

SAE CONVERGENCE 2012

Electronic Innovation Through Leadership

October 16-17, 2012 • Detroit, Michigan, USA



2012 Host



P111559

SAEInternational

Sponsorship	Benefits/Deliverables <i>(Providing commitment and sponsor's materials are received by established deadlines.)</i>	Price (\$USD) # companies	Status or FROR
<p>NEW! Banquet Speaker <i>Shared recognition with GM</i></p>	<ul style="list-style-type: none"> • One (1) seat at the Convergence Banquet head table with Banquet Speaker. • One (1) "Priority Seating" table at the Convergence Banquet. • Company logo and recognition as * Banquet Speaker Sponsor on Banquet promotions and materials: <ul style="list-style-type: none"> ○ Includes the following, but not limited to: Banquet Tickets, Banquet Program and on-site signage ○ * Recognition on Banquet promotions and materials will be shared with other Banquet-related sponsor(s): Banquet Sponsor – Vector CANtech; and shared Banquet Speaker Sponsor – GM. • One (1) executive to have shared introduction of the Banquet Speaker (shared with GM). • One (1) Convergence Conference registration • One (1) company executive, VP or higher, will have access to Concierge Room for duration of event. • Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • One (1) full-page ad in the Convergence Event Guide • Company logo on sponsor page of the Convergence Event Guide • Company logo and website hyperlink to be included on the Convergence sponsor webpage • Company logo on all-sponsor appreciation signage displayed in Cobo Center 	<p>Exclusive</p>	<p>HOLD: Continental</p>
<p>Added 5/22/12 Pandora Concert <i>Tues, October 16</i></p> <p>DEADLINE! 6/15/12</p>	<ul style="list-style-type: none"> • Company name &/or logo on signage at concert entrance • One (1) tabletop display space area at concert entrance to distribute marketing materials or for pop-up display • Two (2) Full Conference Registrations • Fifty (50) One-day Customer Passes • Company name &/or logo on sponsor page of the Convergence Event Guide • Company logo and website hyperlink to be included on the Convergence sponsor webpage • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center 	<p>\$26,500</p> <p>Exclusive</p>	<p>AVAILABLE</p> <p>DEADLINE! 6/15/12</p>

Registration Area	<ul style="list-style-type: none"> • Company name &/or logo featured on “Kick panels” at registration tables, alternating with panels displaying Convergence logo. • Company logo on special badge holders to be distributed to all registered Convergence attendees. • Company name &/or logo featured as screensavers at on-site self-registration computers. • Opportunity to provide mousepads with a company message &/or logo for use at each self-registration computer. <i>(Mousepads at sponsor’s expense)</i> • Company name &/or logo will appear on confirmation e-mails sent to all attendees who pre-register for event. • One (1) company executive, VP or higher, will have access to Concierge Room for duration of event. • *Opportunity to purchase table at the Banquet. <i>(To be reserved by 6/1/ 2012)</i> • *Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	<p>\$30,000 Exclusive or *\$10,000 each</p> <hr/> <p>1 or *3 companies</p>	Available
<p>*NOTE: Exclusive sponsor of Registration Area will receive, <i>in place of</i> *deliverables, the following:</p>			
<ul style="list-style-type: none"> • One (1) complimentary “Priority Seating” table at the Banquet. <i>(To be reserved by 6/1/ 2012)</i> • Seventy-five (75) total <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> 			
Gold Partnership(s)	<ul style="list-style-type: none"> • Complimentary rental of a Hospitality/Meeting Suite at Cobo Center for both days (Tues & Wed) of Convergence. <i>(To be reserved by 6/1/2012)</i> • One (1) full page, four color ad in the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • One (1) company executive, VP or higher, will have access to Concierge Room for duration of event. • One (1) complimentary “Priority Seating” table at the Banquet. <i>(To be reserved by 6/1/2012)</i> • Opportunity to purchase an additional table at the Convergence Banquet. <i>(To be reserved by 6/1/2012)</i> • *Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	<p>\$30,000 <i>(\$18,000 for exhibiting companies)</i></p> <hr/> <p>10 companies</p>	<p>SOLD: SMSC IBM Freescale Infineon</p>
<p>*NOTE: Non-exhibiting companies will receive a total of seventy-five (75) <u>One-day</u> Customer Passes.</p>			
NEW! Concierge Room	<ul style="list-style-type: none"> • Company name &/or logo on signage at Concierge Room entrance. • Company name &/or logo featured on tent cards, placed on tables in Concierge Room • Host of daily refreshments and lunches (Tuesday & Wednesday) for Concierge Room guests. • Two (2) company executives, VP or higher, will have access to Concierge Room for duration of event. • An invitation will be extended for one (1) company executive, VP or higher, to attend the Founder’s Dinner. • Opportunity to purchase one (1) “Priority Seating” table at the Banquet. <i>(To be reserved by 6/1/ 2012)</i> • Seventy-five (75) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	Exclusive	<p>SOLD: DENSO</p>

