



Sponsorship Opportunities



April 16-18, 2024
Huntington Place - Detroit, MI

SPONSORS RECEIVE THE FOLLOWING DELIVERABLES IN ADDITION TO THOSE LISTED WITH SPECIFIC PACKAGES:

- Sponsor Recognition in pre-event promotions as applicable*
- Company logo on WCX event site with a hyperlink to company URL
- Company logo in sponsor section of official event guide*
- Company logo with company profile in WCX mobile app sponsor directory

DELIVERABLE NOTES

* Pending signed contract, payment, and necessary materials are received **prior** to applicable print, production & shipping deadlines as provided by SAE. If signed contract, payment, and materials are received after deadlines, appropriate adjustments will be made to deliverables and/or sponsorship rate.

* *Registrations receive full conference access to technical sessions and Exhibition (and all hall activities) during show hours.

"Sponsor Recognition", unless specified, may be in the form of either company name in text, or logo at the sole discretion of SAE.

Platinum Sponsorships

Opening Reception – **SOLD: GM**

\$50,000 Exclusive Rate

- Company logo on Welcome Reception tickets*
- Company logo on signage at the entrance to the Welcome Reception*
- Sponsor recognition on the Special Events/Welcome Reception webpage
- Opportunity to provide gifts (at sponsor's expense) to reception attendees - *Optional*
- Twenty (20) Welcome Reception tickets. *Each individual attending reception must have own tickets.*

Concierge Club -- **SOLD: Ford**

\$50,000 Exclusive Rate

- VIP Check-in
 - Sponsor recognition included on SAE invitations sent to VIPs prior to WCX
 - Sponsor recognition on VIP Check-in signage onsite @ the Concierge Club
- Concierge Club
 - Opportunity for sponsor to provide static display (6'x6' max area) and/or video to be featured on a monitor within the Concierge Club
 - Sponsor will have access to small private meeting room within access to/from Concierge Club (furnishing and set up will be at expense and coordination by sponsor)
 - Company logo on outside of structure positioned in Exhibit Hall
 - Company logo on beverage napkins & table tents.
 - Breakfast, Lunch and beverages will be available daily, Tuesday – Thursday, for those who are registered appropriately and have Concierge access only. *Escorting individuals not of appropriate level is not allowed.*
- Ten (10) Welcome Reception Tickets
- Ten (10) VIP passes – provides full conference access Tuesday – Thursday, in addition to access to VIP Check-in services and the Concierge Club. No other passes as part of package receive VIP Check-in or access to Concierge Club.
- (10) Full Conference Passes (these passes do **not** include VIP check-in or Concierge Club access)



Sponsorship Opportunities

The Leadership Summit Marquee

\$50,000 Exclusive Rate

Co-sponsorship opportunities available – minimum of (2) at \$30,000 each

- Company logo within the Leadership Summit during non-sponsored panels, and static signage. Examples are listed below for reference – at discretion of SAE:
 - Static signage, Onsite AV screens or signage, Pre-event print and/or electronic mentions of The Leadership Summit at discretion of SAE (ie: mobile app, agenda, etc.)
- Access to The Leadership Summit Green Room for networking
 - Access to the Green Room is limited to executives only from sponsoring company.
 - Green room is not to be used as company or personal meeting room or space – meeting room(s) or separate space may be contracted for meeting needs.
 - Branded elements throughout Green Room - examples listed, however final selection of items will be at the discretion of SAE: such as table tents, coffee sleeves, or napkins.
- (20) Twenty Welcome Reception tickets. *Each individual attending the Welcome Reception must have own ticket. (Co-sponsors will receive (10) Welcome Reception tickets per company)*
- (10) Full Conference Registrations ** *(Co-sponsors will receive (5) full conference registrations)*

Conference Totebag -- **SOLD: Hyundai**

\$45,000 Exclusive Rate

- Company logo on bag distributed to WCX attendees*
 - SAE will determine style of bag. Sponsor may choose color(s) from available options.
- Opportunity to provide (1) piece of promotional material to be inserted into the bag*
 - Other sponsors may have the opportunity to provide tote bag inserts as collateral as well.
 - Promotional material must be shipped to (at sponsor's expense) and received by SAE by provided deadline
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (10) Full Conference Registrations **

Conference Lanyards

\$45,000 Exclusive Rate

- Company logo on lanyards distributed to WCX attendees*
 - SAE will determine style of lanyard. Sponsor may choose color(s) from available options.
- (10) Ten Welcome Reception tickets. *Each individual attending the Gala must have own ticket.*
- (10) Full Conference Registrations **

Gold Sponsorships

Keynote(s) **SOLD - Stellantis (Wed. AM Keynote)**

\$30,000 each (2 opportunities)

Keynotes will present at The Leadership Summit

- Sponsor recognition, examples are listed below for reference – at discretion of SAE:
 - Onsite AV screens or signage, Pre-show print and/or electronic mentions of Keynote(s) at discretion of SAE (ie: mobile app, agenda, etc.)
- Opportunity to provide printed collateral piece or giveaway item to be distributed as a seat drop during Keynote presentation(s). *SAE must provide prior approval of collateral and/or giveaway.*
- (10) Ten Welcome Reception tickets. *Each individual attending the Gala must have own ticket.*
- (7) Full Conference Registrations **



