

CONVERGENCE 2010

Partnerships Driving Smart Mobility

October 19-20, 2010, Cobo Center, Detroit, Michigan, USA

www.ctea.org



Administered by
SAE International

Convergence 2010 Co-Hosts



SPONSORSHIP OPPORTUNITIES

First-right-of-refusal Deadline for 2008 Sponsors - December 31, 2009

Sponsorship	Benefits/Deliverables	Net Price	Availability	STATUS or First Right of Refusal
Registration Area	<ul style="list-style-type: none"> • "Kick panels" at the registration tables will feature your company name and/or logo and will alternate with panels displaying the Convergence logo. • Special badgeholders with company logo distributed to all registered Convergence attendees. • On-site self-registration computers will feature your company name and/or logo on screensavers. • Opportunity to provide mouse pads with a company message and/or logo for use at each self-registration counter. <i>(Mousepads at sponsor's expense.)</i> • Company name will appear on confirmation emails sent to all attendees who pre-register for the event. • Company logo flashing on screen saver on all computers in the registration area. • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. • Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet <i>(To be reserved by June 1, 2010.)</i> • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Company recognition on sponsor page of the Convergence Event Guide. • Sponsor recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$30,000 or \$10,000 each (minimum of 3 companies)	1 or 3	Available
Gold Partnerships	<ul style="list-style-type: none"> • Complimentary rental of a Hospitality/Meeting Suite at Cobo Center for both days of Convergence. <i>(To be reserved by June 1, 2010.)</i> NOTE: Hospitality Suite feature is available only to Gold Partners. • One full page, four-color ad in the Convergence Event Guide. • 10% discount on any other sponsorship available after December 31, 2009. <i>(First-right of refusal deadline)</i> • One (1) complimentary, "Priority Seating" table at the Convergence Banquet. • Opportunity to purchase a second "Priority Seating" table <i>(To be reserved by June 1, 2010.)</i> • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet • Complimentary exhibit passes to invite key customers to attend the Convergence exhibition. • Company and Gold Partner recognition on the Sponsor page of the Convergence Event Guide. • Gold Partner Recognition on sponsor webpage with a hyperlink to your website. • Name and logo recognition on special Gold Partner banner hung in the exhibit hall. 	\$30,000 (\$18,000 for exhibiting companies)	15	HOLD 1. Yazaki 2. On Semiconductor 3. Fujitsu 4. Freescale 5. NEC 6. DENSO 7. Analog 8. STMicroelectronics 9. Tele Atlas 10. Robert Bosch 11. Lear Corp 12. InfineonTech

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Media Center & Press Room	<ul style="list-style-type: none"> Welcome banner with your company name and/or logo at the entrance of the Media Center. Signage with your company name and logo throughout the Media Center. Sponsor has first choice on a time slot for their company press conference. Sponsorship includes the hosting of morning and afternoon refreshments and lunch on each of the days of Convergence. An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet (<i>To be reserved by June 1, 2010.</i>) Opportunity to provide special gifts to the Media Center guests. (<i>Gifts at sponsor's expense.</i>) Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. Company recognition on sponsor page of the Convergence Event Guide. Sponsor recognition on the Convergence sponsor webpage with a hyperlink to your website. Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$25,000	1	HOLD: Denso
<p>NEW LOCATION! Convergence Banquet Wednesday October 20, 2010</p>	<ul style="list-style-type: none"> Company names and/or logo on signage at the entrance to the Banquet in Cobo Center. Recognition from the podium by the Chairman at the banquet. Name recognition on the banquet tickets and banquet program (<i>Banquet reception sponsor's name also appears on tickets and program.</i>) Company name recognition on the Special Events page of the Convergence Event Guide and preliminary program. (<i>If purchased by printing deadline.</i>) An invitation will be extended for one company executive to attend the by-invitation-only VIP Reception following the banquet. Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. One (1) complimentary, "Priority Seating" table at the Banquet. Opportunity to purchase an additional "Priority Seating" table at the banquet (<i>To be reserved by June 1, 2010.</i>) Opportunity to provide special gifts to banquet attendees. (<i>Gifts at sponsor's expense.</i>) Company recognition on the sponsor page of the Convergence Event Guide. Company recognition on the Convergence sponsor webpage with a hyperlink to your website. Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$20,000	1	SOLD: Vector CANtech Inc

