

HYBRID AND ELECTRIC VEHICLE TECHNOLOGIES SYMPOSIUM

February 20-22, 2018

San Diego-Mission Valley, California, USA



Mr. [Name]
[Title]
[Company]

Mr. [Name]
[Title]
[Company]

EAP5

Example

Mr. [Name]
[Title]
[Company]

EXPAND YOUR FOOTPRINT

The Hybrid and Electric Vehicle Technologies Symposium provides attendees with pertinent information on technical developments ranging from the complete vehicle to the systems and components, to market/economic developments and outlook that would define the future of this industry. This symposium will evaluate technical issues that are of interest to all levels of the engineering community concerned with the development of electric drive x-hybrid and fuel cell vehicles.

Establish your company as a leader in this emerging and expanding industry with a presence at this highly engaging technical event. Whether your goal is to launch a new product, differentiate yourself from competitors, engage with your target audience, increase brand awareness or simply boost your annual market sales, you can't afford to miss out on connecting with leading technical authorities in the hybrid & electric vehicle industries.

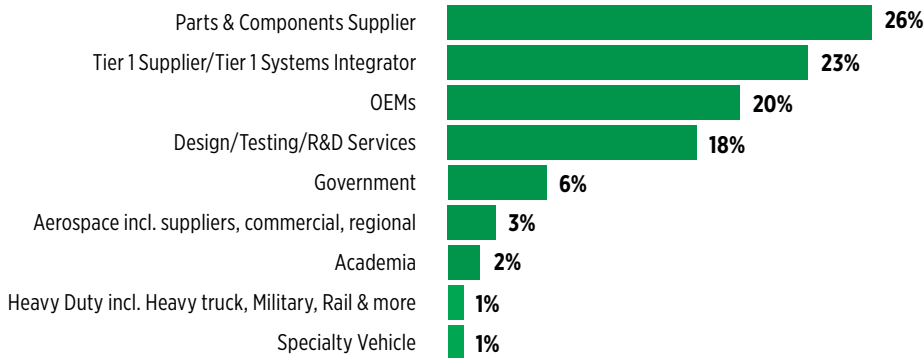
Learn more about how we can help you meet your goals.

sae.org/hybridev

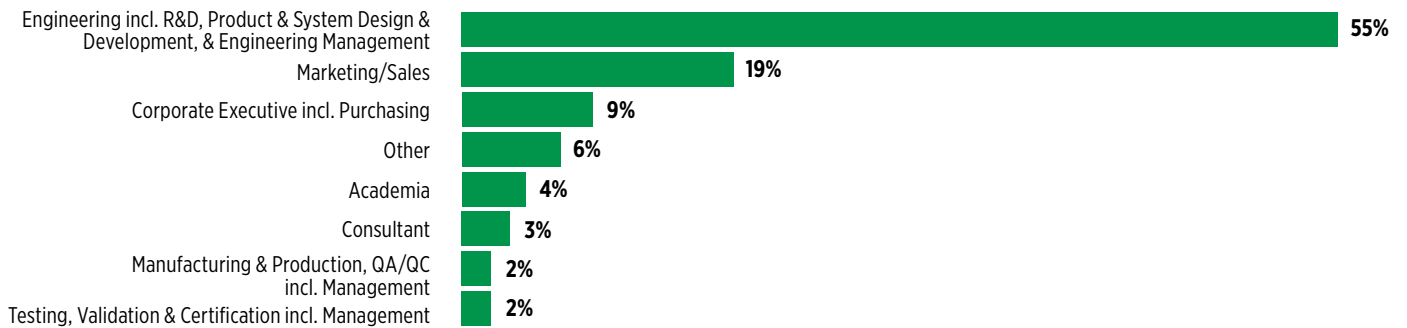
ATTENDEE PROFILE

The Hybrid and Electric Vehicle Technologies Symposium represents the perfect opportunity to interact and network with other engineers, researchers, and designers from OEMs, suppliers, academia and more.

