COMVEC™
ON-HIGHWAY | OFF-HIGHWAY | DEFENSE

September 14-16, 2021
Attend in Rosemont, IL, or Online

2021 Theme: Energy, Sustainability, and the Future of Commercial Vehicle Transportation

sae.org/comvec
REVOLUTIONIZING THE ROAD AHEAD

Double your brand exposure at the commercial vehicle industry’s largest North American technical event. Held both in-person and online, you’ll engage with the industry’s preeminent decision makers in Chicago while expanding your presence with a digital booth. Hosted by the global leader in technical learning, COMVEC draws leaders looking to you for innovations that improve vehicle efficiencies, overcome market challenges and reduce capital expenditures.

“COMVEC is giving us the opportunity to talk to engineers and businesses that are trying to grow. We want to educate everybody about what we’re doing and create a demand so we can start partnering and collaborating. We’ve been able to talk to several of the large trucking OEMs and we’ve had pretty good success.”

— Todd Offer, Head of Sales, Connected Transport – Americas
DOUBLE YOUR EXPOSURE

By joining us in Chicago, you’ll reconnect in person with your biggest customers. Then use your digital booth to engage with global influencers you could only meet digitally. With this new hybrid approach, there are even more opportunities to meet your business goals. Sponsorship and exhibit options are available both in-person and digitally to expand your reach and maximize your ROI.

ATTENDEES

Represent All Segments and Technology Areas of the Commercial Vehicle Industry

- On-Highway
- Off-Highway
- Commercial Vehicle
- Military
- Agricultural
- Construction
- Industrial
- Mining
- Heavy/Medium Duty Trucks

MEET YOUR BIGGEST INFLUENCERS

- 97% of attendees visit the exhibit hall
- 94% satisfaction rating from past exhibitors
- 90% of attendees are likely to attend again
- 56% of attendees have 11+ years industry experience
- 55% executives and management in attendance make or influence buying decisions for their organizations

Top Companies Represented*

AVL, Allison Transmission, CNH, Cummins, Eaton, Navistar, Paccar, Ricardo, ZF

*Representation in 2019 and 2020

2021 Technology Focus Areas

- Environment, Regulations, and Infrastructure
- Overall Life Cycle Analysis
- Alternative & Renewable Fuels
- Low NOx
- Product Development - Vehicles of the Future
- CV Electrification Evolution
- Challenges with Testing of Connected & Autonomous Commercial Vehicles
- ADAS
- Information - Big Data and Its Impacting
- Digitized Workforces
- Big Data for Connected & Autonomous Commercial Vehicles
- In-house Engineering vs Outsourcing

“Being an exhibitor these past couple years at COMVEC has been extremely helpful for my business. It allows us to improve existing relationships or make new connections with automotive engineers.”

— Bill Austin, CEO and Owner, Bill Austin & Associates
Michael Weinert
SAE Commercial Vehicle Sector
Vice President
John Deere (Retired)

2021 EXECUTIVE COUNCIL

Mehdi Ahmadian
Virginia Tech University

Elma Avdic
Cummins Inc.

Craig Barnes
CAB Consulting LLC

Rod Beazley
Excel Engineering

Alan Berger
Consultant

Darcy Bullock
Purdue University

Frederick M. Cartwright, Jr.
Pruv Mobility Ecosystem

Charles Chilton
Navistar Inc.

Mike Clement
AVL

Michael Connolly
Robert Bosch LLC

Willard Cutler
Corning Inc.

Robert Dolan
IAV Automotive Engineering Inc.

Mihai Dorobantu
Eaton Vehicle Group

Michael Doseck
daVinci Technology Group Inc.

Ash Dudding
Hendrickson Truck Suspension Systems

Kevin Duffy
Caterpillar Inc.

Benjamin Duprey
Mechanical Simulation Corp.

Jeremy Freznick
Dana Inc

Edward Frutig
Ricardo North America

Richard Hanowski
Virginia Tech Transportation Institute

Craig Henriksen
FEV North America Inc.

Richard Holloway
CNH Industrial

Kenneth Howden
U.S. Department of Energy

Robb Janak
Jacobs Vehicle Systems

Peter Jarrus
Lydall Performance

Mark Jensen
Vector North America

Wensi Jin
MathWorks

Gustav Johnson
AVL Powertrain Engineering Inc.

Michele Kaiser
Deere & Company

Nand Kochhar
Siemens

Kevin Klueemer
Allison Transmission Inc.

Satish Kumar
KPIT Technologies Ltd.

Andrew Lund
Toyota Fuel Cell Commercial Vehicle

Chris Mays
BorgWarner

Philip McEwen
Continental Corp.

Robert Merrion
Allison Transmission

Rob Messina
Oshkosh Corporation

Kent Meyers
CNH Industrial

Ryan Milburn
Allison Transmission

Giorgio Rizzoni
Ohio State University

Dave Rodgers
Power Solutions International

Brian Routhier
Federal Motor Carrier
Safety Administration

Gary Schmiedel
Sareja LLC

Stephen Sears
Sears Manufacturing Co.

Ethan Seifer
Cummins Inc.

Navtej Singh
Navistar

Landon Sproull
PACCAR Inc.

Srinivasa Srinath
CGN & Associates

Phil Stephenson
PACCAR Technical Center

David Stout
Global Electronics Ltd.

Daniel Styles
Ford Motor Co.

Stephan Tarnutzer
AVL Engineering, Inc.

Jim Turney
Daimler Trucks North America LLC

Jacie Unpingco
PACCAR Technical Center

Prachi Vakharia
SafeAI Inc.

Peter Waeltermann
dSPACE Inc.

Graham Weller
Horiba Automotive Test Systems Corp.

Kevin West
Volvo Group Trucks Technology

Daniel Williams
ZF

Lawrence Williams
Aptiv
EXHIBIT BOOTH PRICING

$4,000 per standard 10’x10’ exhibit space + $250 per exposed corner

Fee Includes:
- Draped 8’ back wall and 3’ side rails (excluding Islands or bulk space)
- Booth identification sign (excluding Islands or bulk space)
- Two (2) Full Conference Booth Personnel Registrations per 10’ x 10’
  (Includes admittance to keynotes, technical sessions, exhibition, lunches on
  the exhibit floor, networking breaks and copies of oral only presentations)
- Company listing in the mobile app and online Exhibitor Directory
- One virtual booth, if desired, as a compliment to the in-person event;
  includes 2 comp passes to the digital platform

Looking to build brand awareness and recognition?

High visibility sponsorship opportunities are also available. Contact our sales
team for a package designed to meet your unique goals and budget.

Megan McCoy
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GET STARTED