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<p>NEW LOCATION! Convergence Banquet Reception Wednesday October 20, 2010</p>	<ul style="list-style-type: none"> • Company name and/or logo on signage at the entrance to the Reception in the Exhibit Hall. • Recognition from the podium by the Chairman at the banquet. • Name recognition on the banquet tickets and banquet program. <i>(Banquet sponsor's name also appears on tickets and program.)</i> • Company name recognition on the Special Events page of the Convergence Event Guide and preliminary program. <i>(If purchased by printing deadline.)</i> • Discrete signage with company name and/or logo at bars. • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. • One (1) complimentary, "Priority Seating" table at the Convergence Banquet. • Opportunity to provide special gifts to reception attendees. <i>(Gifts at sponsor's expense)</i> • Opportunity to have more staff attend the reception than are attending the banquet to serve as hosts and facilitate networking. • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition • Company recognition on the sponsor page of the Convergence Event Guide. • Company recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$17,500	1	HOLD: Brose N.A.
<p>Monday Welcome Reception October 18, 2010</p>	<ul style="list-style-type: none"> • Company name and/or logo on signage at the entrance of the reception. • Recognition by the Chairman during welcoming remarks at the reception. • Discrete signage with company name and/or logo at bars. • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. • Opportunity to provide special gifts for reception attendees. <i>(Gifts at sponsor's expense.)</i> • Opportunity to have more staff attend the reception than are registered for Convergence to serve as hosts and facilitate networking. • Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet <i>(To be reserved by June 1, 2010.)</i> • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Company recognition on sponsor page of the Convergence Event Guide. • Sponsor recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$17,500	1	HOLD: Panasonic

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Tuesday Networking Reception October 19, 2010	<ul style="list-style-type: none"> • Company name and/or logo on signage at the entrance of the Reception. • Recognition from the podium by the Chairman during welcoming remarks at the reception. • Discrete signage with company name and/or logo at bars. • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. • Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet <i>(To be reserved by June 1, 2010.)</i> • Opportunity to special gifts to reception attendees. <i>(Gifts at sponsor's expense.)</i> • Opportunity to have more staff attend the reception than are registered for Convergence to serve as hosts and facilitate networking. • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Company recognition on sponsor page of the Convergence Event Guide. • Sponsor recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$17,500	1	Available
Convergence Blue Ribbon Panel Tuesday October 19, 2010	<ul style="list-style-type: none"> • First consideration for an executive from your company to sit on this panel, dependent upon appropriateness of the topic. • Company recognition as sponsor on the Blue Ribbon Panel page of the Convergence Event Guide. • One full page ad in the Blue Ribbon Panel Program. • Company recognition by the Chairman during welcoming remarks at the panel. • An invitation will be extended for one company executive to attend the by-invitation-only VIP Reception following the banquet. • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Opportunity to purchase one (1) complimentary, "Priority Seating" table at the Banquet. <i>(To be reserved by June 1, 2010.)</i> • Company recognition on the sponsor page of the Convergence Event Guide. • Company recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$12,500	1	HOLD: KPIT Cummins

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Wednesday Car Makers Panel Report Hansen October 20, 2010	<ul style="list-style-type: none"> • Company recognition on the Wednesday Panel page of the Convergence Event Guide. • One (1) full page ad in the Wednesday Panel Program. • Recognition by the Chairman during welcoming remarks at the panel. • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. • Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet (<i>To be reserved by June 1, 2010.</i>) • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Company recognition on sponsor page of the Convergence Event Guide. • Sponsor recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$12,500	1	HOLD: ESG
Week-at-a-Glance Pocket Guide	<ul style="list-style-type: none"> • Company name and logo fully visible on the Week-at-a-Glance Pocket Guides distributed to all 6,000+ attendees. • Pocket Guide will be formatted as a four-color, 8 ½" x 11" tri-fold. • Back of the guide dedicated to your corporate message and may include a "Visit us at Booth..." Invitation. • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. • Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet (<i>To be reserved by June 1, 2010.</i>) • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Company recognition on sponsor page of the Convergence Event Guide. • Sponsor recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$12,500	1	HOLD: Intersil

