All Sponsors include visibility:
- Company logo on the event sponsor webpage(s) with hyperlink to your website
- Company logo on the sponsor tab of the mobile app with short company description, if applicable
- Company logo on the scrolling PowerPoint slides in the session room(s)
- Shared logo recognition on Entrance Unit signage
- SAE to provide a digital promotional toolkit to help promote your involvement

### Platinum Sponsor

**Tuesday or Wednesday Networking Lunch in exhibit hall**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name and/or logo on signage at the lunch</td>
<td>$20,000</td>
</tr>
<tr>
<td>Branded beverage napkins and table tents</td>
<td></td>
</tr>
<tr>
<td>Recognition as the sponsor anywhere the lunch is promoted</td>
<td></td>
</tr>
<tr>
<td>Company logo recognition on the website and the mobile app with a short company/product profile</td>
<td></td>
</tr>
<tr>
<td>Three (3) full conference registrations</td>
<td></td>
</tr>
<tr>
<td>Platinum Level recognition on sponsor appreciation signs at the event and mobile app</td>
<td></td>
</tr>
</tbody>
</table>

**Registration Area & Lanyards**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo will appear on confirmation emails sent to all attendees who pre-register for the event and on the website Registration/Pricing page</td>
<td></td>
</tr>
<tr>
<td>Special signage at Registration for added branding</td>
<td></td>
</tr>
<tr>
<td>Three (3) full conference registrations</td>
<td></td>
</tr>
<tr>
<td>Platinum Level recognition on sponsor appreciation signs at the event and mobile app</td>
<td></td>
</tr>
</tbody>
</table>

### Gold Sponsor

**Welcome Reception or Networking Reception**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name and/or logo on reception signage and beverage napkins</td>
<td>$15,000</td>
</tr>
<tr>
<td>Company name recognition anywhere the reception is promoted including the agenda</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on table tent signage on the food/beverage areas and tabletops</td>
<td></td>
</tr>
<tr>
<td>Two (2) conference registrations</td>
<td></td>
</tr>
</tbody>
</table>

**Daily Keynote Roundtable Sponsor (2 opportunities)**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submit a commercial mp4 video to be played as people take their seats</td>
<td>$15,000 each</td>
</tr>
<tr>
<td>Video should be less than 2 minutes in duration</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on PPT slide(s) of sponsored keynote as appropriate (opening slide(s))</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on free-standing banner at entrance and/or near stage</td>
<td></td>
</tr>
<tr>
<td>Logo on event website where sponsored Keynote is featured or listed and any media promotion that applies</td>
<td></td>
</tr>
<tr>
<td>Two (2) conference registrations</td>
<td></td>
</tr>
</tbody>
</table>

### Silver Sponsor

**Mobile App**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo will appear as splash screen upon initial opening for all app users</td>
<td></td>
</tr>
<tr>
<td>Sponsor to submit banner and URL for rotating banner</td>
<td></td>
</tr>
<tr>
<td>1 push notification per day</td>
<td></td>
</tr>
<tr>
<td>Content to be approved and scheduled by SAE</td>
<td></td>
</tr>
<tr>
<td>Directory listing in app with company/product profile and logo recognition</td>
<td></td>
</tr>
<tr>
<td>Company recognition on Mobile App signage throughout event and printed agenda</td>
<td></td>
</tr>
</tbody>
</table>

**Networking Lounge**

<table>
<thead>
<tr>
<th>Feature</th>
<th>FROR: Caterpillar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network with SAE COMVEC™ members, speakers, presenters, and organizers in the lounge.</td>
<td></td>
</tr>
</tbody>
</table>
Sponsor signage in lounge – floor cling and/or free-standing banner, for example
Desk or table to station an employee representative within the lounge
Opportunity to provide corporate literature for distribution in the lounge
Video to loop on monitor in the Lounge
Table tent signs placed throughout the lounge

Check-in Gift or Guest Room Delivery; choose from a variety of options..........................$10,000
Sponsor a treat to be delivered, along with a message, branded item or goodie, to registered COMVEC guests in their hotel rooms or check-in at the host hotel on the peak night
  o Message/invitation to be created, printed, and shipped at sponsor’s expense; deadlines apply
  o Visibility on sponsor signage

Young & Emerging Professional Social Event..........................................................FROR: NCEES
Sponsor the Top Golf private reception for upcoming commercial vehicle talent to socialize in a casual setting.
Recognition as the sponsor wherever this is promoted through SAE media channels
Opportunity for recognition in the SAE Engineering Student electronic newsletter, Momentum
Table tents with logo recognition and 1 color logo imprint napkins

Power/Charging Zone (4 opportunities) .................................................................$10,000
Help attendees power up and stay charged!
  o Sponsor electricity in the session room at select seats
  o Specialty signage – free standing banner recognizing your company as the power provider

