39TH ANNUAL BRAKE COLLOQUIUM & EXHIBITION

October 17-20, 2021

Attend in Orlando, FL, or Online

PARTICIPATE IN AMERICA'S LARGEST BRAKE EVENT.

New Brake Technology.
New Event Format.
Double the Opportunities.

sae.org/brake
DOUBLE YOUR EXPOSURE

The Brake Colloquium & Exhibition is America’s longest running and largest gathering of brake professionals. Annually, more than 800 executives, decision makers, engineers, research institutions and academic professionals from around the world come together to discuss the science and future developments of brake technology.

In 2021, this event will be held both in-person and online, providing your organization broader opportunities to meet your business goals. Join us in-person in Orlando to reconnect with your existing customers face-to-face. Then, use your digital booth and/or sponsorship to engage with global influencers you could only meet digitally.

With this new hybrid approach, there are even more opportunities for you to meet your business goals.

WHO ATTENDS?
The Brake Colloquium and Exhibition attracts an elite collection of braking professionals from OEMs, suppliers, and research communities looking for recent developments in the braking industry.

INDUSTRIES OF FOCUS
• Commercial Vehicle
• Motorcycle
• Passenger Cars, Trucks & SUVs
• Performance and Aftermarket Vehicles
• Railway

“I attend the Brake Colloquium because it provides the most immersive yet most cost effective learning opportunity for brake industry professionals available anywhere in the world, and a rare platform to interface with colleagues across company lines to discuss topics of interest to the industry at large.”

Dave Antanaitis, General Motors
Nearly 80% of attendees from the 2019 event make or influence buying decisions for their organization.

YOUR AUDIENCE

2021 TECHNOLOGY FOCUS AREAS

- Friction Materials
- Raw Materials
- Disc and Drum Materials/Design
- Backing Plates
- Noise Shims and Grease
- Automotive Brakes
- Commercial Vehicle Brakes
- Railway Brakes
- Wheel Bearings/Seals
- Impact of Fuel Economy on Brake Design
- High Performance Brakes
- Electric/Electronic Braking
- Braking for Electric, Hybrids, and Automated Driving
- Testing and Measurement
- NVH
- CAE
- Fundamental Mechanisms of Friction and Vibration
- New Innovative Technologies/Products
- Actuator and Actuation Systems
- Calipers/Brake Corners/
- Wheel Bearings/Assembly
- Advancements in Wet Friction
- Brake Fluids
- Aftermarket Brakes and Components
- Regulations and Standards
- Emission and Environmental
- Manufacturing and Quality
- Brake Hoses
- Controls & Mechatronics for Hybrid and Conventional Vehicles
- AEB
- ADAS
- Other

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EXHIBIT

Our high-profile exhibit opportunities allow your products and services to be seen by key leaders, industry decision-makers, stakeholders, and potential buyers. With opportunities to exhibit both in-person and online, you will be able to:

• Demonstrate your products and services to executives, engineers, R&D professionals, and academia professionals.
• Generate opportunities for expanded business growth on a global scale through multiple lead generation functions within the platform.
• Forge connections with decision-makers and strengthen relationships with current customers.
• Position yourself as a leading partner in advancing technology across the brake industry.
• Maintain your competitive edge in front of suppliers, OEMs and professionals.
• Solidify your industry leadership status pre-event, during, and post-event.

Learn more at sae.org/brake/exhibit

SPONSOR

Sponsors at the Brake Colloquium & Exhibition generate new business opportunities, reconnect with current customers, establish new leads, and expand brand awareness.

Sponsoring at this event will allow you to:

• Solidify your industry leadership status pre-event, during, and post-event.
• Keep your organization top of mind in this competitive industry.
• Highlight a new product or announcement.
• Maintain your competitive edge in front of suppliers, OEMs and professionals.
• Create brand awareness.
• Earn respect and goodwill among your peers and competition.

Learn more at sae.org/brake/sponsor

For more information on exhibit and sponsorship opportunities, and to discuss solutions that fit your budget and needs, please contact:

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