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Student Day	<ul style="list-style-type: none"> • Recognition on T-shirts given to all students and faculty participating in the student program through CEF. • Recognition at the entrance of the exhibit hall in the student display area. • Recognition in the event guide as the sponsor of the student tour of the exhibit hall. • Recognition at the student awards presentation, which includes the opportunity to address the students and teachers. • Recognition at the student awards presentation, which includes the opportunity to address the students and teachers. • Recognition as the sponsor of the pizza luncheon for students and the opportunity to speak with the students at the luncheon. • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. • Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet <i>(To be reserved by June 1, 2010.)</i> • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Company recognition on sponsor page of the Convergence Event Guide. • Sponsor recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$10,000	1	HOLD: NAVTEQ

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Continental Breakfasts - Tuesday and Wednesday mornings 8:00 - 9:00 AM	<ul style="list-style-type: none"> • Company name and/or logo on signage at the entrance of the breakfast • Discrete signage with company name and/or logo at buffet tables • Recognition from the podium by the Chairman at the Introductions/Welcome session each day following the breakfast • Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. • Company recognition on the sponsor page of the Convergence Event Guide. • Company recognition on the Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. <p>NOTE: Choose to be the exclusive sponsor of <u>both continental breakfasts</u>, receive these additional benefits:</p> <ul style="list-style-type: none"> • Opportunity to purchase one (1), "Priority Seating" table at the Convergence Banquet. (<i>To be reserved by June 1.</i>) • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. 	\$7,500 each or both days for \$12,500	2	HOLD: NXP (Monday & Tuesday)
Hotel Key Cards Marriott Renaissance	<ul style="list-style-type: none"> • Company message and logo on Hotel Keycards distributed to hotel guests attending Convergence. • Opportunity to purchase a "Priority Seating" table (<i>To be reserved by June 1, 2010.</i>) • An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet • Complimentary exhibit passes to invite key customers to attend the Convergence exhibition. • Company recognition on the Sponsors page of the Convergence Event Guide. • Sponsor recognition on Convergence sponsor webpage with a hyperlink to your website. • Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$10,000	1	HOLD: AMI

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Convergence 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. Complimentary exhibit passes to invite key customers to attend the Convergence Exhibition. Opportunity to purchase one (1) "Priority Seating" table at the Convergence Banquet. <i>(To be reserved by June 1, 2010.)</i> An invitation will be extended for one company executive to attend the by-invitation-only Wednesday evening VIP Reception following the banquet. Company recognition on the sponsors page of the Convergence Event Guide. Company recognition on the Convergence sponsor webpage with a hyperlink to your website. Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$7,500	1	Available
Conference Notepads	<ul style="list-style-type: none"> Company recognition on a 8 1/2 by 5 1/2 conference notepads in black and one (1) PMS Color to include company name, address, phone, fax, website, logo and tagline. Company recognition on sponsor page of the Convergence Event Guide. Company recognition on the Convergence sponsor webpage with a hyperlink to your website. Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$5,000	1	Available
Convergence Event Guide Bookmark	<ul style="list-style-type: none"> Company recognition/message on one-side of a 7 x 3 1/2 inch bookmark in 4-color to be distributed in the Convergence Event Guide. Company recognition on the sponsor page of the Convergence Event Guide. Company recognition on the Convergence sponsor webpage with a hyperlink to your company website. Recognition on sponsor appreciation banners displayed Cobo Center. 	\$5,000	1	Available
Exhibit Hall Aisle Banners	<ul style="list-style-type: none"> Company recognition on each banner purchased in the exhibition hall. Company recognition on the sponsor page of the Convergence Event Guide. Company recognition on the Convergence sponsor webpage with a hyperlink to your company website. Recognition on sponsor appreciation banners displayed in Cobo Center. 	\$5,000	multiple	Available

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Sponsorship

Benefits/Deliverables

**Net
Price**

Availability

**STATUS or First
Right of Refusal**

Customized opportunities and new ideas (popcorn carts, networking functions, ice cream breaks, complimentary water coolers, etc.) are available!

To reserve your sponsorship today, contact:

**Arlene DiSilvio
724-772-4060
disilvio@sae.org**