



# 2021 COMVEC™ Technology Connection In-person *and* Digital Opportunities

September 14-16, 2021 ■ Hyatt Regency O’Hare Chicago ■ Rosemont, IL ■ USA *and* Online

**All Sponsors include visibility during the Digital *and* in-person event:**

- Company logo on the event sponsor webpage(s) with hyperlink to your website
- Company logo on the sponsor tab of the mobile app, if applicable, with short company description
- Company logo on all-sponsor appreciation signage and/or digital lobby and during technical program
- SAE to provide a digital promotional toolkit to help promote your involvement

## Digital Platinum Sponsor

**Pre-Event Webcast – EXCLUSIVE. Panel topic & title TBD in collaboration with sponsor and SAE**

**SOLD: Navistar**

- Headliner sponsor of the COMVEC webcast held prior to the online and in-person event
- Opportunity to suggest moderator and/or provide speaker recommendations to assist SAE with content development
- SAE to promote webcast through social media channels and email outreach with your company recognized as the sponsor
- Company logo to brand the look of the webcast in combination with SAE
- Recognition as the sponsor anywhere the webinar is promoted. Platform, timing and frequency at SAE’s discretion
- Opportunity to provide an audience poll question with real-time results to increase engagement, gather data, spark Q & A
  - Poll results also shared post-event with attendee contact information (mail list only)
- Opportunity to provide an mp4 video to play during the conference to highlight your company product or service
- Full attendee list of the webcast provided (mailing info only)
- Unlimited complimentary staff registrations for your employees to attend
- Two (2) COMVEC Digital Summit registrations with full access to the live and on-demand content

## Digital Gold Sponsor

**Daily Keynote Sponsor.....\$7,500 each**

- Logo recognition on PPT slide(s) of sponsored keynote as appropriate (opening slide(s), and Q&A slide)
- Verbal recognition by moderator in opening remarks of sponsored content
- Sponsor may provide an mp4 video (less than 90 seconds) to be played at open of sponsored keynote
- Opportunity to provide collateral for download, along with post event lead list of those who download
- Opportunity to provide poll question to be deployed during sponsored content with list of respondents’ contact information (mail list only) provided to sponsor post event
- Logo on event website where sponsored Keynote is featured or listed and any media promotion that applies
- Two (2) conference Digital Summit registrations with full access to the live and on-demand content

**Speaker Breakfast or Lunch.....\$7,500 each**

Provide a treat for the speakers and presenters of COMVEC

- Your logo will appear on invitations emailed to speakers and presenters of COMVEC by SAE
- SAE to provide discount code or coupon for Uber Eats, Grubhub, or other delivery method so participants can order a meal or snack from their favorite local eatery as a gift from your company
- Company profile and logo recognition on the COMVEC website
- Two (2) conference Digital Summit registrations with full access to the live and on-demand content

## Digital Silver Sponsor

**Daily Technology Session Sponsor - Tues, Wed, Thurs.....\$5,500 per day**

*\*Keynotes sold separately*

- Sponsor of your choice of panel topic, pending availability
- Logo recognition on PPT slide(s) of sponsored session(s) as appropriate
- Verbal recognition by moderator in opening remarks of sponsored content

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- Opportunity to provide poll question to be deployed during sponsored content with list of respondents' contact information (mail list only) provided to sponsor post event
- Logo on event agenda related to the sponsors content
- Opportunity to provide an audience poll question of related content during the technical presentation
- General analytics provided for the poll results in addition to contact/lead generation information for attendees that interact and agree to share their contact details
- Logo will appear on the agenda where sponsored content is listed on the website and platform
- One (1) conference Digital Summit registration with full access to the live and on-demand content

### **VIP Attendee Snack Box.....\$5,500**

- Work with SAE to reach your customized U.S. target audience, up to 100 people
  - Upgrades are available for additional purchase
- Include a personal printed message that you design in a specialty snack box (custom branding available) that is sent to the recipient list, based on your criteria
- SAE to coordinate the branding, printing, mailing etc.