Media & Press Room	<ul style="list-style-type: none"> • Company name &/or logo on welcome banner at Media Center entrance. • Company name &/or logo on signage throughout Media Center. • Opportunity to provide special gifts to Media Center guests. <i>(Gifts at sponsor's expense.)</i> • Sponsor has first choice of a time slot for their company press conference. • Host of daily morning and afternoon refreshments and lunch (Tuesday & Wednesday) for Media Center guests. • One (1) company executive, VP or higher, will have access to Concierge Room for duration of event. • Opportunity to purchase one (1) "Priority Seating" table at the Banquet. <i>(To be reserved by 6/1/ 2012)</i> • Seventy-five (75) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$25,000	Available
		Exclusive	
NEW! Founder's Dinner <i>Tues, October 16</i>	<ul style="list-style-type: none"> • Company name &/or logo on signage at the Founder's Dinner entrance. • Company name recognition on the Founder's Dinner tickets and program. (TBD??) • Company name &/or logo on the Special Events page of the Convergence Event Guide and preliminary program. <i>(Preliminary Program Deadline: TBD; Event Guide Deadline: 9/21/2012)</i> • One (1) company executive, VP or higher, will have access to Concierge Room for duration of event. • An invitation will be extended for two (2) company executives, VP or higher, to attend the Founder's Dinner. • Opportunity for one (1) company executive to speak at Founder's Dinner. <i>(Remarks limited to 2 minutes max and can not be of commercial or sales nature.)</i> • Opportunity to purchase one (1) "Priority Seating" table at the Banquet <i>(To be reserved by 6/1/ 2012)</i> • Seventy-five (75) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Opportunity to provide special gifts to Founder's Dinner attendees. <i>(Gifts at sponsor's expense.)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	Exclusive	SOLD: iGate Patni
Convergence Banquet <i>Wed, October 17</i>	<ul style="list-style-type: none"> • Company name &/or logo on signage at the Banquet entrance. • Company name recognition on the Banquet tickets and program (Banquet Reception Sponsor's name also appears on Banquet tickets and program.) • Company name &/or logo on the Special Events page of the Convergence Event Guide and preliminary program. <i>(Preliminary Program Deadline: TBD; Event Guide Deadline: 9/21/2012)</i> • One (1) company executive, VP or higher, will have access to Concierge Room for duration of event. • An invitation will be extended for one company executive, VP or higher, to attend the Founder's Dinner. • One (1) complimentary "Priority Seating" table at the Banquet. <i>(To be reserved by 6/1/2012)</i> • Opportunity to purchase an additional "Priority Seating" table at the Banquet. <i>(To be reserved by 6/1/2012)</i> • Opportunity to provide special gifts to Banquet attendees. <i>(Gifts at sponsor's expense)</i> • Seventy-five (75) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	Exclusive	SOLD: Vector CANtech Inc

