



SAE 2017 Commercial Vehicle Engineering Congress & Exhibition
 September 18-20, 2017 ■ Crowne Plaza Chicago, O’Hare ■ Chicago, IL ■ USA

First right of refusal deadline March 15, 2017

All sponsors receive:

- Company recognition in the Event Guide and Mobile app
- Company recognition on the Commercial Vehicle sponsor webpage with hyperlink to your web page
- Recognition on sponsor appreciation signage throughout event

Platinum Sponsor

Invitation-Only Tuesday VIP Reception.....TBD

- Private **Executive-Only** reception
 - SAE to coordinate invitation list with input from your organization
- Two (2) banners displayed at the reception
- Opportunity to provide a gift to reception attendees **at sponsor’s expense and SAE’s approval*
- Company name recognition on the Special Events page of the Event Guide and preliminary program (If purchased by printing deadline)
- Three (3) full conference registrations
- Platinum Level recognition on sponsor appreciation signs at the event and Mobile app

Industry Keynote & Awards Luncheon.....FROR: Siemens PLM Software

- Company name and/or logo on signage at the entrance to the Luncheon
- Recognition from the podium during the Luncheon
- Opportunity to provide three to five slides for scrolling PowerPoint presentation prior to the start of the Luncheon
- Company name recognition on the Special Events page of the Event Guide and preliminary program (If purchased by printing deadline)
- Opportunity to provide special gift to Awards Recipients and/or Banquet attendees (Gift at sponsor’s expense)
- Three (3) full conference registrations
- Platinum Level recognition on sponsor appreciation signs at the event and Mobile app

Registration Area & Lanyards – Exclusive Opportunity..... SOLD: Continental

- The registration area will feature your company name and/or logo in compliance with SAE branding guidelines
- Logo will appear on confirmation emails sent to all attendees who pre-register for the event and on the website Registration/Pricing page
- Floor stickers for added recognition
- Three (3) full conference registrations
- Platinum Level recognition on sponsor appreciation signs at the event and Mobile app

Gold Sponsor

Concierge ClubSOLD: Softing Automotive Electronics GmbH

- Exclusive recognition as sponsor of the Concierge Club
 - Premium food and beverage offerings daily



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- Logo recognition on beverage napkins
- Appropriate signage in and around the Concierge Club, in the event guide and on the event website featuring your logo
- Full page color print advertisement in the event guide
- Three (3) full conference registrations; including CC access
- Opportunity to provide a gift to CC attendees * *gift at sponsor’s expense and with SAE’s approval*
- Gold Level recognition on sponsor appreciation signs at the event and Mobile app

Monday Welcome Reception.....SOLD: Eaton

- Company name and/or logo on reception signage and beverage napkins
- Company name recognition on the Special Events page of the Event Guide and preliminary program (If purchased by printing deadline)
- Discrete signage with company name and/or logo at food/beverage areas
- Three (3) full conference registrations
- Silver Level recognition on sponsor appreciation signs at the event and Mobile app

Tuesday Networking Reception.....* 2017 only.....HOLD Navistar.....\$15,000

Benefit from face-to-face interactions!

- Company name and/or logo on reception signage and beverage napkins
- Company name recognition on the Special Events page of the Event Guide and preliminary program (If purchased by printing deadline)
- Discrete signage with company name and/or logo at food/beverage areas
- Three (3) full conference registrations
- Opportunity to have a tabletop display during reception
- Gold Level recognition on sponsor appreciation signs at the event and Mobile app

Conference Symposia.....\$15,000 Each

Choice of symposia: **Big Data, Efficiency and Aerodynamics** *based on availability

SOLD: Big Data – CNH Industrial **HOLD: Efficiency – Cummins.** **FROR: Caterpillar, John Deere**

- Banner 36” x 72” with logo recognition to be placed at the entrance and/or panel stage
- Three (3) Full conference registrations
- Opportunity to place literature on each chair for your chosen symposia topic
- Gold Level recognition on sponsor appreciation signs at the event and Mobile app
- Logo recognition **everywhere** the related symposia is promoted (e-media, print, emails, at competitive events etc.)

