INTERNATIONAL POWERTRAINS, FUELS & LUBRICANTS MEETING

Sponsorship and Exhibition Opportunities

17–19 September 2018 | Heidelberg, Germany

pfl18.org
As a SAE member for 30 years, I have found SAE meetings and conferences to be a fantastic opportunity to stay on top of industry trends and enhance my knowledge base. Over the years, I’ve been able to interact with peers and experts in key areas of the automotive industry which has been a great benefit to my career.

Dan Pridemore,
NA OEM Relationship Director at AFTON CHEMICAL CORPORATION
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“...I was deeply impressed about the overall quality of the Meeting, starting with the qualification of the speakers and ending up with the excellent location...”

Peter Kunz, Team Manager Oils and Fuels Testing at APL GMBH
EXPAND YOUR FOOTPRINT IN EUROPE

The International Powertrains, Fuels and Lubricants Meeting is where the most highly regarded experts in engineering, science and supply will gather to update the industry on the hottest topics associated with powertrains, fuels and lubricants.

The IPF&L meeting provides a valuable opportunity for business professionals, OEMs, researchers, engineers and others from around the world to hear and discuss new and emerging technologies that are being implemented to meet regulations by reducing emissions and boosting fuel economy, while delivering the best, overall powertrain performance.

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 cannot afford to miss out on connecting with this targeted community including dozens of the industry’s key decision makers.

Don’t miss this opportunity to reveal your company’s latest innovations and build lasting business relationships. Make plans to join us in Heidelberg, Germany!

“This was my first SAE event. For direction and growth related to our company we certainly intend to be more involved moving forward."

Bert Buchholz, Design Engineering Manager at CENTRAL ILLINOIS MANUFACTURING COMPANY
WHAT TO EXPECT

3 FULL DAYS OF THOUGHT-PROVOKING PRESENTATIONS

AMPLE NETWORKING OPPORTUNITIES INCLUDING WELCOME RECEPTION AND GALA DINNER

+350 ATTENDEES, +10 SPONSORS, +10 EXHIBITORS

+30 COUNTRIES REPRESENTED FROM 3 CONTINENTS (NORTH AMERICA, EUROPE, ASIA)

+200 PAPERS PRESENTED, 3 KEYNOTES

TOURS THROUGH MANUFACTURING FACILITIES

PROFESSIONAL DEVELOPMENT COURSES

1 DAY WORKSHOP

“The workshop was a very good platform for exchange of knowledge and experience. Very efficient event and very well organised. Thanks a lot to all organisers.”

Bert Buchholz, Prof. Dr.-Ing., Chair of Combustion Machines and Piston Engines at ROSTOCK UNIVERSITY
THE INDUSTRY LEADERS, ALL IN ONE PLACE!

OVER THE YEARS, THE FOLLOWING OF ATTENDEES HAS GROWN BY 38%

THE IPF&L MEETING OFFERS HIGH CALIBER SPEAKERS AND TECHNICAL PROGRAMME

70% OF ATTENDEES ARE TECHNOLOGY LEADERS, LOOKING TO DISCOVER NEW PRODUCTS FOR THEIR ORGANISATIONS

“This conference was very helpful in bringing together many of the stakeholders that can influence the direction of our industry.”

2016 IPF&L CONFERENCE ATTENDEE
PREVIOUS SPONSORS
AND EXHIBITORS

“A good and informative conference. The networking session organized by Afton Chemical Corp was great.”

Christ C. Onyeso, Ph.D. – R & D Manager at AFTON CHEMICAL CORP.
ACHIEVE YOUR GOALS THROUGH OUR EVENT

Achieve your goals through our conference, by choosing from one of our sponsorship and/or exhibition opportunities categorised by desired outcome.

SPONSORSHIP OPPORTUNITIES PAGE 9–20

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 unique sponsorship opportunities or contact us for a customised package.

EXHIBITION OPPORTUNITIES PAGE 21

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 space is the right solution for you.
Boost your visibility and market directly to your target audiences.
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 powertrains, fuels and lubricants 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.

HOW IT WORKS

Step 1: Mix and match from the listed sponsorship options.
Step 2: Identify your sponsorship category (Diamond, Platinum, Gold, Silver, Bronze, Friend of the Industry) based on your level of investment.
Step 3: Discover the additional benefits included in your sponsorship category.

BENEFITS OFFERED TO ALL SPONSORS

• 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

“Very nice conference with interesting presentations and people from all over the world.”
2016 IPF&L CONFERENCE ATTENDEE
I WANT TO BE VISIBLE THROUGH SOCIAL EVENTS

The Gala Dinner, Welcome Reception and breaks represent the perfect opportunity to network and meet with your peers. Above all, the social events create the perfect opportunity for our exclusive sponsors to leave a lasting impression on all conference attendees.

