

# **SAE 2017 CHINA EVENTS SPONSORSHIP MENU**

## **- GROUND VEHICLE**

SAE 2017 New Energy Vehicle Technology Forum (SEP 12-13)



# INSPIRING BUILDING ADVANCING

PEOPLE, TECHNOLOGY, AND  
INDUSTRY—ALWAYS IN MOTION  
AND LOOKING TOWARDS  
TOMORROW.

**A professional society, SAE International is the authority on vehicle engineering.** We develop more vehicle technical standards—and more aerospace standards—than any other organization. We offer the largest library of vehicle engineering content. And, we bring together the largest global network of engineers in the world.

Through a comprehensive collection of programs, products and services, we supply the information, tools, and technical know-how to help today's professionals do their jobs better while we ensure the development of the next generation of mobility engineers.

Since 1905, SAE has connected automotive, aerospace, and commercial vehicle engineers to each other and the technical resources needed to foster a lifetime of learning, solutions to improved vehicle technology, and the advancement of the mobility industry.

SAE International—whose first vice president was an up-and-coming engineering talent by the name of Henry Ford and included early supporters like Orville Wright—was based on providing a platform for collaborative and informed dialog and the impetus of its earliest standardization efforts. Today, the sharing of information remains at its core, with SAE being acknowledged globally as the ultimate knowledge source for mobility engineering.

## TABLETOP DISPLAY



**Tabletop Display**..... 21,000RMB / 3,300 USD

- One (1) 1.8 meter (6 feet) table with two chairs and wastebasket
- One back wall panel per tabletop display, approximately 2.5m x 2.5m (8 feet x 8 feet)
- SAE will provide graphic template to exhibitor so exhibitor may provide artwork for back wall panel prior to applicable deadline(s).
- One (1) symposium registration\*
- Company listing in Online Exhibitor Directory and printed Event Guide\*\*

*If additional display space is needed, please inquire directly.*

## GOLD SPONSOR

**Registration (Exclusive)**..... 64,000RMB / 10,000 USD

- Company recognition to be included on all pre-registration attendee confirmation emails
- Logo to be included on the symposium Dates, Deadlines and Registration webpage
- Opportunity to provide branded giveaway to attendees at onsite registration
  - *Item to be provided by Sponsor at own expense*
- Opportunity to provide company literature to be displayed and distributed near registration
- Ad banner on SAE China event website to appear for duration of 4 months
- Tabletop display, includes:
  - One (1) 1.8 meter (6 feet) table with two chairs and wastebasket
  - One back wall panel per tabletop display, approximately 2.5m x 2.5m (8 feet x 8 feet)
    - SAE will provide graphic template to exhibitor so exhibitor may provide artwork for back wall panel prior to applicable deadline(s).
  - Company listing in Online Exhibitor Directory and printed Event Guide\*\*
- Three (3) symposium registrations\*
- Exhibitor listing and company profile in Online Exhibitor Directory and printed Event Guide\*\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*
- Logo on main stage banner\*\*

**VIP Reception (Exclusive) .....64,000 RMB /10,000 USD**

- One company executive to deliver 10-minute presentation at start of VIP Reception
  - Presentation to be technology or event-focused - **not** of a commercial or sales nature
  - Points of presentation to be shared with SAE prior to event for approval
- Company recognition on reception signage, including food and beverage station(s) and tent cards
- Company recognition on beverage napkins and drink ticket(s)
- Logo with company URL hyperlink included in up to two SAE China emails
- Three (3) symposium registrations\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*
- Logo on main stage banner\*\*

**Notepads & Pens (Exclusive)..... 64,000 RMB /\$10,000 USD**

- Sponsor to provide notepads with sponsor's logo for distribution onsite at symposium
  - *Notepads to be provided at Sponsor's own expense*
  - *Pens to be provided at Sponsor's own expense*
- Tabletop display, includes:
  - One (1) 1.8 meter (6 feet) table with two chairs and wastebasket
  - One back wall panel per tabletop display, approximately 2.5m x 2.5m (8 feet x 8 feet)
    - SAE will provide graphic template to exhibitor so exhibitor may provide artwork for back wall panel prior to applicable deadline(s).
  - Company listing in Online Exhibitor Directory and printed Event Guide\*\*
- Three (3) symposium registrations\*
- Exhibitor listing and company profile in Online Exhibitor Directory and printed Event Guide\*\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*
- Logo on main stage banner\*\*

