

# WCX<sup>TM</sup> APRIL 21-23 2020 DETROIT

## POWER EXTREME SALES

Opportunities to  
exhibit and sponsor

[sae.org/wcx](http://sae.org/wcx)



Strategic Partners

Executive  
Leadership  
Provided by



**DENSO**  
Crafting the Core



**NISSAN**



**TOYOTA**



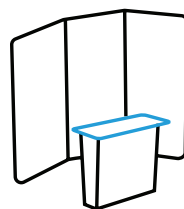


## GAIN THE COMPETITIVE EDGE

Make sure your company's at the forefront when the entire mobility industry convenes at WCX 2020, SAE World Congress Experience. Here, leaders from across Europe, Asia and North America solve current and future challenges and keep up with the groundbreaking advances evolving automotive technology.

In three highly productive days, you'll reach nearly **9,000 industry experts, influencers and prospective buyers from every sector**. WCX is your best opportunity of the year to:

- Demonstrate industry leadership and raise awareness of your brand.
- Feature your newest products and solutions to customers, prospects, partners and influencers.
- Generate leads efficiently and effectively.
- Collaborate with automotive engineers.
- Expand your reach and tap into new markets.
- Spark rewarding conversations with key players and decision makers.



**Amplify your impressions and exposure by securing your space early.**

Reserve your booth today!

**[sae.org/wcx-exhibit](https://sae.org/wcx-exhibit)**





WCX brings together over **9,000** mobility professionals—**80%** who plan to attend again—for three intensive days of innovation and discovery from Over **1,100** presenters | More than **180** sessions | and **200** exhibitors and sponsors

“

**WCX is the one place where all the folks that are in the automotive space come together, from raw material suppliers to component manufacturers to final automotive companies. Our company hits all these folks, so it's easy for us to interact with a lot of folks right in our target area.**

ENDURICA

**At WCX we get to reacquaint ourselves with not only our day-to-day contacts that are customers, but other folks that are engineering-based or quality-based that typically, somebody in sales wouldn't have the daily interaction with. So it's really a good opportunity to get to know our customers even better.**

METAL POWER PRODUCTS

# POWERFUL OPPORTUNITIES

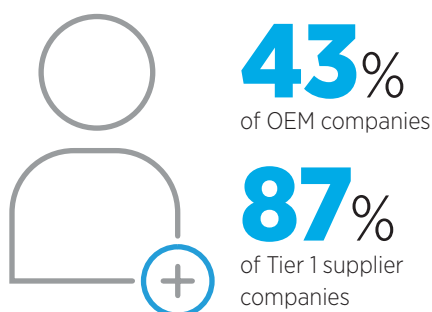
## Showcase Your Leadership

WCX puts your solutions, products and services in front of your target audience.

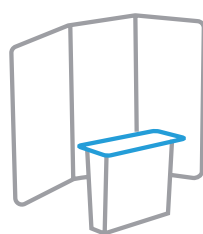
Choose from a range of packages and booth configurations at [sae.org/wcx-exhibitor](http://sae.org/wcx-exhibitor).

Present your ideas and build new relationships with hard-to-reach executives—and walk away with new leads to help meet and exceed your sales goals.

### Your Customers Attend WCX



### A Bustling Exhibit Hall



**9,000+**  
mobility professionals in attendance

**3.56**  
attendee density ratio vs.  
an industry average of 2.6

### WCX Attendees Stay Engaged

You'll have ample time to connect with the 9,000 professionals who attend WCX—on average, attendees spend 3.5 hours in the exhibit hall.



### Meet the Industry's Serious Buyers



**64%**  
make or influence buying decisions  
for their organizations

**41%**  
are senior or C-level executives

**58%**  
of attendees have 11+ years'  
experience in mobility





## ATTENDEES REPRESENT

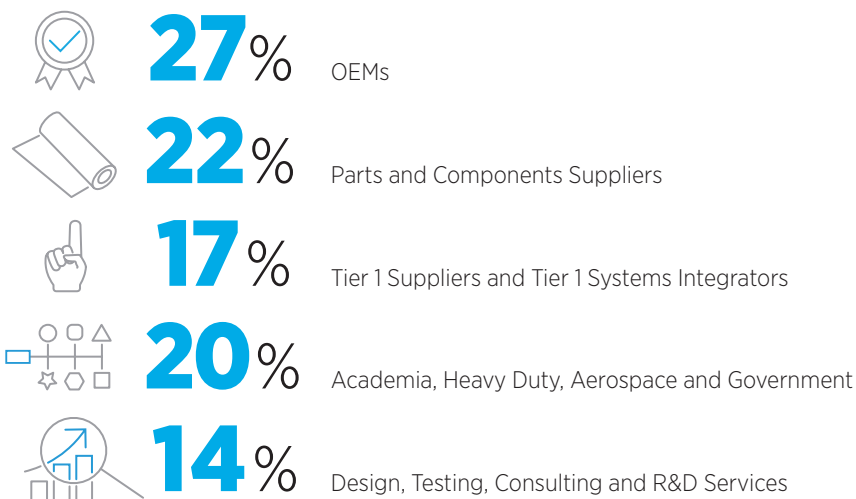
All Segments of the Automotive Industry and Every Technology Area

