



SAE 2017
ENGINE AND MATERIALS
CONVERGENCE CONFERENCE
Sponsorship and Exhibition Opportunities

8–9 November 2017 | Wiesbaden, Germany

emc17.org



“

In the fast paced and cross-cutting world of powertrain development, the SAE 2017 Engine and Materials Convergence Conference provides a unique platform to identify technology development and partnership opportunities.

”

Thomas Wallner

Section Leader - Fuels, Engine and Aftertreatment Research,
Argonne National Laboratory, United States



DON'T GET LEFT BEHIND

The SAE 2017 Engine and Materials Convergence Conference will focus specifically on engine materials to promote higher efficiencies. It will be the first known forum at which combustion and materials engineers and researchers will meet face to face to discuss paths forward for improving engine efficiencies through materials selection.

Whether your goal is to demonstrate your expertise, your product's superiority, differentiate yourself from competitors, engage with your target audience, increase brand awareness or simply boost your annual market sales, you can't afford to miss out on connecting with this targeted community including dozens of the industry's key decision makers.



**2 FULL DAYS OF
THOUGHT-PROVOKING
PRESENTATIONS**

**AMPLE NETWORKING
OPPORTUNITIES**

**TOURS THROUGH
MANUFACTURING FACILITIES**

OVER 100 ATTENDEES

**MORE THAN 30 COUNTRIES
REPRESENTED**

THE WHOS AND WHYS

The SAE Engine and Materials Convergence Conference attracts more than 100 business professionals, managers and engineers from around the world. Meet with your target audience, build strong relationships, and showcase your company's innovations.

SAE STRENGTHS



7 engine related conferences in 2017



Large OEM presence across all SAE events



Ideally located for engine and materials manufacturers



Global attendance reaching from the US to Europe and to Asia

PAST ATTENDEES TO SAE EVENTS HAVE SHARED THEIR FEEDBACK:

“SAE events provide a great opportunity to learn about cutting edge developments in our industry coupled with outstanding networking with a diverse, international audience.”



“SAE events feature key experts from industry, academia and the research community from around the globe as speakers, providing a truly international platform for the exchange of ideas.”



“Sponsoring SAE events prominently features your organization as an industry leader and provides unique visibility to key players and global decision makers.”



MAKE THE IMPACT YOU NEED TO SUCCEED

Achieve your goals through our conference, by choosing from one of our sponsorship and exhibition opportunities categorised by desired outcome (p.5-9).

SPONSORSHIP OPPORTUNITIES PAGE 5-8

You want to get an edge compared to your competitors and stand out from the crowd?

Increase your organisation's brand recognition with one of our sponsorship opportunities or contact us for a customized package.

EXHIBITION OPPORTUNITIES PAGE 9

You want to show your products to the market and have a designated area to give all attendees the chance to talk to you during the conference? Then an exhibition display is the right thing for you.

BE BETTER THAN THE COMPETITION

The categories are determined by the level of investment. Show the market how well your company is doing by investing more than your direct competitors. Mix and match from the options on page 5-9 or call us to discuss new ideas.

Platinum —		> €8,000
Gold —		€5,001 ≤ €8,000
Silver —		€3,001 ≤ €5,000
Bronze —		≤ €3,000

SPONSORSHIP OPPORTUNITIES

PUT YOUR COMPANY AHEAD OF THE COMPETITION

Ensure you are at the forefront of attendees' minds when it comes to leaders in the industry by sponsoring the most impactful event in the business. These high-visibility sponsorships are cost-effective, powerful solutions for increasing your presence and standing out from the crowd. With a wide variety of opportunities available for any budget, we are confident we can help you reach your goals.

BENEFITS OFFERED TO ALL SPONSORS

- 5 minutes introductory speaking slot in the plenary room
- Your company logo, website link and 100 words description will be displayed on a dedicated page of the event website, event guide and mobile app ensuring direct visibility to each visitor
- Recognition on sponsor appreciation signage throughout the event



“Sponsoring the SAE Engine and Material Convergence Conference prominently features your organisation as an industry leader and provides unique visibility to key players and global decision makers.”

I WANT TO BE VISIBLE DURING KEY ACTIVITIES

The networking reception and breaks represent the perfect opportunity to network and meet with your peers. Above all, the breaks create the perfect opportunity for our exclusive sponsors to leave a lasting impression on all conference attendees.