## Digital Bronze Sponsor

### **Digital Reception *Tues or Wednesday*.....\$3,500**

A recap of the day's highlights and fun game or activity to help attendee's connect

- Opportunity to share closing remarks or guest moderator
- Sponsor may provide short video to be launched during the reception
- Sponsor logo recognition in digital lobby with hyperlink
- One (1) full conference Digital Summit registration with full access to the live and on-demand content

### **Commercial Break *multiple opportunities*.....\$3,500**

- Submit a commercial MP4 video to be played during the technical program
  - Video should be less than 2 minutes in duration
  - Placement of video is at SAE's discretion with sponsor's input
- Verbal recognition from the moderator to cue up the video
- Recognition on the COMVEC sponsor website with hyperlink to your website

## Digital Add-on Exhibitors and Sponsors Only

### **Product Spotlight *\*Available for Exhibitors and Sponsors only* .....\$2,500**

- Pre-record your commercial style "pitch" for your product or service related to event topics
  - Can be voice over PowerPoint *or* mp4 video, your choice
  - Not to exceed 15 minutes and be sure to include contact details
- Accessible by attendees with the OnDemand content to view during and 90 days post event
  - Lead list provided post event to include visitors of your content
- One (1) digital event registration with access to live and on-demand content
  - Connect and chat with attendees, build your network and schedule appointments
  - Advance access to the platform to create individual profile and initiate connection requests with registrants

### **Social Media Sponsorship (*Exhibitors & Sponsors Only*).....\$1,500**

*\*SAE Facebook or LinkedIn*

- Submit 2-3 sentences to best describe your company announcement including your product, solution or service for the event and this audience
- Include an image, hashtag and/or hyperlink to your press release or website to attract followers

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## In-Person Platinum Sponsor

**Tuesday or Wednesday Networking Lunch in exhibit hall.....\$20,000**

- Company name and/or logo on specialty signage
- Branded beverage napkins and table tents
- Recognition as the sponsor anywhere the lunch is promoted
- Company logo recognition on the website and the mobile app with a short company/product profile
- Three (3) full conference combo registrations with both in-person and digital event access
- Platinum Level recognition on sponsor appreciation signs at the event and mobile app

**Registration Area & Lanyards – Online AND In-Person.....\$20,000**

The registration area will feature your company name and/or logo in compliance with SAE branding guidelines

- Logo will appear on confirmation emails sent to all attendees who pre-register for the event and on the website Registration/Pricing page
- Special signage at Registration for added branding and recognition on-site and the Digital event
- Three (3) full conference combo registrations with both in-person and digital event access
- Platinum Level recognition on sponsor appreciation signs at the event and mobile app

## In-Person Gold Sponsor

**Concierge Club .....\$15,000**

Use for semi-private meetings, as a workstation or for casual networking

- Exclusive recognition as sponsor of the *invitation-only* Concierge Club
  - Premium food and beverage offerings daily
- Logo recognition on beverage napkins and table tent signage
- Tabletop provided to use for literature or other collateral or as a workstation to meet/greet VIP's
- Two (2) combo in-person & digital conference registrations with full access to live and On-demand content
- Opportunity to provide a branded gift to VIP attendees on-site *\*gift at sponsor's expense and with SAE's pre-approval*
- Gold Level recognition on sponsor appreciation signs at the event and mobile app

**Monday Welcome Reception or Tuesday Networking Reception**

**Monday – SOLD: Eaton Corp. Tuesday – SOLD: Navistar SOLD: CNH Industrial VIP(Invitation-Only) Reception**

- Company name and/or logo on reception signage and beverage napkins
- Company name recognition anywhere the reception is promoted
- Discrete signage with company name and/or logo at food/beverage areas
- Two (2) combo in-person & digital conference registrations with full access to live and On-demand content
- Gold Level recognition on sponsor appreciation signs at the event and mobile app

## In-Person Silver Sponsor

**Student and Young Professional Meet & Greet Social.....\$10,000**

Sponsor a private reception for upcoming commercial vehicle talent to come together in a casual social hour

- SAE to produce a branded gift for this group; collaborate with SAE to find the perfect item
- Customized event #hashtag to help connect before, during and after the event through social media
  - Your company can provide a prize for the best photo, video or favorite moment

**Mobile App.....SOLD: PACCAR**

- Company logo will appear as splash screen upon initial opening for all app users
- Sponsor to submit banner and URL for rotating banner
- 1 push notification per day
  - Content to be approved and scheduled by SAE
- Opportunity to provide up to 10MB of material for user download

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- Directory listing in app with company/product profile and logo recognition
- Company recognition on Mobile App signage throughout event

**Networking Lounge.....SOLD: Caterpillar**

*\*Network with SAE COMVEC™ members, speakers, presenters, and organizers in the lounge.*

