



SAE 2024 Government/Industry Meeting

January 16-18, 2024 ■ Washington Convention Center ■ Washington, D.C.
Co-located with the D.C. Auto Show

All sponsors receive visibility during the event

- Recognition on the slide show presentation prior to start of sessions
- Recognition on sponsor signage throughout the event
- Recognition on the Government and Industry Meeting website with hyperlink
- Recognition on the sponsors' page of the G & I Meeting mobile app

Platinum Level

Daily Lunch ~ 2 opportunities.....Wednesday – SOLD: QuantivRisk Thursday – SOLD: Lucid Motors

- Recognition from the podium as Platinum sponsor Wednesday or Thursday from the moderator during the speaker introduction
- Opportunity to share a brief company commercial video about your product/service as people take their seats; mp4 video (less than 2 minutes is recommended)
- Reserved VIP seating at the sponsored lunch for up to 3 Executives
- Social Media promo post
 - The SAE team will interview your corporate executive for an editorial to be published in social media content, or other method as determined by SAE in conjunction with the event promotion. **Content should be related and appropriate to this event.*
- Prominent logo recognition at the luncheon as well as other sponsor recognition signage during the meeting
- Three (3) complimentary registrations; including lunches
- Sponsor recognition on table signs during luncheon
- Free-standing banner at entrance and/or stage with logo recognition

Welcome Reception with Student Displays.....\$15,000

- Recognition as a Platinum level host of the Wednesday reception
- Support future engineers by sponsoring this student activity with recognition everywhere this is promoted within SAE media
- Opportunity to meet with students, hear about their projects and provide company “swag” giveaways/prizes
- Three (3) complimentary registrations; including lunches
- Social Media Interview
 - The SAE team will interview your corporate executive for an editorial to be published in social media content, or other method as determined by SAE in conjunction with the event promotion. **Content should be related and appropriate to this event.*
- Sponsor appreciation signage at the Reception
- Beverage napkins and table cards with company logo displayed throughout reception

Gold Level

Congressional Directory..... SOLD: Volkswagen Group of America

This is a unique opportunity for one company to provide attendees with this important and vital networking tool of contact information for the 117th Congress 2nd session, 2023. Design & deliver your black/white corporate message on the back cover on this easy-to-use reference guide. ~ to be mailed after April 15th to all registered 2023 G/I North American attendees

- Two (2) complimentary full conference registrations; including lunches

Keynote or Panel Discussions ~ 3 opportunities.....\$10,000

Tues: *EV Infrastructure and Forecast for 2030*

Thurs: *What does AI Mean to Road Mobility - Looking to the Future*

Thurs: *The Outsiders Viewpoint on Technology and Consumers*

SAE Volunteer Organizers invite speakers and plan the program. This is your opportunity to align your company logo with relevant discussions as a thought leader.

- Logo recognition as the host of the content with visibility everywhere it's promoted. Your choice of panel topic, pending availability
- Company logo recognition on free-standing signage on the stage and/or entrance
- Submit a commercial MP4 video to be played as people take their seats



- Video should be less than 2 minutes in duration
- Two (2) complimentary full conference registrations; including lunches
- Free-standing banner at entrance and/or stage with logo recognition

Wi-Fi Sponsor.....\$10,000

- Exclusive sponsor of Wi-Fi to all attendees, participants, exhibitors and fellow sponsors
- Company name/phrase to be used as the Wi-Fi network password
- Company URL to be the default home page for Wi-Fi users
- Logo promotion everywhere Wi-Fi is promoted by SAE; special signage

Silver Level

Conference Totes..... SOLD: Auto Alliance

- Use your logo or design an imprint for the tote ~ to be distributed at Registration
- Variety of colors and styles are available

Mobile Device Charging Locker.....\$8,500

Inform and educate attendees with your custom content as they re-charge. A free-standing unit is the perfect solution to build your brand presence with this customized kiosk. You design the kiosk wrap and submit your video.

- Placed in a high-traffic area onsite

Registration and Lanyards..... SOLD: Volvo

Lanyards with your corporate slogan, web address and/or logo ~ to be distributed at Registration

- Acknowledgement on the registration web page as the sponsor
- Recognition in registration email promotion; pending deadlines
- Corporate logo will be printed on all registration confirmation letters

Mobile App.....SOLD: USCAR

- Company logo will appear as splash screen upon initial opening for all app users
- Sponsor to submit banner and URL for rotating banner
- 1 push notification per day with content to be approved and scheduled by SAE
- Company recognition on Mobile App signage throughout event
- One (1) complimentary conference registration; including lunches

Daily Continental Breakfast ~ 2 opportunities..... SOLD 1) Nissan SOLD: 2) Honda

For in-person attendees, host the daily hot continental breakfast (*your choice of Wednesday or Thursday; pending availability*)

- Beverage napkins and table cards with company logo displayed
- Sponsor appreciation signage at the break and other signage throughout the meeting

Bronze Level

Coffee Station (Multiple Opportunities).....per day \$5,000 or \$3,500 ½ day

Wed am/pm SOLD: Mazda, Thurs AM SOLD: Automotive Safety Council, Thurs PM - Open

Be the host of a coffee service station to keep attendees focused!

