

2020 Exhibit  
and Sponsorship  
Opportunities

# DRIVE SALES. DRIVE POSSIBILITIES.

NEW TECHNOLOGIES DRIVING INDUSTRY TRANSFORMATION



# COMVEC™

ON-HIGHWAY | OFF-HIGHWAY | DEFENSE

September 15-17, 2020 | Rosemont, IL  
[sae.org/comvec-exhibit](http://sae.org/comvec-exhibit)

Executive  
Leadership  
Provided By





# YOUR ROAD TO NEW OPPORTUNITIES

Engage with the global commercial vehicle community at COMVEC Technology Connection, the only North American event that addresses vehicles and equipment spanning the on-highway, off-highway, agricultural, construction, industrial, military and mining sectors. This prestigious event is focused on the need to reduce CO2

emissions and enhance vehicle efficiency technology impacts on development processes, employee skills, and user experiences (UX) and the impacts of start-ups, making it the ideal place to showcase your products and services to decision makers who are seeking new ways to accomplish these goals.



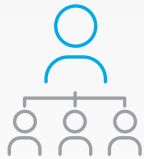
*“Being an exhibitor these past couple years at COMVEC has been extremely helpful for my business. It allows us to improve existing relationships or make new connections with automotive engineers.”*

— Bill Austin, CEO and Owner, Bill Austin & Associates



# CONNECT WITH THE MOST INFLUENTIAL COMMERCIAL VEHICLE PROFESSIONALS

More than 850 technical experts and business leaders representing the entire on- and off-road commercial vehicle industry come to COMVEC to discover innovative brands, products and services like yours.

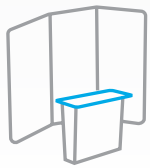


## JOB ROLES

**19%** Executive

**36%** Manager

**42%** Non-Management



## YOUR CUSTOMERS ATTEND COMVEC

**850+** commercial vehicle industry representatives

**90%** of attendees are likely to return every year.



## MEET THE INDUSTRY'S SERIOUS BUYERS

**54%** make or influence buying decisions for their organizations

Nearly **50%** of attendees have **15+** years industry experience



## ATTENDEES

Represent All Segments of the Commercial Vehicle Industry and Every Technology Area

On-Highway

Off-Highway

Commercial Vehicle

Military

Agricultural

Construction

Industrial

Mining

Heavy and Medium  
Duty Trucks

# 2020 EXECUTIVE CHAIRPERSON



**Jayanthi Iyengar**

Chief Technology Officer,  
CNH Industrial

## 2020 EXECUTIVE COUNCIL

**Mehdi Ahmadian**

Virginia Tech

**Elma Avdic**

Cummins Inc

**Craig Barnes**

CAB Consulting

**Rod Beazley**

Ricardo Inc

**Paul Behrens**

CNH Industrial

**Stephen Boyd**

Peloton Technology

**Darcy Bullock**

Purdue University

**Frederick Cartwright**

PRUV Mobility Ecosystem

**Charles Chilton**

Navistar Inc

**Michael Connolly**

Robert Bosch GmbH

**Willard Cutler**

Corning Inc

**Robert Dolan**

IAV Automotive Engineering Inc

**Mihai Dorobantu**

Eaton

**Michael Doseck**

Davinci Technology Group Inc

**Ashley Dudding**

Hendrickson Truck Suspension Systems

**Kevin Duffy**

Caterpillar Inc

**Benjamin Duprey**

Mechanical Simulation Corp

**Daniel Funcannon**

Komatsu America Corp

**Richard Hanowski**

Virginia Tech

**Craig Henriksen**

FEV North America Inc.

