Sponsorship Brochure

All sponsors receive the following:

- Logo recognition on the Heavy-Duty Diesel Sustainable Transport website with hyperlink
- Recognition on sponsor appreciation signage on-site
- Shared logo recognition on the PowerPoint slideshow in the technical session room(s)

Platinum

Wednesday Welcome Reception..........................................................SOLD: Johnson Matthey, NGK and Volvo
- Recognition as the host of the Wednesday Welcome Reception
- Opportunity to address attendees with 3-5 minutes’ welcome remarks or toast
- Opportunity to provide an event testimonial for your company rep or promotion to be shared through SAE social media outlets, timing and frequency at SAE’s discretion
- Three (3) complimentary full conference registrations
- Tabletop display space, if desired
- Recognition at catering stations and tables during reception
- Recognition on sponsor signage where appropriate
- Recognition on table tents during reception

Gold

Keynote Ballroom Sponsor..........................................................SOLD: Navistar
- Logo recognition on PPT slide(s) of sponsored keynote as appropriate (opening slide(s), and Q&A slide)
- Opportunity to submit a commercial MP4 video to be played as people take their seats *Video should be less than 2 minutes in duration
- Opportunity to provide 1 printed piece of collateral for placement on seats
- Logo on event website and promotional marketing where sponsored Keynote is featured or listed
- One (1) complimentary registration

Networking Lunch ~ Wednesday or Thursday.................................$8,500
- Recognition on sponsor signage where appropriate
- Opportunity to provide an event testimonial for your company rep or promotion to be shared through SAE social media outlets, timing and frequency at SAE’s discretion
- Recognition at catering stations and tables during sponsored lunch
- One (1) complimentary registration

Welcome Gift..........................................................$8,500
- Collaborate with SAE to select a branded item as a gift for attendees to be distributed at Registration
- One (1) complimentary registration

Silver

Refreshment Break ~ 3 opportunities..................................................$5,000
- Recognition as the host of the morning or afternoon networking coffee break on the website and event at-a-glance
- Opportunity to set out literature for attendees during the break
- Sponsor appreciation signage at the break and other signage throughout the conference

Registration Area and Lanyards..................................................SOLD: Corning Inc.
- 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 pre-registration confirmation letters
- Logo recognition on the SAE website Registration page
**Bronze**

**Event Agenda Overview**

To be distributed at Registration
- Your custom color artwork or advertisement will be printed on 2 panels of the quick view event agenda
- No event guide will be printed so this is a tool used by everyone

$3,500

**Conference Pens & Notepads**

- Design a company message/logo for the notepad header and pen to be distributed to attendees in the technical session room – to be printed in color by SAE

$3,500

---

**Conference Supporter**

**Conference Supporter - Unlimited opportunities**

- Logo recognition on the scrolling slideshow
- Logo recognition on sponsor signage during the conference
- Logo placement on the HDD homepage with hyperlink to your webpage

$2,500

---

**Exhibition Opportunities**

Rental Fee is $3,300 USD per tabletop space

**Included with the tabletop:**

- 2.5m x 2.5m footprint (approx. 10’x10ft) with one skirted table and chair
- One (1) full conference registration. *Includes:* technical session, exhibits, lunches, reception and networking breaks
- Company recognition and profile in the symposium program agenda
- Company recognition and profile in the on-line Exhibitor Directory

---

To discuss the vast array of solutions available to help meet your company’s goals, contact:

**Megan McCoy**  
Event Sales - SAE INTERNATIONAL  
+1.724.772.4037  
+1.412.992.6518  
+1.724.776.3087  
+1.888.875.3976 (Toll Free)  
+1.724.772.4086 (Outside U.S. and Canada)  
megmccoy@sae.org  
www.sae.org