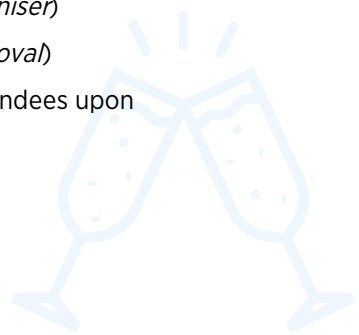


NETWORKING RECEPTION

Treat the industry, your existing and potential new partners, to a special occasion and increase your brand's recognition thanks to the main networking event of the conference.

MAIN RECEPTION SPONSOR €10,000

- Greet all reception guests during the Welcome Speech (*together with the organiser*)
- Spoil all attendees by offering them a branded gift (*subject to organiser's approval*)
- Announce your sponsorship in the Reception invitation cards handed to all attendees upon registration to the conference
- Display your message on the back of the Reception invitation cards
- Demonstrate your expertise on a pop up banner to be placed in a highly visible area at the Reception venue
- Display your brand name and/ or logo on Reception napkins and signage



SUPPORTING RECEPTION SPONSOR STARTING AT €4,500

(*price depends on chosen item*)

Support the reception by sponsoring one of the essentials (e.g. the drinks bar, the food buffet, the venue, etc.). Please contact us to discuss further.



NETWORKING COFFEE BREAKS

Make one of the coffee breaks your own, place your brand name on all attendees' minds and ensure your company is the topic of their conversations.

ONE COFFEE BREAK (AM OR PM) € 2,500

FULL DAY (AM AND PM) € 4,500

(*10% discount!*)

- Flyers with your message on the catering stations
- Branded napkins and/ or cups
- Signage with your company logo and name on all coffee stations

*Advertising media to be supplied by sponsor and subject to organiser's approval.
4 coffee breaks available.*

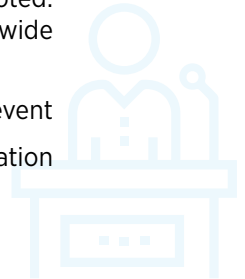




OPENING KEYNOTE SPEAKER €5,000

The keynotes are the most important presentations of a conference and are heavily promoted. Use this opportunity to get your brand and message out to 14.000 industry contacts worldwide whenever SAE communicates about the event keynote speakers.

- Recognition wherever the keynote presentation is promoted before, during and post event
- Sponsor representative may give a 1-2-minute introduction prior to the keynote presentation
- Verbal recognition during the session introduction
- One (1) free-standing banner at the entrance of the room
- Opportunity to provide a promotional video to be played on the screen of the plenary room as attendees take their seats
- Full page advertisement in the event guide



I WANT TO BE VISIBLE THROUGH EVENT RELATED ITEMS



PERMANENT COFFEE STATION STARTING AT €4.500

Keep attendees happy by providing them with a permanent supply of coffee throughout the duration of the conference. Personalise the coffee station to demonstrate your company's spirit.



STATIONARY €4.000

Sponsor the notepads and pens for all conference attendees and keep them reminded of your brand as they also take these valued gifts back to their offices after the event.

- Full page advert on the cover page of the notepad
- Company logo on each page of the notepad
- Company logo and/ or name on pen

Branded pens and notepads to be provided by sponsor. Possibility to outsource production to organiser for additional fee.



LANYARDS €3.000

Display your logo, slogan or company name on the official conference lanyards and be the topic of all discussions thanks to the highest visibility throughout the full conference and beyond.

Lanyards will be handed out to each attendee upon registration and have to be worn visibly throughout the conference for identification by all attendees.

Item to be produced by organiser.



I WANT TO BE VISIBLE THROUGH ATTENDEE ACCOMMODATION RELATED ITEMS



HOTEL ROOM KEY CARDS € 2.000

Customise the front of the keycards with your message and reach all attendees staying in the conference hotel

- Keycards are distributed by the hotel staff to all registered event attendees upon check-in



GUEST ROOM DELIVERY € 2.000

Have your gift delivered to attendee hotel rooms with a welcome card and/ or custom ribbon/ sticker.

Gift to be provided by sponsor.



ROOM MESSAGE € 1.200

Connect with attendees with a personal message under their door. Share a new product or service or invitation to your booth... you decide!

Leaflet to be provided by sponsor. Size limitations apply.

I WANT TO BE VISIBLE THROUGH COMMUNICATION AND SOCIAL MEDIA TOOLS



DEDICATED E-BLAST € 1,500

Promote your presence to all attendees before the conference or follow up with the complete attendee database after the event.



MOBILE APPLICATION € 3,000

The app is a must in every smartphone. Participants will be able to access full information about the event and contact other attendees and exhibitors.

