

"Invention creates something new. Innovation is more than that: It introduces something new. Innovation is invention plus introduction." - David Nordfors, Co-Founder and Executive Director, VINNOVA-Stanford Research Center of Innovation Journalism, Stanford University.

Company Name (as you would like it to appear in print): _____

Exhibit Contact Name: _____ **Title:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: (person making booth arrangements): _____ **Web Address:** _____

Signature: (cannot be processed without signature) _____ **Date:** _____

IMPORTANT: THIS IS A CONTRACT. By signing this document the Exhibitor agrees to the Terms and Conditions that accompany this contract. The exhibitor also agrees to payment submission of 50% of total booth cost within ten (10) business days of notification of application approval. The exhibit space will be assigned on a first-come-first-serve basis by SAE according to the SAE Exhibition Rules and Regulations and in the best interest of the Exhibit and SAE as a whole.

CANCELLATION: Read the cancellation clause (Items 3 & 4) of the Terms and Conditions. **50% Deposit is Non-Refundable.**

Display Type: 20' x 20' (\$30,000) 10' x 20' Complete Turnkey **Package A** (\$12,500) 10' x 20' **Package B** (\$12,500)
 10' x 10' Turnkey Package (\$7,500) Poster Display (\$2,750)

- SAE encourages media events/press announcements on partnerships, product launches and innovations at the SAE World Congress.** Check box if you are interested in scheduling a media event or contact Shawn Andreassi at pr@sae.org or 724-772-8522.
- I want to keep my message in front of decision-makers before, during and after Congress!** Contact me regarding multimedia advertising opportunities starting at \$1500.

TOPIC AREAS - Check the appropriate technology area relative to your innovation and return this page with your written profile.

Powertrain/Propulsion

- SI Engine & Combustion-related Processes - Direct Injection, In-cylinder Particulate and NOx Control, Component Design, Modeling
- Diesel Engine & Combustion-related Processes - Cold Start, In-cylinder Particulate and NOx Control, Component Design, Modeling, Kinetically Controlled Combustion
- Alternative Sources and Technologies - Batteries, Fuel Cells, Electric, H2, Hybrid, PHEV, EV and EREV, Regenerative Braking, etc.
- Fuel and Additive Technologies - advanced and Alternative Fuels, Fuel Injection and Sprays, Fuel and Additive Effects
- Vehicle Electrification (Advanced Hybrid Powertrains, Fuel Cell Power Systems, Electric Motor/Power Electronics)
- Other (please explain) _____

Emissions/Environment/Sustainability

- Diesel Emission Control Systems - Diesel Particulate Systems & Substrates, Selective Catalytic Reduction (SCR) for NOx
- Alternative Fuels & Effects
- SI Emission Control Systems - Advanced Catalysts & Substrates
- Green Chemistry, Manufacturing and Life Cycle Analysis
- Connected Vehicle (Intelligent Hwys & Guidance Systems)
- Vehicle Electrification (Battery Recycling/Reuse)
- Other (please explain) _____

Safety

- Active - Radar, ABS, Vehicle Stability
- Passive - Lighting, Seat Belts, Air Bags
- Accident Reconstruction - Event Data Recorders, Rear and Side Impact, Rollover
- Driver Distraction
- Driver Impairment
- Connected Vehicle (V2V/V2I Safety Applications)
- Other (please explain) _____

Electronics

- Safety –Critical Systems - Active Safety, Active Chassis, and Alternative Energy Systems, Advanced Driver Assist Systems (ADAS)
- Connected Vehicle (Smart Grid, EV Infrastructure, Telematics, Intelligent Transportation Systems,)
- Telematics - Infotainment, Navigation and diagnostics
- Vehicle Electrification (Advanced Batteries)
- Other (please explain) _____

Materials

- Ferrous
- Non-Ferrous
- Polymer-based materials and
- Solvent and Aqueous Based Coatings
- Other (please explain) _____

