

SPONSORSHIP PACKAGES



ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS IN ADDITION TO THOSE LISTED WITH SPECIFIC PACKAGES:

- Company recognition in Sponsor Section of World Congress Event Guide*
- Sponsor recognition on World Congress event website as an Event Sponsor with a hyperlink to company website
- Recognition on sponsor appreciation signage displayed during the event*
- Opportunity to purchase priority seating table at Annual Banquet
- Investment incentive for Congress ad package

* Provided materials and contract signed prior to print deadlines.

FRIEND OF THE INDUSTRY LEVEL OPPORTUNITIES

Friend of the Industry - MULTIPLE OPPORTUNITIES AVAILABLE!

\$3,500

SOLD: Citizens Insurance/Hartland Insurance, Liberty Mutual, Lubrizol, The Timken Company, WWJ Radio 950, KSPG, Dana Holding Corp

- Four (4) One-Day Full Conference Passes for your Customers and Staff**

JetToy Olympics Track Sponsorship – MULTIPLE OPPORTUNITIES (limited to 10) **SOLD: TRW Automotive (Bronze)**

\$1,000

Support this education event by sponsoring the lunch and facilities rental charges. Sponsorship also provides materials used to build the JetToy cars for the competition and other general support.

- Recognition on signage at the entrance of the competition
- Company logo placement in center of one (1) JetToy Olympics competition track
- Sponsor will be publicly thanked on day of competition
- Three (3) One-Day Full Conference Passes for your Customers and Staff**

BRONZE LEVEL OPPORTUNITIES

JetToy Olympics Bronze Partner - MULTIPLE OPPORTUNITIES (limited to 5) **SOLD: Bosch**

\$5,000

Support this education event by sponsoring the lunch and facilities rental charges. Sponsorship also provides materials used to build the JetToy cars for the competition and other general support.

- Recognition on signage at the entrance of the competition
- An 8' x 4' area to prominently display a corporate banner (Sponsor must provide the banner. Banner must be provided to SAE prior to the event)
- Partner sponsor mention in all cooperate and general event promotional information
- Sponsor will be publicly thanked on day of competition
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

Back of Badge Sponsorship - Code Driven – MULTIPLE OPPORTUNITIES

Sponsors of the back of the badge receive targeted messaging and exposure to attendees based on their "My Focus" demographic questions at registration.

- Company Logo and Corporate Message, Booth Number, etc. printed on the back of registration badges.
- Post-event attendee list provided to sponsor with company name and title-only of individuals included in sponsor area of interest.
- One-Day Full Conference Passes for your Customers and Staff** (quantity based on level of participation)
- Target Technology Focus Areas include:
 - Aerodynamics \$500
 - Bodies/Structures \$1000

Brake \$400

Climate Control \$400

Electronics & Telematics \$2700

Emission Control/Environment \$3000

Fuels & Fuel Delivery Systems \$400

Human Factors & Ergonomics \$350

Integrated Design & Manufacturing \$200

Interiors \$500

Lighting - interior/exterior \$250

Manufacturing/Production \$900

Materials \$1500

Modeling/Simulation \$1400

SOLD: MapleSoft

Noise/Vibration/Harshness \$400

Power Systems \$300

Powertrain & Propulsion \$7500

Includes: Compression Ignition, Fuel Cell, Hybrid, Propeller, Spark Ignition, Turbine, and Drivetrain

Safety \$1500

Software \$800

Steering/Suspension/Tires \$700

Testing \$1100

Thermal Management \$500

Vehicle Dynamics \$600

SOLD: MapleSoft

Ask about bundling multiple technology focus areas!

