



Platinum Sponsors

Platinum / Headline and Registration Sponsor.....\$6,500 Exclusive

SOLD: WINTERPARK

- Pre-event:
 - Recognition on pre-event promotions, reminder emails and social media as appropriate
 - Recognition on registration confirmation emails
- Live platform:
 - (3) virtual event registrations
 - Exclusive logo positioning as “Main Sponsor” for duration of live event on homepage/dashboard
 - Logo featured with other event sponsors where all-sponsor recognition is applicable
 - Welcome video that will automatically launch upon initial attendee login to platform on the homepage/dashboard. SAE to collaborate with sponsor on welcome message
 - Virtual Booth
 - Dedicated page that Sponsor can brand with logo and provide a video, demo, content in the form of downloadable PDF’s, engage attendees via chat to answer questions, conduct surveys, etc. (Similar format of social media news feed and conversation threads)
 - Lead capture and engagement analytics provided to exhibitor/sponsor post-event, includes list of page visitors’ contact information
 - Exhibitors can send personal invitations to registrants who have opted to make themselves visible within the platform. Invites will appear in individuals’ notification/messages tab. (Live video capability are available in private chat)
 - Exhibitors can book appointments in advance via registrants’ calendar within platform, which links to personal calendar
- Post event:
 - Sponsor will receive contact information for those registrants’ who opt-in and/or engage with sponsored content if applicable
 - 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
 - Sponsor recognition on post event survey (recognition via text)
- Other deliverables:
 - Logo on event website registration page
 - Logo on event website all-sponsor banner
 - Directory listing on event website, includes 50-word company profile and logo w/hyperlink

Industry Abbreviated Index & Pre-event Webcast.....\$5,000 Exclusive

- Pre-event:
 - Recognition on pre-event promotions, reminder emails and social media as appropriate
 - Recognition as sponsor of the pre-event webcast, scheduled for September 10, 2020.
 - *The On-Board Diagnostics Committee conducts a pre-event workshop aimed at educating new entrants to the OBD market on the history, terminology, and landscape around the technology, standards, and industry regulations.*
 - Logo on the digital index to be emailed in advance to digital event registrants
 - Sponsor will receive contact information for those pre-event webcast registrants' who opt-in
- Live platform:
 - (2) virtual event registrations
 - Logo featured with other event sponsors where all-sponsor recognition is applicable
- Post event:
 - Sponsor will receive contact information for those pre-event webcast registrants' who opt-in and/or engage with sponsored content if applicable
- Other deliverables:
 - Logo on event website all-sponsor banner
 - Directory listing on event website, includes 50-word company profile and logo w/hyperlink

Gold Sponsors

Daily Content Sponsor\$3,000 each (3 opportunities)

Day 1: Light Duty; Day 2: (AUTOSAR/Communications/EV); Day 3: Heavy Duty

- Pre-event:
 - Recognition on pre-event promotions, reminder emails and social media as appropriate
- Live platform:
 - (1) virtual event registration
 - Logo featured with other event sponsors where all-sponsor recognition is applicable
 - Logo will be featured exclusively on side panel for sponsored day on the "Session" page
 - Sponsor may provide video to be played prior to the first session of the day. SAE to collaborate with sponsor on messaging, providing general script of "what they'll hear" that day
 - Opportunity to provide (1) poll question to be pushed out at pre-determined time on sponsored day's program
 - 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 contact information for those pre-event webcast registrants' who opt-in and/or engage with sponsored content if applicable
- Other deliverables:
 - Logo on event website where sponsored content is featured or listed
 - Logo on event website all-sponsor banner
 - Directory listing on event website, includes 50-word company profile and logo w/hyperlink

➤ ****Add-on: Virtual Booth @ discounted rate +\$2,000**

- See Virtual Booth under A la Carte options for deliverable details

A la Carte

Virtual booth\$3,500 (multiple opportunities)

- Live platform:
 - (3) virtual event registrations
 - Dedicated page where Exhibitor / Sponsor can brand with logo and provide a video, live demo, content in the form of downloadable PDF's, engage attendees via chat to answer questions, conduct surveys, prize giveaways etc. (Similar format of social media news feed and conversation threads)
 - Lead capture and engagement analytics provided to exhibitor/sponsor post-event, includes list of page visitors' contact information
 - Exhibitors can send personal invitations to registrants who have opted to make themselves visible within the platform. Invites will appear in individuals' notification/messages tab. (Live video capability are available in private chat)
 - Exhibitors can book appointments in advance via registrants' calendar within platform, which links to personal calendar
- Other deliverables:
 - Logo on event website all-sponsor banner
 - Directory listing on event website, includes 50-word company profile and logo w/hyperlink

➤ ****Add-on: Call to Action pop-up (i.e. "Visit our Virtual booth to learn more about...")..... +\$500**

Platform Commercial.....\$2,000 (up to 4 opportunities)

- Live platform:
 - (1) virtual event registration
 - Logo featured with other event sponsors where all-sponsor recognition is applicable
 - Sponsor may provide a video to be featured during each 30-minute break between panels, all 3 days
- Other deliverables:
 - Logo on event website all-sponsor banner
 - Directory listing on event website, includes 50-word company profile and logo w/hyperlink

Symposium Supporter.....\$1,500 (multiple opportunities)

- Live platform:
 - (1) virtual event registration
 - Logo featured with other event sponsors where all-sponsor recognition is applicable
- Other deliverables:
 - Logo on event website all-sponsor banner
 - Directory listing on event website, includes 50-word company profile and logo w/hyperlink

To discuss these and other solutions to meet your company's objectives, contact:

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