Welcome Reception <i>Mon, October 15</i>	<ul style="list-style-type: none"> • Company name &/or logo on signage at the Welcome Reception entrance. • Recognition by the Chairman during welcoming remarks at the Welcome Reception. • Company name &/or logo on signage at bars and on beverage napkins. • Opportunity to provide special gifts to Welcome Reception attendees. <i>(Gifts at sponsor's expense)</i> • Opportunity to have more staff attend the Welcome Reception than are registered for Convergence to serve as hosts and facilitate networking. <i>(List of non-registered staff will be needed in advance for admittance)</i> • Opportunity to purchase one (1) "Priority Seating" table at the Banquet. <i>(To be reserved by 6/1/2012)</i> • Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$17,500 <hr/> Exclusive	Available
Networking Reception <i>Tues, October 16</i>	<ul style="list-style-type: none"> • Company name &/or logo on signage at the Networking Reception entrance. • Company name &/or logo on signage at bars and on beverage napkins. • Opportunity to provide special gifts to Networking Reception attendees. <i>(Gifts at sponsor's expense)</i> • Opportunity to have more staff attend the Networking Reception than are registered for Convergence to serve as hosts and facilitate networking. <i>(List of non-registered staff will be needed in advance for admittance)</i> • Opportunity to purchase one (1) "Priority Seating" table at the Banquet. <i>(To be reserved by 6/1/2012)</i> • Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$17,500 <hr/> Exclusive	Available
Banquet Reception <i>Wed, October 17</i>	<ul style="list-style-type: none"> • Company name &/or logo on signage at the Banquet Reception entrance. • Recognition by the Chairman, from the podium, at the Banquet. • Company name recognition on the Banquet tickets and program (Banquet sponsor's name also appears on Banquet tickets and program.) • Company name &/or logo on the Special Events page of the Convergence Event Guide and preliminary program. <i>(Preliminary Program Deadline: TBD; Event Guide Deadline: 9/21/2012)</i> • Company name &/or logo on signage at bars and on beverage napkins. • Opportunity to provide special gifts to Banquet Reception attendees. <i>(Gifts at sponsor's expense.)</i> • Opportunity to have more staff attend the Banquet Reception than are attending the Banquet to serve as hosts and facilitate networking. <i>(List of non-registered staff will be needed in advance for admittance)</i> • One (1) complimentary "Priority Seating" table at the Banquet. <i>(To be reserved by 6/1/2012)</i> • Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$17,500 <hr/> Exclusive	Available

<p>NEW! Afterglow Reception <i>Wed, October 17</i></p>	<ul style="list-style-type: none"> Company name &/or logo on signage at the Afterglow Reception entrance. Reception open to all registered Convergence attendees. Company name &/or logo will appear on invitations e-mailed to VIP attendees of Convergence. Company name &/or logo on signage at bars and on beverage napkins. Opportunity to provide special gifts to Afterglow Reception attendees. <i>(Gifts at sponsor's expense.)</i> Opportunity to have more staff attend the Afterglow Reception than are registered for Convergence to serve as hosts and facilitate networking. <i>(List of non-registered staff will be needed in advance for admittance)</i> Opportunity to purchase one (1) "Priority Seating" table at the Banquet. <i>(To be reserved by 6/1/2012)</i> Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> Company logo and website hyperlink to be included on the Convergence sponsor webpage. Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	<p>\$17,500</p> <hr/> <p>Exclusive</p>	<p>Available</p>
<p>Blue Ribbon Panel <i>Tues, October 16</i></p>	<ul style="list-style-type: none"> First consideration for one (1) executive to sit on panel, dependent upon appropriateness of topic. Company name &/or logo on the Tuesday panel page of the Convergence Event Guide. One full page ad in the Blue Ribbon Panel Program. <i>(Deadline: TBD)</i> Company recognition by the Chairman during welcoming remarks at the panel. Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> Company logo and website hyperlink to be included on the Convergence sponsor webpage. Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	<p>Exclusive</p>	<p>SOLD: KPIT Cummins</p>
<p>Car Makers' Panel <i>Wed, October 17</i></p>	<ul style="list-style-type: none"> First consideration for one (1) executive to sit on panel, dependent upon appropriateness of topic. Company name &/or logo on the Wednesday panel page of the Convergence Event Guide. One full page ad in the Car Makers' Panel Program. <i>(Deadline: TBD)</i> Company recognition by the Chairman during welcoming remarks at the panel. Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> Company logo and website hyperlink to be included on the Convergence sponsor webpage. Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	<p>Exclusive</p>	<p>SOLD: ESG Automotive Inc.</p>
<p>Event-at-a-Glance</p>	<ul style="list-style-type: none"> Company name and logo on the Event-at-a-Glance distributed to all Convergence attendees. <i>(Glance description: 8 ½" x 11" tri-fold, four color)</i> Back fold of glance dedicated to your corporate message and may include a "Visit us at Booth..." invitation. <i>(Deadline: TBD)</i> Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/2012)</i> Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> Company logo and website hyperlink to be included on the Convergence sponsor webpage. Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	<p>\$12,500</p> <hr/> <p>Exclusive</p>	<p>Available</p>

