

## **SAE Standards Hot Spot/Standards Writers' Lounge**

**Marriott Renaissance Center**

### **Bagels and Briefings session**

**Exhibition Floor, Tuesday, April 15, 7:30 – 8:30 a.m.**

**Exclusive Opportunity \$10,000**  
**Opportunity for multiple companies at \$3,500 each**

The Standards Hot Spot Lounge in the Marriott Renaissance Center offers refreshments, wireless internet access, SAE materials, information, and staff support to members of SAE standards writing committees for their meetings at the Marriott Renaissance Center during the World Congress. This is a unique opportunity to network with those individuals who create SAE standards. The Bagels and Briefings session held on Tuesday morning of the World Congress on the exhibit floor (in the FEV Powertrain Innovation Forum) will be open to all attendees. This session will focus on the SAE and ISO standards currently in development and their expected impact on the industry and its companies.

#### **Benefits:**

- Exclusive opportunity to have your representatives network with members of SAE's standards writing committees who visit the Hot Spot Lounge between 7:30 am and 5:00 pm Monday through Thursday during the World Congress.
- Recognition as the exclusive host of the Standards Hot Spot Lounge through signage both at the entrance and inside the lounge at the Marriott.
- Recognition for providing SAE standards writers who visit the lounge with refreshments and wireless internet access.
- Banner ad on email invitation that SAE will send for you to all committee members expecting to attend committee meetings during the World Congress, encouraging them to visit the Standards Hot Spot Lounge as your guest for refreshments and a break from the day's activities.
- Opportunity to display company literature and distribute small gifts to all lounge guests.
- Table, chairs, and electricity will be provided for a modest (table top or pop-up) corporate display, if desired.
- Signage at the Bagels & Briefing session and recognition by the session chair at the Tuesday morning session.

**Further recognition:**

- Company 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.\*

\*NOTE: Recognition will be proportionate to the value of the sponsorship.