



**SOLD:
DENSO**

Media Center & Press Room

Exclusive Sponsorship

\$75,000

From the top automotive trade journals to mainstream news outlets, the Congress Media Center and Press Room are bustling with working press conducting interviews, attending press conferences, and filing stories around the world covering this prestigious global event. Your sponsorship gives you unparalleled access to industry's top journalists and public relations professionals. With highly visible signage and opportunities to staff the Center, your sponsorship will be one of unmatched benefit.

Benefits:

- Your company will be recognized in the following ways as the exclusive sponsor of the World Congress Media Center:
 - Signage with your company name and logo throughout the Media Center.
 - Company name and/or logo on custom carpet.
 - Welcome banner with your company name and/or logo at the entrance of the Media Center.
 - Sponsor has first choice on a time slot for their company press conference.
 - Sponsor will have the opportunity to attend any of the outreach programs SAE conducts for the press to preview the World Congress.
 - Sponsor will be offered a seat on SAE's PR Sponsor Council for the World Congress.

You will also receive:

- One (1) complimentary, "Priority Seating" table at the World Congress Banquet. *(To be reserved by March 7, 2008).*
- Opportunity to provide special gifts at sponsor's expense to Media Center guests.

Further recognition:

- Company recognition on the General Information and Sponsor pages of 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.