All Sponsors include visibility during the event:
- Company logo and URL on the event sponsor webpage(s)
- Company logo on the sponsor tab of the mobile app
- Company logo on all-sponsor appreciation signage
- Event promotional toolkit to be provided by SAE for publication at your discretion

**Platinum**

**Monday Welcome Reception with OEM Meet & Greet in Exhibition Hall** .......................................................... $15,000
- In the exhibit hall, wine, beer and hors d’oeuvres served to attendees, compliments of your company
  - If you have a booth, a bar could be strategically positioned near it for added traffic
- One color logo imprint on beverage napkins and table tent signage throughout the reception area
- Dedicated opportunity to address attendees with brief remarks and/or short presentation in the Spotlight Presentation space in the exhibit hall
- Mobile app banner ad and push notification to announce the reception onsite
- Submit a quote, testimonial or announcement for the event and this audience to be published on SAE social media platform(s) along with event promotion. Include an image, hashtag and/or hyperlink to your press release or website to attract followers.
- Complimentary private meeting room for the duration of the event *pending availability. First room set is included; Catering and A/V equipment etc. are arranged directly with the vendors and at the sponsor’s expense
- Special rate on booth space
- Three (3) full conference registrations

**Gold**

**Keynote/Plenary Panel Ballroom Sponsor – 2 opportunities** ................................................................. $10,000
Host the main ballroom with the following:
- Logo recognition on PPT slide(s) to be looped with other info slides in the ballroom between speakers
- Submit a commercial MP4 video to be played as people take their seats
  - Video should be less than 2 minutes in duration
- Logo on event website where sponsored content is featured or listed
- Submit your artwork to be printed in color on a free-standing banner at the ballroom entrance
- Two (2) conference registrations

**Breakfast or Lunch - Multiple Opportunities** ........................................................................................................... $10,000
- Company recognition on signage during the function
- One (1) notification on the Mobile App recognizing your company as the sponsor with message or call to action
- Table tent signage acknowledgement and beverage napkins imprinted with your 1-color logo
- Two (2) conference registrations

**Registration Area and Lanyards** .................................................................................................................. SOLD: KB Autosys Co Ltd
- Company logo on lanyards distributed to attendees at Registration onsite
- Your logo branded on floor stickers and/or stanchion signs at Registration
- Recognition on signage at Registration
- Logo recognition on confirmation letters
- Logo recognition on the SAE website Registration page
- One (1) conference registration

**Custom Hotel Key Cards** .......................................................................................................................... SOLD: ITT Friction
- Company recognition as the sponsor of the Hotel Room Keys at the host hotel
- Submit custom artwork for the front of the keycard – distributed by the hotel staff to all registered event attendees upon check-in * SAE to utilize back side of card
- One (1) conference registration
Check-in Gift or Guest Room Delivery; choose from a variety of options……………………………………………………………….$10,000

- Sponsor a treat to be delivered, along with a message, branded item or goodie, to registered Brake Colloquium guests in their hotel rooms or check-in at the host hotel on the peak night
  - Message/invitation to be created, printed, and shipped at sponsor’s expense; deadlines apply
- Visibility on sponsor signage

Networking Lounge..................................................................................................................................................................................FROR: FirstBrands

Sponsor a place for attendees to network, relax and recharge in the exhibit hall
- Recognition on specialty signage in/around the lounge
- Submit a commercial MP4 video to be lopped with other sponsor videos in the hall
- Opportunity to provide corporate literature for distribution in the lounge area
- One (1) full conference registration
- Charging locker wrapped in your custom artwork for attendees to charge their mobile devices

Conference Bag..................................................................................................................................................................................SOLD: DEWEsoft

*to be secured by July 1, 2023
- Company name and/or logo on conference tote to be distributed at registration to attendees
- Opportunity to place up to 2 items in the tote for promotion *at sponsor’s expense; delivery deadlines apply
- One (1) full conference registration

Silver

Water Stations..................................................................................................................................................................................SOLD: Sangsin Brake Co

- Logo recognition on multiple water bubblers throughout the exhibit hall and/or conference center
- SAE to provide water bottle with 1 color logo imprint – with input from sponsor on style, color etc.
- Table tent signage with logo recognition at water stations(s)

Mobile App .......................................................................................................................................................................................... SOLD: ZF

