



SAE 2018 Government/Industry Meeting

January 24-26,2018 ■ Washington Convention Center ■ Washington, D.C. ■ U.S.

All sponsors receive:

- Recognition on the slide show presentation prior to start of sessions
- Recognition on sponsor signage throughout the event
- Recognition on the Government and Industry Meeting website
- Recognition on the sponsors' page of the G & I Meeting Event Guide

First right of refusal July 15, 2017

Platinum Level

Daily Lunch ~ 2 opportunities.....\$20,000

FROR: 1.) Alliance of Automobile Manufacturers

- Recognition as the exclusive host of one of the lunches
- One table of 10 at the sponsored lunch for your employees and guests
- Opportunity to address attendees with 3-5 minutes of welcome remarks
- Prominent display of logo on sponsor signage at the luncheon as well as other sponsor recognition signage at the meeting
- Three (3) complimentary registrations; including lunches
- Tabletop display
- Full-page print ad in the Event Guide
- Opportunity for one executive to sit at VIP table at luncheon
- Logo printed on appropriate day's lunch ticket
- Sponsor recognition on table signs during luncheon

Welcome Reception.....\$20,000

FROR: Toyota

- Recognition as the host of the Welcome Reception
- Opportunity to address attendees with 3-5 minutes for welcome remarks
- Three (3) complimentary registrations; including lunches
- Tabletop display, literature display or demo space
- Floor tiles branded with your logo
- Beverage napkins and table tents branded with your logo
- Sponsor appreciation signage at the Reception
- Beverage napkins and table cards with company logo displayed throughout reception
- Full-page print ad in the Event Guide

Gold Level

Plenary Host\$15,000

FROR: Mitsubishi

Recognition as the host of the plenary ballroom

- Company logo recognition on free-standing signage on the stage and/or entrance
- Two (2) complimentary full conference registrations; including lunches
- Opportunity to provide hand-out and/or literature to attendees on seats
- Full-page print ad in the event guide
- Company recognition on the plenary page of the event guide



Congressional Directory.....\$12,500

FROR: Volkswagen Group of America

This is a unique opportunity for one company to provide attendees with this important and vital networking tool of contact information for the 115th Congress 2nd session, 2018 and more. Design & deliver your black/white corporate message on the back cover on this easy to use reference guide. ~ to be mailed after April 15th to all registered 2018 G/I attendees

- Two (2) complimentary full conference registrations; including lunches

Silver Level

Conference Totes.....\$10,000

FROR: Auto Alliance

- Use your logo or design an imprint for the tote ~ to be distributed at Registration
- Variety of colors and styles are available

Registration and Lanyards.....\$10,000

FROR: Robert Bosch LLC

Lanyards with your corporate message, web address and/or logo ~ to be distributed at Registration

- Acknowledgement on the registration web page as the sponsor
- Corporate logo will be printed on all on-line registration confirmation letters

Mobile App **must be secured by October 31, 2017 to meet execution deadlines*.....\$8,500

**Available for partners to co-sponsor @ \$6k each*

- 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
- 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 complimentary conference registration; including lunches

Daily Continental Breakfast ~ 3 opportunities.....\$8,500

Wednesday Breakfast - FROR: Nissan

- Host of a daily hot continental breakfast or snack break (*your choice of day, pending availability*)
- Beverage napkins and table cards with company logo displayed
- Sponsor appreciation signage at the break and other signage throughout the meeting

Bronze Level

NEW! Pop-Up Calendar.....\$5,000

This calendar offers space for branding with logo and contact information. Several styles are available of this 3D pop-up calendar and is distributed to attendees at Registration.



Coffee Station.....per day \$5,000 or \$2,500 ½ day

FROR: Mazda Wed pm and Honda Thurs pm

Be the host of the Wednesday, Thursday and/or Friday drink service station to keep attendees focused and hydrated!

- Paper beverage cup with your company logo imprint
- Beverage napkins and table cards with company logo displayed
- Opportunity to provide printed materials at the station on your sponsored day(s)
- ½ page horizontal print ad in the event guide
- Sponsor appreciation signage at the station and other signage throughout the meeting

NEW! Cell Phone Charging Station.....\$5,000

Inform and educate attendees with your custom content as they re-charge. A free-standing unit is the perfect solution to build your brand presence with this customized kiosk. Deliver content-specific messaging through its digital signage.

Week-at-a-Glance Agenda.....\$5,000

FROR: American Chemistry Council

Submit your custom 4-color corporate message to be printed on reverse of the week’s agenda; placed in every attendee’s badge.

- Logo printed on front; full backside space for your branding message

Water Stations.....\$3,000

Receive recognition on the water coolers throughout the event

- Paper beverage cup with your company logo imprint
- Prominent display of logo on sponsor recognition signage at the meeting
 - **Upgrade** to an acrylic tumbler with straw (or similar) with logo imprint.....\$5,500

Conference Pens and /or Notepads.....\$3500 each or \$5000 for both

FROR: Pens – DELPHI FROR: Notepads - Novation Analytics

Design your own company message or product details on a notepad to be made available in the technical session rooms. Or, a personalized pen that will get your business noticed.

- Design a company message on a notepad and/or pen to be distributed to attendees in the technical session rooms – to be printed by SAE

Concierge Bag & Coat Check.....\$3,000

- Logo recognition on sponsor appreciation signage prominently staged in the Coat Check area
- Custom Fabric banner displayed with your 4-color advertising message (approx. size 3 ft. w x 6 ft. h) to be displayed in meeting hallway (Sponsor to submit print-ready artwork)
- One (1) complimentary full conference registration (including lunches)
 - **Upgrade** and add individually wrapped candies with your company logo.....\$4,500

Friend of the Industry

Friend of the Industry.....\$1,500

- Shared sponsorship to show your organization’s support
- Company name and/or logo recognition all-sponsor signage
- *Friend of the Industry* recognition in the event guide and on the event sponsor webpage



Advertising Opportunities

Event Guide	Exhibitor/Sponsor	Non-Exhibitor	Sold
Back Cover <i>(includes color)</i>	\$1400	\$1680	FROR: InterRegs
Inside Front Cover <i>(includes color)</i>	\$1200	\$1440	FROR: InterRegs
Inside Back Cover <i>(includes color)</i>	\$1500	\$1800	FROR: InterRegs
Inside Full Page Ad	800	n/a	
Inside Half Horizontal Page	\$475	n/a	

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

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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 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.