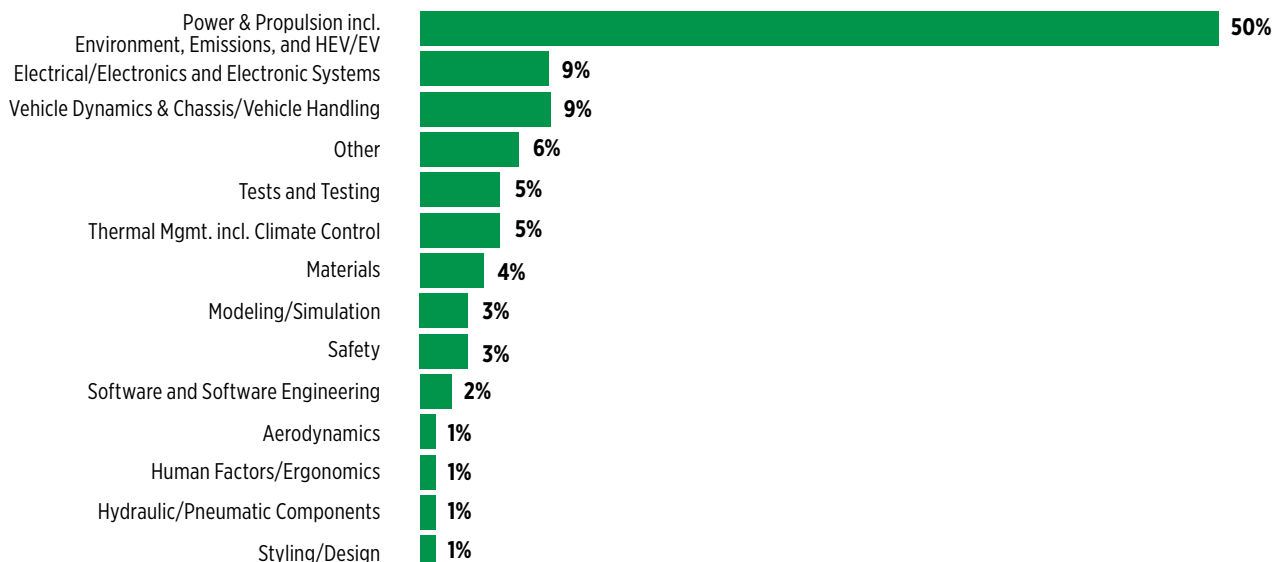
INDUSTRY



JOB TITLE



TECHNOLOGY





HIGH-IMPACT WAYS TO ENGAGE THE HYBRID AND ELECTRIC VEHICLE AUDIENCE:

TABLETOP EXHIBIT

Engage with key decision makers looking for the technologies to propel their companies forward by showcasing your latest advancements and innovations with a tabletop exhibit at the Hybrid and Electric Vehicle Technologies Symposium.

SPONSORSHIPS

Stand out and connect with the key attendees that you need to impress at the Hybrid and Electric Vehicle Technologies Symposium with one of our unique sponsorship opportunities or contact us for a customized package.

TABLETOP EXHIBIT OPPORTUNITIES

The Hybrid and Electric Vehicle Technologies Symposium is the perfect opportunity to interact directly with leading technical authorities in the hybrid & electric vehicle industries. Expand contacts and client base through informal, face-to-face interaction and create expanded opportunities for new or continued business at this influential symposium.

What's included:

Tabletop Fee | \$3,500

- One (1) 6' x 30" display table with two chairs
- One (1) complimentary symposium registration - (includes sessions, presentations, lunches, breaks and receptions)
- Company recognition and profile in the Event Guide (Profile must be received prior to the print deadline: TBD)
- Company profile in the online exhibitor directory

PLUS PACKAGE Exhibit Inclusions

Includes all-benefits of Basic Tabletop Display, PLUS:

Tabletop Fee | \$4,250

- One (1) additional complimentary symposium registration (includes sessions, presentations, lunches, breaks and receptions)



SPONSORSHIP OPPORTUNITIES

Increase your visibility and ensure you're recognized as a leader in the industry by sponsoring this leading-edge event. Choose from a range of impactful and cost-effective opportunities to increase your presence and stand out from the crowd. With a wide variety of opportunities available for any budget, we're confident we can help you reach your goals.

