



2020 Exhibit and Sponsorship Opportunities

Make exclusive connections at the yearly event dedicated to cybersecurity.

ESCAR USA 2020

May 20-21, 2020 | Plymouth, Michigan



sae.org/escar-usa

escar
Embedded Security
in Cars



POSITION YOUR COMPANY IN FRONT OF CYBERSECURITY EXPERTS

Part of the world's leading automotive cybersecurity conferences, escar USA provides access to the foremost information, tactics, strategies, concepts and products to ensure secure and safe vehicle operation. As modern vehicles have become complex digital devices, building the vehicle of the future makes cybersecurity more essential than ever to ensure consumer safety. The exchange of insights only found here attracts a uniquely specialized audience of customers, partners, suppliers, regulators and competitors seeking to source solutions to cybersecurity challenges—today and into the future.

Meet Face-to-Face with Forward-Thinking Leaders

Key stakeholders place a high value on the neutral, technology-driven environment at escar USA and return year after year to connect and collaborate.

90%
satisfaction rating



60%
of attendees spend
2-4 hours in the
exhibit hall

92%
of attendees visit the
exhibit hall



71%
attendees make or
influence purchasing
decisions

**“The highest ‘signal-to-noise’ ratio
for automotive cyber security
topics of any conference available.”**

**“It is THE conference for automotive
cybersecurity experts.”**



SPONSORSHIP OPPORTUNITIES

PRESENTING/ PLATINUM SPONSOR

ESCRYPT (SOLD)

- One exhibit display with two tables with two chairs
- Ten (10) full attendee registrations, includes food functions, reception and tech sessions
- Company logo and link on website
- Company logo and profile in the Event Guide
- Logo recognition as the Presenting Sponsor on all sponsor signage at the event
- Full page, inside front cover advertisement in the event guide
- Registration and lanyards recognition

GOLD SPONSOR

OPENING NIGHT COCKTAIL RECEPTION

\$8,500 (1 available)

- Your company logo displayed on table tents and on branded napkins during the reception
- Two (2) full attendee registrations – *(includes tech sessions and all food functions)*
- Logo recognition on signage displayed at the reception
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Your company logo included on the Escar/SAE website
- Your company's information and logo included in the Event Guide *(pending signing prior to print deadlines)*
- Your company logo on the all sponsor sign displayed at the event
- Half page advertisement in the event guide *(pending signing prior to print deadlines)*
- Opportunity to have a tabletop display in the exhibit area *(optional)*

CONFERENCE WIFI

\$6,500

- Exclusive sponsor of complimentary Wi-Fi to all attendees, participants, exhibitors and fellow sponsors throughout session rooms and the Exhibit Hall
- Recognition on Wi-Fi-related signage throughout event
- Two (2) full conference registration(s)
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Company logo on the sponsor page of the Event Guide
- Company logo on all-sponsor appreciation signage displayed on-site
- Optional tabletop display in exhibit area

SILVER SPONSOR

LUNCH SPONSOR

\$5,000

(2 available, Day 1 and Day 2 or \$8,000 for both days)

- Your company logo displayed on table tents during lunch and on branded napkins
- Distribute your branded giveaway on the lunch tables *(provided by sponsor, optional)*
- 2 full attendee registrations *(includes tech sessions and all food functions)*
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Your company logo included on the Escar/SAE website
- Your company's information and logo included in the Event Guide *(pending signing prior to print deadlines)*
- Your company logo on the all sponsor sign displayed at the event

SYMPOSIUM BAGS

\$5,000

- Company logo included on symposium bags
- Two (2) full conference registration.
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Opportunity to provide up to two (2) items as bag inserts
 - Items to be approved by SAE and may be a giveaway item and/or print material
 - Item(s) to be sent and received by SAE by **April, 2020**
- Company logo on the symposium sponsor webpage with hyperlink to company URL
- Company recognition in sponsor section of the event guide
- Company recognition on the all-sponsor signage displayed at the event

WATER STATION AND WATER BOTTLES

\$5,000

- Refillable water bottles with your company logo distributed to each attendee
- Water stations strategically placed throughout the event with your logo or artwork
- Appropriate signage and branding at station

CAPPUCCINO OR SMOOTHIE CART

\$4,500

- 2 hour service during select day of the event
- Appropriate signage and branding
- Potential for custom design foam on cappuccino
- Custom cups for smoothie with sponsor brand
- Recognition on the event website sponsor page with link to the sponsor's home page
- Company recognition on the all-sponsor signage

SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR

CHARGING STATION

\$3,500

- Company name/logo on a Charging station in the exhibit hall
- One (1) Symposium Registration
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Company logo on the symposium sponsor webpage with hyperlink to company URL
- Company recognition in sponsor section of the event guide
- Company recognition on the all-sponsor signage displayed at the event

CONFERENCE NOTEPADS AND PENS

\$3,500

- Company message on conference notepads and pens to be distributed to attendees in the technical session rooms
- One (1) Symposium Registration
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Company logo on the symposium sponsor webpage with hyperlink to company URL
- Company recognition in sponsor section of the event guide
- Company recognition on the all-sponsor signage displayed at the event

CONTINENTAL BREAKFAST SPONSOR

\$3,000

(2 available, Day 1 and Day 2 or \$5,000 for both days)

- Your company logo displayed on table tents during breakfast and on branded napkins
- One (1) full attendee registrations, includes tech sessions and all food functions
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Your company logo included on the Escar/SAE website
- Your company's information and logo included in the Event Guide *(pending signing prior to print deadlines)*
- Your company logo on the all sponsor sign displayed at the event

DAILY AM/PM REFRESHMENT BREAKS

\$2,500

(select Day 1 or 2 or \$4,000 for both)

- Company recognition on break signage at sponsored break (AM & PM)
- Company recognition on beverage napkins
- One (1) Symposium Registration
- Option to purchase up to two additional full attendee registrations at reduced rate of \$275 per
- Company logo on the symposium sponsor webpage with hyperlink to company URL
- Company recognition in sponsor section of the event guide
- Company recognition on the all-sponsor signage displayed at the event

CONFERENCE SUPPORTER

CONFERENCE SUPPORTER

\$2,000 MULTIPLE OPPORTUNITIES

- One (1) Symposium Registration
- Company logo on the symposium sponsor webpage with hyperlink to company URL
- Company recognition in sponsor section of the event guide
- Company recognition on the all-sponsor signage displayed at the event

SEAT DROP

\$1,000 MULTIPLE OPPORTUNITIES

- Opportunity to provide a collateral item for distribution on attendee seats during select TBD session
- Company logo on the symposium sponsor webpage with hyperlink to company URL
- Company recognition in sponsor section of the event guide
- Company recognition on the all-sponsor signage displayed at the event

ADVERTISING OPPORTUNITIES

Event Guide	Exhibitor/Sponsor
Inside Front Cover	SOLD: Escrypt
Inside Back Cover	\$1,000
Full Page	\$ 800
Half Horizontal Page	\$ 500



CONTACT THE SALES TEAM TO LEARN MORE, OR TO DISCUSS A CUSTOMIZED EXHIBIT OR SPONSOR PACKAGE:

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Take Advantage of These High-Visibility Opportunities

Establish your presence among cybersecurity professionals through these exhibitor and sponsorship opportunities.



TO DISCUSS THE VAST ARRAY OF SOLUTIONS AVAILABLE TO HELP MEET YOUR COMPANY'S GOALS, CONTACT:

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