

SAE INTERNATIONAL

SAE 2020 NOISE AND VIBRATION FORUM

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Shanghai | China



INSPIRING BUILDING ADVANCING

PEOPLE, TECHNOLOGY, AND
INDUSTRY—ALWAYS IN MOTION
AND LOOKING TOWARDS
TOMORROW.

A professional society, SAE International is the authority on vehicle engineering. We develop more vehicle technical standards—and more aerospace standards—than any other organization. We offer the largest library of vehicle engineering content. And, we bring together the largest global network of engineers in the world.

Through a comprehensive collection of programs, products and services, we supply the information, tools, and technical know-how to help today's professionals do their jobs better while we ensure the development of the next generation of mobility engineers.

Since 1905, SAE has connected automotive, aerospace, and commercial vehicle engineers to each other and the technical resources needed to foster a lifetime of learning, solutions to improved vehicle technology, and the advancement of the mobility industry.

SAE International—whose first vice president was an up-and-coming engineering talent by the name of Henry Ford and included early supporters like Orville Wright—was based on providing a platform for collaborative and informed dialog and the impetus of its earliest standardization efforts. Today, the sharing of information remains at its core, with SAE being acknowledged globally as the ultimate knowledge source for mobility engineering.

YOUR ULTIMATE KNOWLEDGE SOURCE FOR MOBILITY ENGINEERING.

GAIN EXPOSURE DURING KEY ACTIVITIES

The Networking Reception and breaks represent the perfect opportunity to engage and meet with your peers and customers. Above all, the breaks create the perfect opportunity for our exclusive sponsors to leave a lasting impression on all conference attendees.



VIP DINNER

EXCLUSIVE

100,000 RMB

14,800 USD

- One company executive to deliver 10-minute presentation at start of VIP Dinner
- Company recognition on invitation letters and beverage napkins
- One (1) free-standing banner at the entrance of the dinner room
- Signage with your company logo and name on each table



REGISTRATION

EXCLUSIVE

50,000 RMB

7,400 USD

- Company recognition to be included on all pre-registration attendee confirmation emails
- Logo to be included on the Forum Dates, Deadlines and Registration webpage
- Logo on the registration banner
- Opportunity to provide company literature to be displayed and distributed near registration
- Ad banner on SAE China event website to appear until the end of the event

To fulfill the benefits, the contract should be signed at least one month prior to the event.



NETWORKING LUNCH

50,000 RMB

7,400 USD

All eyes on you for the duration of the lunch. Put the spotlight on your company by branding one of the lunch breaks.

- Flyers with your message on the tables
- Branded napkins
- Signage with your company logo and name on catering stations



NETWORKING TEA BREAK

28,000 RMB

4 Opportunities

4,100 USD

Make one of the coffee breaks your own, place your brand name on all attendees' minds and ensure your company is the topic of their conversations.

- Flyers with your message on the tables
- Branded napkins (monochrome)
- Signage with your company logo and name on all catering stations



GAIN EXPOSURE THROUGH EVENT RELATED ITEMS



STATIONARY

EXCLUSIVE

38,000 RMB

5,600 USD

Sponsor the notepads and pens for all conference attendees and keep them reminded of your brand as they also take these valued gifts back to their offices after the event.

- Full page advert on the cover page of the notepad
- Company logo (monochrome) on each page of the notepad
- Company logo (monochrome) and/ or name on pen

Item to be produced by organiser (1 month prior to the event).



PERMANENT COFFEE STATION

28,000 RMB

4,100 USD

Keep attendees happy by providing them with a permanent supply of coffee throughout the duration of the conference. Personalise the coffee station to demonstrate your company's spirit.

- One (1) free-standing banner at the coffee station
- Signage with your company logo and name on coffee stations
- Company logo and QR coded cups (monochrome)



LANYARDS

EXCLUSIVE

28,000 RMB

4,100 USD

Display your logo, slogan or company name (monochrome) on the official conference lanyards and be the topic of all discussions thanks to the highest visibility throughout the full conference and beyond.

