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 in Exhibition Hall**

- 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
- Recognition in the mobile app
- 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**

- 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

- 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

- 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

- 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 Charging Lounge.................................................................................................................................$10,000
Sponsor a place for attendees to network, relax and recharge in the exhibit hall
- Recognition on specialty signage in/around the lounge
- Opportunity to provide corporate literature for distribution in the lounge area
- Charging station provided for attendees to charge their mobile devices
- One (1) full conference registration

Conference Bag..................................................................................................................................................... SOLD: DEWEsoft
*to be secured by July 1, 2024
- 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 ..............................................................................................................................................$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
- 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 focused digital 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  SOLD: Dessert Station – ASK Automotive, Bars - Akebono
  • Beverage/Bar, Carving Station, Dessert Station
    o Special signage and/or branded napkins provided by SAE where appropriate
  • Logo recognition on signage and website

Conference Notepads ............................................................................................................. SOLD: Brembo
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 .................................................................................................................. SOLD: Link Engineering
To be distributed at Registration
  • Your custom color artwork or advertisement will be printed on the event agenda
  • No event guide will be printed so this is a complimentary piece to the mobile app

Conference Supporter

Conference Supporter ............................................................................................... $3,500 USD (Multiple Opportunities)
  • One (1) conference registration
  • Company logo and URL on the event sponsor webpage(s)
  • Company logo on the printed event agenda and mobile app
  • Shared logo recognition on the Entrance Unit

VIP Gift .............................................................................................................. $3,500 and up
Create an impact when you choose from a variety of hot products for swagging rights! Personalized items with your corporate logo imprint and presented to VIP guests of the Brake Colloquium.

Technology Session Sponsor - Mon, Tues, Wed – pending availability ........................................ $2,750 per session
*Keynotes sold separately
  • Sponsor of your choice of session, pending availability
    o Logo will appear on session listing(s) wherever its 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
    o Video should be less than 2 minutes in duration
  • Opportunity to provide collateral for seat drop – printing/shipping at sponsor’s expense

Exhibitors and Sponsors Only

Hospitality Suites ........................................................................................................... $1000 per day
  • 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

SAE Social Media Sponsorship (Exhibitors & Sponsors Only) ........................................... $1750
  • 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
Commerical 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

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Golf Outing Opportunities

Sunday, September 15, 2024 – Cowboys Golf Club  Located off-property

Golf Breakfast  SOLD: Advics
Golf Lunch  SOLD: Preferred Automotive  CALL FOR GOLF CONTEST PRIZES – Donate your branded swag as a gift
Golf Beverage Cart

Sponsor a giveaway: Golf towel, sunscreen, visors, balls & tees, shoe bag and more!  $3,500 and up

Golf Holes & Tee Boxes – Logo recognition on flag or tee box  $1,750 each

Add-ons:

Birdie Bag – includes putting string, 2 mulligans and 2 hand chips  $20 per foursome

Signage and branding:
  ➢ Golf cart GPS promo - digital logo and/or advertisement for the assigned hole or green  $150 - $250

Interactive hole experiences:
  ➢ Speed Hole – Course team members will be decked out in NASCAR gear and decorated golf cart for a fasted hole team challenge for quickest time at the hole  $1750
  ➢ Golf Ball Launcher / Air Cannon - Each team can use an air cannon to “launch” their ball to the starting position on a specific hole  $2750

Proceeds benefit SAE Student Activities / SAE Foundation

For additional information or to create a custom package, please contact:
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