



# Sponsorship Opportunities



April 5-7, 2022  
Huntington Place - Detroit, MI

## SPONSORS RECEIVE THE FOLLOWING DELIVERABLES IN ADDITION TO THOSE LISTED WITH SPECIFIC PACKAGES:

- Priority Points towards company accumulated total for WCX 2023 booth rebooking and sponsorship renewal
- Sponsor Recognition in pre-event promotions as applicable\*
- Company logo on WCX event site with a hyperlink to company URL
- Company logo in sponsor section of official event guide\*
- Company logo with company profile in WCX mobile app sponsor directory

### DELIVERABLE NOTES

\* Pending signed contract, payment, and necessary materials are received **prior** to applicable print, production & shipping deadlines as provided by SAE. If signed contract, payment, and materials are received after deadlines, appropriate adjustments will be made to deliverables and/or sponsorship rate.

\* Registrations receive one-day full conference access to technical sessions and Exhibition (and all hall activities) during show hours.

"Sponsor Recognition", unless specified, may be in the form of either company name in text, or logo at the sole discretion of SAE.

## VIP Engagement

### Banquet

**\$50,000 Exclusive Rate**

- Company logo on Banquet tickets\* (along with other Banquet-related sponsors' name(s)/logo(s) as appropriate)
- Company logo on front cover of the Banquet Program\*
- Back cover of Banquet Program to be reserved for an ad provided by Sponsor\*
- Company logo on signage at the entrance to the Banquet\*
- Sponsor recognition on the Special Events/Banquet webpage
- Opportunity to provide a 45-second max .mov file (with audio) to run prior to the opening of the Banquet, as attendees are entering room
- Recognition from the podium by the WCX Chair
- Opportunity to provide gifts (at sponsor's expense) to Banquet attendees - *Optional*
- Twenty (20) Banquet tickets. *Each individual attending Banquet must have own ticket.*
- (20) One-Day Full Conference Registrations \*\*

### Honored Guest Reception

**\$50,000 Exclusive Rate**

*Invitation-only reception held prior to the WCX Banquet for over 200 invited Honored Guests, includes representatives from OEM and top-tier suppliers - CEO's and other top executives and engineering managers within the industry.*

- Company logo on Save the Date and invitations\* (along with other Banquet-related sponsors)
- Company logo on signage or other branded elements throughout the Reception area\*
- Company logo on drink ticket(s)\*
- Opportunity to provide .mov file to be played on screen positioned near the entrance
- Opportunity for up to (4) individuals of appropriate level within sponsor organization to attend Reception



# Sponsorship Opportunities

- Ten (10) Banquet tickets. *Each individual attending Banquet must have own ticket.*
- (15) One-day Full Conference Registrations \*\*

## VIP Check-in and Concierge Club

**\$50,000 Exclusive Rate**

- VIP Check-in
  - Sponsor recognition included on SAE invitations sent to VIPs prior to WCX
  - Sponsor recognition on VIP Check-in signage onsite @ the Concierge Club
- Concierge Club
  - Opportunity for sponsor to provide static display (6'x6' max area) and/or video to be featured on a monitor within the Concierge Club
  - Sponsor will have access to small private meeting room within access to/from Concierge Club (furnishing and set up will be at expense and coordination by sponsor)
  - Company logo on outside of structure positioned in Exhibit Hall
  - Company logo on beverage napkins, coffee cups and/or coffee sleeves
  - Breakfast, Lunch and beverages will be available daily, Tuesday – Thursday, for those who are registered appropriately and have Concierge access only. *Escorting individuals not of appropriate level is not allowed.*
- One (1) Banquet table (seats 10)
- Ten (10) VIP passes – provides full conference access Tuesday – Thursday, in addition to access to VIP Check-in services and the Concierge Club. No other passes as part of package receive VIP Check-in or access to Concierge Club.
- Twenty (20) One-day Full Conference Passes (these passes do **not** include VIP check-in or Concierge Club access)