- Headline sponsor of Mobile App
  - Splash screen advertisement as the app launches on each device
  - Mobile app banner ad (rotating with other mobile app sponsor(s)
    - Sponsor to provide banner image and URL
  - One (1) push notification through Mobile App with action item or awareness for your company
- Recognition on mobile app promotions pre-event and onsite signage and everywhere the QR code is advertised before, during and after the event

Student Ambassador Poster Competition..............................................................................................................................................$7,500

Partner with SAE to engage students to participate and attend the Brake Colloquium – help cover complimentary registrations
- Option for a tabletop display in exhibition hall for Meet & Greet with Student Members and/or meet with recruitment prospects
- Recognition anywhere the Student Competition is mentioned through various media outlets within SAE
- Submit a testimonial or short blurb to promote your organization in conjunction with event marketing to highlight the competition before and/or after the event in the SAE Student publication
- Provide a subject matter expert to chat informally with Students about the braking industry and share insights
- Promotional toolkit will be provided by SAE for your team to publicize your involvement through your media channels

Morning or Afternoon Refreshment Break ~ Multiple Opportunities................................................................. $7,500 each

Located in the exhibit hall...a sweet or savory treat for attendees
- Recognition as the sponsor of a specialty snack that can be placed near your booth, if desired
- Napkin with 1 color logo imprint
- Logo recognition on signage and website
Bronze

Tuesday Networking Reception *Multiple Opportunities*...starting @ $5,000 each

**Action Station**
- Beverage/Bar, Carving Station, Dessert Station
  - Special signage and/or branded napkins provided by SAE where appropriate
  - Logo recognition on signage and website

**Daily Technology Session Sponsor - Mon, Tues, Wed**...
*Keynotes sold separately*
- Sponsor of your choice of session, pending availability
  - Logo will appear on session listing(s) wherever it is promoted
- Logo recognition on PPT slide(s) of sponsored keynote as appropriate (opening slide(s))
- Submit a commercial MP4 video to be played before the session starts
  - Video should be less than 2 minutes in duration
- Opportunity to provide collateral for seat drop – printing/shipping at sponsor’s expense

**Conference Notepads**
To be distributed in the technical session rooms over the duration of the event
- You create an image or message for the notepads, to be printed in color on tablets by SAE
- Pens ~ Choose from a variety of styles and colors with your logo imprint

**Event Agenda**
To be distributed at Registration and available Online
- Your custom color artwork or advertisement will be printed 2 panels of the event agenda
- No event guide will be printed so this is a complimentary piece to the mobile app

**Branded Promotional Giveaway**
Create an impact when you choose from a variety of hot products for swagging rights! Personalized items with your corporate logo imprint
- Available for attendees at Registration

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Conference Supporter

**Conference Supporter**...$3,000 USD (Multiple Opportunities)
- One (1) conference registration
- Company logo and URL on the event sponsor webpage(s)
- Company logo on the sponsor page and mobile app
- Company logo on all-sponsor appreciation banner

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Exhibitors and Sponsors Only

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

**Social Media Sponsorship (Exhibitors & Sponsors Only)**...
- Submit 2-3 sentences to best describe your company announcement including your product, solution or service for the event and this audience
- Include an image, hashtag and/or hyperlink to your press release or website to attract followers
Infomercial Video Showcase - Multiple Opportunities..................................................$500 each*
*a minimum of 3 sponsors is required for the Showcase to launch

• Submit an MP4 commercial video to showcase your product or service solution
• Video must be less than 2 minutes duration
• looped on the video monitor, along with other sponsor content, for the entire conference in the exhibit hall

Golf Outing Opportunities

Sunday, November 12, 2023 – TPC San Antonio The Canyons (on property)

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<tr>
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<th>Golf Beverage Cart</th>
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<tr>
<td>Golf Breakfast</td>
<td>SOLD: Advics</td>
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<tr>
<td>Golf Lunch</td>
<td>$8,500</td>
<td>CALL FOR GOLF CONTEST PRIZES</td>
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Sponsor a giveaway: Towels, survival kit, sunscreen, visors, balls & tees, shoe bag and more! $3,000 and up

Golf Holes & Tee Boxes $1,600 each

For additional information or to create a custom package, please contact:
Megan McCoy
Event Sales - SAE INTERNATIONAL
Mobile +1.412.992.6518  Email: megan.mccoy@sae.org