



SOLD:
Dassault Systemes

Automobile Giveaway

Exclusive opportunity: \$40,000

NOTE: This opportunity is exclusive in that it is the only automobile being given away. A second "giveaway" sponsorship opportunity, a motorcycle giveaway, is also being offered at the 2008 World Congress. The benefits listed below will be received by both companies sponsoring the giveaways.

Building on the excitement generated by the popular car give-away at the 2007 World Congress, SAE will again be giving away a new automobile at the 2008 event. One lucky attendee will have his/her name drawn and will drive away in the latest 2008 model (brand and nameplate TBD). The winner will be selected in a random drawing on the show floor Thursday afternoon—the last day of the '08 World Congress Exhibition. Only those exhibition attendees taking part in SAE's popular "Trip Ticket" program are eligible to win.

Benefits:

- Your company will be recognized as the sponsoring company of the automobile on all pre-event promotions made for the car giveaway and "Trip Ticket" program.
- Your company name and logo on a large banner at the vehicle display on the exhibition floor.
- Prominent position in dedicated print and electronic promotions
 - 300,000+ Direct Mail pieces
 - 375,000+ E-mail promotions, including pre-show product E-blast to 60,000+
- Special recognition on the covers of the World Congress event guide and Congress Show Daily with onsite distribution to over 35,000.
- Company name and logo on all "Trip Tickets."
- Opportunity to participate with key OEM executives at the prize drawing.
- Your company will be mentioned in pre-and post-event SAE press releases announcing your sponsorship and publicizing the winner—general, industrial, and automotive press exposure.
- Opportunity to purchase a "Priority Seating" table at the World Congress Banquet. *(To be purchased by March 7, 2008.)*

Further recognition:

- Company logo recognition in the World Congress Event Guide.
- Sponsor recognition on World Congress sponsor webpage with a hyperlink to your website.
- Recognition on sponsor appreciation banners displayed in Cobo Center.