- Powertrain and Propulsion
- Automated and Autonomous
- Manufacturing and Materials
- Electrical/Electronics
- Connectivity and Cybersecurity
- Chassis and Vehicle Dynamics
- Software and Software Engineering
- Safety
- Noise, Vibration and Harshness
- Management and Leadership
- Vehicle Health and Management

Over 25% of WCX attendees are from Fortune 500 companies representing the entire automotive ecosystem

- **Automotive Manufacturing:** BMW, Ford, General Motors, Honda
- **Automotive Parts:** American Axle, Borgwarner, Bosch, Denso
- **Chemical:** BASF, Chevron, DowDuPont, Eastman Chemical
- **Conglomerate:** 3M, Honeywell, Siemens
- **Defense:** Arconic, General Dynamics, Northrop Grumman
- **Industrial Equipment:** Caterpillar, Cummins, Deere & Company
- **Oil & Gas:** Equinor, ExxonMobil, Royal Dutch Shell
- **Steel:** AK Steel, ArcelorMittal, United States Steel
- **Technology:** Intel, Nvidia, Qualcomm
- **Telecommunications:** AT&T

## Projected WCX 2020 Attendee Representation



### Related meetings bring the automotive world to WCX 2020

- OESA Chief Purchasing Officers Council Meeting
- OESA Advanced Technology Council Meeting
- Center for Automotive Diversity, Inclusion and Advancement Chapter Meeting

# EXHIBIT

## Secure Your Space Today

WCX puts your solutions, products and services in front of your target audience.

Choose from a range of packages and booth configurations at [sae.org/wcx-exhibit](http://sae.org/wcx-exhibit).

## Demonstrate Your Leadership

Deliver your technological expertise in one of WCX's multiple forums and exhibit floor areas:

- Leadership Summit
- Learning Lab
- Knowledge Bar
- Specialty Pavilions
- And more



**As a first-time exhibitor at WCX SAE International, Pöppelmann Plastics USA found the show to be an excellent networking opportunity to introduce many new engineers to our plastic protective solutions. Pöppelmann has already signed up for a larger space for WCX 2020 and we are making plans to introduce new product lines at next year's event.**

**SHANE BENDER**  
REGIONAL SALES MANAGER KAPSTO/K-TECH

## Exhibit Space Pricing

Exhibit Space Opportunities | [\\$54.00 per square foot](#)