Integrated Design & Manufacturing

- Quality Reliability and Robust Design
- Lean Manufacturing, Six Sigma, Design for Six Sigma and Supply Chain
- Virtual Engineering and Design
- Other (please explain) _____

| | |
|---|-----------------------------|
| SAE USE ONLY | STAFF INITIALS _____ |
| Booth Assignment/Rate | |
| <input type="checkbox"/> 20' x 20' _____ | |
| <input type="checkbox"/> 10' x 10' _____ | |
| <input type="checkbox"/> 10' x 20' A _____ | |
| <input type="checkbox"/> 10' x 20' B _____ | |
| <input type="checkbox"/> Poster Display _____ | |



SAE 2012 World Congress

April 24-26, 2012 ■ Cobo Center ■ Detroit, MI ■ USA

What Your Customers Want to See

Key findings from the SAE 2012 World Congress survey found that the #2 reason your customers attend Congress is to see new products, technologies and developments. The SAE World Congress is a great opportunity to gain exposure to a global audience of prospective customers who may not be aware of your unique technology product, solution or service.

PROFILE CRITERIA

DEADLINE: MARCH 15, 2012

Please submit a one- to three-page written profile outlining your company's innovative product, process, or solution addressing the following data points in the format outlined below. Once received, a panel of automotive technology experts will review the profiles for acceptance or rejection. SAE will notify you when the review process is completed (approximately 2 weeks). Applicant agrees that submitted profiles may be used by SAE for editorial and/or promotional purposes in either print or electronic formats.

1. Name of the innovation/solution (if exhibiting more than one product/service, write about the most important one first)
2. Summary of the innovation/solution including:
 - a. What problem/challenge does your innovative product/service address?
 - b. How is your product/solution unique?
 - c. Describe how your company's innovation is of benefit to:
 - i. To your customers
 - ii. To the end user of the vehicle
3. Describe if and how a team effort, either internally or within industry, played a role in the development of this innovation.

Avoid writing about your company's general capabilities; the focus should be on a specific product/innovation. Along with the profile, submit at least one high-resolution image illustrating your innovation and, if available, a video; also supply supporting materials such as press releases, white papers, article clips, etc. This information will be shared with our editorial team for consideration for inclusion in "What's New?" at the SAE World Congress.

Format Requirements

- One- to three-page document (10 point Arial font preferred), double-spaced
- Submit profiles electronically to: vschaber@sae.org; File name: congress12_companyname.doc; or Fax to: 724-776-4026

APPLICATION REVIEW PANEL

BMW of North America, LLC.

Manager Safety Engineering and ITS

Chrysler LLC

Chief Engineer for RWD Transmissions

Ford Motor Company

Chief Engineer, Powertrain Installations

General Motors Company

Director - Global Engine Advanced Engineering

Honda R & D Americas, Inc.

Chief Engineer / Manager

National Automotive Center

Director

Nissan

Director of Technology Planning

Automotive Engineering International

Editorial Director

SAE CONTACT INFORMATION

Vanessa Schaber

Event Sales Manager
SAE International
Office: 724.772.7591
Cell: 724.713.7729
vschaber@sae.org

Joanna Curtis

Event Sales Manager
SAE International
Office: 724.772.4009
Cell: 724.814.2503
jcurtis@sae.org

Peggy Bartlett

Congress Event Coordinator
SAE International
Office: 724.772.4055
peggyb@sae.org

Deadline to apply: March 15, 2012

1. Booth Construction and Services

Exhibition booths and other material intended for use within the exhibit space must comply with SAE Show Management Rules and Regulations which are in effect at the time this contract is signed.

Booth plans must be submitted to SAE Show Management for approval not less than ninety (90) days prior to the opening date of the exhibition.

2. Installation and Dismantling of Exhibits

Installation and dismantling of exhibits may not begin before the specified starting times and must be completed by specified completion times.

3. Cancellation or Reduction of Exhibit Space

In the event of an exhibition space cancellation and SAE receives written notice of such cancellation more than one-hundred and twenty (120) days prior to the opening date of the exhibition then SAE shall retain a service charge equal to fifty (50) percent of the rental cost of the space. If a cancellation takes place less than one-hundred and twenty (120) days of the opening day of the exhibition, the exhibitor is liable for 100% of the rental cost of the space.

In the event of an exhibit space reduction and SAE receives written notice of such reduction more than one-hundred and twenty (120) days prior to the opening date of the exhibition, then SAE shall retain a service charge equal to fifty (50) percent of the rental cost of the space not used.