Sponsorship Opportunities

Learning Lab -- **SOLD: GM**

\$30,000 Exclusive Rate

- Sponsor recognition on the following, at discretion of SAE*
 - Logo on branded signage or other elements may be used within the Learning Lab
 - Print and/or electronic mentions of Learning Lab (ie: mobile app, agenda, etc.)
- Sponsor may secure up to (3) separate 20-minute timeslots to deliver presentations and Q&A at the Learning Lab in the Exhibit Hall
 - Exhibitors must provide presenter's name, position, contact information, and title of presentation
 - Timeslots will be assigned and confirmed by SAE at its discretion based on time preference availability
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (7) Full Conference Registrations **

Registration -- **SOLD: Keysight**

\$25,000 Exclusive Rate

- Company logo on pre-registration confirmations sent via email
- Company logo on the WCX Registration webpage
- Sponsor recognition, along with SAE recognition, on signage throughout the Registration area in Huntington Place
- Sponsor logo on buttons worn by onsite registration staff* (SAE to determine)
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (7) Full Conference Registrations **

Silver Sponsorships

Ride & Drive Demo

\$20,000 each (Multiple Opportunities)

- Space TBD (either inside Huntington Place or on street immediately outside of facility)
- Space for welcome counter (to be coordinated and/or provided by company) to staff a company representative, schedule rides, and capture via lead retrieval
- (1) complimentary lead retrieval
- Recognition on directional signage – SAE will determine type, qty, size and location of directional signage.
- Recognition in pre-event Know Before You Go correspondence and other pre-show promotions, website and mobile app as deemed appropriate by SAE
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (5) Full Conference Registrations **

Networking Receptions in Exhibit Hall - Wednesday

\$15,000 Each (2 Opportunities)

- Company logo on signage or other branded elements throughout the Exhibit Hall and food and beverage stations *
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (5) Full Conference Registrations **

Exhibit Hall Pavilion & Technology Session(s)

\$15,000 each (up to 4 opportunities)

1) Battery - AVAILABLE

2) Software Defined Vehicle Technologies -- **SOLD Kugler Maag**

- Company logo on pavilion signage
- Floor decals located in pavilion aisles
- Company logo and/or tagline printed on notepads for sponsored technology session(s) notepads
- Floor decals located at meeting room entrance doors
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (5) Full Conference Registrations **



Sponsorship Opportunities

Leadership Summit Panels -- **SOLD: Toyota**

\$12,500 each (up to 11 opportunities)

- Company logo within the Leadership Summit. Examples are listed below for reference – at discretion of SAE:
 - Onsite AV screens or signage, Pre-event print and/or electronic mentions of sponsored Leadership Summitpanels at discretion of SAE (ie: mobile app, agenda, etc.)
- Opportunity to provide printed collateral piece or giveaway item to be distributed as a seat drop immediately prior to sponsored panel(s). *SAE must provide prior approval of collateral and/or giveaway.*
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (5) Full Conference Registrations **

Exhibit Hall Networking Lounge

\$12,500 each (Multiple Opportunities)

- Company logo within Networking Lounge area onsite*
 - Lounge will feature seating and charging station
- (10) Ten Welcome Reception tickets. *Each individual attending the reception must have own ticket.*
- (5) Full Conference Registrations **

Bronze Sponsorships

WCX Mobile App

\$10,000 Exclusive Rate

Sponsor the WCX event app! The app will provide attendees with the most up to date information on the WCX networking activities, technical program, exhibitors and sponsors, and more!

- WCX Mobile App splash screen to feature sponsor-provided image (SAE to provide image specs)
- Sponsor may provide image for banner ad, and URL to hyperlink to sponsor webpage (SAE to provide image specs)
- (3) Full Conference Registrations **

Charging Tower -- **PENDING: Cadence Design Systems**

\$10,000 (Multiple opportunities)

- (1) charging tower to feature company logo on tower wrap or image area*
 - Charging tower(s) will accommodate smart phones and tablets, and will have a lock feature for devices
 - Sponsor may choose from select area(s) identified by SAE in which to place branded charging tower
- Sponsor may provide video (no audio) to be looped on charging tower screen*
- (3) Full Conference Registrations **

Additional Opportunities

Conference Supporter

\$7,500 (Multiple Opportunities)

- (3) Full Conference Registrations **
- Company logo on WCX event site with a hyperlink to company URL
- Company logo in sponsor section of official event guide*
- Company logo with company profile in WCX mobile app sponsor directory

Learning Lab Presentations

\$1,000 each (Multiple opportunities)

- (1) 20-minute timeslot to deliver presentation and Q&A at the Learning Lab in the Exhibit Hall
 - Exhibitors must provide presenter's name, position, and title of presentation
 - Timeslots will be assigned and confirmed by SAE at its discretion based on topic & daily agenda
- No sponsor recognition or any other deliverables are associated with this add-on



Sponsorship Opportunities

Hospitality Suites

\$ varies – Contact for details & pricing

- Use of private meeting room at Huntington Place to host customers, meetings, proprietary displays, etc.
 - Activities and use of room should not include workshops or technical presentations that conflict with SAE technical programming or during scheduled networking functions
- No sponsor recognition or any other deliverables are associated with this add-on

Huntington Place Signage (Exhibitor/Sponsor Add-On)

Contact for details & pricing

- Various branding options throughout Huntington Place, featuring hanging banners, escalator clings, etc. Contact for positions, details and pricing.
- No sponsor recognition or any other deliverables are associated with this add-on

For more information and custom packages, contact:

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