### Fee includes

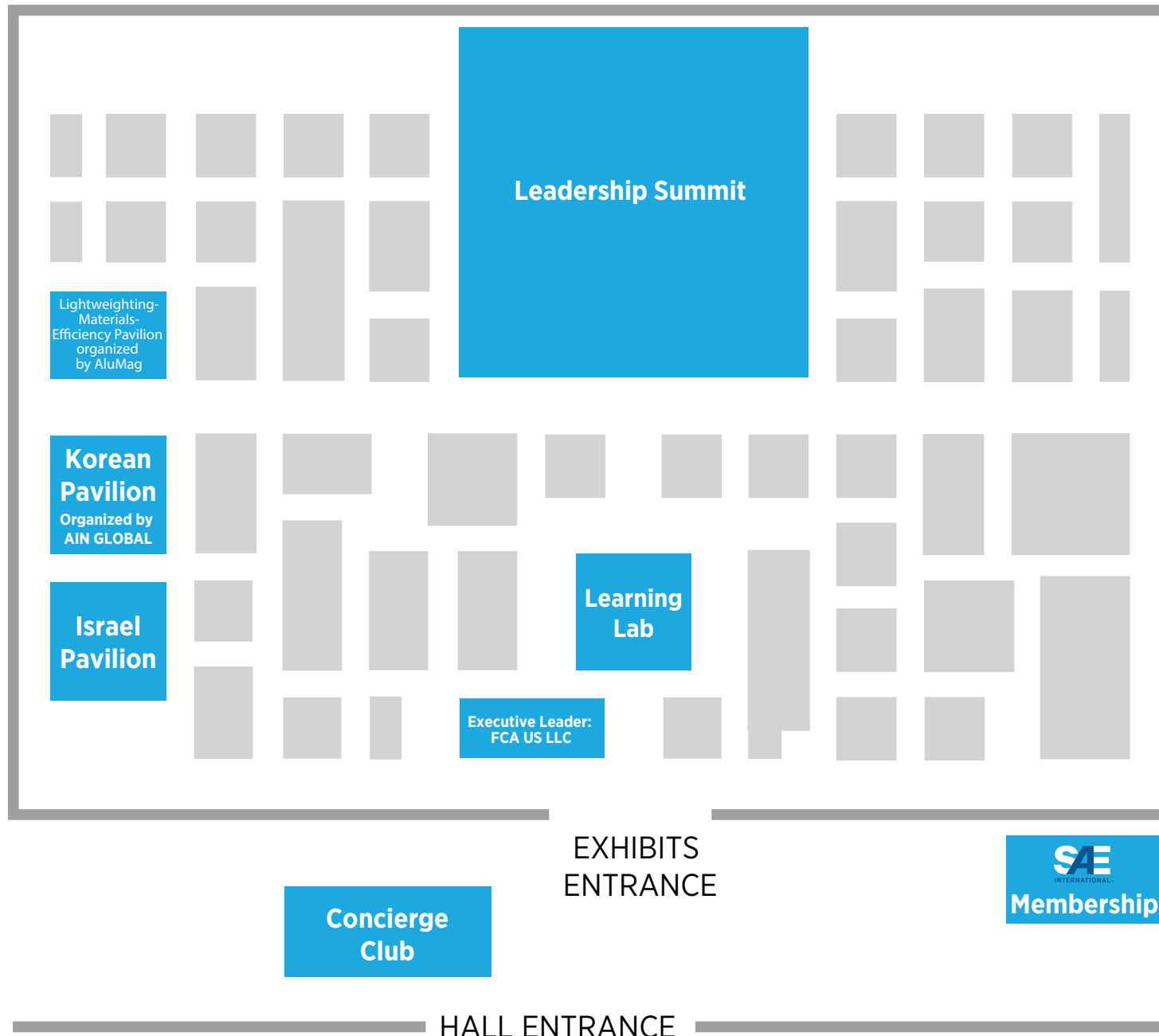
- Draped 8'H back wall and 3'H side rails (excluding islands or bulk space)
- Booth identification sign (excluding islands or bulk space)
- Twelve (12) one-day Full Conference Exhibitor Personnel Passes per 10'x10'
- Six (6) one-day Full Conference Employee Passes per 10'x10' (access exhibit hall during show hours and technical sessions)
- Company listing and profile in either the printed Event Guide\* and/or electronic Exhibitor Directory as applicable

\*Contract, profile and payment must be received prior to print deadline(s) if applicable



### Start-Ups, Grow Your Business

You may be able to showcase your emerging innovations at a special rate within our dedicated Start-up Pavilion. Contact the WCX sales team for special pricing.