## Hospitality Suites

**\$ varies – Contact for details & pricing**

- Use of private meeting room at Huntington Place to host customers, meetings, proprietary displays, etc.
  - Activities and use of room should not include workshops or technical presentations that conflict with SAE technical programming or during scheduled networking functions
  - Company name and room number will be included in print and/or electronic directory; however, company may choose whether to have SAE indicate as “invitation-only” or “by appointment only”
- No sponsor recognition or any other deliverables are associated with this add-on

## Thought Leadership

Secure your company’s position within the industry by sponsoring one of WCX’s thought leadership forums! Several of which include the opportunity for your organization to submit a speaker recommendation for consideration.

## The Leadership Summit Marquee

**\$100,000 Exclusive Rate**

### Co-sponsorship opportunities available – minimum of (3) at \$40,000 each

- Company logo within the Leadership Summit during non-sponsored panels, and static signage. Examples are listed below for reference – at discretion of SAE:
  - Static signage, Onsite AV screens or signage, Pre-event print and/or electronic mentions of The Leadership Summit at discretion of SAE (ie: mobile app, agenda, etc.)
- Access to The Leadership Summit Green Room for networking
  - Access to the Green Room is limited to executives only from sponsoring company.
  - Green room is not to be used as company or personal meeting room or space – meeting room(s) or separate space may be contracted for meeting needs.
  - Branded elements throughout Green Room - examples listed, however final selection of items will be at the discretion of SAE: such as table tents, coffee sleeves, or napkins.
- (20) Twenty Banquet tickets. *Each individual attending the Banquet must have own ticket.*  
(Co-sponsors will receive (10) Banquet tickets per company)



# Sponsorship Opportunities

- (20) One-day Full Conference Registrations \*\* (Co-sponsors will receive (10) one-day full conference registrations)

## Keynote(s)

**\$30,000 each (2 opportunities)**

### Keynotes will present at The Leadership Summit

- Sponsor recognition, examples are listed below for reference – at discretion of SAE:
  - Onsite AV screens or signage, Pre-show print and/or electronic mentions of Keynote(s) at discretion of SAE (ie: mobile app, agenda, etc.)
- Opportunity to provide printed collateral piece or giveaway item to be distributed as a seat drop during Keynote presentation(s). *SAE must provide prior approval of collateral and/or giveaway.*
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (15) One-day Full Conference Registrations \*\*

## Learning Lab

**\$30,000 Exclusive Rate**

- Sponsor recognition on the following, at discretion of SAE\*
  - Logo on branded signage or other elements may be used within the Learning Lab
  - Print and/or electronic mentions of Learning Lab (ie: mobile app, agenda, etc.)
- Sponsor may secure up to (3) separate 20-minute timeslots to deliver presentations and Q&A at the Learning Lab in the Exhibit Hall
  - Exhibitors must provide presenter's name, position, contact information, and title of presentation
  - Timeslots will be assigned and confirmed by SAE at its discretion based on time preference availability
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (12) One-day Full Conference Registrations \*\*

## Knowledge Bar

**\$20,000 Exclusive Rate**

- Company logo within the Knowledge Bar area\*
  - Branded signage or other elements may be used within the Knowledge Bar at discretion of SAE
  - Print and/or electronic mentions of Knowledge Bar at discretion of SAE (ie: mobile app, agenda, etc.)
- Sponsor may submit bio and brief topic description of subject matter expert(s) for *consideration* as part of the Knowledge Bar lineup. Information to be reviewed and vetted by advisory team.
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (12) One-day Full Conference Registrations \*\*

## Learning Lab Presentations

**\$1,000 each (Multiple opportunities)**

- (1) 20-minute timeslot to deliver presentation and Q&A at the Learning Lab in the Exhibit Hall
  - Exhibitors must provide presenter's name, position, and title of presentation
  - Timeslots will be assigned and confirmed by SAE at its discretion based on topic & daily agenda
- No sponsor recognition or any other deliverables are associated with this add-on