*Sponsorship provides light refreshments and beverages throughout each day.*

- Sponsor signage in lounge
- Desk or table to station an employee representative within the lounge
- Opportunity to provide corporate literature for distribution in the lounge
- Sponsor logo printed on beverage napkins in the lounge
- Table tent signs placed throughout the food/beverage station(s) in the lounge
- Digital Platform:
  - Lead generation and contact details for any attendee engaging with content in the Lounge over the duration of the 3-day conference
  - SAE to promote visiting the Lounge with verbal reminders from moderators during live sessions, timing and frequency TBD and could include Q&A with speakers
  - Sponsor logo on event digital lobby with hyperlink to your webpage

**Guest Room Delivery; choose from a variety of options.....\$10,000**

- Sponsor a treat to be delivered, along with a message, branded item or goodie, to registered COMVEC guests in their hotel rooms at the host hotel
- Visibility on sponsor signage during both events, in-person and digital

## In-Person Bronze Sponsor

**Speed Mentoring Session.....\$7,500**

- Recognition as the sponsor wherever this is promoted through SAE channels
- Electronic copy will be provided by SAE for your team to publicize your involvement
- Provide up to 3 mentors for the speed-mentor session to be held during the conference

**Young Professional/Student Social Event\*.....\$7,500**

- Casual networking for the Young Professional group
- Recognition as the sponsor wherever this is promoted through SAE channels
- Opportunity for recognition in the SAE Engineering Student electronic newsletter, Momentum
- On-site recognition as the sponsor of the evening function, food and transportation

*\*Also includes a game or activity during the Digital Summit for Students*

**Sanitizing Station or custom Face Mask.....\$7,500**

Positioned in high traffic areas during the conference

- Your company logo branded on the stations or face masks for attendees to use and keep themselves and others healthy and safe during the conference

**Hotel Key Cards.....\$7,500**

- Company recognition as the sponsor of the Hotel Room Keys at the host hotel, The Hyatt Regency, O'Hare
- Submit your custom color artwork for the front of the keycard – distributed by the hotel staff to attendees that use the SAE hotel link for reservations upon check-in *\* Hotel/SAE to utilize back side of card*

**Morning or Afternoon Networking Break – 4 Opportunities.....\$7,500**

**1.) SOLD: Sears Seating**

- Specialty signage and 1 color logo imprint on beverage napkins during networking break
- Opportunity to have a small literature/banner display area during chosen break

**Morning Coffee/Beverage Station – 2 Opportunities.....\$7,500**

- Sponsor a coffee station in a session room, near your booth or other prime location

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- Branded beverage napkins and table tent cards
- Appropriate signage at beverage station

**Wi-Fi Sponsor**.....\$7,500

- Exclusive sponsor of Wi-Fi to all attendees, participants, exhibitors and fellow sponsors
- Company name/phrase to be used as the Wi-Fi network password
- Company URL to be the default home page for Wi-Fi users
- Logo promotion everywhere Wi-Fi is promoted by SAE; special signage

**Conference Pens & Notepads**.....**SOLD: AVL**

- Company name/logo on the conference pens and/or notepads distributed in various session rooms
- Your company artwork printed on tablets by SAE

## In-Person Conference Supporter

**Cell Phone Charging Locker - Multiple Opportunities**.....\$5,000

Attendees will seek out your branded kiosk to re-charge

- This is the perfect solution to build your custom overlay and digital branding. Positioned in high-traffic area(s) for maximum exposure for attendees to re-charge!

**Week-at-a-Glance Agenda – Both Online and In-Person**.....\$5,000

- Submit your custom 4-color corporate message to be printed and distributed in-person at Registration
  - Website and Online Agenda will have logo recognition only, with option to submit a short company video (less than 90 seconds) to be played during a technical session. Timing and position at SAE's discretion with your input
  - Logo recognition during the Digital Summit is included

## For Sponsors & Exhibitors Only - Advertising Opportunities

### Mobile App Advertising

*These opportunities do **not** include additional sponsorship deliverables or recognition.*

- Banner Ad (rotating with other sponsors) .....\$1,000 (limit 3 companies)
- 1 Push Notification.....\$850 (limit 2 companies per day)
  - Content to be approved and scheduled by SAE

**Advertising Banner/Clings - Multiple Opportunities** .....**Call for pricing**

Directional footprints, company fun facts, product advertising

- Company name/logo promoted with visual print advertising on space surrounding the conference with your custom artwork ~ windows, columns, bathrooms, escalator, elevator etc.
- Company recognition on sponsor page of the mobile app with company/product profile
- Sponsor recognition on the COMVEC sponsor webpage with a hyperlink to your website
- Recognition on sponsor appreciation signage throughout event

**To discuss the vast array of solutions available to help meet your company's goals, contact:**

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