- Paper beverage cup or sleeve with your company logo imprint
- Beverage napkins and table cards with company logo displayed
- Opportunity to provide printed materials at the station on your sponsored day(s)
- Sponsor appreciation signage at the station and other signage throughout the meeting



Cyber Security Workshop Beverage Sponsor.....SOLD: SAE ITC
SAE and NHTSA co-host this Tuesday afternoon event

- Sponsor a beverage station for Workshop attendees to hydrate!
- Opportunity to share an mp4 video as people take their seats; not to exceed 5 minutes
- Opportunity for seat drop of up to 2 pieces of collateral or notepad/pen *at sponsor's expense
- Tabletop display space in room or foyer for literature and/or giveaway display
- Prominent display of logo on signage during the event as well as other sponsor recognition signage during G/I

Tuesday Meet & Mingle Reception Station/Bar Host.....SOLD: Sidley Austin

- Recognition as the host of a Tuesday Opening Reception Bar
- Tabletop display, literature display or demo space
- Beverage napkins and table cards with company logo displayed throughout reception

Technical Session Track Sponsor (Multiple Opportunities).....\$5,000 each

1) SOLD: KIA (light vehicle emissions)

- Opportunity to share an mp4 video as people take their seats; not to exceed 5 minutes
- Recognition anywhere the selected content is promoted. (Example – on the website, email outreach or printed material etc.
- Free-standing 6ft banner with your artwork or logo for display near the podium/stage or entrance

Water Stations..... SOLD: Subaru of America

Receive recognition on the water coolers throughout the event

- Paper beverage cup with your company logo imprint
- Prominent display of logo on sponsor recognition signage at the meeting
 - **Upgrade Option:** Take-away branded water bottle with logo imprint.....\$7,500

Week-at-a-Glance Agenda..... SOLD: InterRegs

Submit your custom color corporate message to be printed on the week's agenda and distributed at Registration

Conference Pens & Notepads.....SOLD: Engine Tech

Design your own company message or product details on a notepad to be made available in the technical session rooms. Log imprint on personalized pen that will get your business noticed.

- Design a company message on a notepad and/or pen to be distributed to attendees in the technical session rooms – to be printed by SAE.

Conference Supporter

Attendee Giveaway.....\$3,750 each

Choose 1 of the following or make a suggestion. A variety of color and selection is available

- ❖ Pocket hand sanitizer
- ❖ Luggage tag
- ❖ Portable power bank
- ❖ Carabiner key chain

Branded with your company logo for attendees to take away during the conference

Concierge Bag & Coat Check.....\$3,750

- Logo recognition on sponsor appreciation signage prominently staged in the Coat Check area
- Specialty Signage displayed with company recognition as the sponsor
- One (1) complimentary full conference registration (including lunches)
 - **Upgrade Option** add individually wrapped candies with your company logo.....\$4,500



Friend of the Industry.....\$2,500

- Shared sponsorship to show your organization’s support
- Company name and/or logo recognition all-sponsor signage
- Recognition in the mobile app and on the event sponsor webpage with hyperlink to your web address

Student Ambassador – Wednesday (multiple opportunities).....\$2,500

Your support helps Student activities to encourage students to attend

- Provide branded swag for student give-aways
- Opportunity to provide a mentor to guide students on Wednesday

Additional Opportunities for Exhibitors & Sponsors Only

Commercial Video Showcase *Multiple Opportunities*.....\$1000*

**Must have a minimum of 3 sold to launch this option*

- 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 high-traffic area

Meeting Room.....\$750 USD per day

- First room set is included; all catering, A/V and other needs should be secured directly with the facility at the Exhibitor/sponsor’s expense. Group functions with overlap with SAE’s networking functions will not be approved.

Contact me to collaborate on a custom solution to reach this unique audience:

Megan McCoy
Sr Event Sales - SAE International

m +1 412.992.6518 o +1.888.875.3976 (Toll Free) o +1.724.772.4037 (Outside U.S. and Canada)
 e megan.mccoy@sae.org
www.sae.org