S A E
Mobility, Advanced™

Connected Vehicles
Digital Summit
July 17, 2024 | Online

www.sae.org/connected-vehicles

S P O N S O R S H I P   P R O S P E C T U S
Increased demand for vehicle connectivity has led to cutting-edge developments in the automotive industry. However, the world of connected vehicles also requires designers to navigate complex challenges surrounding vehicle safety, data privacy, and regulation.

SAE International’s inaugural Connected Vehicles Digital Summit provides a comprehensive look into the evolving landscape of connected cars, offering valuable insights into the possibilities and advancements that lie ahead.

Throughout the event, industry experts will highlight how connected cars are evolving to become an integral part of the smart transportation ecosystem. Sessions will explore the growing need for robust cybersecurity measures, examine vehicles equipped with cutting-edge connectivity features – such as real-time data sharing, smart navigation systems, and integrated communication – and discuss how connected cars play a pivotal role in creating safer, more efficient, and intelligent road networks.

Why Sponsor?
This event is the perfect platform to position your organization as a thought leader and resource for the companies bringing automotive design into the digital age.

During the event, you’ll align with mobility executives, R&D staff, and engineers as we navigate the future of connected vehicle technology.
Agenda (all times U.S. Eastern)

From advanced driver-assistance systems to the integration of AI, this online event will discuss the impact of connected technology on safety, software architecture, traffic management, and overall driving experience.

TUESDAY JULY 17, 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15 AM - 10:45 AM</td>
<td>Latest News and Trends within Connected Vehicles</td>
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<tr>
<td>10:45 AM - 11:05 AM</td>
<td>Sponsor Presentation (Gold)</td>
</tr>
<tr>
<td>11:10 AM - 11:30 AM</td>
<td>Sponsor Presentation (Gold)</td>
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<tr>
<td>11:30 AM - 12:00 PM</td>
<td>A Quantitative Analysis of Autonomous Vehicle Cybersecurity as a Component of Trust</td>
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<tr>
<td>12:00 PM - 12:15 PM</td>
<td>Sponsor Presentation (Silver)</td>
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<td>12:15 PM - 12:30 PM</td>
<td>Sponsor Presentation (Silver)</td>
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<td>12:30 PM - 12:45 PM</td>
<td>Sponsor Presentation (Silver)</td>
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<tr>
<td>12:45 PM - 1:00 PM</td>
<td>Sponsor Presentation (Silver)</td>
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<tr>
<td>12:30 PM - 1:00 PM</td>
<td>Precise Longitudinal Control of Automated Vehicles without Complex Modeling Based on Physical Data</td>
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<tr>
<td>1:00 PM - 1:30 PM</td>
<td>A Model-Based System Specification for the Development of Complex Automotive Architectures</td>
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<tr>
<td>1:15 PM - 1:45 PM</td>
<td>Legal Issues of Connected Vehicles</td>
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<tr>
<td>1:45 PM - 2:15 PM</td>
<td>Trends in Autonomous Trucking</td>
</tr>
<tr>
<td>2:00 PM - 2:30 PM</td>
<td>Connected Vehicle Software Architecture</td>
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</tbody>
</table>

Final session times subject to change.

CONFIRMED SPEAKERS

Sam Abuelsamid, Principal Analyst Transportation & Mobility, Guidehouse Insights

Jennifer Dukarski, Attorney, Shareholder, Butzel Long

Andre Engelke, Head of System House Vehicle Motion Control bei, ZF Group

Dr. Leila Halawi, Associate Professor, College of Aviation, Embry-Riddle Aeronautical University

Dr. Yunyi Jia, McQueen Quattlebaum Associate Professor, Clemson University

Lee White, Strategic Advisor & Board Member, Supply Chain Ecosystem & Autonomous Trucking Technology, LM White Consulting

www.sae.org/connected-vehicles
**GOLD $7,500 (2)**

**Pre-event:**
- Branding on promotional e-blasts
- Branding on magazine ad promoting the event
- Company logo and link featured in the “Sponsors” section of the event landing page

**During:**
- 20-minute live presentation (including Q&A)
  - Topic approval required
  - Time slot availability on a first-come, first-served basis

**Post-event:**
- Full event registration list
- MP4 of your recorded session
- Dedicated 10k name lead-gen email blast highlighting your summit session content
- 6-month hosting for up to 3 PDF resources on [www.techbriefs.com](http://www.techbriefs.com) PLUS inclusion in quarterly lead-gen email blasts

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**SILVER $5,000 (4)**

**Pre-event:**
- Branding on promotional e-blasts
- Company logo and link featured in the “Sponsors” section of the event landing page

**During:**
- 15-minute live presentation (including Q&A)
  - Topic approval required
  - Time slot availability on a first-come, first-served basis

**Post-event:**
- Full event attendee list
- MP4 of your recorded session
- Lead-gen sponsor position in an SMG newsletter highlighting your summit session content
- 6-month hosting for up to 2 PDF resources on [www.techbriefs.com](http://www.techbriefs.com) PLUS inclusion in quarterly lead-gen email blasts

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**BRONZE $3,000 (14)**

**Pre-event:**
- Company logo and link featured in the “Sponsors” section of the event landing page

**During:**
- Featured sponsor of one event session
  - Sponsor’s choice, dependent on availability
  - Max of two sponsors per session
- Sponsor recognition and logo in opening of presentation

**Post-event:**
- Attendee list from sponsored session
- 6-month hosting for 1 PDF resource on [www.techbriefs.com](http://www.techbriefs.com) PLUS inclusion in quarterly lead-gen email blasts
Interested in becoming a sponsor? Contact us today to get started.

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