SPONSORSHIP BENEFITS

Sponsors will be able to:

- Host invitation-only events/demonstrations in a designated private space
- Engage with individuals and other suppliers to discover synergies and business opportunities
- Create opportunities for expanded business
- Maintain relationships with existing customers
- Generate new leads and potential customers
- Company logo on the symposium sponsor webpage with hyperlink to company URL
- Company recognition in sponsor section of the event guide (*Content Deadline: TBD*)
- Company recognition on sponsor appreciation signage onsite

PLATINUM SPONSOR

Platinum Sponsor

Tuesday Offsite Reception Sponsor – SOLD

- Corporate recognition as the **EXCLUSIVE PLATINUM SPONSOR** of the **2018 Hybrid and Electric Vehicle Symposium**
- One (1) Complimentary tabletop for the week in premier location
- Three (3) Full Registrations. Each registration includes lunch, refreshment breaks, receptions, continental breakfasts, and presentation materials
- **EXCLUSIVE SPONSOR** of the Tuesday offsite Networking Reception (branded napkins at reception)
- Recognition on the event sponsor page of the website, with link to the sponsor's home page
- Opportunity to provide a gift to all attendees at the reception (*at sponsor's expense*)
- Display of corporate logo on "All-sponsor" signage at each event
- Opportunity to display literature in the Registration Area
- **SPECIAL Corporate recognition as Platinum Sponsor** on the Event Guide Cover
- Complimentary Back Cover in the Event Guide – 4C Ad (*Sponsor to provide camera ready artwork*)

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

Wednesday Night Reception | \$20,000

- Recognition as the exclusive sponsor the Wednesday night onsite reception
- Two (2) full conference registrations that include lunch, breaks, receptions, breakfasts and presentation materials
- Branded napkins at the reception
- Recognition on the event sponsor page of the website with link to the sponsor's home page
- Corporate logo included on "All Sponsor" signage at the event
- Full page ad in the Event Guide (*sponsor to provide artwork*)

Conference Wi-Fi | \$10,000

- Exclusive sponsor of complimentary Wi-Fi to all attendees, participants, exhibitors and fellow sponsors throughout session rooms and the Exhibit Hall
- Company name will be used as the Wi-Fi network password
- Company URL to be the default home page for Wi-Fi users
- Recognition on Wi-Fi-related signage throughout event
- One (1) full conference registration(s) that includes lunch, breaks, receptions, breakfasts and presentation materials
- Company logo on the sponsor page of the Event Guide
- Corporate logo included on "All Sponsor" signage at the event

Networking Lunch – (Tuesday – Wednesday - Thursday) | \$15,000

- Company recognition on lunch signage
- Company recognition on beverage napkins
- Two (2) full conference registrations that include lunch, breaks, receptions, breakfasts and presentation materials
- Company logo on the sponsor page of the Event Guide
- Recognition on the event website sponsor page with link to the sponsor's home page
- Opportunity for sponsor to provide a video loop for each luncheon (no audio during lunch)



SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR

Beverage Station | \$5,000

- Exclusive company logo on beverage stations at the event with coffee and water at each station
- One (1) full conference registration that includes lunch, breaks, receptions, breakfasts and presentation materials
- Half page ad in the Event Guide
- Beverage napkins at the station with company logo
- Tent cards at each station with company logo
- Corporate logo included on “All Sponsor” signage at the event
- Recognition on the event website sponsor page with link to the sponsor’s home page
- Recognition on sponsor page of the Event Guide

Continental Breakfast | \$3,500

Tuesday, February 20, 2018, Wednesday, February 21, 2018, Thursday, February 22, 2017

