

The Essential Automotive Technology Event



April 13-15, 2010
Cobo Center
Detroit, Michigan USA

Ecollaboration
engage. exchange. excel.



SAE International World Headquarters, 400 Commonwealth Drive, Warrendale, PA 15096-0001

1.724.776.4841

Dear Industry Colleague,

Steve Jobs is quoted as saying, *"Innovation distinguishes between a leader and a follower."* At SAE, we believe the time has come for innovative change in the SAE World Congress.

SAE has reached out and has listened to the many important constituents that now participate in the World Congress. As a result, we invite all industry innovators to participate in a distinctively different SAE World Congress in 2010. Next year, the SAE World Congress is planned with a dramatic focus on new technology and networking in a shorter, smaller, and smarter environment.

Please find the enclosed information outlining the changes for the SAE 2010 World Congress. Most notably among these changes is a maximum of 100 companies on the exhibit floor approved through an application process reviewed by a panel of OEM executives. This strategic change provides industry innovators the exclusivity desired in an environment of unparalleled technical leadership. Non-exhibiting companies are encouraged to show leadership by supporting sponsorship opportunities that are designed to provide premium branding opportunities while creating a memorable Congress experience.

By shifting from a commodity to an innovative new technology focus approach, SAE International, along with Ford Motor Company and Magna International, our 2010 Host Company and Tier One Strategic Partner, respectively, look forward to working with you to bring this new concept to life in the first of what is certain to be a string of successful SAE World Congresses. It is in this spirit that I extend to you an invitation to be among the leaders that will advance our industry beyond the current unstable playing field of today to the prosperous platforms of tomorrow. I encourage you to be a part of this important forum for bringing innovative technology and unmatched networking to the mobility industry.

Thank you for your continuing support of SAE and the World Congress. I look forward to a mutually successful 2010 Congress event.

Sincerely,

A handwritten signature in cursive script, reading "Thomas J. Drozda".

Thomas J. Drozda P.E.
Group Director
SAE International

SAE
2010
World Congress

The
Essential
Automotive
Technology
Event

Innovators Only

April 13-15, 2010
Cobo Center,
Detroit, Michigan USA

Hosted by:



Ford Motor Company

Tier One Strategic Partner:



SAE International™
www.sae.org/congress

You spoke. *We listened.*

The result—

the unveiling of a NEW and EXCLUSIVE exhibiting opportunity for the SAE 2010 World Congress.

Whether your company has an innovative product or service in the “test the water,” “underground development,” or “to market” phase of evolution or launch—SAE can supply the perfect venue for engaging a qualified audience of reviewers, collaborators, and customers.



What's NEW !

- Shorter 3-day event
- Increased focus on innovation
- Space limited to 100 exhibitors on the show floor
- Submittal of a comprehensive application for space
- Applications for exhibit space will be reviewed by a panel of technical experts— applicants will be measured by the innovative qualities of their products, services, or solutions



Paul Mascarenas
Vice President, Engineering



Ford Motor Company

SAE 2010 World Congress
General Chairman

Congress 2010 Enhanced Exhibit Benefits

- Focused and exclusive event that positions your company as an innovative technology thought leader, worldwide
- Concentrated 3-day event—accomplish more with less time out of the office
- Level playing field —exclusive exhibiting opportunities for industry innovators—limited to 100 exhibitors
- Your product/solution reviewed by an influential Executive Panel of OEM and Technical Experts
- Your product/solution reviewed by *Automotive Engineering International* (AEI) Editorial Staff, as well as priority consideration for coverage in both AEI and the Congress e-Daily
- Expanded product/solution profile in the Congress Event Guide and on the online exhibitor listing – includes logo placement
- Promote your prestigious status into this exclusive Congress exhibition with a formal Congress 2010 exhibitor seal for use before and after the event
- Valuable one-day badges —connect with your customers pre-event and host them at Congress with one-day customer badges— includes lunch ticket, reception on exhibit floor, access to technical program—see exhibit packages for quantities

Package Options

Application Required

10'x10' Turnkey Exhibit Package

- Complete decorator package: carpet, electric, counter, shelf, two stools, wastebasket, lead retrieval unit, company identification sign
- 4 Exhibitor Booth Personnel Badges: includes daily lunch tickets, receptions on exhibit floor, access to Management Program, and Technical Sessions
- 1 Full-Conference Badge: includes daily lunch tickets, receptions on exhibit floor, access to Management Program, and Technical Sessions
- 25 One-Day Customer Badges to invite your key customers to the event at no charge: includes lunch ticket, reception on exhibit floor, access to Management Program, and Technical Sessions
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising.

Cost: \$12,500

20'x20' Island Space Package

- 400 square foot island space
- 16 Exhibitor Booth Personnel Badges: includes daily lunch tickets, receptions on exhibit floor, access to Management Program, and Technical Sessions
- 4 Full-Conference Badges: includes daily lunch tickets, receptions on exhibit floor, access to Management Program, and Technical Sessions
- 100 One-Day Customer Badges: includes lunch ticket, reception on exhibit floor, access to Management Program and Technical Sessions
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising
- Lead Retrieval Unit

Cost: \$35,000

Poster Display

- 1 Exhibitor Booth Personnel Badge: includes daily lunch tickets, receptions on exhibit floor, access to Management Program, and Technical Sessions
- 6 One-Day Customer Badges: includes lunch ticket, reception on exhibit floor, access to Management Program and Technical Sessions
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising

Cost \$2,000

Other Options

Private Technology and Hospitality Suites

Limited to 10 companies; no application required.

- Reserve a private suite at Cobo Center for the week of Congress to display your proprietary technology and host your customers.
- 8 Exhibitor Badges: includes daily lunch tickets, receptions on exhibit floor, access to Management Program, and Technical Sessions

- 100 One-Day Customer Badges: includes lunch ticket, reception on exhibit floor, access to Management Program, and Technical Sessions
- Exhibitor Discount Pricing on Print and e-Media Congress Advertising
- Lead Retrieval Unit

Cost:

Exhibitors \$18,000

Non-Exhibitors \$30,000

Sponsorships Available

No application required.

NEW, traditional and custom sponsorship options available. Contact SAE Event and Sponsorship Sales for details.

For more information contact
SAE Event Sales:

Amanda Grech

Telephone: 1.724.772.4078

Fax: 1.724.776.3087

E-mail: agrech@sae.org

Joanna Curtis

Telephone: 1.724.772.4009

Fax: 1.724.776.3087

E-mail: jcurtis@sae.org



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