**Richard Holloway**

CNH Industrial

**Kenneth Howden**

US Department of Energy

**Haoran Hu**

Weichai Power Co

**Gregory Huss**

Lubrizol Corp

**Robb Janak**

Jacobs Vehicle Systems Inc

**Peter Jarrus**

Lydall Performance Materials

**Mark Jensen**

Vector North America

**Wensi Jin**

MathWorks Inc

**Gustav Johnson**

AVL Powertrain Engineering Inc

**Michele Kaiser**

John Deere

**Kevin Kluemper**

Allison Transmission Inc

**Satish Kumar**

KPIT Technologies Ltd

**Chris Mays**

BorgWarner

**Philip McEwen**

Continental Automotive Systems Inc

**Robert Merrion**

Allison Transmission Inc

**Rob Messina**

Oshkosh Corporation

**Kent Meyers**

CNH Industrial

**Ryan Milburn**

Allison Transmission Inc

**Andrew Nelson**

Velodyne LiDAR

**Giorgio Rizzoni**

Ohio State University

**Dave Rodgers**

Power Solutions International Inc

**Brian Routhier**

USDOT - FMCSA

**Gary Schmiedel**

Sareja LLC

**Stephen Sears**

Sears Seating

**Ethan Seifer**

Cummins Inc

**Navtej Singh**

Navistar Inc

**Landon Sproull**

PACCAR Inc

**Srinivasa Srinath**

CGN Global

**Philip Stephenson**

PACCAR Technical Center

**David Stout**

Global Electronics Limited

**Daniel Styles**

Ford Motor Company

**Stephan Tarnutzer**

AVL

**James Turney**

Daimler Trucks North America LLC

**Jacie Unpingco**

PACCAR Inc

**Peter Waeltermann**

dSPACE Inc

**Brian Walker**

AVL Powertrain

**Michael Weinert**

John Deere

**Graham Weller**

Horiba Automotive Test Systems Corp

**Bryan Wells**

DENSO International America Inc

**Steven Wesolowski**

Dana Inc

**Kevin West**

Volvo Trucks North America

**David Wilkie**

CNH Industrial SpA

**Daniel Williams**

ZF

**Lawrence Williams**

Aptiv



## GAIN ACCESS TO A FOCUSED AUDIENCE

Gain direct access to an audience comprised primarily of decision makers with a commercial vehicle focus,

cultivate relationships with industry authorities, see your current customers, and get a look at what's new and

position your company as a leader in the commercial vehicle space—all in just three high-value days.



*“COMVEC is giving us the opportunity to talk to engineers and businesses that are trying to grow. We want to educate everybody about what we're doing and create a demand so we can start partnering and collaborating. We've been able to talk to several of the large trucking OEMs and we've had pretty good success.”*

— Todd Offer, Head of Sales, Connected Transport - Americas





# EXHIBIT BOOTH PRICING

\$4,000 per standard 10'x10' exhibit space + \$250 per exposed corner

## FEE INCLUDES:

- Draped 8' back wall and 3' side rails (excluding Islands or bulk space)
- Booth identification sign (excluding Islands or bulk space)
- 6' table and 2 chairs
- Two (2) Full Conference Booth Personnel Registrations per 10' x 10' (Includes admittance to symposia, technical sessions, exhibition, lunches, networking breaks and copies of oral only presentations)
- Company listing and profile in either the printed Event Guide\* and/or electronic Exhibitor Directory as applicable (\*pending payment, contract and materials are received by applicable print deadlines)





## MAKE SURE YOU'RE SEEN

Ensure that your company stands out to more than 850 industry decision-makers, influencers, and prospective buyers from the commercial vehicle sector and gain an unbeatable advantage over

your competitors with a high-visibility sponsorship. These cost-effective options generate proven results—including an enhanced presence at the event and greater brand recognition across the commercial

vehicle industry. Find the perfect sponsorship(s) to fit your budget and goals, or let us customize one just for you!

## YOUR MOST SUCCESSFUL YEAR STARTS AT COMVEC 2020

Tap into a captivated audience representing the global on- and off-road commercial vehicle industry and open up new possibilities for your company.



### TO SECURE YOUR BOOTH AND SPONSORSHIP, CONTACT:

**Megan McCoy**

Event Sales & Development

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[megan.mccoy@sae.org](mailto:megan.mccoy@sae.org)