- Company recognition on coffee cups for the Continental Breakfast and sponsor sign displayed at the breakfast
- One (1) full conference registration that includes lunch, breaks, receptions, breakfasts and presentation materials
- Recognition on the event website sponsor page with link to the sponsor’s home page
- Recognition on sponsor page of the Event Guide
- Corporate logo included on “All Sponsor” signage at the event

Registration Area & Lanyards | \$6,000

- Company recognition on attendee pre-registration confirmation emails
- Opportunity to place company materials near registration
- Company recognition on conference lanyards
- Full page ad in the Event Guide (*artwork provided by sponsor*)
- Two (2) full conference registration that includes lunch, breaks, receptions, breakfasts and presentation materials
- Recognition on sponsor page of the Event Guide
- Recognition on the event website sponsor page with link to the sponsor’s home page

Symposium Bags | \$5,000

- Company logo included on symposium bags
- Half page ad in the Event Guide (*artwork provided by sponsor*)
- One (1) full conference registration that includes lunch, breaks, receptions, breakfasts and presentation materials
- Opportunity to provide up to two (2) items as bag inserts
 - (*Items to be approved by SAE and may be giveaway item and/or print material*)
 - (*Item(s) to be sent and received by SAE by January 6, 2018*)
- Recognition on the event website sponsor page with link to the sponsor’s home page
- Recognition on sponsor page of the Event Guide
- Corporate logo included on “All Sponsor” signage at the event

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR *continued*

Daily AM/PM Refreshment Breaks | \$4,250

Tuesday, February 20, 2018, Wednesday, February 21, 2018, Thursday, February 22, 2017

- Company recognition on beverage napkins
- One (1) full conference registration that includes lunch, breaks, receptions, breakfasts and presentation materials
- Recognition on sponsor page of the Event Guide
- Recognition on the event website sponsor page with link to the sponsor's home page

Charging Station | \$3,500

- Company name/logo on a Power Bank Charging station in the exhibit hall
- Recognition on the event website sponsor page with link to the sponsor's home page
- Recognition on sponsor page of the Event Guide
- Corporate logo included on "All Sponsor" signage at the event

BRONZE SPONSOR

Pocket Guide Symposium Agenda | \$3,000

- Company recognition on 4-color company artwork printed on reverse of the week's agenda and placed in every attendee badge
- Corporation recognition printed on the front of agenda
- Recognition on sponsor page of the Event Guide
- Recognition on the event website sponsor page with link to the sponsor's home page

Conference Notepads | \$3,000

- Company logo on conference notepads to be distributed to attendees in the technical session rooms
- Recognition on sponsor page of the Event Guide
- Recognition on the event website sponsor page with link to the sponsor's home page

Conference Pens | \$2,500

- Company logo on a pen to be distributed to attendees in the technical session rooms
- Recognition on sponsor page of the Event Guide
- Recognition on the event website sponsor page with link to the sponsor's home page

Floor Decal *Multiple Opportunities* | \$1,500

Make an entrance "impact" with your corporate logo printed on decals affixed to TWO locations at the event!