NOTEPADS: Electronics Sessions - EXCLUSIVE OPPORTUNITY

SOLD: Vector CANtech

- Customized 5" x 8.5" notepads with sponsor logo and event look to be distributed in all Electronics sessions (approximately 25 sessions) throughout the week. Notepads are made with recycled paper.
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

NOTEPADS: Integrated Design and Manufacturing Sessions – EXCLUSIVE OPPORTUNITY

\$5,000

- Customized 5" x 8.5" notepads with sponsor logo and event look to be distributed in all Integrated Design and Manufacturing sessions (approximately 20 sessions)
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

NOTEPADS: Environment & Emissions - EXCLUSIVE OPPORTUNITY

SOLD: Johnson Matthey

- Customized 5" x 8.5" notepads with sponsor logo and event look to be distributed in all Environment & Emissions sessions (approximately 30 sessions) throughout the week. Notepads are made with recycled paper.
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

NOTEPADS: Materials Sessions - EXCLUSIVE OPPORTUNITY

\$7,500

- Customized 5" x 8.5" notepads with sponsor logo and event look to be distributed in all Materials sessions (approximately 40 sessions) throughout the week. Notepads are made with recycled paper.
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

NOTEPADS: Safety/Testing Sessions - EXCLUSIVE OPPORTUNITY

\$7,500

Customized 5" x 8.5" notepads with sponsor logo and event look to be distributed in all Safety & Testing sessions (approximately 40 sessions) throughout the week. Notepads are made with recycled paper.

- Six (6) One-Day Full Conference Passes for your Customers and Staff**

VIP Valet Parking - EXCLUSIVE OPPORTUNITY

\$7,500

Provide valet parking services to a select group of 300 SAE World Congress VIP attendees as they arrive at Cobo Center

- Company name and logo on signage at valet parking
- Company name and logo printed on valet parking tickets
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

SILVER LEVEL OPPORTUNITIES

Ride and Drive - MULTIPLE SPONSORS

\$10,000 each

Cobo Center - Macomb Hall

Vehicles provided by multiple OEMs and suppliers will showcase innovative technologies such as advanced propulsion, recent launches, and specialty or halo vehicles. The Ride and Drive will be available for all attendees to test drive the vehicles on a 10 minute course.

- Logo on Co-Sponsor signage on Ride and Drive entry unit
- Logo on Co-Sponsor signage throughout Ride and Drive area/registration
- Co-Sponsor logos on t-shirts given to the first 2,000 Ride and Drive participants
- Co-Sponsor recognition on Ride and Drive page in Event Guide
- Co-Sponsor recognition on Ride and Drive pre-show promotion
- Opportunity to provide vehicle(s) for Ride and Drive
- Opportunity to provide corporate literature for distribution in the Ride and Drive area/registration
- Opportunity to provide corporate staff to welcome participants and network (must be coordinated with SAE).
- Lead retrieval opportunities.
- Six (6) One Day Full Conference Passes for your Customers and Staff**

TECHNOLOGY LOUNGE: **Safety / Testing** - EXCLUSIVE OPPORTUNITY

\$10,000

Network with speakers, presenters, and organizers of the SAE World Congress. Sponsorship provides light refreshments to these subject matter experts throughout each day.

- Sponsor signage in Participant Lounge
- Opportunity to provide corporate literature for distribution in the lounge
- Sponsor logo printed on beverage napkins used in the lounge
- Tabletop cards with sponsor logo for recognition on select tables in the lounge
- Opportunity to provide corporate staff to welcome participants and network.
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

TECHNOLOGY LOUNGE: **Electronics / IDM / Materials** - EXCLUSIVE OPPORTUNITY

\$12,500

HOLD: ESG

Network with speakers, presenters, and organizers of the SAE World Congress. Sponsorship provides light refreshments to these subject matter experts throughout each day.

- Sponsor signage in Participant Lounge
- Opportunity to provide corporate literature for distribution in the lounge
- Sponsor logo printed on beverage napkins used in the lounge
- Tabletop cards with sponsor logo for recognition on select tables in the lounge
- Opportunity to provide corporate staff to welcome participants and network.
- Six (6) One-Day Full Conference Passes for your Customers and Staff**

NOTEPADS: **Propulsion/Powertrain Sessions** - EXCLUSIVE OPPORTUNITY

SOLD: BASF

- Customized 5" x 8.5" notepads with sponsor logo and event look to be distributed in all Propulsion/Powertrain sessions (approximately 70 sessions) throughout the week. Notepads are made with recycled paper.
- Twelve (12) One-Day Full Conference Passes for your Customers and Staff**

TECHNOLOGY LOUNGE: Powertrain / Propulsion / Emissions / Environment / Sustainability - EXCLUSIVE OPPORTUNITY

\$15,000

Network with speakers, presenters, and organizers of the SAE World Congress. Sponsorship provides light refreshments to these subject matter experts throughout each day.