## SILVER SPONSOR

**Tote Bags (Exclusive) ..... 42,000 RMB / 6,500 USD**

- Sponsor to provide bags with sponsor's logo for distribution onsite at symposium
  - *Bags to be provided at Sponsor's own expense*
- Tabletop display, includes:
  - One (1) 1.8 meter (6 feet) table with two chairs and wastebasket
  - One back wall panel per tabletop display, approximately 2.5m x 2.5m (8 feet x 8 feet)
    - SAE will provide graphic template to exhibitor so exhibitor may provide artwork for back wall panel prior to applicable deadline(s).
  - Company listing in Online Exhibitor Directory and printed Event Guide\*\*
- Two (2) symposium registrations\*
- Exhibitor listing and company profile in Online Exhibitor Directory and printed Event Guide\*\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*
- Logo on main stage banner\*\*

**Lanyards (Exclusive) .....42,000 RMB / 6,500 USD**

- Sponsor to provide lanyards with sponsor's logo for distribution onsite at symposium
  - *Lanyards to be provided at Sponsor's own expense*
- Tabletop display, includes:
  - One (1) 1.8 meter (6 feet) table with two chairs and wastebasket
  - One back wall panel per tabletop display, approximately 2.5m x 2.5m (8 feet x 8 feet)
    - SAE will provide graphic template to exhibitor so exhibitor may provide artwork for back wall panel prior to applicable deadline(s).
  - Company listing in Online Exhibitor Directory and printed Event Guide\*\*
- Two (2) symposium registrations\*
- Exhibitor listing and company profile in Online Exhibitor Directory and printed Event Guide\*\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*
- Logo on main stage banner\*\*

## BRONZE SPONSOR

**Refreshment Break(s)..... 35,000 RMB / 5,500 USD each (4 opportunities)**

Day 1, AM or PM - Day 2, AM or PM

- Company recognition on refreshment break signage, including food and beverage station(s) and tent cards
- Tabletop display, includes:
  - One (1) 1.8 meter (6 feet) table with two chairs and wastebasket
  - One back wall panel per tabletop display, approximately 2.5m x 2.5m (8 feet x 8 feet)
    - SAE will provide graphic template to exhibitor so exhibitor may provide artwork for back wall panel prior to applicable deadline(s).
  - Company listing in Online Exhibitor Directory and printed Event Guide\*\*
- Two (2) symposium registrations\*
- Exhibitor listing and company profile in Online Exhibitor Directory and printed Event Guide\*\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*

**Tote bag Brochure insert.....22,500 RMB / 3,500 USD (3 opportunities)**

- Opportunity to provide one (1) company brochure to be inserted into Tote bags distributed at symposium
  - *This opportunity is contingent upon tote bags being sponsored and available at symposium*
- Two (2) symposium registrations\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*

**Symposium Supporter.....16,000 RMB / 2,500 USD (multiple opportunities)**

- One (1) symposium registration\*
- Logo on the symposium sponsor webpage with hyperlink to company website\*\*
- Logo in sponsor section of the event guide\*\*

## ADVERTISING OPPORTUNITIES

Event Guide	Exhibitor/Sponsor	Non-Exhibitor	Sold
Back Cover	10,000 RMB / 1,565 USD	+100% Exhibitor/ Sponsor Rates listed	
Inside Front Cover	8,000 RMB / 1,250 USD		
Inside Back Cover	6,200 RMB / 970 USD		
All 3 Covers	18,000 RMB / 2,815 USD		
Inside Full Page	6,000 RMB / 940 USD		
Inside Half Horizontal Page	3,500 RMB / 550USD		

### Sponsorship Deliverable Notes:

- \* Registration(s) includes access to technical program, refreshment breaks, lunches, and exhibits
- \*\* Pending signed contract and necessary materials are received from sponsor prior to applicable deadlines
- \*\*\*All the listed price is based on the RMB. The US Dollar price is only available when you pay to SAE International WHQ directly, and we will provide the US invoice only. SAE International China office will only accept the RMB, and we will provide you China Invoice (Fapiao) only.