Continental Breakfasts <i>Tues & Wed</i> <i>8am-9am</i>	<ul style="list-style-type: none"> • Company name &/or logo on signage at the Breakfast(s) entrance. • Company name &/or logo on signage at buffet tables. • Recognition by the Chairman during the Introductions/Welcome session each day following the Breakfast(s). • *Thirty (30) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> <p>*NOTE: Exclusive sponsor of BOTH Continental Breakfasts will receive, <i>in place of</i> *deliverable, the following:</p> <ul style="list-style-type: none"> • Fifty (50) total <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> 	\$7,500 each or *\$12,500 both <hr/> *1 or 2 companies	Available
Conference Totebags	<ul style="list-style-type: none"> • Company logo included on Conference Totebags available to attendees at Registration. • Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$10,000 <hr/> Exclusive	Available
Hotel Key Cards <i>Marriott Renaissance</i>	<ul style="list-style-type: none"> • Company message and logo on Hotel Key Cards distributed to guests attending Convergence. <i>(Deadline: TBD)</i> • Fifty (50) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$10,000 <hr/> Exclusive	Available
Audio/Visual	<ul style="list-style-type: none"> • Company logo displayed on the screen in each session room prior to the session starting, during breaks and at the close of the session. • Thirty (30) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$7,500 <hr/> Exclusive	Available
NEW! VIP Valet Service	<ul style="list-style-type: none"> • Company name &/or logo on signage at valet parking • Company name &/or logo printed on valet parking tickets • Thirty (30) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	\$5,000 <hr/> Exclusive	Available
Conference Notepads	<ul style="list-style-type: none"> • Company name &/or logo and tagline on conference notepads • Thirty (30) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i> • Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i> • Company logo and website hyperlink to be included on the Convergence sponsor webpage. • Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i> 	Exclusive	SOLD: Timken

Exhibit Hall Aisle Banners	• Company name &/or logo on each banner purchased in the Exhibit Hall.	\$5,000	Available
	• Thirty (30) <u>One-day</u> Customer Passes. <i>(Pre-registration is required by 9/28/ 2012)</i>		
	• Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i>	Exclusive	
	• Company logo and website hyperlink to be included on the Convergence sponsor webpage.		
Friend of the Industry	• Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i>		
	• Company name &/or logo on sponsor page of the Convergence Event Guide. <i>(Deadline: 9/21/2012)</i>	\$2,000	Available
	• Company logo and website hyperlink to be included on the Convergence sponsor webpage.		
	• Company name &/or logo on all-sponsor appreciation signage displayed in Cobo Center. <i>(Deadline: 8/24/2012)</i>	Multiple	

PLEASE NOTE:

- **“Priority Seating” tables are limited.** Sponsorships involving “Priority Seating” table(s) at the Banquet – complimentary &/or opportunity to purchase – will be subject to availability and reservation deadlines.
- **One-day Customer Pass** includes **one day** access to: Technical/Plenary/Keynote Sessions, Continental Breakfast, evening Reception (cash bar only with pass) and Exhibition.
 - *Pre-registration is required by September 28, 2012.*

Choose an available sponsorship or call to discuss a custom sponsorship!
(Ice Cream Breaks, Cell phone/ipad/laptop charging stations, etc.)

Contact:

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Visit the SAE Convergence 2012 website for more event information: www.sae.org/convergence