- Sponsor signage in Participant Lounge
- Opportunity to provide corporate literature for distribution in the lounge
- Sponsor logo printed on beverage napkins used in the lounge
- Tabletop cards with sponsor logo for recognition on select tables in the lounge
- Opportunity to provide corporate staff to welcome participants and network.
- Twelve (12) One-Day Full Conference Passes for your Customers and Staff**

JetToy Olympics Silver Partner – EXCLUSIVE OPPORTUNITY

SOLD: Johnson Controls Inc.

Support this education event by sponsoring the awards and medals distributed to competing students. Sponsorship also provides materials used to build the JetToy cars for the competition and other general support.

- Recognition on signage at the entrance of the competition
- Opportunity to speak at the beginning and/or close of the competition
- Company VIPs distribute student awards and event medals
- Twelve (12) One-Day Full Conference Passes for your Customers and Staff**
- Company recognition in Sponsor Section of World Congress Event Guide*

Hotel Key Cards

Marriott Renaissance Center - **SOLD: Umicore Autocat USA Inc**

Courtyard Marriott - \$10,000

- Corporate messaging printed on the front of hotel keycard given to each World Congress Guest at the Marriott Renaissance Center and/or Courtyard Marriott Courtyard
- Twelve (12) One-Day Full Conference Passes for your Customers and Staff**
- Company recognition in Sponsor Section of World Congress Event Guide*

Cell Phone Charging Station - EXCLUSIVE OR MULTIPLE OPPORTUNITIES

Call for Pricing and Deliverables

Provide cell phone charging services to World Congress attendees. Compatible with more than 95% of cell phones in the world today, these kiosks charge all types of cell phones, PDA's, and mp3's, in a rapid 10 minute charge. Kiosks have wirelessly updated LCD screens and illuminated billboards, so are the perfect platforms for advertising!

Interactive Video Wall Sponsorship - MULTIPLE OPPORTUNITIES

\$15,000

- Prominent Logo recognition on interactive wall display (approximately 11.5'x11.5') placed in high traffic area during World Congress
- Opportunity to provide 30 second video with sound to be played in rotation with other sponsor videos
- 12 (twelve) one-day full conference passes for your staff
- Company recognition as Silver Sponsor in World Congress Event Guide*
- Sponsor recognition on World Congress event website as a Silver Sponsor with a hyperlink to company website
- Recognition on sponsor appreciation signage displayed during the event*
- Opportunity to purchase priority seating table at Annual Banquet
- Investment incentive for Congress ad package

Conference Pocket Guide – EXCLUSIVE OPPORTUNITY

\$20,000 **SOLD: Magna**

Sponsor the Conference Pocket Guide that provides attendees with a snap shot of the week's technical and networking activities.

- Opportunity to provide corporate messaging and company logo on conference pocket guide distributed to all conference attendees
- Twenty (20) One-Day Full Conference Passes for your Customers and Staff**

Fellow Recognition Program and Dinner – EXCLUSIVE OPPORTUNITY

Monday, April 11

Marriott Renaissance Center

SOLD: CATARC

An SAE Fellow represents an elite grade of membership. This networking event hosts approximately 250 Fellows and their guests representing 18+ countries as more than 20 new Fellows are inducted.