Silver Sponsor

Mobile App.....\$10,000

- Company logo will appear as splash screen upon initial opening for all app users
- Sponsor to submit banner and URL for rotating banner
 - Sponsor will receive click-thru stats post event
- 1 push notification per day
 - Content to be approved and scheduled by SAE



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- Opportunity to provide up to 10MB of material for user download
- Priority directory listing in App
- Company recognition on Mobile App signage throughout event
- One (1) Full conference registration; including lunches

Massage Therapist Wellness Station.....\$10,000

Professional Massage Therapists provide an upper body massage on professional massage chairs. Massage therapists relax the classic tension areas of the neck, back, shoulders and arms and help attendees feel more welcome, appreciated, refreshed, alert and energized. Foot Massage Stations are included at no additional cost (extremely popular!).

- Naming rights
- Sponsor signage in and around the massage area
- Therapists to wear an item with your company logo (i.e. button, hat, apron, polo or similar)
- Opportunity to provide corporate literature for distribution in the lounge
- One (1) Full conference registration; including lunches

Member/Participant Lounge.....\$10,000

**Network with SAE Commercial Vehicle Engineering speakers, presenters, and organizers in the lounge. Sponsorship provides light refreshments and beverages throughout each day.*

- Sponsor signage in lounge
- Desk or table to station an employee within the lounge
- Lead Retrieval unit for your staff to track attendees
- Opportunity to provide corporate literature for distribution in the lounge
- Sponsor logo printed on beverage napkins in the lounge
- Table tent signs placed throughout the food/beverage station(s) in the lounge
- One (1) Full conference registration; including lunches

Welcome Gift / Guest Room Delivery; choose from a variety of options.....\$8,500 - \$10,000

- Your custom message delivered along with a Chicago-themed goodie to all registered COMVEC guests in their hotel rooms at the host hotel
- Visibility on sponsor signage during the event
- One complimentary conference registration; including lunches

Hotel Key Cards.....\$10,000

- Company recognition as the sponsor of the Hotel Room Keys at the host hotel, The **Crowne Plaza, O’Hare**
- Submit custom artwork (in color) for the front of the keycard – distributed by the hotel staff to all registered event attendees upon check-in * SAE to utilize back side of card

Conference Tote Bag.....\$10,000

Use your logo or design an imprint for the tote ~ to be distributed at Registration

- Variety of colors and styles are available
- Opportunity to place literature in the bag
 - Sponsor to print and ship to SAE by August 15, 2017
 - item to be pre-approved by SAE



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Bronze Sponsor

Morning and/or afternoon Networking Breaks – Multiple Opportunities.....\$7,500 Each

1.) SOLD: Sears Seating 2.) FROR: Oshkosh Corporation

- Company name/logo on napkins and signage during networking breaks
- Opportunity to have a small literature display area during chosen break

NEW! Popcorn Break.....\$7,500

- Sponsor a popcorn station for the afternoon from your booth or other prime location in the exhibition hall
- Branded snack bag or sticker with company logo (1 color)
- Table tents scattered throughout for added recognition

NEW! Action/Carving Station.....\$7,500

- Sponsor a carving station at the Tuesday Networking Reception in the exhibit hall
 - Choose from a variety of meats or pasta for attendees
- Appropriate signage and branding at food station

NEW! “Dessert & Coffee” Station\$7,500

- Company recognition as a sponsor of **Dessert & Coffee Station**
- Company logo on beverage napkins at the dessert station
- Appropriate signage and branding at food station

Conference Pens & Notepads..... SOLD: AVL Powertrain Engineering Inc.