Bronze Sponsor

Speed Mentoring Session.................................................................$7,500
Recognition as the sponsor wherever this is promoted through SAE media channels
Promotional toolkit will be provided by SAE for your team to publicize your involvement through your media channels
Provide a mentor for the speed-mentoring session to be held during the conference
Table tent signage with sponsor logo recognition scattered on tables
Free-standing banner with your company logo imprint at the Entrance of the session area
Use of space during non-mentor hours for semi-private meetings

Mobile Charging Locker (multiple opportunities) .................................................$7,500 each
  1) FROR: Navistar Inc
  o Submit your artwork to wrap the free-standing charging locker to be placed in high traffic area

Hotel Key Cards.................................................................................................$7,500
Company recognition as the sponsor of the Hotel Room Keys at the host hotel, JW Marriott Indianapolis
Submit your custom color artwork for the front of the keycard – distributed by the hotel staff to attendees that use the SAE hotel link for reservations upon check-in *Hotel/SAE to utilize back side of card

Morning or Afternoon Refreshment Break – 4 Opportunities in the exhibit hall............................$7,500
  1.) FROR: Sears Seating  2) FROR: Ansys
  o Specialty signage and one-color logo imprint on beverage napkins during networking break
  o Opportunity to have a small literature/banner display area during chosen break

Conference Pens & Notepads.................................................................................FROR: AVL
  o Company name/logo on the conference pens and/or notepads distributed in various session rooms
  o Your company artwork printed in color on tablets by SAE
Conference Supporter

Technology Panel/Session Sponsor - Tues, Wed, Thurs ................................................................. $5,000 per session
Keynotes sold separately. 6 Featured technical session tracks:
Sustainability for Mobility – FROR: Daimler
Chassis – Open –
Total Vehicle – FROR: Daimler
Powertrain – FROR: Navistar
Digital and Software Innovation – FROR: VicOne
Aerodynamics - Open
• Sponsor session of your choice, pending availability
• Logo recognition on PPT slide(s) of sponsored session(s) as appropriate
• Sponsor can provide an mp4 commercial video to play as people take their seats – should be less than 90 seconds in duration
• Opportunity for sponsor to provide a free-standing banner for the Entrance during sponsored session(s)
• Logo will appear on the agenda aligned with sponsored session online

Morning Coffee/Beverage Station – 3 Opportunities / 1 per day .............................................................. $5,000
1) FROR: Horiba
• Sponsor a coffee station before the daily keynote
• One color logo imprint beverage napkins and table tent cards
• Appropriate signage at beverage station

Week-at-a-Glance Agenda ........................................................................................................ $3,750 and up
• Submit your custom 4-color corporate message/image to be printed and made available at Registration

Branded Promotional Giveaway (multiple opportunities) ................................................................. $3,750 and up
• Create an impact when you choose from a variety of hot products for swagging rights! Personalized items with your corporate logo imprint
• Available for attendees at Registration

Static Vehicle Display .................................................................................................................. call for pricing
• Space in the exhibit hall to showcase your vehicle or equipment
• Can be static or interactive
• Create your own tailored package with advertising, signage and/or registrations for your display

For Sponsors & Exhibitors Only - Advertising Opportunities

High School Student Engagement – Wednesday (multiple opportunities) ............................................. $3,500
• Provide branded swag for student give-aways
• Opportunity to provide a mentor to guide students on Wednesday 9am – 2pm
• Private exhibit hall tour with University Displays to chat about engineering path in commercial vehicle industry

Powertrain Research Student Breakfast - Tues. (multiple opportunities) ........................................... $3,500 each
• Student travel stipend fund
• Open call for Internships & job postings
• John Deere to provide speaker on career development

Commercial Video Showcase (multiple opportunities) ........................................................................ $1,000
• Submit an mp4 commercial video to showcase your product or service solution
• Video must be less than 2 minutes duration
• Looped on the video monitor, along with other sponsor content, for the entire conference in high-traffic area

Social Media Sponsorship (Exhibitors & Sponsors Only) ...................................................................... $1,500
*SAE Facebook or LinkedIn
  - Submit 2-3 sentences to best describe your company announcement including your product, solution or service for the event and this audience
  - Include an image, hashtag and/or hyperlink to your press release, job posting or website to attract followers

Advertising Clings.................................................................................................................................................. $1500 and up
  - Choose from a variety of locations for printed exposure in/around the venue ~ window clings, pillars, floor tiles etc.
  - Great for booth boosters!

Exhibitors/Sponsors can reserve a hospitality suite.................................................................................................. $1000 USD per day
  *rooms are limited and only available to exhibitors and sponsors.
  - First room set is included; all catering, A/V and other needs should be secured directly with the facility at the Exhibitor/sponsor's expense. No overlap with SAE's networking functions will be approved.

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

Megan McCoy - SAE Event Sales
Mobile +1 (412) 992-6518
Email: megan.mccoy@sae.org