



Exhibit and Sponsorship Opportunities

Government/Industry Meeting
January 16–18, 2024 | Washington, DC

sae.org/gim

The Intersection of Innovation and Regulation

Your Direct Connection to Government, Policy, and Mobility Leaders

SAE's Government/Industry Meeting (GIM) is much more than an annual event — it's a much-needed neutral forum for the automakers, regulatory makers and lawmakers that are shaping the future of mobility.

For members of legislative and regulatory entities, this meeting of the minds provides the information and input necessary to draft regulations for safety, emission control, energy conservation, and infrastructure. And for members of the auto industry, it's a chance to share how current and proposed policy and regulatory shifts impact their ability to innovate. Because SAE International® is regarded by all parties as the definitive developer of industry standards, it is ideally suited to facilitate these essential conversations.

Why Exhibit?

GIM is a one-of-a-kind event. Which means, no other industry gathering offers growth opportunities on the same level. As an exhibitor, you'll form valuable business relationships with leaders across the entire auto supply chain, as well as key players in the government and regulatory worlds. From highlighting your expertise and products to demonstrating your companies R&D capabilities to influencing the next phase of technology regulation, you'll be amazed at all that you can accomplish with one efficient trip.



Why Sponsor?

As a GIM sponsor, you'll position yourself as an industry leader alongside SAE International and the biggest names in the industry. Sponsorship allows you to get in front of industry decision-makers and government leaders, and grants you access to high-visibility opportunities like the Welcome or Networking Reception. Demonstrate your support for the mobility industry, increase your visibility, and promote your brand by becoming a GIM 2024 sponsor.





Government/Industry Meeting is a great opportunity for us to be able to introduce our organization to either new partners or individuals that are seeking us as a new partner. So it's a really good opportunity to have conversations informing the participants about who we are, what we're doing, what's the next few things that we're doing.



– Carl Mitchell

Associate Director of VTTI Advancement, Virginia Tech Transportation Institute

Connect with Mobility's Key Players

Executive-level professionals from both the private and public sector know that attending GIM is synonymous with being part of the dialogue that drives that next phase of vehicle design — so you'll find a highly qualified audience here. Participants' areas of expertise include:



Industry Role

Individual Contributor – **28%**
 Manager – **26%**
 Executive – **14%**



Job Category

Research & Development – **44%**
 Engineering – **33%**
 Government Affairs – **5%**



Industry Sector

OEMs – **25.6%**
 Government – **22.4%**
 Suppliers – **13.4%**
 Academia – **10.7%**

Keep Up with Your Competitors

You'll find plenty of forward-thinking automotive OEMs and suppliers on the GIM exhibitor and sponsor lists (including several names you already know).



Over 30 companies supported GIM in 2023!

Buyers are Looking for Your Solutions



Popular categories include:

- Autonomous Driving Advances
- Automatic Emergency Braking/ Traction Control/Lane Departure
- Back-Up and Lane Departure
- Heads-Up Display
- Crash Testing
- Occupant Protection and Restraints
- Testing/Research
- Simulation
- Near / Net Zero Advancements
- Decarbonization
- Infrastructure
- And more!

Secure Your Space Today

Make sure you're part of the most impactful event for the automotive industry.

Display Kiosk Fee: **\$3,950**

After December 15th, \$350 rush fee applies

Fee includes:

- Turn-key Kiosk
- One (1) counter with two (2) chairs (Approximate display footprint: 9'x9')
- Two (2) conference registrations o 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
- Concourse is carpeted

Rev Up Your ROI

Maximize your brand exposure with sponsorships designed to attract the attention of GIM's influential audience. These coveted opportunities help your company stand out — and they sell out quickly.

Our Team, at Your Service

We're here to help! Connect with us to get started on a custom package that will help you capitalize on the unique growth opportunities GIM provides — and achieve your specific goals.

[Get Started!](#)

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