

Platinum Level

Brake Digital Summit Headliner.....\$7,500

HOLD: per MM

- Pre-event:
 - Recognition on pre-event promotions, reminder emails and social media as appropriate everywhere the event is marketed
 - Opportunity for personalized “invitation to attend” to be shared by SAE
- Live Digital Event:
 - Logo incorporated into static header/banner featured on platform page (alongside SAE logo)
 - Logo on all-sponsor banner
 - Verbal recognition by SAE at the opening and closing remarks each day
 - Opportunity to provide collateral to be housed in the **Resource** tab within platform
 - Opportunity to provide brief 2-3 minute video to be played as people log-in
 - Sponsor can submit a polling question and receive full contact information of respondents
- Post event:
 - Sponsor will receive list of registrants (mailing address information only), and general analytics associated with engagement of sponsor-provided content (ie: additional resources)
 - Email sent by SAE on behalf of sponsor to registered attendees opted-in to receive additional partner correspondence
 - Sponsor to develop and provide the email content in html formatting
- Other deliverables:
 - Logo on event website
 - Logo on event website all-sponsor banner
 - Sponsor directory listing on event website, includes 50-word company profile and logo (hyperlinked to sponsor-provided URL)

Gold Level

Pre-event Webcast2 opportunities.....\$5,000 each

(Free to attend) Topics: Ask the Industry Experts **HOLD: ZF AND** Aerosol Measurements – Principles, Techniques & Application to Brake Emissions

- **Co-sponsor** of the webcast with special promotion through SAE media channels and potentially other braking partner outlets
- Prime logo recognition/branding on the digital platform
- Opportunity to submit 2 PP slides to be included in the intro of the webcast
- Anywhere the webcast is promoted, your logo will appear as the sponsor
- A half-page digital advertisement in SAE publication of your choice; deadlines apply
- Electronic promotional material provided by SAE to help market your participation
- The SAE media team will interview your company executive or publish related content through various SAE social media channels
- Five (5) Professional level SAE Memberships for 1 year
 - Stay on top of critical industry development
 - Continue learning
 - Help shape the future
 - Collaborate with experts
 - Save on SAE programs, products, and services

Silver Level

Content Sponsors (Keynote or Panel) 6 opportunities.....\$3,000 each *with special pricing available for multiple selections

Day 1:

1. *Voice of the OEM Panel – **SOLD: Horiba***
2. *Requirements and Braking Strategy for Autonomous Vehicle Panel **HOLD: Link Eng***
3. *Brake Standards Panel*

Day 2:

1. *Quality Assurance Strategy in Light of Continuously Changing Properties of Disc Pads and Discs Panel Discussion*
2. *Innovations in Wheel Bearing and Seals and Their Impact on Brake Corners Panel Discussion*
3. *Technical Keynote Presentations*

- Pre-event:
 - Recognition on pre-event promotions, reminder emails and social media as appropriate
- Live Digital Event:
 - Logo on all-sponsor sign
 - Verbal recognition by moderator in opening remarks of sponsored content
 - Sponsor may provide short commercial or video ad to be played at close of sponsored keynote(s) or panel(s)
 - Opportunity to provide collateral to be housed in the additional resource tab within platform
 - Opportunity to provide poll question to be pushed out during sponsored content, encouraging attendee engagement
 - Sponsor will receive complete contact info of respondents, including email addresses post event
 - SAE Content Developer will collaborate with sponsor to approve poll question to ensure relevancy and appropriateness of question
- Post event:
 - Sponsor will receive list of registrants (mailing address information only), and general analytics associated with engagement of sponsor-provided content (ie: additional resources)
- Other deliverables:
 - Logo on event website where sponsored content is featured or listed
 - Logo on event website all-sponsor banner
 - Sponsor directory listing on event website, includes 50-word company profile and logo (hyperlinked to sponsor-provided URL)

RegistrationSOLD: Bruker****

- Logo on event website registration/pricing page
- Your logo will appear on confirmation emails sent to all attendees who pre-register for the event
 - ADD-ON OPTION – Custom pre- or post-event e-blast to the SAE Braking Community database.....+\$1,000

Bronze Level

Custom Email Blast - *limited opportunities*.....\$2,500

- You provide an email for SAE to distribute to registered attendees of the Brake Digital Summit
- Recognition on the Brake sponsor website with hyperlink to your website



2020 Brake Digital Summit

October 12-13, 2020 ONLINE

Platform Commercial Break – *multiple opportunities*.....\$2,500

- Live Digital Event:
 - Logo on all-sponsor banner
 - Sponsor may provide a video (mp4 file) to be featured during the 30-minute break between Keynote and Panel. Choice of video to run on either Day 1 or Day 2.
 - *Video should be no more than 2 minutes in duration – special pricing for multiple spots or added time*
- Other deliverables:
 - Logo on event website where sponsored content is featured or listed
 - Logo on event website all-sponsor banner
 - Sponsor directory listing on event website, includes 50-word company profile and logo (hyperlinked to sponsor-provided URL)

Conference Supporter

Sponsor Banner ~ *multiple opportunities*.....\$1500

SOLD: 1) Niagara Brakes

- Logo on event website where sponsored content is featured or listed
- Logo on event website all-sponsor banner
- Sponsor directory listing on event website, includes 50-word company profile and logo (hyperlinked to sponsor-provided URL)

Discover new ways to put your message and brand in front of this unique audience. Schedule a chat with Megan McCoy to learn how SAE can help. Let's build an affordable, effective package together!

Megan McCoy
SAE Event Sales
Mobile +1 (412) 992-6518
Email: megan.mccoy@sae.org