



# 2024 COMVEC™ Technology Connection

September 10-12, 2024 ■ Renaissance Schaumburg Convention Ctr Hotel ■ Chicago, IL

### 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, Wednesday Networking Lunch in exhibit hall or Thursday in foyer.....\$20,000**

**SOLD: Tuesday - CNHI**

- Company name and/or logo on signage at the lunch
- Branded beverage napkins and table tents
- Recognition as the sponsor anywhere the lunch is promoted
- Company logo recognition on the website and the mobile app with a short company/product profile
- Two (2) conference registrations

**Welcome Reception or Networking Reception.....\$20,000**

**Welcome Reception – HOLD: Volvo Truck & Volvo CE Networking Reception – SOLD: Navistar**

- Company name and/or logo on reception signage and beverage napkins
- Company name recognition anywhere the reception is promoted including the agenda
- Logo recognition on table tent signage on the food/beverage areas and tabletops
- Two (2) conference registrations

**Registration Area & Lanyards..... 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
- Special signage at Registration for added branding
- Two (2) conference registrations

**Chicago & Indiana Section Dinner.....\$15,000**

Monday banquet at the host hotel

- Submit a commercial mp4 video to be played as people take their seats
  - Video should be less than 2 minutes in duration
- Company name recognition anywhere the dinner is promoted
- Opportunity to provide brief Welcome Remarks or toast
- Logo recognition on table tent signage on the food/beverage areas and tabletops
- Three (3) banquet tickets for the dinner with reserved seating
- Submit 1-2 sentences to best describe your company, product, solution or service for the event audience to be included in SAE media post

## Gold Sponsor

**Tues Keynote, Wed Executive Roundtable, Thurs Keynote Sponsor (3 opportunities).....\$15,000 each**

**Tues – SOLD: Continental**

- Submit a commercial mp4 video to be played as people take their seats
  - Video should be less than 2 minutes in duration
- Logo recognition on PPT slide(s) of sponsored keynote as appropriate (opening slide(s))
- Logo recognition on free-standing banner at entrance and/or near stage
- Logo on event website where sponsored Keynote is featured or listed and any media promotion that applies
- One (1) conference registration

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- Buckendale Breakfast- Wednesday.....\$15,000**  
 Honoring the late L. Ray Buckendale who sought to develop the potential abilities in young people, primarily to the needs of young engineers and students with emphasis on commercial engineering or military service.
- Submit a commercial mp4 video to be played as people take their seats
    - Video should be less than 2 minutes in duration
  - Logo recognition on signage at entrance and/or near stage
  - Logo recognition on table tents during breakfast
  - Opportunity to provide collateral for a seat drop of a branded item/giveaway
  - One (1) conference registration

- High School Student Engagement Ambassador– Wednesday.....SOLD: Navistar**  
 Creating a positive experience for young people to expose them to career paths in commercial vehicles.
- Lunch provided to students with your company logo on table tents and beverage napkins
  - Opportunity to provide a mentor to guide students on Wednesday including small group exhibit hall tour with University Displays to chat about engineering and the commercial vehicle industry
  - Opportunity to provide branded giveaways (along with other co-sponsored swag)
  - One (1) conference registration

### Silver Sponsor

- Mobile App..... SOLD: PACCAR**
- Company logo will appear as splash screen upon initial opening for all app users
  - Sponsor to submit banner and URL for rotating banner
  - 1 push notification per day
    - Content to be approved and scheduled by SAE
  - Directory listing in app with company/product profile and logo recognition
  - Company recognition on Mobile App signage throughout event and printed agenda

- Networking Lounge..... SOLD: Caterpillar**  
 Network with SAE COMVEC™ members, speakers, presenters, and organizers in the lounge.
- 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 high traffic area with other sponsor videos
  - Table tent signs placed throughout the lounge

- Check-in Gift *choose from a variety of options*.....\$10,500**
- Sponsor a treat to be delivered, along with a message, branded item or goodie, to registered COMVEC guests at check-in at the host hotel on the peak night
    - Message/invitation to be created, printed, and shipped at sponsor's expense; deadlines apply
  - Visibility on sponsor signage

- Young & Emerging Professional Social Event.....HOLD: Allison Transmission**  
 Sponsor the 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

- Conference Wi-Fi.....\$10,500**
- Network naming rights; less than 30 characters (Alpha numeric only, please.)
  - Password: minimum of 8 characters (Alpha numeric only please)
  - Company recognition on Wi-Fi signage scattered throughout event, printed agenda and back of the badge

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### Bronze Sponsor

**Speed Mentoring Session.....HOLD: Hedrickson**

- 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) .....\$8,500 each**

- Submit your artwork to wrap the free-standing charging locker to be placed in high traffic area

**Hotel Key Cards.....\$8,500**

- Company recognition as the sponsor of the Hotel Room Keys at the host hotel, Renaissance Schaumburg
- 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; 2 in the foyer.....\$8,500**

**1.) SOLD: Sears Seating**

- Specialty signage and one-color logo imprint on beverage napkins during networking break
- Opportunity to have a small literature/banner display area during chosen break

**Conference Pens & Notepads..... SOLD: AVL**

- Company name/logo on the conference pens and/or notepads distributed in various session rooms
- Your company artwork printed in color on tablets by SAE

### Conference Supporter

**Technology Panel/Session Sponsor - Tues, Wed, Thurs.....\$5,500 per session**

*Keynotes sold separately. 7 Featured technical session tracks:*

Executive Track: 1) Advanced Powertrain & Propulsion, 2) Autonomous – **SOLD: Kubota**, or 3) Software Defined Machines **SOLD - Daimler**

Technical Tracks: 1) **Chassis**, 2) **Total Vehicle** 3) **Powertrain** 4) **Aerodynamics**

- Sponsor session(s) 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.....\$5,500**

**1) SOLD: 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..... HOLD: Mathworks**

- Submit your custom 4-color corporate message/image to be printed on the agenda and made available at Registration



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- Branded Promotional Giveaway (multiple opportunities).....\$5,000 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

## For Sponsors & Exhibitors Only - Advertising Opportunities

- Powertrain Research Student Panel & Breakfast Co-Sponsor – Thursday.....\$3,500 each**  
**1.) AVL 2.) Eaton 3.) Caterpillar**
- Student travel stipend fund
  - recognized in the program online and the printed agenda as the co-sponsor of the breakfast
  - Shared logo recognition on table tent signage scattered during breakfast
  - Shared logo recognition on beverage napkins

- Static Vehicle Display.....Call to discuss options**
- 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

- 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.....\$2,000 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.....\$1,500 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:

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