



sae.org/brake

40 YEAR ANNIVERSARY

BRAKE COLLOQUIUM & EXHIBITION

September 25 – 28, 2022 | Grand Rapids, MI

Participate in North America's
Longest Running and Largest
Gathering of Brake Professionals.

Exhibit. Sponsor. Attend.

Who Attends

800+ executives, decision makers, engineers, research institutions and academic professionals from around the world gather to discuss the science and future developments of brake technology.



Industries

- Commercial Vehicle
- Motorcycle
- Passenger Cars, Trucks & SUVs
- Performance and Aftermarket Vehicles
- Railway



Focus

- Brake friction and materials
- Noise, vibration, and harshness
- Testing
- Quality control
- Emissions
- Brake actuation
- Technology, rotors and calipers
- Brake actuation
- Electric and hybrid
- Research and development
- Engineering
- Aftermarket
- High performance
- Sales and marketing

90%

of attendees plan to return for a future event

78%

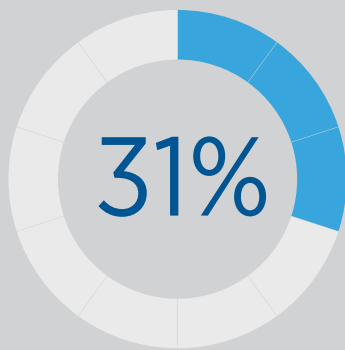
of attendees influence, recommend, or have final decision authority

75%

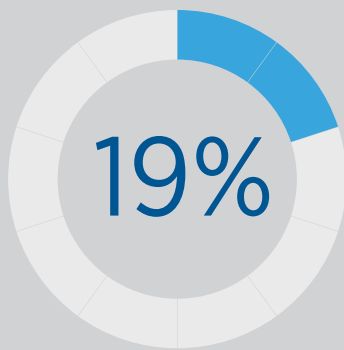
of attendees have 6+ years of industry experience

Source: 2021 BRAKE event survey

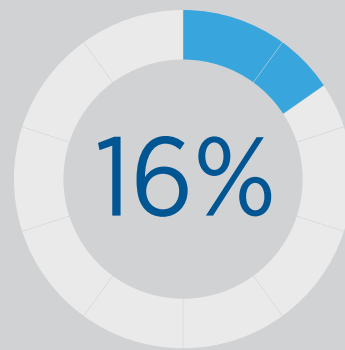
Job Titles



Managers



Directors



Executive/C-Level

2022 Technical Program Topics

- 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



Position Your Company as a Braking Expert

SAE's Brake Colloquium & Exhibition brings 40 years of advancements and innovation in braking systems and technology. This is your best opportunity to showcase your organization's expertise through direct exposure to a highly qualified audience immersed in the science and technology of brake development for light, medium, and commercial vehicle technologies.



Exhibit

Our high-profile networking-oriented exhibit opportunities allow your brand, products and services to be seen by key leaders, industry decision-makers, stakeholders, and potential buyers.

Rate: \$3,750.00 per 10'x10' exhibit space, PLUS \$250 per exposed corner. Fee includes:

- Four (4) Full Conference Booth Personnel Registrations (admittance to symposia, technical sessions, exhibition, lunches, networking breaks and copies of oral only presentations) and/or mobile app and online exhibitor directory
- Company listing in online exhibitor directory
- Company listing and profile in mobile app (pending deadlines)

Sponsor

Invest in a high-visibility sponsorship that is both cost effective and a powerful solution for increasing your on-site presence. A wide variety of options at different price points are available to fit any budget.

Company/logo recognition:

- Event website
- Email promotions
- Mobile app
- Sponsor signage on-site



Annual BRAKE Golf Outing Sponsorship Opportunities

There is no better place to be seen than on the green! Capture the attention of BRAKE attendees at our annual networking golf outing, held Sunday, September 25 at Thornapple Point Golf Course. This popular networking function is always well-attended so reach out to our sales department now!

NEW! Pub Crawl Sponsorship Opportunities

Participate in our first ever Brake Colloquium & Exhibition Pub Crawl! This ticketed networking event will be held on Monday evening, September 26. The Crawl includes a walking tour of local pubs, a poker walk, giveaways, and a pizza party. Multiple sponsorship opportunities are available for this event.



“Every year, the interactions with speakers and exhibitors at this event generate new ideas and directions we can take to further improve our products. This opportunity to learn from and connect with other experts in the industry is priceless!”

-2021 BRAKE attendee

Thank You to Our 2021 Event Sponsors!

Gold



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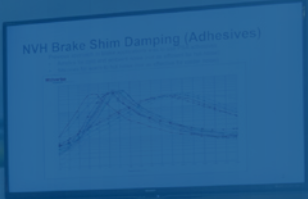
Silver

CBMM | Niobium N5



Bronze





Conference Supporter



Golf



Official Media & Publication Sponsors

The BRAKE Report™

AUTOMOTIVE
ENGINEERING

“Best networking opportunity in USA and best place in USA to be informed about new technology trends in industry.”

-2021 BRAKE attendee



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

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