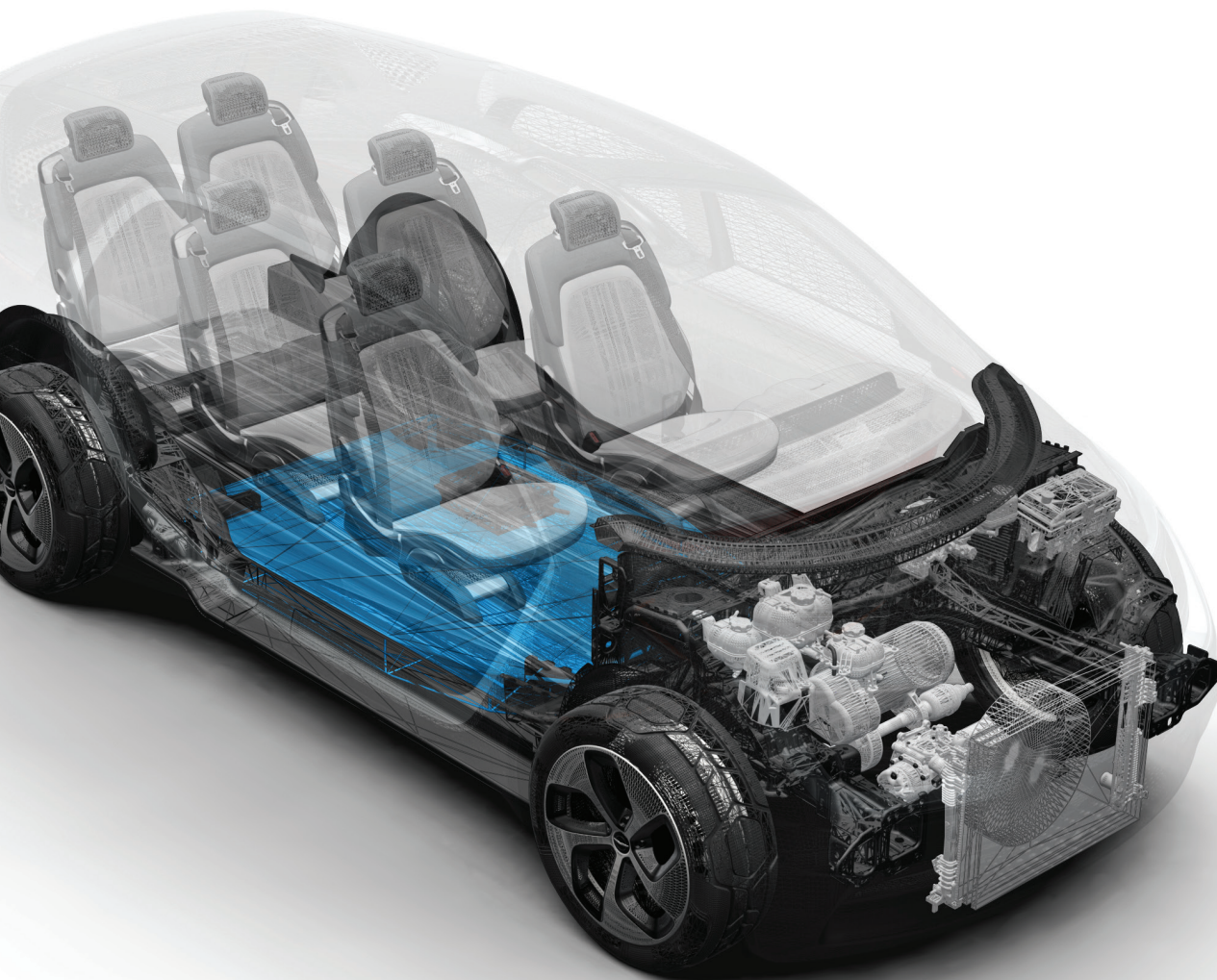


# SPONSORSHIP OPPORTUNITIES

## Maximize Your Impact

Position your company as a key industry partner with a high-impact sponsorship—and secure a distinct competitive advantage in an increasingly crowded marketplace.

Explore highly visible sponsorship opportunities at [sae.org/wcx-sponsor](https://sae.org/wcx-sponsor) and in the enclosed menu, or let us create one exclusively for your company.



A man with a beard and glasses, wearing a blue shirt and a red lanyard, is holding a white plastic cup. The cup has the text "IBM Watson IoT." printed on it. The background is blurred, showing other people and a red lanyard.

IBM Watson IoT.



**All sponsors receive the deliverables below in addition to benefits listed with specific packages, unless otherwise noted:**

- Sponsor recognition in applicable pre-event promotions\*
- Logo on WCX event site with a hyperlink to company URL
- Logo on all-sponsor signage onsite
- Logo and listing in applicable print and/or electronic directory(ies)





## VIP SPONSORS

### Gala | \$50,000 Exclusive Rate

[\(Ask about co-sponsor opportunities\)](#)

- Company logo on Gala tickets\* (along with other Gala-related sponsors' name(s)/logo(s) as appropriate)
- Company logo on signage at the entrance to the Gala and throughout space\*
- Sponsor recognition on the Special Events/Gala webpage(s) as applicable (ie: logo, video)
- Sponsor recognition in our dedicated know-before-you-go email to attendees prior to the event
- (20) Gala tickets. *Each individual attending Gala must have own ticket.*
- (20) One-Day Full Conference Registrations \*\*

### Honored Guest Reception | \$50,000 Exclusive Rate

[\(Ask about co-sponsor opportunities\)](#)

Sponsor will receive exposure among WCX and Gala attendees at large. WCX executive-level VIPs and Honored Guests will have a designated area and receive direct invitations to attend the Honored Guest Reception.

