

All Sponsors include visibility:

- Company logo on the event sponsor webpage(s) with hyperlink to your website
- Company logo on all-sponsor appreciation PP slide during the technical content
- Logo recognition on the digital lobby with hyperlink to your website
- SAE to provide a digital promotional toolkit to help promote your involvement

Digital Platinum Sponsor

Pre-Event Webcast or Workshop *EXCLUSIVE*.....\$10,000

Content and Topics - TBD in collaboration with SAE

- Headliner sponsor of the PFL 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 the webcast
- Two (2) PFL Digital Summit registrations with full access to the live and on-demand content

Digital Gold Sponsor

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

1. John Wall, Achates 2.TBD, CARB 3. Koichi Nakata, Toyota

- 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) PFL Digital Summit registrations with full access to the live and on-demand content

Digital Silver Sponsor

Registration\$5,000

- Your logo will appear on confirmation emails sent to all attendees by SAE
- Logo recognition on the Registration page of the PFL website
- One (1) PFL Digital Summit registration with full access to the live and on-demand content
- Sponsor recognition on the PFL sponsor webpage with short company/product description and hyperlink to your website
- Company recognition on all-sponsor signage during the digital conference for the duration of the event

Daily Technology Panel Session Sponsor.....\$5,000 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

SAE 2021 Powertrain, Fuels & Lubricants Digital Summit

Online, EST, September 28-30, 2021

- Opportunity to provide short mp4 video and/or 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
- 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) PFL Digital Summit registration with full access to the live and on-demand content

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.....\$2,500 (up to 4 opportunities)

- 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 PFL sponsor website with hyperlink to your website
- Logo recognition on the digital platform landing page with hyperlink

Digital Conference Supporter

Symposium Supporter.....\$1,500 (multiple opportunities)

- Logo on all-sponsor lobby banner of digital event
- Logo on PFL event website with hyperlink to your webpage

Discover new ways to put your message and brand in front of this PFL audience.

Let's build an affordable, effective package together!

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