

WCXTM DIGITAL SUMMIT

June 16-18, 2020
& On-Demand

POWER EXTREME SALES

Showcase your brand and engage in business building discussions with the entire spectrum of the mobility engineering community at WCX 2020 Digital Summit. This inaugural online summit will virtually bring together professionals from OEMs, parts and components suppliers, tier 1 suppliers and system integrators, academia and government.

As a sponsor or exhibitor of the digital summit you'll place your brand in front of industry decision makers—64% of the in-person WCX 2020 attendees make or influence buying decisions for their organizations. And you will reach professionals with expertise in powertrain, automated and autonomous, manufacturing and materials, electronics, connectivity and cybersecurity, chassis, software, safety, NVH and more.

Through various sponsorship and exhibit opportunities, the virtual format of the WCX 2020 Digital Summit provides your company several high-value touch points with prospects during this period of limited customer contact, including:

- Sustained presence across several months. In addition to exposure during the live event, your brand will receive continued impressions for the duration of the 12-month replay period driven by maintained SAE marketing tactics.
- Definable ROI with reported metrics to measure impressions, engagement, and leads.
- Booth space in the live event exhibit area, including live chat capabilities and lead reporting.
- Placement of your brand's advertising in high-attention segments of the digital summit.

SUMMIT SPONSORSHIP PACKAGES

	Platinum \$6,000	Gold \$3,500	Silver \$2,000
Pre-event	Exclusive	2 Slots	5 Slots
Company logo in pre-event email promotions and link to your website from the sponsor page	●	●	
Logo on event registration confirmation email	●		
Company logo on event registration page	●	●	
Company logo in event reminder email	●	●	
Logo listed in sponsor level listings on the sponsor page	●	●	●
Social media post on SAE social channels as appropriate	●	●	●
During the event			
Logo listed in the virtual event lobby	●	●	●
Complimentary event registrations	20	10	5
Access to view which attendees interacted with your sponsored content	●	●	
Virtual booth space with company logo in online exhibit hall	●	●	
Lead capture for exhibit booth visitors	●	●	
Live chat with the attendees within the exhibit/booth space	●	●	
Complimentary SAE annual memberships	5	3	2
Post-event / On-Demand			
Company logo in post-event thank you email to attendees	●	●	●
Access to post-event engagement reports	●	●	



To discuss these opportunities or to create a custom package to meet your company's objectives, contact our event sales and development team:

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À LA CARTE

Leadership Roundtable Series Sponsor | \$5,000 each

A total of (3) Leadership Roundtables webcasts will be aired prior to the WCX[™] Virtual Summit. The schedule and topics for each webcast, include:

- It's Alive – Gearing the Electrified Future – June 4 (Live) 12-1 p.m.
- C2C Roundtable: Where are We in Using Connectivity for Vehicle Safety – June 9 (Live), 11-11:45 a.m.
- C2C Roundtable: Keeping Consumer Electronics Modernized and Safe Over the Lifecycle of the Automobile – June 9 (Live), 12:15 – 1 p.m.

Deliverables:

- Recognition in pre-webcast promotional emails and select SAE social channels (listing and/or logo as applicable).
- Includes an exhibitor booth as part of the WCX[™] Virtual Summit to brand and customize with your content, launching live June 16-18, and then available on demand for 12 months. You will receive the leads of attendees who visit your page.
- Two complimentary registrations to staff exhibitor booth and access virtual content throughout the site as an attendee.

Technology Track | \$5000 each

- Company logo will be included on the technology track page with a link to visit your dedicated sponsor page.
- Opportunity to provide up to one pre-recorded session which will be a featured listing on the on-demand content page of a technology track.

Ask your SAE events sales representative for a listing of currently available technology tracks.

Mailing Lists | \$600 each

- You will get post show attendee mailing list (Direct mail only and sent to 3rd party mail house after approval of mail piece).

Virtual Booth | \$3000 each

- Two complimentary registrations to staff virtual booth and access virtual content throughout the site as an attendee.
- You will receive a booth space with company logo in online exhibit hall.
- A link out to your customized lead capture form.
- Live chat with the attendees within the exhibit/booth space.
- Access to post-event engagement reports.

Virtual Reminder Alert | \$500

- One reminder notification alert to drive visitation to your booth.



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