## Leadership Summit Panels

**\$10,000 each (up to 11 opportunities)**

- Company logo within the Leadership Summit. Examples are listed below for reference – at discretion of SAE:
- Onsite AV screens or signage, Pre-event print and/or electronic mentions of sponsored Leadership Summit panels at discretion of SAE (ie: mobile app, agenda, etc.)
- Opportunity to provide printed collateral piece or giveaway item to be distributed as a seat drop immediately prior to sponsored panel(s). *SAE must provide prior approval of collateral and/or giveaway.*
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (15) One-day Full Conference Registrations \*\*



# Sponsorship Opportunities

## Networking / Attendee Experience

Add to the overall event “buzz” and engagement while maximizing your company’s onsite ROI through sponsorship of one of our networking / attendee experience packages. Each of these packages allows you to showcase your company’s personality and to support your company’s own initiatives (ie: student development / YPs, recruitment, technology disruptors)

### Autonomous Demo

**\$20,000 each (Multiple Opportunities)**

- Space TBD (either inside Huntington Place or on street immediately outside of facility)
- Space for welcome counter (to be coordinated and/or provided by company) to staff a company representative, schedule rides, and capture via lead retrieval
- (1) complimentary lead retrieval unit (hand held scanner unit)
- Recognition on directional signage – SAE will determine type, qty, size and location of directional signage.
- Recognition in pre-event Know Before You Go correspondence and other pre-show promotions, website and mobile app as deemed appropriate by SAE
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (20) One-day Full Conference Registrations \*\*

### Exhibit Hall Networking Lounge

**\$15,000 each (Multiple Opportunities)**

- Company logo within Networking Lounge area onsite\*  
- Lounge will feature seating and charging station
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (12) One-day Full Conference Registrations \*\*

### Start-up Pavilion

**\$20,000 each (Multiple Opportunities)**

- Company logo within Start-up Pavilion area onsite\*  
- Start-up Pavilion will feature turnkey displays for start-ups to display products, technologies and/or concepts
- Sponsor(s) will have access to a private Pitch Pit area in which to schedule and host start-up company pitches
  - Pitches will be scheduled on a first come first serve basis
  - Pitch Pit will feature private structure, carpeting, conference table with standard seating, and 38-42” monitor w/stand for laptop.
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (12) one-day Full Conference Registrations

### Networking Receptions in Exhibit Hall

**\$20,000 Each**

#### Tuesday or Wednesday

- Company logo on signage or other branded elements throughout the Exhibit Hall and food and beverage stations \*
- Sponsor of entertainment during reception (type of entertainment TBD by SAE)
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (6) One-Day Full Conference Registrations \*\*

### Continental Breakfasts in Exhibit Hall

**\$12,500 each (3 Opportunities)**

#### Tuesday or Wednesday

- Company logo on signage or other branded elements throughout the Breakfast area(s)\*
  - Examples may include branded coffee sleeves, napkins, table tents, floor decals, etc.
- (6) One-Day Full Conference Registrations \*\*



# Sponsorship Opportunities

## Afternoon Networking Breaks in Exhibit Hall Tuesday or Wednesday

**\$10,000 each (2 Opportunities)**

- Company logo on signage or other branded elements throughout the Exhibit Hall\*
  - Examples may include napkins, snack containers (popcorn, roasted nuts, ice cream, etc), table tents, etc.
- (6) One-Day Full Conference Registrations \*\*

## WCX Mobile App

**\$10,000 Exclusive Rate**

Sponsor the WCX event app! The app will provide attendees with the most up to date information on the WCX networking activities, technical program, exhibitors and sponsors, and more!