- Splash screen as advertising space
- Clickable banner to be included on all pages regarding the event



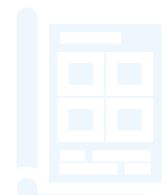
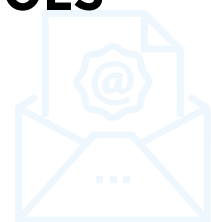
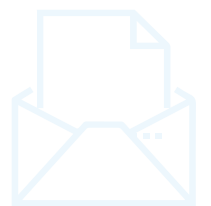
ADVERT IN EVENT GUIDE

The event guide will be handed out to all attendees upon registration and will contain all important event information – ideal tool for getting your message across to the whole community!

FULL PAGE AD €900

(+30% for inside front and inside back cover)

HALF PAGE AD €550



EXHIBITION OPPORTUNITIES

PUT THE SPOTLIGHT ON YOUR COMPANY

Showcase your products and expertise to an audience comprising those most knowledgeable on engine product design. Expand your contacts and client base through informal, face-to-face interaction and create opportunities for new or continued business.

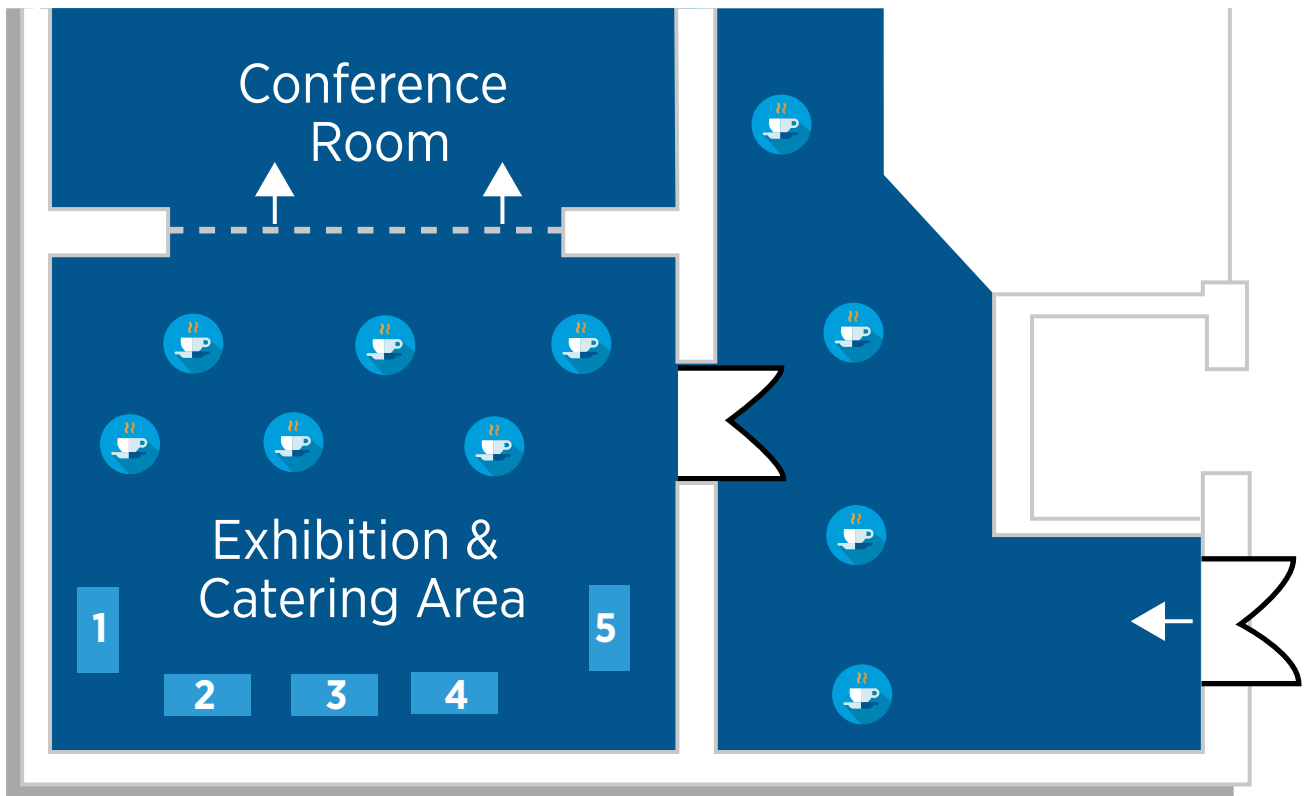
TABLETOP PACKAGE..... € 3,000

EXHIBITOR BENEFITS

- Display area of 2.5m x 2.5m including a table of 1.2m to display your literature and products, two chairs and electrical connection
- 1 entrance pass allowing you access to all the sessions and the exhibition for the entire duration of the event including access to all Coffee and Lunch Breaks as well as the Networking Reception
- Your company description and logo in the printed event guide, event website and mobile app (up to 100 words)
- Opportunity to contact attendees before, during and after the event via the dedicated feature in our Mobile App
- 10% discount is offered to exhibitors wishing to take 2 or more table-top spaces

Additional accessories and services (TV screen, additional furniture, etc.) are available upon request (extra charges apply).