Lanyards will be handed out to each attendee upon registration and have to be worn visibly throughout the conference for identification by all attendees.

Item to be produced by organiser (2 weeks prior to the event).



TOTE BAGS

28,000 RMB

EXCLUSIVE

4,100 USD

Display your logo, slogan or company name on the official tote bags.

Tote bags will be handed out to each attendee upon registration and be most visible throughout the full conference and beyond.



TOTE BAG FLYER INSERT

10,000 RMB

1,480 USD

Opportunity to provide one (1) company flyer (4 pages max) to be inserted into Tote bags distributed at symposium.

*This item is only available to a contracted Bronze Sponsor
Company must provide insert to SAE according to applicable deadlines..*



TOTE BAG GIFT INSERT

10,000 RMB

1,480 USD

Opportunity to provide one (1) gift with company logo or name to be inserted into Tote bags distributed at symposium.

*This item is only available to a contracted Bronze Sponsor.
Company must provide insert to SAE according to applicable deadlines.*

GAIN EXPOSURE THROUGH COMMUNICATION TOOLS



WECHAT PROMOTION

5,000 RMB

740 USD

Share the most cutting edge technology of your company on SAE WeChat Chinese Subscription account before or after the event, the article will be pushed out once as a top-article on your dedicated date. The article should be reviewed and approved by SAE Staff.

Non-Chinese language article, the translation fee will be charged additionally.

This item is only available to a contracted Bronze Sponsor.



ADVERTISING IN EVENT GUIDE

The event guide will be handed out to all attendees upon registration and will contain all important information regarding the event. Ideal tool for getting your message across to the event!

EVENT GUIDE	FEE
BACK COVER	10,000 RMB 1,480 USD
INSIDE FRONT COVER	8,000 RMB 1,180 USD
INSIDE BACK COVER	7,000 RMB 1,050 USD
ALL 3 COVERS	18,000 RMB 2,650 USD
INSIDE FULL PAGE	6,000 RMB 900 USD
INSIDE HALF HORIZONTAL PAGE	3,500 RMB 500 USD

EXHIBITION OPPORTUNITIES

PUT THE SPOTLIGHT ON YOUR COMPANY

Showcase your products and expertise to those most knowledgeable. Expand your contacts and client base through informal, face-to-face interaction and create opportunities for new or continued business.

TABLE TOP PACKAGE

25,000 RMB
3,700 USD

EXHIBITOR BENEFITS

- Booth size: 3m x 3m, including a table of 1.2m to display your literature and products, two chairs and electrical connection, a 2.5m x 2.5m back wall (subject to change by the limit of the venue height)
- 1 conference registration allowing you access to all the sessions and the exhibition for the entire duration of the event including access to all coffee and lunch breaks as well as the Networking Reception
- Your company description and logo in the printed event guide, event website (up to 100 words)



Additional accessories and services (TV screen, lights, additional furniture, etc.) are available upon request (extra charges apply).

DISCOVER YOUR SPONSORSHIP CATEGORY BENEFITS

Check the additional benefits included in your sponsorship category.

SPONSORSHIP CATEGORIES

80,001 RMB ~
11,801 USD ~

Gold

- 5 conference registrations
- Logo + description on event website and official brochure
- Logo on event sponsor webpage with hyperlink to company website
- Logo on main stage banner

50,001 RMB ~
80,000 RMB
7,401 USD ~ 11,800 USD

Silver

- 3 conference registrations
- Logo + description on event website and official brochure
- Logo on event sponsor webpage with hyperlink to company website
- Logo on main stage banner

30,000 RMB ~
50,000 RMB
4,400 USD ~ 7,400 USD

Bronze

- 3 conference registrations
- Logo + description on event website and official brochure
- Logo on event sponsor webpage with hyperlink to company website

*Please note that the above expenditure thresholds (include VAT) apply to sponsored items only.
These amounts do not include the exhibition space.*

CONTACT DETAILS

SPONSORSHIP AND EXHIBITION SALES

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