- Company name/logo on the conference pens and/or notepads distributed in various session rooms

Week-at-a-Glance Inserts.....\$7,500

- Company recognition on 4-color company artwork printed on reverse of the week’s agenda and placed in every attendee badge
- Corporate recognition printed on front of agenda
- Two (2) conference registrations

Wi-Fi Sponsor.....\$10,000 USD

- Exclusive sponsor of Wi-Fi to all ComVec attendees, participants, exhibitors and fellow sponsors
- Company name/phrase to be used as the Wi-Fi network password
- Company URL to be the default home page for Wi-Fi users
- Logo promotion everywhere Wi-Fi is promoted by SAE; special signage
- Two (2) full conference registrations; including lunches



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Young Professionals & Student Activities

Student Award Prize Sponsor..... **SOLD: AVL Powertrain Engineering Inc.**
 Exclusive sponsor of the top two Student Paper Awards. Support the Young Professionals and encourage their participation.

- Opportunity to present award(s) onsite during Award Presentations

Conference Supporter

Conference Supporter – *Unlimited Opportunities*.....**\$3,500**

FROR - Mathworks, Mahle Powertrain LLC, Corning Incorporated

- Company name/logo promoted as a **Conference Supporter**
- Company recognition on sponsor page of the Commercial Vehicle Event Guide and mobile app
- Sponsor recognition on the COMVEC sponsor webpage with a hyperlink to your website
- Recognition on sponsor appreciation signage throughout event

Escalator or Elevator Cling.....**\$3,500**

- Company name/logo promoted with visual print advertising on Crowne Plaza elevator doors *or* escalator
 - Option to provide custom artwork
- Company recognition on sponsor page of the Commercial Vehicle Event Guide and mobile app
- Sponsor recognition on the COMVEC sponsor webpage with a hyperlink to your website
- Recognition on sponsor appreciation signage throughout event

Specialty food/drink item in Lounge Area.....**\$3,500**

- Choose from a variety of offerings of unique snacks and/or beverages
- Table tent signs placed on food station for your selection in the lounge **may be shared recognition if more than one sponsor is secured*

Advertising Opportunities

Mobile App Advertising Opportunities

*These opportunities do **not** include additional sponsorship deliverables or recognition.*

- **Banner Ad** (rotating with other sponsors)\$1,000 (limit 8 companies)
 - Will receive click-thru stats post event
- **1 Push Notification**.....\$850 (limit 2 companies per day)
 - Content to be approved and scheduled by SAE
 - Will receive general push notification acceptance stats post event

Exhibitor and Sponsor Only Mobile App Upgrades

*Included in standard Exhibit and Sponsorship packages is the **Basic Listing**: Company Name, Address, website, Booth #/Sponsorship Level and 50-word company profile. The following upgrade options are available only to ComVec Exhibitors and Sponsors:*



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- **Upgrade 1: \$250**
 Basic Listing **plus** Contact Name and Email
- **Upgrade 2: \$375**
 Basic Listing **plus** Featured Listing in App Directory
 Includes top listing(s) in App Directory - first come first serve order - and highlighted company name in App Directory
- **Upgrade 3: \$550**
 All features listed above (Basic Listing and Upgrades 1 & 2) **plus** opportunity to provide up to 10 MB of material (PDF format) for app users to download from company profile.

| Event Guide | Exhibitor/Sponsor | SOLD: | |
|--|-------------------|-------|-----------------------------------|
| Back Cover (includes color) | \$1,900 | | |
| Inside Front Cover (includes color) | \$1,600 | | FROR: Siemens PLM Software |
| Inside Back Cover (includes color) | \$1,400 | | |
| All 3 covers (includes color) | \$4,500 | | |
| Inside Color Full Page | \$1,000 | | |
| Inside Color Half Horizontal Page | \$ 650 | | |

To discuss the vast array of solutions available to help meet your company's goals, contact:

Megan McCoy
Event Sales
 Direct: +1 (724) 772-4037
 Email: megan.mccoy@sae.org

Jurisdiction of Event: Sponsor acknowledges that SAE shall have sole and exclusive control over the event, exhibitions, activities, functions, receptions and all other aspects of the event.

Sponsorship: Sponsor acknowledges and agrees that Sponsor is not the sole or exclusive owner of the overall event or sponsored activity. Exclusive sponsorship of an event activity/element (i.e. function, reception and/or



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promotional item) does not preclude SAE from permitting, or refraining therefrom, in its sole discretion, other persons or entities to act as sponsors at the overall event, or any particular event activity/element.