
**Total unique viewers:** 542  
**Live unique viewers:** 378  
**On-Demand viewers:** 270

### Lubrizol's Webcast

*"Enabling DCT Growth Around the World Through Innovation, Design, and Collaboration"*

**All registrants:** 793  
**Total unique viewers:** 499  
**Live unique viewers:** 362  
**On-Demand viewers:** 194

### Ticona's Webcast

*"Where Are Tomorrow's Vehicles Headed?"*

**All registrants:** 1190  
**Total unique viewers:** 792  
**Live unique viewers:** 472  
**On-Demand viewers:** 424

### Maplesoft's Webcasts

*November 2008: "Physical Modeling: Next-Generation Modeling and Simulation"*

**All registrants:** 1101  
**Total unique viewers:** 692  
**Live unique viewers:** 482  
**On-Demand viewers:** 258

*June 2009: "What Are the Next Key Steps in Engineering Modeling and Simulation?"*

**All registrants:** 956  
**Total unique viewers:** 549  
**Live unique viewers:** 350  
**On-Demand viewers:** 249

*November 2009: "Accelerating the Design of Embedded Control Systems for Vehicle Applications"*

**All registrants:** 595  
**Total unique viewers:** 360  
**Live unique viewers:** 226  
**On-Demand viewers:** 171

## Audience Comments:

- "This was one of the best and most informative SAE webcasts I have attended to date and I thank everyone involved."
- "Very valuable overview of new developments and potential applications. I also valued the technical data provided for some segments of the presentation."
- "Thank you. Good discussions and illustrations."
- "Informative, very technically detailed, and the simulation [software demo] helped illustrate the concepts well."
- "Good investment of time."
- "Great learning opportunity within an efficient environment. Keep up the good work. This is a good example of why I should continue to pay my [SAE] dues."
- "This was very valuable, convenient, informative, and I would utilize this format in the future."

## Who Attends

General Motors  
BAE  
Boeing  
Airbus  
Ford  
Navistar  
Caterpillar  
Lockheed Martin  
Bombardier  
Chrysler  
John Deere  
Volvo