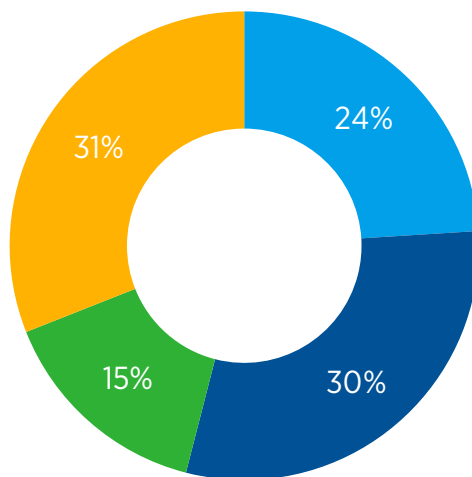
### Contact Us:

China Sales		U.S & Global Sales
<b>Jay JIANG</b> Business Development Phone: 021-6140-8921 Email: Jay.Jiang@sae.org	<b>Sean ZHANG</b> Business Development Phone: 021-6140-8926 Email: Sean.Zhang@sae.org	<b>Vanessa Reddick</b> Event Sales & Development Phone: +1-724-772-7591 Email: Vanessa.Reddick@sae.org

### SPONSORSHIP TERMS & CONDITIONS

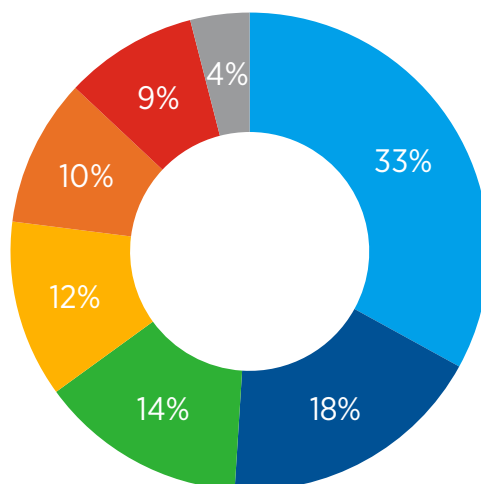
*Sponsorships of various activities are available on a first-come, first-serve basis to customers and exhibiting companies for that particular event. Offers will be confirmed through the submission of a signed copy of this agreement. Sponsor acknowledges that SAE shall have sole and exclusive control over the event, exhibitions, activities, functions, receptions and all other aspects of the event. 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.*

## ATTENDEES BY COMPANY TYPE:



### COMPANY CATEGORY

- OEM
- Tier 1 Suppliers
- Tier 2 Suppliers
- Equipment, Test, Software, Consultant & Academia



### JOB CATEGORY

- Product Design & development, R&D
- Corporate Executive
- Consultant
- Engineering Management
- Marketing & Sales
- Academia
- Others



SAE International is a global association of more than 143,000 engineers and related technical experts in the aerospace, automotive and commercial-vehicle industries.

Since 1905, SAE has connected automotive, aerospace, and commercial vehicle engineers to each other and the technical resources needed to foster a life time of learning, solutions to improved vehicle technology, and the advancement of the mobility industry.

SAE International's core competencies are life-long learning and voluntary consensus standards development. SAE International's charitable arm is the SAE Foundation, which supports many programs, including A World In Motion® and the Collegiate Design Series.

SAE provides Technical Forum, Professional Development Seminar, Technical Consulting in China, and organizes Chinese delegation to attend SAE global events and exhibitions.

## Contact Us:

Shanghai Office:

Address: Room 2503, Litong Plaza, 1350 North Sichuan Road,  
Hongkou, Shanghai, 200080 P.R. China

Phone: +86-21-6140-8900

Email: [chinaoffice@sae.org](mailto:chinaoffice@sae.org)

Website: [www.sae.org.cn](http://www.sae.org.cn) (Chinese)  
[www.sae.org](http://www.sae.org) (English)