- Sponsor recognition on Fellow Program:
 - Invitations and Announcements, Table Signage, Wine Bottle Ribbons,
 - Signage at the entrance of the event/reception
- One (1) table of eight (8) for sponsor staff and invited guests. Additional seats are available for \$50 each
- Opportunity to provide corporate literature and “pop-up” display in Fellow Dinner Registration area
- Sponsor has the opportunity to provide background content/pictures about their organization to fill up to five (5) PowerPoint slides to be included in the presentation that runs during the dinner.
- Sponsor recognition by the chair of the Fellow Committee as event sponsor
- Opportunity to provide a giveaway on chairs to program attendees
- Twenty (20) One-Day Full Conference Passes for your Customers and Staff**

Congress Tote Bag

SOLD: AISIN

Provide all attendees with a tote bag to carry their conference materials. This reusable tote bag is made from recycled material, is easy to pack in a suitcase, and is a perfect bag for groceries – extended exposure!

- Company logo on the front of the bag (sponsorship must be secured by January 14, 2012)
- Opportunity to provide one (1) piece of promotional material in the bag (must be received by February 14, 2012)
- Recognition in the tote bag distribution area in lobby
- One-Day Full Conference Passes for your Customers and Staff** (quantity based on level of participation)

GOLD LEVEL OPPORTUNITIES

Private Hospitality Suites – LIMITED OPPORTUNITIES

Weekly Package (Tuesday - Thursday)

Exhibitors: \$18,000

Non-Exhibitors: \$30,000

- Reserve a private Suite at Cobo Center for the week of Congress to display your proprietary technology, host your customers, conduct meetings. (catering, furnishing not included)
- Lead Retrieval Unit
- Recognition as an SAE World Congress Gold Level Sponsor
- One hundred twenty five (125) One-Day Full Conference* Passes for your Customers and Staff

ROOM	SIZE	AVAILABILITY	RESERVED BY:
D2-11/12	1400 sq ft	W-Th	
D2-08	4450 sq ft	T – Th	SOLD: Honda
M2-29	3400 sq ft	T – Th	SOLD: Delphi
W2-58	1482 sq ft	T – Th	SOLD: Hyundai
D2-09	725 sq ft	T - Th	HOLD Wednesday a.m. and Thursday a.m.
O3-46	5500 sq ft	T – th	SOLD: Michigan Tech Wednesday 4-9pm

Private Hospitality Suites – LIMITED OPPORTUNITIES

Daily Package (Tuesday, Wednesday, Thursday)

Exhibitors: \$7,500 (Bronze Level)

Non-Exhibitors: \$12,500 (Silver Level)

- Reserve a private Suite at Cobo Center for a day during Congress to display your proprietary technology, host your customers, conduct meetings. (catering, furnishing not included)
- Lead Retrieval Unit
- Recognition as an SAE World Congress Sponsor
- Fifty (50) One-Day Full Conference* Passes for your Customers and Staff

ROOM	SIZE	AVAILABILITY	RESERVED BY:
M2-30	3400 sq ft	Tuesday	SOLD: Horiba
M2-30	3400 sqft	Wednesday	HOLD: PROMEXICO 8-12 SOLD: Maplesoft 2:30pm - ?
D2-11/12	1400 sqft	Tuesday	SOLD: Inteva Products

Conference Lanyards – EXCLUSIVE OPPORTUNITY

SOLD: DENSO

- Company name and/or logo on conference lanyard distributed to all conference attendees at registration
- Thirty (30) One-Day Full Conference Passes for your Customers and Staff**

SAE Awards Ceremony – CALL FOR DETAILS!

Tuesday, April 24

Location: AVL Technology Leadership Center

Banquet Honored Guest Reception – EXCLUSIVE OPPORTUNITY

\$50,000

Exclusive reception held prior to the SAE World Congress Banquet for over 200 of SAE's personally invited Honored Guests that make up the "Who's, Who" in the automotive community. Includes representatives from OEM and top-tier CEO's as well as top executives and engineering managers.

