

Small Engine Technology Conference

SAE International®



2012 SMALL ENGINE TECHNOLOGY CONFERENCE

OCTOBER 16-18, 2012

Monona Terrace Convention Center
Madison, Wisconsin, USA

EXHIBITOR PROSPECTUS

Maximize Your Marketing Dollars – Reserve for 2012 NOW!

The SAE 2012 Small Engine Technology Conference is the world's only small engine technology conference that brings together the best minds from OEMs, suppliers, and other professionals in the small engine space.

Maximize your marketing dollars and reach your audience at the premier small engine event covering the pertinent industry topics. Exhibit, sponsorship and advertising opportunities are available to showcase your company and gain exposure to event attendees.

Exhibit. Display space starting at \$2500 (USD)

- One 10' x 10' booth (\$25 per square foot, plus \$250 per exposed corner)
- Two complimentary full conference registrations
- Company listing in the Event Guide and On-line Directory
- Draped back wall and side rails
- Booth identification sign
- Removal, storage and return of empty crates

Sponsor. Exciting sponsorship opportunities are available! Increase your visibility with one of several sponsorship options available to your company.

Networking Reception - Gold Partner \$10,000

Luncheon Sponsor – Silver Partner
(2 opportunities)\$7,500

Breakfast Sponsor - Bronze Partner
(3 opportunities) \$5,000

Hotel Key Cards (Exclusive Opportunity).... \$5000

Registration & Lanyards (Exclusive
Opportunity) \$5,000

Advertise. Showcase your organization by combining the power of print and presentation! Blend your exhibit or sponsorship with an advertisement in the Event Guide for added exposure.

www.sae.org/setc



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Exhibit. Sponsor. Advertise.

Why Exhibit, Sponsor, or Advertise?

- Reach decision-makers, engineers and small engine experts from companies and organizations ready to make purchasing decisions
- Position your products as the most innovative in the small engine space
- Maximize your marketing dollars by reaching the right audience at the right time

Conference Technical Sessions

The technical sessions at this conference include topics such as:

- Advanced Combustion
- Alternative Fuels
- Control Systems
- Engine and Vehicle Components
- Hybrid, Electric Drive & Fuel Cell
- Powertrains for Unmanned Vehicles (non-military - New for 2012)
- Vehicle Dynamics & Safety

For more information or to take advantage of these opportunities, contact:

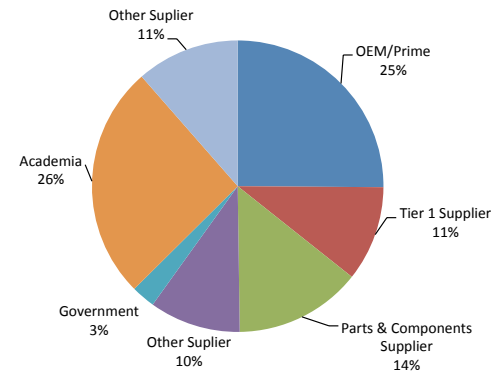
Megan McCoy, Event Sales

Telephone 1-724-772-4037

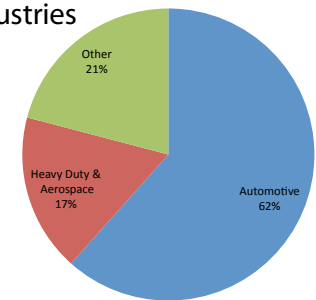
Email mmccoy@sae.org

Who Attends

Companies



Industries



Technologies