- WCX Mobile App splash screen to feature sponsor-provided image (SAE to provide image specs)
- Sponsor may provide image for banner ad, and URL to hyperlink to sponsor webpage (SAE to provide image specs)
- (3) One-Day Full Conference Registrations \*\*

## Logo Placement

### Conference Totebag

**\$45,000 Exclusive Rate**

- Company logo on bag distributed to WCX attendees\*
  - SAE will determine style of bag. Sponsor may choose color(s) from available options.
- Opportunity to provide (1) piece of promotional material to be inserted into the bag\*
  - Other sponsors may have the opportunity to provide tote bag inserts as collateral as well.
  - Promotional material must be shipped to (at sponsor's expense) and received by SAE by provided deadline
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (9) One-Day Full Conference Registrations \*\*

### Conference Lanyards **SOLD - AAM**

**\$45,000 Exclusive Rate**

- Company logo on lanyards distributed to WCX attendees\*
  - SAE will determine style of lanyard. Sponsor may choose color(s) from available options.
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (9) One-Day Full Conference Registrations \*\*

### Registration **SOLD - Horiba**

**\$25,000 Exclusive Rate**

- Company logo on pre-registration confirmations sent via email
- Company logo on the WCX Registration webpage
- Sponsor recognition, along with SAE recognition, on signage throughout the Registration area in Huntington Place Lobby
- Sponsor logo on apparel (aprons) or accessories worn by onsite registration staff\* (SAE to determine)
- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (15) One-day Full Conference Registrations \*\*

### Pocket Guide

**\$15,000 Exclusive Rate**

- Company logo on front cover of the Pocket Guide\*
- Back cover of Pocket Guide to be reserved for an ad provided by Sponsor\*
- (6) One-Day Full Conference Registrations \*\*

### Technology Session Notepads

**\$10,000 (up to 6 opportunities)**

Choice of: 1) Advanced Propulsion/Powertrain, 2) Automotive Electronics/Connectivity/IoT/Smart City, 3) Body/Chassis/Occupant and Pedestrian Safety Structure, 4) Design & Manufacturing, 5) Emission/Environment/Sustainability/Thermal Management, or 6) Materials and Lightweighting

- Company logo and/or tagline printed on notepads for sponsored technology session(s) notepads



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- (3) One-Day Full Conference Registrations \*\*

## Charging Tower

**\$7,500 (Multiple opportunities)**

- (1) charging tower to feature company logo on tower wrap or image area\*
  - Charging tower(s) will accommodate smart phones and tablets, and will have a lock feature for devices
  - Sponsor may choose from select area(s) identified by SAE in which to place branded charging tower
- Sponsor may provide video (no audio) to be looped on charging tower screen\*
- (3) One-Day Full Conference Registrations \*\*

## Conference Supporter

**\$7,500 (Multiple Opportunities)**

- (10) Ten Banquet tickets. *Each individual attending the Banquet must have own ticket.*
- (3) One-Day Full Conference Registrations \*\*
- Priority Points towards company accumulated total for WCX 2023 booth rebooking and sponsorship renewal
- Sponsor Recognition in pre-event promotions as applicable\*
- Company logo on WCX event site with a hyperlink to company URL
- Company logo in sponsor section of official event guide\*
- Company logo with company profile in WCX mobile app sponsor directory

## Huntington Place Signage (Exhibitor/Sponsor Add-On)

**Contact for details & pricing**

- Various branding options throughout Huntington Place, featuring hanging banners, escalator clings, etc.  
Contact for positions, details and pricing.
- No sponsor recognition or any other deliverables are associated with this add-on

## WCX Connect Directory Upgrades (Exhibitor Add-On)

**Contact for details & pricing**

- WCX Exhibitors have various upgrade options to enhance company listings within the Online Directory and Mobile App Directory.
  - Upgrades can be accessed and paid for directly through your company's WCX Connect Directory Portal
- Sponsor recognition and deliverables are only applicable within the Online Directory and Mobile App.  
No additional sponsor recognition or any other deliverables are associated with this add-on

## WCX Mobile App Banner Ad (Exhibitor/Sponsor Add-On)

**\$1,000 (up to 10 Opportunities)**

- Exhibitor/Sponsor may provide image for banner ad, and URL to hyperlink to designated webpage
- No sponsor recognition or any other deliverables are associated with this add-on

**For more information and custom packages, contact:**

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