4. Space Payment

Payments due are according to the *Exhibit Space Assignment Terms* described in the exhibit space contract. Those contracts requiring a deposit of at least fifty (50) percent of the highest rental cost of any requested space must accompany the contract. The balance of those contracts requiring a deposit is due no later than one-hundred and twenty (120) days prior to the opening of the exhibition. Failure by the exhibitor to pay the total rental cost by the due date may be considered a cancellation of exhibit space by SAE Show Management and may result in the exhibitor being prohibited from participation in the exhibition. Purchase orders will not be recognized as an acceptance of the Exhibit Space Contract. Exhibits may not be erected unless the total rental cost has been received by SAE.

5. Termination or Interruption of Exhibition

In the event the site where the exhibition is to be held, in the sole determination of SAE, becomes unfit for occupancy or is substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, act of terrorism, fire, emergency declared by any government agency, or by virtue of any ordinance or law of any Municipal, State, or Federal governmental agency or any act beyond the control of SAE, this agreement may be terminated by SAE.

In the event of such termination, the exhibitor waives any and all damages against SAE.

6. Liability and Indemnification

Neither SAE nor the management of the site shall be liable for damage, loss or destruction of the exhibits by reason of fire, theft, accident or other destructive causes, and exhibitors shall rent exhibit space at their sole risk. Neither SAE nor the management of the site nor any of their employees, agents, or servants will be accountable or liable for accidents to exhibitors, their employees, agents or servants. The exhibitor shall be liable to SAE and/or the site for any damage done to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor, its employees, agents or servants.

The exhibitor hereby assumes the entire and full responsibility and liability for and agrees to indemnify and hold harmless SAE International, its officers, directors, members, staff and

other representatives from and against any and all claims, damages, injury (including without limitation, death at any time resulting there from), loss or expense (including without limitation, all attorney fees and other expenses of any arbitration or litigation) of any nature resulting from any injury or damage to any person or property which occurs within the exhibitor's exhibit space or as the result of any act or omission of the exhibitor, its employees, agents or servants.

7. Restrictions

- **WITHOUT EXCEPTION, NO SELLING OR ORDER-TAKING MAY OCCUR IN THE EXHIBITION OR WITHIN OTHER CONVENTION FACILITIES PROVIDED.**
- Recruitment activities on the exhibit show floor will be limited to SAE Career Fairs and SAE career-related activities unless otherwise approved by SAE Show Management in advance.
- Booths must be staffed by technical specialists who are qualified to discuss engineering details of the development and products/applications of their company. Competitive products/applications may not be displayed, referenced, or otherwise employed for comparative purposes.
- Exhibitors must not schedule, foster, or conduct outside activities that would take qualified attendees from the exhibit during exhibit hours.
- Exhibitors may not have any media outlets (radio, television, etc.) broadcast from their booth or any other conference area without the expressed written consent of SAE International.
- Any distribution of literature or samples must be limited to the exhibitor's booth, technology salon or hospitality suite.
- Sub-leasing or multiple company sharing of exhibit space is subject to the following conditions:
 - (a) National Government, Trade Associations and Manufacturers' Representatives may contract for a multiple company exhibit
 - (b) Minimum space allocation shall be 100 square feet per company represented.
 - (c) All co-tenants agree to be bound by the terms and conditions of this contract.

8. Insurance

The exhibitor must, at own expense, obtain and maintain Comprehensive General Liability insurance, on an occurrence based policy, with a limit of not less than \$1,000,000 per occurrence/\$2,000,000 aggregate combined singled limit bodily injury/property damage (including products and completed operations coverage and host liquor liability), Automobile Liability insurance no less than \$1,000,000 combined singled limit and Workers' Compensation (statutory limits) coverage. Exhibitor shall provide SAE International with one current certificate of insurance reflecting evidence of coverage listing SAE International as additional insured no less than 30 days in advance of show date.

Interpretations and Amendments

SAE reserves the right to interpret these regulations as it deems proper to ensure the success of the exhibition and to further the educational purposes of SAE International. The exhibits are intended to supplement the information disseminated at the technical sessions.