

## SAE 2019 Innovations in Mobility

**October 29-31, 2019, The Suburban Collection Showplace, Novi, MI**

**All sponsors receive:**

- Logo recognition on the event sponsor webpage with a hyperlink URL to your website
- Company recognition in the event guide and/or mobile app, whichever is applicable
- Logo recognition on the sponsor signage throughout conference

### Platinum Level

**Welcome Reception.....\$15,000**

- Exclusive recognition as the host of the Welcome Reception
- Opportunity to provide small give-away to attendees at the reception \*item to be pre-approved by SAE
- Three (3) complimentary full conference registrations
- Sponsor appreciation signage at the Reception
- Branded beverage napkins
- Banner ad on the mobile app
- Sponsor recognition on table signs and food & beverage stations during reception

**Daily Lunch ~ 3 opportunities.....\$15,000**

- Recognition as the exclusive host of one of the lunches (*Tues, Wed. or Thurs. pending availability*)
- Reserved table at the sponsored lunch to seat your employees and guests
- Three (3) complimentary full conference registrations
- Opportunity to address attendees through an event push notification on mobile app
- Prominent display of logo on sponsor signage at the luncheon as well as other sponsor recognition signage at the meeting
- Banner advertisement on the mobile app
- Sponsor recognition on table signs and food & beverage stations during luncheon

### Gold Level

**Registration Area and Lanyards.....SOLD: ZF**

- Your logo and/or tag line printed on event lanyards presented to all attendees at Registration
- Company logo branding in the Registration Area on-site as determined by SAE
- Pre-event: company logo printed on attendee confirmation letters
- Logo recognition on sponsor page of website
- Option of a literature display to be stationed near registration
- Two (2) full conference registrations

**Continental Breakfast (3 opportunities).....\$12,500**

- Sponsor your choice of a Breakfast (*Tues, Wed. or Thurs. pending availability*)
- One color logo imprint on beverage napkins
- Table tent signage to be scattered throughout sponsored breakfast for added visibility
- Two (2) full conference registrations

**Conference Bag..... SOLD: Schaeffler**

- Company name and/or logo on conference tote to be distributed at registration to attendees
- Opportunity to place up to 2 items in the tote for promotion \*SAE to approve items and sponsor is responsible to produce and ship to SAE; deadlines apply.
- Two (2) full conference registrations

**Student & Young Professional Paper Competition.....\$12,500**

Support the new talent in the industry with the recognition of the competition winner

- Recognition on marketing efforts through various platforms associated with the competition and winner announcement

- Recognition in Press Release with interview, testimonial or quote from company representative to be distributed through SAE social media channels
- Recognition on specialty signage on-site
- Opportunity to meet with winner(s)
- Two (2) full conference registrations

## Silver Level

**Mobile App .....\$10,000**

- Splash screen ad ~ upon opening the app, your image appears
- One (1) rotating mobile app banner ad w/URL
- Anywhere the mobile app is promoted, your logo will appear as the sponsor
- Company logo showcased on special signage
- Opportunity to distribute marketing material at Registration
- One (1) full conference registration

**Wi-Fi Sponsor.....\$10,000**

- Exclusive sponsor of Wi-Fi to all attendees, participants, exhibitors and fellow sponsors
- Company name/phrase may be used as the Wi-Fi network password, if applicable
- Company URL to be the default home page for Wi-Fi users
- One (1) full conference registration

**Water Stations.....\$10,000**

- Refillable water station for attendees in the exhibit hall
- Paper beverage cup with your company logo imprint
- Prominent display of logo on sponsor recognition signage at the meeting
  - Upgrade Option: Acrylic tumbler with straw (or similar) with logo imprint (pricing and styles vary)
- Specialty signage for maximum recognition
- One (1) full conference registration

## Bronze Level

**Coffee/Beverage Station.....\$7,500**

- Sponsor a coffee station from your booth or other prime location in the exhibition hall
- Branded beverage napkins
- Appropriate signage at beverage station

**Refreshment Break.....\$7,500**

Located in the exhibit hall...Time and Date; *pending availability*

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| <ul style="list-style-type: none"> <li>➤ <b>Retro Candy Break</b></li> <li>➤ <b>Donut Madness</b></li> <li>➤ <b>Whole Fruit</b></li> </ul> | <ul style="list-style-type: none"> <li>➤ <b>Novelty Ice Cream</b></li> <li>➤ <b>Warm Pretzels</b></li> </ul> |
|--|--|
- Recognition as the sponsor of a specialty treat with a branded foodie item; can be placed near your booth, if desired
  - Napkin with logo imprint and table tent signage

**Mobile Device Charging Stations.....\$7,500**

Inform and educate attendees with your targeted messaging as they re-charge. A perfect solution to build your brand presence with this customized display.

**Outdoor Vehicle Display or Demonstration.....\*\$3,000 - \$5,000**

- Open to attendees to learn more about your technology, spread awareness or share an experience a test drive or demonstration **\*Call to chat about your specific needs**
- Recognition onsite with specialty signage
- SAE to promote through the mobile app and/or social media

**Conference Notepads & Pens (Multiple Opportunities) .....\$5,000 per technology**

To be distributed in the technical session room of your choice (*\*pending availability below*) over the duration of the event  
*\*Choose from: Advanced Manufacturing, Advanced Materials, Advanced Propulsion, Automated/Autonomous and Connected Vehicles, Transmission & Driveline, Safety and On-Demand Mobility*

- You create an image or message for the notepads, to be printed in color on tablets provided by SAE
- Pens ~ Choose from a variety of styles and colors from SAE with your logo imprint

## Conference Supporter

**Conference Supporter (multiple opportunities) .....\$3,500**

- Shared sponsorship to show your organization’s support
- Company name and/or logo recognition all-sponsor signage
- Conference Supporter recognition in the event guide and on the event sponsor webpage

**Concierge Bag & Coat Check.....\$3,500**

- Logo recognition on sponsor appreciation signage prominently staged at Coat Check
- Custom banner displayed with your 4-color advertising message (approx. size 3 ft. w x 6 ft. h) to be displayed in meeting foyer (Sponsor to submit print-ready artwork)
- One (1) complimentary full conference registration (including lunches)
  - Upgrade ~ individually wrapped candies with your company logo for additional **+\$1,000**

**Mobile Phone / Electronic Accessory (multiple opportunities) .....\$3,500**

- Choose from a variety of cell phone or other electronic “hot items” branded with your company logo to be distributed at Registration

## Additional Opportunities

**Mobile App Advertising Opportunities**

**\*Available to exhibitors and sponsors only. These opportunities do **not** include additional sponsorship deliverables or recognition.**

- Banner Ad (rotating with other sponsors) .....\$1,000 (limit 3 companies)
- 1 Push Notification.....\$850 (limit 2 companies per day)
  - Content to be approved and scheduled by SAE

**To discuss the vast array of solutions available to help meet your company’s goals, contact:**

**Megan McCoy**  
**Event Sales - SAE INTERNATIONAL**  
 o +1.724.772.4037  
 f +1.724.776.3087  
 o +1.888.875.3976 (Toll Free)  
 e [megan.mccoy@sae.org](mailto:megan.mccoy@sae.org)