- Sponsor recognition on invitations
- Sponsor recognition on reception signage
- Tabletop signage placed on appropriate cocktail tables throughout the reception area
- One (1) complimentary "Priority Seating" Banquet Table
- Opportunity to run a DVD presentation during the reception
- Opportunity to provide a small display in reception area (must be approved by SAE in advance)
- Opportunity to provide (at sponsor's expense) gift to honored guests
- Thirty (30) One-Day Full Conference Passes for your Customers and Staff**

Concierge Club & VIP Check In Services – EXCLUSIVE OPPORTUNITY

SOLD: SWRI

- Unique location that is easily accessible and close in proximity to the Management Programming.
- Sponsor name/logo recognition on signage inside and outside the Concierge Club – opportunity to provide a banner to hang above the Concierge Club. NOTE: Hanging of this banner by the show decorator will be done at the direction of the sponsor. It is the sponsor's responsibility to communicate with the decorator the details regarding removing the banner and its shipment back to the sponsor.
- Opportunity to display corporate literature and set up a tabletop, "pop-up" display within the Concierge Club.
- Opportunity to run a DVD presentation in the Concierge Club.
- Opportunity to provide a custom giveaway item to VIP guest visiting the Concierge Club (at the sponsor's expense)
- Sponsor may invite up to 15 individuals to attend the SAE World Congress as guests. Invited guests will enjoy VIP Registration and Concierge Club privileges. Sponsor will create and send invitations to their guests and include a VIP registration form in the mailing. If sponsor guests do not pre-register for the event, they will be required to use the on-site registration facility and pay the appropriate fees.
- Food and beverages served in the Concierge Club will be the responsibility of SAE. The SAE staff will order and manage the menus and will have sole responsibility for communicating with designated facility catering.

- Sponsor logo will appear on cocktail napkins
- Sponsor logo on coffee cup clutches
- One (1) complimentary “Priority Seating” Banquet Table
- Thirty (30) One-Day Full Conference Passes for your Customers and Staff**

VIP Check-In Services Deliverables:

- Sponsor recognition on all VIP Check-In Signage
- Opportunity to establish the first contact at the World Congress with the VIP guests invited by SAE
- Sponsor name/logo recognition included in SAE invitation sent to VIP’s

Banquet Afterglow – EXCLUSIVE OPPORTUNITY

SOLD: Robert Bosch

Host the SAE World Congress Banquet attendees to a relaxing environment to network with premium desserts, coffee, and cocktails when the banquet concludes.

- Sponsor recognition on banquet tickets (banquet sponsor name is also included on ticket)
- Sponsor recognition in banquet program
- Sponsor recognition on reception signage
- Sponsor recognition on cocktail napkins
- Tabletop signage placed on appropriate cocktail tables throughout the reception area
- One (1) complimentary “Priority Seating” Banquet Table
- Thirty (30) One-Day Full Conference Passes for your Customers and Staff**

Registration Area – EXCLUSIVE OPPORTUNITY

SOLD: ZF

This highly visible sponsorship positions the sponsor in front of all conference attendees before and during the event!

- Company name/logo recognition on event registration page
- Sponsor logo on the event registration page
- Sponsor recognition on signage with SAE throughout the registration area in Cobo lobby
- Sponsor recognition on confirmation emails sent to all pre-registered attendees
- Sponsor logo on the online Deadlines, Pricing, and Event Hours page of event website
- Sponsor recognition on the screen savers at on-site self-registration counters
- Opportunity for sponsor to provide (at sponsor’s expense) custom mouse pads for on-site registration computers
- Thirty (30) One-Day Full Conference Passes for your Customers and Staff**

Tuesday Evening Welcome Reception – EXCLUSIVE OR MULTIPLE OPPORTUNITIES

\$50,000 (multiple sponsors at \$35,000 each)

The SAE World Congress is the place for the automotive community to share the latest innovative technologies, but is also THE place to network with industry peers. The Tuesday Evening Welcome Reception sponsor will have the ability to host conference attendees during the kick-off reception on the exhibit hall floor.

