Sponsorship & Exhibit Opportunities

SAE’s On-Board Diagnostics events have become the industry’s relied-upon resource for regulatory updates and standards reviews for light- and heavy-duty emissions controls.

sae.org/obd-na  Stay connected to this important audience.
Express Your Leadership.

On-Board Diagnostics Digital Summit-Americas (OBD-Americas) will return as a digital summit in 2021 – giving you boundless ways to elevate your industry leadership and align your brand with the biggest players in OBD.

Digital events allow you to:

- Reach a potentially larger audience and increase leads
- Decrease operational and labor costs
- Enable flexibility to connect with attendees

You can showcase your latest products through a digital exhibit or boost your brand awareness through a high impact sponsorship – or create the ultimate reach by investing in both!

Exhibiting Opportunities
Exhibiting online is an extremely effective way to showcase your solutions to attendees that will be actively seeking the latest innovations and technologies. Place your products front and center – and alongside your competitors!

Sponsorship Opportunities
We have designed a variety of sponsorship opportunities that suit all budgets and objectives. From large packages to a-la-carte offerings, there is a multitude of ways to display your brand depending on your organization’s customized goals and budget. Opportunities start at $1,500.

“Nowhere else will you find such a mix of OBD technical experts, global regulators, suppliers and OEM’s. The content is always rich and the interactions are priceless.”

Justin Owen, Cummins Inc. Product Compliance – Director
Exhibitors and Sponsors can expect:
- Recognition on the OBD-Americas website
- Recognition in the digital platform
- Outbound marketing efforts, such as attendee prospecting emails
- Exposure in show daily emails
- Full access to technical content & networking opportunities

Tech topics covered at the event:
- CARB and global regulatory updates and future plans
- Light- and heavy-duty OBD updates
- China standards and regulations update
- Hybrid powertrain OBD developments
- EV developments
- Testing and modeling
- Standards review
- Zero-emissions vehicles (ZEV)

Past participating companies & agencies:
Audi | BMW | CARB | Cummins | Daimler | EPA | European Commission | FCA | Ford | Honda | Hyundai | GM | IAV | Magna | Mahindra | Mazda | Nissan | Roben Automotive | Robert Bosch | Subaru | Volkswagen | Volvo

Who you will reach:
OEMs | Regulators | Government Representatives | Standards Developers | Component Suppliers | Researchers & Developers | Manufacturers | Engineering Management | Other Noted OBD Authorities

Want to double your reach for less?
Participate in both OBD-Americas and OBD-Europe to receive a bundling discount! Contact the sales team to learn more about this offer.

Contact me today to participate.
Opportunities are limited.
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