



# GetConnected

**SAE**  
**2012**  
World Congress

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

## 20' x 20' Island Booth Package \$30,000

### Package Includes:

- 400 square foot island space
- Lead Retrieval Opportunities
- One hundred twenty five (125) One-Day Full Conference\* Passes
- Thirty (30) One-Day Exhibitor Full Conference\* Passes
- Exhibitor Discounts on Print and eMedia SAE World Congress Advertising

### Exclusive to 20x20 Exhibitors:

Be sure to ask about the NEW additional static vehicle display option!

## 10' x 20' Turnkey Booth Package A \$12,500

### Package Includes:

- Complete 10' x 20' Decorator Package\*\*  
8 ft Hard Backwall Structure  
Standard Black Carpet  
One (1) Standard Electrical Outlet  
One (1) Counter with storage  
One (1) Tall Table  
Two (2) Stools  
Four (4) Booth Lights
- Wastebasket
- Header (Company Name Only)
- Lead Retrieval Opportunities
- Fifty (50) One-Day Full Conference\* Passes
- Twelve (12) One-Day Exhibitor Full Conference\* Passes
- Exhibitor Discounts on Print and eMedia SAE World Congress Advertising

## 10' x 20' Turnkey Booth NEW! – Booth approvals must be made through SAE International Show Management Package B \$12,500

### Package Includes:

- Basic 10' x 20' Package\*\*  
8 ft Hard Backwall Structure  
Standard Black Carpet  
One (1) Standard Electrical Outlet
- Wastebasket
- Header (Company Name Only)
- Lead Retrieval Opportunities
- Fifty (50) One-Day Full Conference\* Passes
- Twelve (12) One-Day Exhibitor Full Conference\* Passes
- Exhibitor Discounts on Print and eMedia SAE World Congress Advertising

## 10' x 10' Turnkey Booth Package \$7,500

### Package Includes:

- Complete 10' x 10' Decorator Package\*\*  
8 ft Hard Backwall Structure  
Standard Black Carpet  
One (1) Standard Electrical Outlet  
One (1) Counter with storage  
One (1) Tall Table  
Two (2) Stools  
Two (2) Booth Lights
- Wastebasket
- Header (Company Name Only)
- Lead Retrieval Opportunities
- Thirty (30) One-Day Full Conference\* Passes
- Six (6) One-Day Exhibitor Full Conference\* Passes
- Exhibitor Discounts on Print and eMedia SAE World Congress Advertising

## Poster Display \$2,750

### Package Includes:

- 30" x 40" Poster Display Area  
Standard Blue Carpet  
One (1) Standard Electrical Outlet  
One (1) Stool  
One (1) Light
- Wastebasket
- Header (Company Name Only)
- Lead Retrieval Opportunities
- Ten (10) One-Day Full Conference\* Passes
- Three (3) One-Day Exhibitor Full Conference\* Passes
- Exhibitor Discounts on Print and eMedia SAE World Congress Advertising

\* Passes include access to Technical and Management Programs and include lunch and reception tickets.

\*\* Any changes to the complete decorator package must be coordinated through Freeman Decorating at the Exhibitor's expense with prior SAE Show Management Approval. Upgraded carpet, padding and custom header and booth graphics are available for an additional cost. Call Freeman directly at 313-393-0250.