Government/Industry Meeting
Exhibit And Sponsorship Opportunities
January 17-19, 2023
Washington, DC
sae.org/gim

Executive leadership provided by

*This meeting is co-located with

Your Connection to Government, Policy, and Mobility Leaders
What is SAE’s Government/Industry Meeting (GIM)?

This annual SAE event serves a vital role in the automotive mobility industry. By uniting government policy and regulatory makers with the entire auto industry, GIM provides a much-needed neutral ground where lawmakers can gain input on evolving technologies – in safety, emissions, energy conservation, and infrastructure – prior to drafting the legislation or regulations for automakers, and automakers can discuss the impact of changing regulations and policy on future automotive design, with the people behind them. As a highly regarded developer of industry standards, SAE is uniquely suited to provide the venue for these critical conversations.

Why Exhibit?

No other event unites key players from the policy, regulatory, and automotive worlds — creating unparalleled growth opportunities for companies like yours. With just one trip, you can highlight your expertise to a highly qualified audience; demonstrate your products, services, and research and development capabilities to government regulatory agencies, OEMs, tier supplier companies, R&D, military, academia, and more; and help influence how technology regulation evolves, all while cultivating valuable business relationships.

Who Attends?

With a reputation as the place where critical connections between government and industry can be achieved and maintained, GIM is regularly attended by executive-level professionals from both private and public sectors that drive vehicle design. Their main areas of expertise include:

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<tr>
<th>Industry Role</th>
<th>Job Category</th>
<th>Industry Sector</th>
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<td>Individual Contributor</td>
<td>Research &amp; Development</td>
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What Buyers Are Looking For

Popular Technology Areas
Autonomous Driving | Emission Control | Emergency Braking | Traction Control | Back Up Camera | Head's Up Display | Crash Testing | Airbags | Restraints | Testing/Research | Blind Spot Detection | Lane Departure

Who Exhibits?
Exhibitors and sponsors are automotive OEMs and suppliers paving the way for new technology — including your competitors.
Reserve Your Kiosk Today
Choose from exhibit and sponsor options designed to connect you with key government and industry professionals.

**Booth Fee: $3,750**

**Price Includes:**
- Turn-key Kiosk with custom color graphics submitted by your team
- One (1) counter with two (2) chairs (Approximate display footprint: 9’x9’)
- Two (2) conference registrations
- Includes access to: technical sessions, refreshment breaks, lunches, reception and exhibits
- Admittance to the D.C Auto Show Sneak Peek
- Company profile and listing in the mobile app and online exhibitor directory
- **Note: Concourse is carpeted**

Make a Bigger Impression
Sponsorships ensure that your company stands out from the crowd. These sought-after opportunities enable you to reach the largest audience at important moments before and during the event, through website and digital recognition, large on-site displays, and more. Options are available to suit a variety of goals and budgets — but they sell quickly. Act fast to secure your preferred sponsorships.

We’re Here to Help
Not sure which options are the best fit with your objectives? Connect with the GIM team and let us create a custom package for you today.

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