FLOORPLAN



VENUE

Hotel Nassauer Hof
Kaiser-Friedrich-Platz 3-4
65183 Wiesbaden
Germany
nassauer-hof.de

REGISTER NOW!

<http://www.emc17.org/#registration>

The registration fee includes:

- Access to the technical and breakout sessions
- Access to the exhibition area
- Lunch and coffee breaks on 8–9 November
- Networking Reception on 8 November (if applicable)
- Conference materials

	EARLY BIRD (until 28 July)	REGULAR (until 3 November)	ONSITE
SAE MEMBER	1.350,00 €	1.550,00 €	1.650,00 €
Non-Member	1.750,00 €	1.950,00 €	2.050,00 €
Media*	FREE	FREE	FREE

Fees are subject to 19% VAT.

PAYMENT INFORMATION

All costs referred to are in EUR and all payments must be made in EUR. During the online registration process, payments by major credit cards (American Express, VISA, and MasterCard) are accepted.

Payment must be received prior to the conference. Attendees with outstanding payments will be asked for payment onsite or a proof that the payment has been previously processed. If one of these cannot be provided, the attendee may be refused permission to attend the conference. Please note that SAE International – Europe does not accept registration fee payments by check.

CANCELLATION & REFUND POLICY

In the event of cancellation, written notification must be sent by email to EUevents@sae.org. The following cancellation fees will apply:

- Cancellations received up to 14 July: Full refund minus a 50€ administration fee
- Cancellations received as of 15 July or no-shows: No refund

REGISTRATION ASSISTANCE

For assistance with registration, please contact:

SAE International – Europe

Tel: +32(0)2 789 23 44

Email: EUevents@sae.org

ORDER FORM

SAE 2017 Engine and Materials Convergence Conference

8-9 November 2017 | Wiesbaden, Germany

This order form serves as a binding contract. By signing, the sponsor agrees to the [Terms and Conditions](#) which accompany this order form. As soon as the order form has been received and approved, the sponsor is liable for all associated fees outlined in this document.

BILLING DETAILS

Company

Contact Person

Job Title

Address

City

Country Zip Code

Phone

Email

Company VAT number

PAYMENT METHOD

This order form will not be accepted without bank transfer or credit card information.

Total amount to be paid (excl. VAT)

Payment Method Bank Transfer Credit Card:

Please indicate: VISA MC/EUROCARD AMEX

Card Number

Exp. Date CVV

Name of Card Holder

Card Holder Signature

SPONSOR / EXHIBITOR SIGNATURE

Name in print letters

Signature Date

Company stamp

SAE APPROVAL

Name in print letters

Signature Date

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QUESTIONS? Contact us at:

Sponsorship and Exhibition Sales EMEA

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SPONSORSHIP OPPORTUNITIES

VISIBILITY DURING KEY ACTIVITIES

- Main Reception Sponsor €10,000
- Supporting Reception Sponsor starting at €4,500
- One coffee break (AM or PM) €2,500
- Full Day (AM and PM) (10% discount!) €4,500
- Opening Keynote Speaker €5,000

VISIBILITY THROUGH EVENT RELATED ITEMS

- Permanent Coffee Station starting at €4,500
- Stationary (Pens and Notepads) €4,000
- Lanyards €3,000

VISIBILITY THROUGH ATTENDEE ACCOMODATION RELATED ITEMS

- Hotel Room Key Cards €2,000
- Guest Room Delivery €2,000
- Room Message €1,200

VISIBILITY THROUGH COMMUNICATION AND SOCIAL MEDIA TOOLS

- Dedicated E-blast €1,500
- Mobile Application €3,000
- Full page ad in Event Guide €900
- Half page ad in Event Guide €550
- Full page inside front or inside back cover ad in Event Guide €1,170
- Full page back cover ad in Event Guide €1,350

EXHIBITOR OPPORTUNITIES

- Tabletop €3000

Note: All prices listed are excluding VAT. 19% VAT will be added upon payment.

CONTACT DETAILS

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