- Company logo on Save the Date and VIP/ Honored Guest invitations\* (along with other Gala-related sponsors)
- Company logo on signage or other branded elements throughout the Honored Guest Reception area\*
- Opportunity to provide .mov file to be played on screen positioned near the entrance
- Opportunity for up to (4) individuals of appropriate level within sponsor organization to attend Reception and have access to the designated VIP area.
- (20) Gala tickets. *Each individual attending Gala must have own ticket.*
- (20) One-day Full Conference Registrations \*\*

### VIP Check-In and Concierge Club | \$50,000 Exclusive Rate

- **VIP Check-In**
  - Sponsor recognition included on SAE invitations sent to VIPs prior to WCX
  - Sponsor recognition on VIP check-in signage onsite at the Concierge Club
- **Concierge Club**
  - Opportunity for sponsor to provide static display (6'x6' max area) and/or video to be featured on a monitor within the Concierge Club
  - Sponsor will have access to small private meeting room within access to/from Concierge Club (furnishing and set up will be at expense and coordination by sponsor)
  - Company logo on outside of structure positioned in Exhibit Hall
- **Concierge Club** continued
  - Company logo on beverage napkins, coffee cups and/or coffee sleeves
  - Breakfast, Lunch and beverages will be available daily, Tuesday – Thursday, for those who are registered appropriately and have Concierge access only. Escorting individuals not of appropriate level is not allowed.
- (10) Gala tickets. *Each individual attending Gala must have own ticket.*
- (10) VIP passes – provides full conference access Tuesday – Thursday, in addition to access to VIP Check-in services and the Concierge Club. No other passes as part of package receive VIP Check-in or access to Concierge Club.
- (20) One-day Full Conference Passes\*\* (these passes do not include VIP check-in or Concierge Club access)

## VIP SPONSORS (CONTINUED)

### NEW! Hospitality Suites | Contact for details & pricing

- Use of private meeting room at TCF Center (formerly Cobo Center) to host customers, meetings, proprietary displays, etc.
  - Room assignment based on availability and capacity needs.
  - Activities and use of room should not include workshops or technical presentations that conflict with SAE technical programming or during scheduled networking functions
  - Company name and room number will be included in print and/or electronic directory; however, company may choose whether to have SAE indicate as “invitation-only” or “by appointment only”
- One-time room set included with standard facility tables and chairs. *Any additional furnishing or services will be an additional expense and requested directly through the appropriate vendor(s).*
- Attendees visiting suite must be registered attendees of WCX 2020
- No additional sponsor recognition or deliverables are associated with this package
- (10) One-day Full Conference Passes\*\*

## THOUGHT LEADERSHIP SPONSORS

### Leadership Summit | \$75,000 Exclusive Rate

[\(Ask about co-sponsor opportunities\)](#)

- Company logo within the Leadership Summit during non-sponsored panels, and static signage. Examples are listed below for reference – at discretion of SAE:
  - Static signage, Onsite AV screens or signage, Pre-event print and/or electronic mentions of The Leadership Summit at discretion of SAE (ie: mobile app, agenda, etc.)
- Access to The Leadership Summit Green Room for networking
  - Access to the Green Room is limited to executives only from sponsoring company.
  - Green room is not to be used as company or personal meeting room or space – meeting room(s) or separate space may be contracted for meeting needs.
  - Branded elements throughout Green Room - examples listed, however final selection of items will be at the discretion of SAE: such as table tents, coffee sleeves, or napkins.
- (20) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (20) One-day Full Conference Registrations \*\*

### NEW! Keynote(s) | \$30,000 each (2 opportunities)

[Keynotes will present at The Leadership Summit within the WCX Exhibit Hall](#)

- Sponsor recognition, examples are listed below for reference – at discretion of SAE:
  - Onsite AV screens or signage, Pre-show print and/or electronic mentions of Keynote(s) at discretion of SAE (ie: mobile app, agenda, etc.)
  - Opportunity to provide printed collateral piece or giveaway item to be distributed as a seat drop during Keynote presentation(s). *SAE must provide prior approval of collateral and/or giveaway.*
- Opportunity for sponsor company executives to visit the Leadership Summit Green Room either pre-presentation or post presentation for brief meet and greet with Keynote.
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (15) One-day Full Conference Registrations \*\*

## THOUGHT LEADERSHIP SPONSORS (CONTINUED)

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### Learning Lab | \$30,000 Exclusive Rate

