



# SAE 2022 Government/Industry Meeting

January 18-20, 2022 ■ Washington Convention Center ■ Washington, D.C. and ONLINE  
Co-located with the D.C. Auto Show

### All sponsors receive visibility during the event

- Recognition on the slide show presentation prior to start of sessions
- Recognition on sponsor signage throughout the event
- Recognition on the Government and Industry Meeting website with hyperlink
- Recognition on the sponsors' page of the G & I Meeting mobile app

**\*Contact me to add Registration and SAE memberships to your package!**

## Platinum Level

### Daily Lunch ~ 2 opportunities.....\$20,000

- Recognition as a Platinum Level Lunch Sponsor Wednesday or Thursday from the moderator during the speaker introduction
- Opportunity to share a brief company commercial video about your product/service as people take their seats; mp4 video no more than 10 minutes
- Reserved VIP seating at the sponsored lunch for up to 3 Executives
- Social Media Interview
  - The SAE team will interview your corporate executive for an editorial to be published in social media content, or other method as determined by SAE in conjunction with the event promotion.  
*\*Content should be related and appropriate to this event.*
- Prominent display of logo on sponsor signage at the luncheon as well as other sponsor recognition signage during the meeting
- Three (3) complimentary registrations; including lunches – one with VIP reserved seating
- Logo printed on appropriate day's lunch ticket; if applicable
- Sponsor recognition on table signs during luncheon

### Welcome Reception with Student Displays.....**HOLD: Toyota Motor**

- Recognition as a Platinum Level host of the Wednesday Networking Reception
- Support future engineers by sponsoring this student activity with recognition everywhere this is promoted within SAE media
- Opportunity to meet with students, hear about their projects and provide company "swag" giveaways/prizes
- Three (3) complimentary registrations; including lunches
- Sponsor appreciation signage at the Reception
- Beverage napkins and table cards with company logo displayed throughout reception

## Gold Level

### Pre-Event Webcast – EXCLUSIVE.....\$10,000

#### Panel topic & title TBD in collaboration with sponsor and SAE

- Headliner sponsor of the GIM event teaser webcast with 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
- Opt-in attendee list provided of the webcast
- Unlimited complimentary staff registrations for your employees to attend the webcast
- Two (2) Government/Industry Meeting registrations with full access to the live and on-demand content

**Cyber Security Workshop.....\$10,000**

- Recognition as a Gold Level Sponsor everywhere the Workshop is promoted. SAE and NHTSA co-host this event
- Opportunity to share an mp4 video as people take their seats; not to exceed 10 minutes
- Opportunity for seat drop of up to 2 pieces of collateral or notepad/pen \*at sponsor’s expense
- Tabletop display space in room or foyer for literature and/or giveaway display
- Prominent display of logo on signage during the event as well as other sponsor recognition signage during G/I

**Congressional Directory.....HOLD: Volkswagen Group of America**

This is a unique opportunity for one company to provide attendees with this important and vital networking tool of contact information for the 117th Congress 2nd session, 2022. Design & deliver your black/white corporate message on the back cover on this easy-to-use reference guide. ~ to be mailed after April 15<sup>th</sup> to all registered 2022 G/I North American attendees

- Two (2) complimentary full conference registrations; including lunches

**Keynote or Panel Discussion.....\$10,000**

SAE Volunteer Organizers invite speakers and plan the program. This is your opportunity to align your company logo with the technology topic and brand recognition.

- Logo recognition as the host of the content with visibility everywhere it’s promoted. Your choice of panel topic, pending availability
- Company logo recognition on free-standing signage on the stage and/or entrance
- Your promotional video to loop as people take their seats
- Brief welcome remarks from the podium from your company representative
- Two (2) complimentary full conference registrations; including lunches
- Opportunity to provide hand-out and/or literature to attendees on seats; printing/shipping at sponsor’s expense

**Silver Level**

**Sanitizing Station(s) or custom Face Mask.....\$8,500**

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

**Registration and Lanyards.....\$8,500**

Lanyards with your corporate slogan, web address and/or logo ~ to be distributed at Registration

