



**SAE 2025 Heavy-Duty Sustainable Transport Symposium
May 7-8, 2025 Chalmers Conference Centre, Gothenburg, Sweden**

Sponsorship Brochure

All sponsors receive the following:

- Logo recognition on the Heavy-Duty 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.....HOLD: Johnson Matthey 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

Gold

Keynote Ballroom Sponsor.....FROR: 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*
- 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.....HOLD: 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.....\$3,500

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

Conference Pens & Notepads.....\$3,500

- 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

Concierge Bag & Coat Check.....\$3,500

- Logo recognition on sponsor appreciation signage prominently staged in the Coat Check area
- One (1) complimentary full conference registration (including lunches)
 - **Upgrade Option** add branded Luggage tag or other travel accessory.....\$4,500

Conference Supporter

Conference Supporter - *Unlimited opportunities*.....\$2,500

- 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

Exhibition Opportunities

Rental Fee is \$3,500 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

Sr Event Sales - SAE INTERNATIONAL

o +1.724.772.4037 m +1.412.992.6518 f +1.724.776.3087

o +1.888.875.3976 (Toll Free)

o +1.724.772.4086 (Outside U.S. and Canada)

e megan.mccoy@sae.org www.sae.org