- Company logo within the Learning Lab area\*
  - Branded signage or other elements may be used within the Learning Lab at discretion of SAE
  - Print and/or electronic mentions of Learning Lab at discretion of SAE (ie: mobile app, agenda, etc.)
- Opportunity to display up to (2) vehicles within vicinity of Learning Lab
- Sponsor may secure up to (3) separate 20-minute timeslots to deliver presentations and Q&A at the Learning Lab in the Exhibit Hall
  - Exhibitors must provide presenter's name, position, contact information, and title of presentation
  - Timeslots will be assigned and confirmed by SAE at its discretion based on time preference availability
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (12) One-day Full Conference Registrations \*\*

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### Knowledge Bar | \$20,000 Exclusive Rate

- Company logo within the Knowledge Bar area\*
  - Branded signage or other elements may be used within the Knowledge Bar at discretion of SAE
  - Print and/or electronic mentions of Knowledge Bar at discretion of SAE (ie: mobile app, agenda, etc.)
- Sponsor may submit bio and brief topic description of subject matter expert(s) for consideration as part of the Knowledge Bar lineup. Information to be reviewed and vetted by advisory team.
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (12) One-day Full Conference Registrations \*\*

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### Learning Lab Presentations | \$1,000 each (Multiple opportunities)

- (1) 20-minute timeslot to deliver presentation and Q&A at the Learning Lab in the Exhibit Hall
  - Exhibitors must provide presenter's name, position, and title of presentation
  - Timeslots will be assigned and confirmed by SAE at its discretion based on topic & daily agenda



## THOUGHT LEADERSHIP SPONSORS (CONTINUED)

### Leadership Summit Panels | \$10,000 each ( up to 9 opportunities, 1 sold)

Panels will be delivered at The Leadership Summit within the WCX Exhibit Hall

Tuesday, April 21	Wednesday, April 22	Thursday, April 23
Opening Keynote or Executive Interview	Opening Keynote or Executive Interview	
Roundtable: Maximizing Value Through Collaboration	C2C Roundtable: What Does the Smart City of Tomorrow Look Like — the Jetsons or Skynet?	Women's Breakfast
C2C Roundtable: Automated Truck	C2C Roundtable: Keeping Consumer Electronics Modernized Over the Lifecycle of the Automobile?	Roundtable: Women' Leading New Mobility: First, Last Mile and Micromobility
C2C Roundtable: When does the Continuity of Connectivity Become an Automotive Reality?	Roundtable: The Role of Powertrain to Providing Power to Energy Consumers	Roundtable: It's Alive! Gearing the Electrified Future
	Tech Talks	Roundtable: As CTOs of Tier I Suppliers, Where Are We Spending Our Resources?

- Company logo within the Leadership Summit. Examples are listed below for reference – at discretion of SAE:
  - Onsite AV screens or signage, Pre-event print and/or electronic mentions of sponsored Leadership Summit panels (ie: mobile app, agenda, etc.)
- Opportunity to provide printed collateral or giveaway item to be distributed as a seat drop immediately prior to sponsored panel(s). *SAE must provide prior approval of collateral and/or giveaway.*
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (15) One-day Full Conference Registrations \*\*

## EXPERIENCE SPONSORSHIPS

### Networking Lounge(s) in Exhibit Hall | \$15,000 each (Multiple Opportunities)

- Company logo within Networking Lounge area onsite\*
  - Lounge will feature seating and wireless device charging station
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (12) One-day Full Conference Registrations \*\*

### Start-up Pavilion | \$20,000 each (Multiple Opportunities)

- Company logo within Start-up Pavilion area onsite\*
  - Table displays will be provided for start-ups' products, technologies and/or concepts
- Sponsor(s) will have access to a private Pitch Pit area in which to schedule and host start-up company pitches
  - Pitches will be scheduled on a first come first serve basis
- Sponsor may be involved in development of stage schedule and/or management of pitch program(s)
- Sponsor will be involved in solicitation of and promotion to start-up communities
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (12) One-day Full Conference Registrations

### Networking Receptions in Exhibit Hall | \$20,000 each (Tuesday or Wednesday)

- Company logo on signage or other branded elements throughout the Exhibit Hall and food and beverage stations\*
  - Examples may include branded napkins, table tents, floor decals, etc.
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (6) One-Day Full Conference Registrations \*\*

## EXPERIENCE SPONSORSHIPS (CONTINUED)

### Continental Breakfasts in Exhibit Hall | \$12,500 each

(2 Opportunities) Tuesday or Wednesday

- Company logo on signage or other branded elements throughout the Breakfast area(s)\*
  - Examples may include branded coffee sleeves, napkins, table tents, floor decals, etc.
- Company to provide banner image and URL to hyperlink to company webpage (SAE to provide image specs)
- (3) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (6) One-Day Full Conference Registrations \*\*

### Afternoon Networking Breaks in Exhibit Hall | \$10,000 each

(2 Opportunities) Tuesday or Wednesday

- Company logo on signage or other branded elements throughout the Exhibit Hall\*
  - Examples may include napkins, snack containers (popcorn, roasted nuts, ice cream, etc), table tents, etc.
- (6) One-Day Full Conference Registrations \*\*

### WCX Mobile App | \$10,000 Exclusive Rate

Sponsor the WCX event app! The app will provide attendees with the most up to date information on the WCX networking activities, technical program, exhibitors and sponsors, and more!