- Acknowledgement on the registration web page as the sponsor for both the in-person and digital event
- Recognition in registration email promotion; pending deadlines
- Corporate logo will be printed on all registration confirmation letters



**Mobile App.....SOLD: Continental**

- 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 with content to be approved and scheduled by SAE
- Company recognition on Mobile App signage throughout event
- One (1) complimentary conference registration; including lunches

**Daily Continental Breakfast ~ 2 opportunities.....\$8,500**

**HOLD 1) Nissan HOLD: 2) Honda**

- For in-person attendees, host the daily hot continental breakfast (*your choice of Wednesday or Thursday; pending availability*)
- Beverage napkins and table cards with company logo displayed
- Sponsor appreciation signage at the break and other signage throughout the meeting

**Bronze Level**

**Coffee Station (Multiple Opportunities).....per day \$5,000 or \$3,500 ½ day**

**Wed- SOLD: Mazda**

Be the host of a Wednesday or Thursday coffee service station to keep attendees focused!

- Paper beverage cup or sleeve with your company logo imprint
- Beverage napkins and table cards with company logo displayed
- Opportunity to provide printed materials at the station on your sponsored day(s)
- Sponsor appreciation signage at the station and other signage throughout the meeting

**NEW! Tuesday Meet & Mingle Reception Station/Bar Host.....\$5,000**

- Recognition as the host of a Tuesday Opening Reception Bar
- Tabletop display, literature display or demo space
- Specialty sponsor appreciation signage
- Beverage napkins and table cards with company logo displayed throughout reception

**Technical Track Seat Drop (Multiple Opportunities) .....\$5,000 each**

- Opportunity to provide up to 2 pieces of printed literature on the seats of your chosen technology topic
  - Printing and shipping costs are at the sponsor’s expense
- Opportunity to provide a free-standing banner for display near the podium/stage or entrance

**Water Stations..... SOLD: Subaru of America**

Receive recognition on the water coolers throughout the event

- Paper beverage cup with your company logo imprint
- Prominent display of logo on sponsor recognition signage at the meeting
  - **Upgrade Option:** Take-away branded water bottle with logo imprint.....\$7,500

**Week-at-a-Glance Agenda.....HOLD: InterRegs**

Submit your custom 4-color corporate message to be printed on the week’s agenda and distributed at Registration

- Logo printed on front; full backside space for your message



**Conference Pens and /or Notepads.....\$3750 each or \$5000 for both  
Tablets HOLD: Novation Analytics**

Design your own company message or product details on a notepad to be made available in the technical session rooms. Or, a personalized pen that will get your business noticed.

- Design a company message on a notepad and/or pen to be distributed to attendees in the technical session rooms – to be printed by SAE.

**Concierge Bag & Coat Check.....\$3750**

- Logo recognition on sponsor appreciation signage prominently staged in the Coat Check area
- Specialty Signage displayed with company recognition as the sponsor
- One (1) complimentary full conference registration (including lunches)
  - **Upgrade Option** add individually wrapped candies with your company logo.....\$4,500

**Conference Supporter**

**Friend of the Industry.....\$2,250**

- Shared sponsorship to show your organization’s support
- Company name and/or logo recognition all-sponsor signage in -person and online
- Recognition in the mobile app and on the event sponsor webpage with hyperlink to your web address

**Additional Opportunities for Exhibitors & Sponsors Only**

**Meeting Room.....\$750 USD per day**

- First room set is included; all catering, A/V and other needs should be secured directly with the facility at the Exhibitor/sponsor’s expense. No overlap with SAE’s networking functions will be approved.

**Mobile App Advertising**

- 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

**Contact me to collaborate on a custom solution to reach this unique audience:**

**Megan McCoy  
Event Sales - SAE International**

**m** +1 412.992.6518   **o** +1.888.875.3976 (Toll Free)   **o** +1.724.772.4086 (Outside U.S. and Canada)  
**e** [megan.mccoy@sae.org](mailto:megan.mccoy@sae.org)  
[www.sae.org](http://www.sae.org)