- Company name and/or logo on signage at entrances, bars, and food tables in the reception areas
- Company logo on cocktail napkins
- Opportunity to recommend “themed” activity
- One-Day Full Conference Passes for your Customers and Staff** (quantity based on level of participation)
- One (1) complimentary “Priority Seating” Banquet Table (exclusive sponsor only benefit)

Wednesday Evening Industry Networking Reception – EXCLUSIVE OR MULTIPLE OPPORTUNITIES

\$50,000 (multiple sponsors at \$35,000 each)

The SAE World Congress is the place for the automotive community to share the latest innovative technologies, but is also THE place to network with industry peers. The Wednesday Evening Networking Reception sponsor will have the ability to host conference attendees during the attendee networking reception on the exhibit hall floor.

- Company name and/or logo on signage at entrances, bars, and food tables in the reception areas
- Company logo on cocktail napkins
- Opportunity to recommend “themed” activity
- One-Day Full Conference Passes for your Customers and Staff** (quantity based on level of participation)
- One (1) complimentary “Priority Seating” Banquet Table (exclusive sponsor only benefit)

Thursday Evening Annual Banquet/Industry Networking Reception – EXCLUSIVE OR MULTIPLE OPPORTUNITIES

\$50,000 (multiple sponsors at \$35,000 each)

The SAE Annual Banquet Reception will be a combined event that gathers both conference attendees and banquet attendees on the exhibit hall floor prior to the start of the annual banquet.

- Company name and/or logo on signage at entrances, bars, and food tables in the reception areas
- Company logo on cocktail napkins
- Opportunity to recommend “themed” activity
- One-Day Full Conference Passes for your Customers and Staff** (quantity based on level of participation)
- One (1) complimentary “Priority Seating” Banquet Table (exclusive sponsor only benefit)

Opening Ceremony & Continental Breakfast

Speaker: TBD

Tuesday, April 24

Location: AVL Technology Leadership Center

Details: TBD

PLATINUM LEVEL OPPORTUNITIES

Technology Leadership Center – EXCLUSIVE OPPORTUNITY

SOLD: AVL

Powertrain Innovation Forum – EXCLUSIVE OPPORTUNITY

SOLD: FEV

SAE Media Center – EXCLUSIVE OPPORTUNITY

\$60,000

Network with and host the industry’s top journalists and public relations specialists. Media interviews, press conferences and stories will be in abundance on the exhibit floor at the 2012 SAE World Congress focused on innovation!

- Company name and/or logo on Media Center signage
- Company recognition as the exclusive sponsor of the Media luncheons located within the Media Center
- Company recognition on invitations and communication to Media
- Sponsor recognition on napkins
- Opportunity to provide representative in the Media Center lounge to network with Media
- Opportunity to provide gift to Media (at sponsor’s expense)
- Opportunity to provide additional sponsor materials/decorations within the Media Center (with prior SAE approval and at additional sponsor expense)
- One (1) complimentary “Priority Seating” Banquet Table
- One-Day Full Conference Passes for your Customers and Staff** (quantity based on level of participation)

Annual Banquet – EXCLUSIVE OPPORTUNITY

\$75,000

A celebration of unmatched prominence – all in grand style in the Ballroom at Cobo Center. The SAE Annual Banquet is the largest and most prestigious gathering of international automotive industry leaders in the world, at which 100 of the top OEM and top-tier supplier CEOs are honored.

- Company name and/or logo on Banquet tickets (Afterglow sponsor name is also included on ticket)
- Sponsor recognition on cocktail napkins
- One (1) complimentary “Priority Seating” Banquet Table
- Company name and/or logo on signage at the Reception and at the entrance to the Banquet
- Sponsor ad on the Banquet Program Back Cover
- Recognition from the podium by the Congress Chairman
- Company logo on wine bottleneck ribbon
- Opportunity to provide a DVD presentation (no audio) to run prior to the opening of the banquet.
- Opportunity to provide gifts at sponsor’s expense to Banquet attendees
- One-Day Full Conference Passes for your Customers and Staff** (quantity based on level of participation)

* Provided materials and contract signed prior to print deadlines.

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

To discuss a custom package to meet your budget and strategic initiatives, please contact:

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