- WCX Mobile App splash screen to feature sponsor-provided image (SAE to provide image specs)
- Sponsor to provide banner image and URL to hyperlink to sponsor webpage (SAE to provide image specs)
- One (1) push notification providing recognition to sponsor of the mobile app
- (3) One-Day Full Conference Registrations \*\*

## IMPRESSION SPONSORS

### Conference Tote bag | \$45,000 Exclusive Rate

- Company logo on bag distributed to WCX attendees\*
  - SAE will determine style of bag. Sponsor may choose color(s) from available options.
- Opportunity to provide (1) piece of promotional material to be inserted into the bag\*
  - Other sponsors may have the opportunity to provide tote bag inserts as collateral as well.
- Promotional material must be shipped to (at sponsor's expense) and received by SAE by provided deadline
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (9) One-Day Full Conference Registrations \*\*

### Conference Lanyards | \$45,000 Exclusive Rate

- Company logo on lanyards distributed to WCX attendees\*
  - SAE will determine style of lanyard. Sponsor may choose color(s) from available options.
- (10) Gala tickets. Each individual attending the Gala must have own ticket.
- (9) One-Day Full Conference Registrations \*\*

## IMPRESSION SPONSORS (CONTINUED)

### NEW! Earbuds | \$30,000 Exclusive Rate

- Pre-recorded message from sponsor or noting “sponsored by”
- Earbuds will be distributed to WCX attendees at The Leadership Summit on the Exhibit Floor\*
  - Sponsor logo will appear on attached radio
  - Radio can be used after show as AM/FM radio
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (9) One-Day Full Conference Registrations \*\*

### Registration | \$25,000 Exclusive Rate

- Company logo on pre-registration confirmations sent via email
- Company logo on the WCX Registration and Hotel & Travel webpages
- Recognition on the Hotel Reservation landing page (Housing Site Ad)
- Recognition on Hotel Reservation Confirmation correspondence (Housing Site Ad)
- Sponsor recognition, along with SAE recognition, on signage throughout the Registration area in TCF Center (formerly Cobo Center) Lobby
- Sponsor logo on either apparel or accessories worn by onsite registration staff\* (SAE to determine)
- (10) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (15) One-day Full Conference Registrations \*\*

### Technology Session Notepads & Pens | \$17,500 each (up to 6 opportunities)

Package could be customized to include additional branding / exposure within session meeting rooms.

Choice of available tracks: 1) Advanced Propulsion/Powertrain, 2) Automotive Electronics/Connectivity/IoT/Smart City, 3) Body/Chassis/Occupant and Pedestrian Safety Structure, 4) Design & Manufacturing, 5) Emission/Environment/Sustainability/Thermal Management, or 6) Materials and Lightweighting

- Company logo and/or tagline printed on notepads and pens for sponsored technology session(s)
- Opportunity to provide printed collateral to be placed in select rooms of sponsored technology topic(s)
- (3) One-Day Full Conference Registrations \*\*

### Charging Tower for wireless devices | \$7,500 each (Multiple opportunities)

- (1) charging tower to feature company logo on tower wrap or image area\*
  - Charging tower(s) will accommodate smart phones and tablets, and will have a lock feature for devices
  - Sponsor may choose from select area(s) identified by SAE in which to place branded charging tower
- Sponsor may provide video (no audio) to be looped on charging tower screen\*
- (3) One-Day Full Conference Registrations \*\*

### Conference Supporter | \$7,500 each (Multiple Opportunities)

- (5) Gala tickets. *Each individual attending the Gala must have own ticket.*
- (3) One-Day Full Conference Registrations \*\*
- Sponsor Recognition in applicable pre-event promotions\*
- Logo on WCX event site with a hyperlink to company URL
- Logo on all-sponsor signage onsite
- Logo in sponsor section of printed WCX directory\*
- Logo and 50-word (max) company profile in WCX mobile app sponsor directory



## IMPRESSION SPONSORS (CONTINUED)

### Cobo Center Signage (Exhibitor/Sponsor Add-On) | Contact for details & pricing

- Various branding options throughout TCF Center (formerly Cobo Center), featuring hanging banners, escalator clings, etc. Contact for positions, details and pricing.
- This add-on does not include any additional deliverables or sponsorship recognition.