- Entrance to the Exhibit Area
- In front of your table top

SPONSORSHIP OPPORTUNITIES

CONFERENCE SUPPORTER

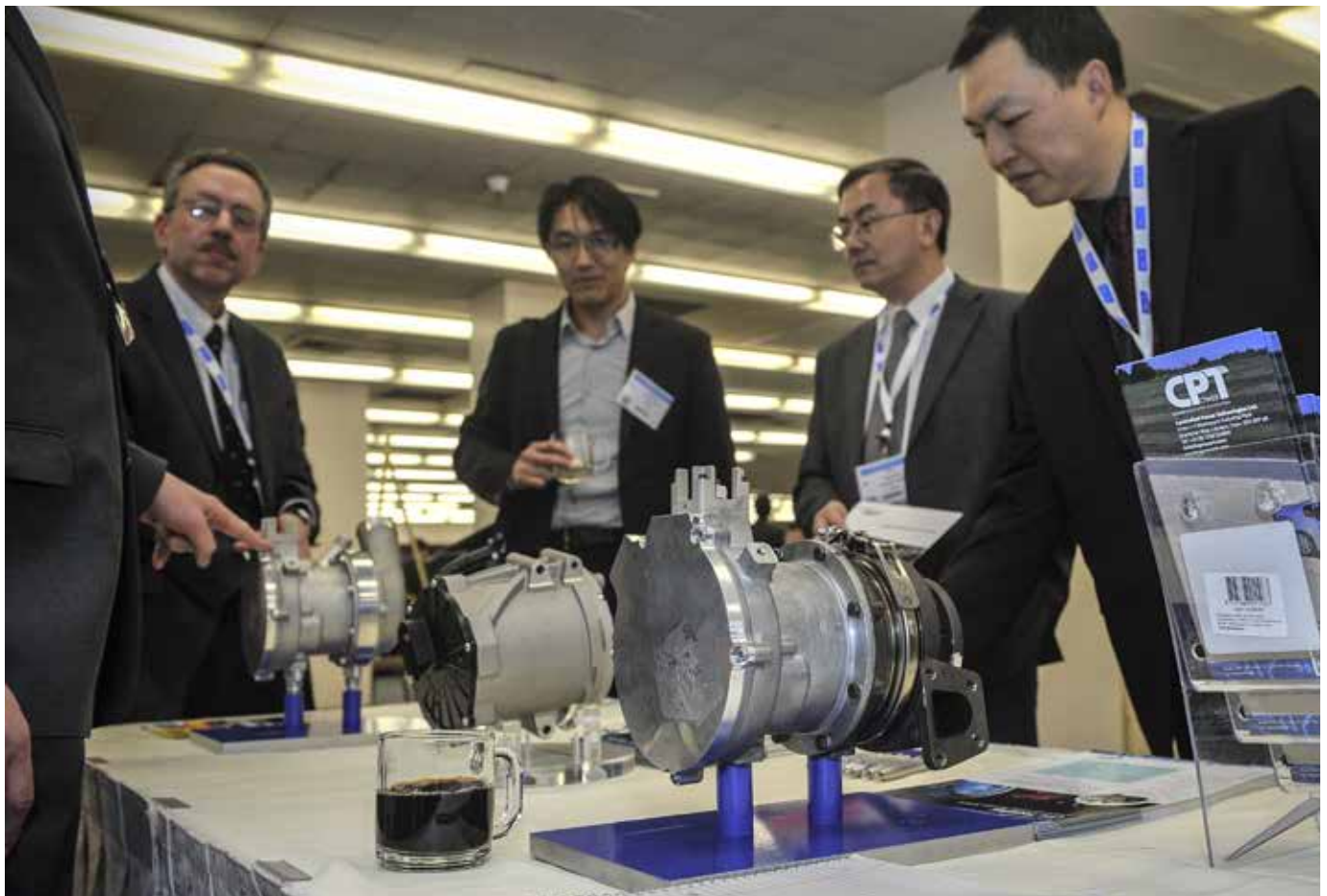
Conference Supporter **Multiple Opportunities** | \$2,000

- Recognition on the event website sponsor page with link to the sponsor's home page
- Half page ad in the Event Guide
- Company Recognition on sponsor page of the Event Guide
- Corporate logo included on "All Sponsor" signage at the event

ADVERTISING OPPORTUNITIES

(Gross prices listed below, all ads are full color.)

Event Guide	Exhibitor/Sponsor
Back Cover (color)	\$1,250
Inside Front Cover	\$1,100
Inside Back Cover	\$1,000
All 3 covers (includes color)	\$2,750
Full Page	\$800
Half Horizontal Page	\$500



DON'T MISS YOUR CHANCE TO MAKE AN IMPACT AT THE HYBRID AND ELECTRIC VEHICLE TECHNOLOGIES SYMPOSIUM!

Contact us now to secure a prime opportunity today.

Have another idea? We can create
custom-tailored options that will help
you achieve your goals.

HYBRID AND ELECTRIC VEHICLE TECHNOLOGIES SYMPOSIUM

For more details and information,
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sae.org/hybridev