### WCX Housing site ads (Exhibitor/Sponsor Add-On) | Contact for details & pricing

- Various online ad positions throughout the official WCX housing link pages and hotel reservation confirmations
- This add-on does not include any additional deliverables or sponsorship recognition.

### WCX Connect Directory Upgrades (Exhibitor Add-On) | Contact for details & pricing

- Upgrades can be accessed and paid for directly through your company's WCX Connect Directory Portal
- This add-on does not include any additional deliverables other than those listed.
- Sponsor recognition and deliverables are only applicable within the Online Directory and Mobile App.

Bronze Pkg	Upload company logo (visible on online & mobile app directories, and mobile app floor plan)	\$149
Silver Pkg	Bronze Pkg plus: Highlighted listing (online directory), Product Showcase, and Enhanced Listing (mobile app directory)	\$299
Gold Pkg	Silver & Bronze Pkgs plus: 2 Product Showcases w/Video, and Company Logo on all pages of WCX Connect	\$599
Platinum Pkg	Gold, Silver & Bronze Pkgs plus: 3 Product Showcases w/Video, and Banner ad on WCX Connect	\$999

### WCX Mobile App Banner Ad (Exhibitor/Sponsor Add-On) | \$1,000 each (up to 10 Opportunities)

- Company to provide banner image and URL to hyperlink to company webpage (SAE to provide image specs)
- This add-on does not include any additional deliverables or sponsorship recognition.

#### DELIVERABLE NOTES

\* Pending signed contract, payment, and necessary materials are received prior to applicable print, production & shipping deadlines as provided by SAE. If signed contract, payment, and materials are received after deadlines, appropriate adjustments will be made to deliverables and/or sponsorship rate.

\*\*Registrations receive one-day full conference access to technical sessions and Exhibit Hall activities during show hours. "Sponsor Recognition," unless specified, may be in the form of either company name in text, or logo at the sole discretion of SAE.

These sponsors were front and center to the  
9000 engineers and leaders at WCX 2019.



ON Semiconductor®

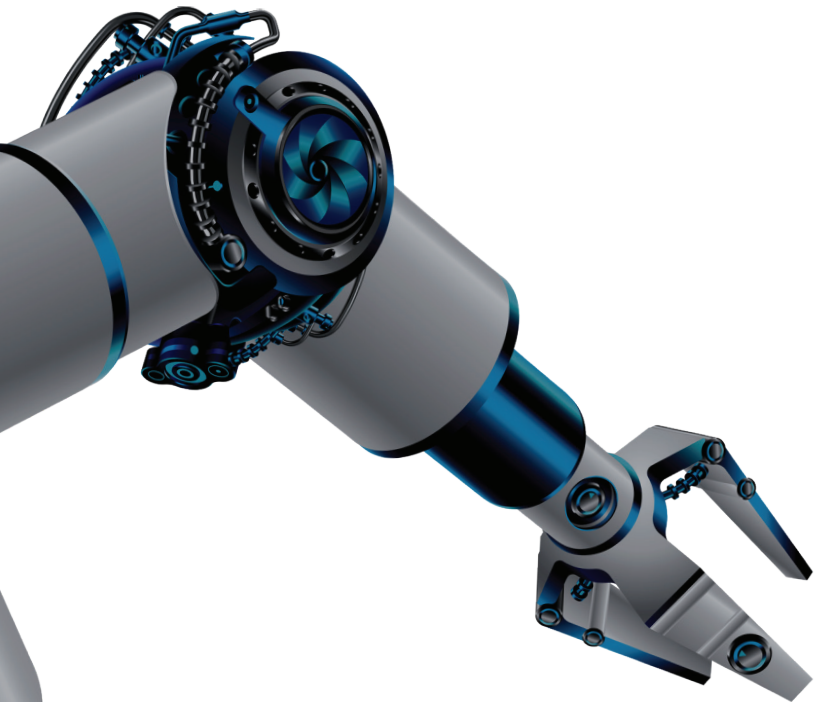


# SPONSOR

## Maximize Your Impact

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**To discuss these opportunities or to create a custom package to meet your company's objectives, contact:**

### Contact

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