GALA DINNER

Exclusive
Date: Tuesday, 18 September; Location: Off-site venue

The Gala Dinner is the prime networking occasion of the conference. Be the exclusive sponsor for this key evening function and benefit from this tremendous opportunity to communicate your message to high ranking representatives in the market.

- Five (5) minutes Welcome Speech during the Gala Dinner to address the audience (format to be confirmed with the organiser)
- One (1) priority table at the Gala Dinner (10 seats)
- One (1) tabletop - priority selection
- Opportunity to play your audio message as attendees are entering the Gala Dinner
- Interview with a high ranking representative of your company to be placed on relevant SAE websites and to be promoted through all traditional and social media channels
- Possibility to offer a branded gift to all Gala Dinner attendees
- Full page advertisement in the event guide
- Announce your sponsorship in the Gala Dinner invitation cards handed to all attendees upon registration
- Promote your sponsorship through a pop up banner to be placed in a highly visible area at the Gala Dinner venue
- Opportunity to send three (2 prior, 1 after) push notifications through the SAE Mobile App to all conference attendees
- Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
- Display your brand logo and/or name on menus and signage

Marketing material to be provided by sponsor.
WELCOME RECEPTION ............................................................................. €20,000

Exclusive
Date: Monday, 17 September; Location: Exhibition Area

The Welcome Reception is a fantastic networking occasion where all attendees come together in an informal setting to meet and greet new and old partners. Benefit from this platform to bring your message across to the market.

• Opportunity to promote your company’s sponsorship during a 5 minutes presentation in the plenary room
• Opportunity to welcome attendees at the Reception
• Opportunity to suggest a theme and/or networking activity during the Reception
• One (1) table top - priority selection
• Interview with a high ranking representative of your company to be placed on the SAE website and to be promoted through all traditional and social media channels
• Full page advert in the event guide
• Opportunity to send two (1 prior, 1 after) push notifications through the SAE Mobile App to all conference attendees
• Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
• Display your brand logo and/or name on reception signage and napkins

GALA DINNER TRANSFER ....................................................................... €10,000

Exclusive
Date: Tuesday, 18 September; Location: Off-site venue

Looking for a 10 minute speaking slot with video and flyer distribution? Gain the participants’ full attention on their way to the Gala Dinner.

• Play your company video during the bus drive
• Place your flyers on each seat
• Hold a presentation about your company’s solutions during the bus drive
• Use the opportunity to exchange contact details and answer any questions when the delegates leave the bus

Marketing material to be provided by sponsor.

Please note that all items supplied by the sponsor are subject to approval by the organizer. Images provided are used for illustrative purposes only; elements of the display may not be included. All prices are excluding VAT.
I WANT TO BE VISIBLE IN ASSOCIATION WITH THE CONFERENCE PRESENTATIONS

DAILY OPENING AND KEYNOTE ADDRESS ............................................ €15,000

3 available opportunities

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 keynotes.

• Recognition whenever the keynote of your choice is promoted before, during and post event
• Opportunity to give brief 2-3 minutes of welcome remarks
• Opportunity to deliver small giveaway or literature distributed on plenary room chairs
• One (1) free-standing banner at the entrance of the plenary room during the keynote presentation of your choice
• Opportunity to provide a promotional video to be played in the plenary room as attendees take their seats (prior to the keynote presentation of your choice)
• Full page advertisement in the event guide
• Sponsor appreciation signage

“Good breadth of topics. Good to hear from experts about issues and solution. Good open discussion. Good format.”
2016 IPF&L CONFERENCE ATTENDEE
INNOVATION CORNER ................................................................. €10,000

Exclusive

At the Innovation Corner companies can inform the market about their latest solutions and innovations in 5 minutes speaking slots. Position yourself as the innovative leader in the market by sponsoring this platform.

- Five (5) minutes speaking slot in the Innovation Corner at the time of your choice
- Two (2) minutes window to play your company video
- Special mention at the opening of the Innovation Corner
- Opportunity to display 2 PowerPoint slides between Innovation Corner sessions (slides to be shuffled between sponsor and organiser slides)
- Two (2) pop-up banners to be placed in a highly visible area at the Innovation Corner
- Your logo to be included in the overall Innovation Corner setup
- One (1) literature rack with your marketing material to be placed in a highly visible area at the Innovation Corner
- Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
- Recognition whenever the Innovation Corner is promoted before, during and post event

SPEAKING SLOT AT THE INNOVATION CORNER ................................. €3,000

Inform the market about your latest solutions and innovations during a 5 minutes speaking slot at the Innovation Corner.

“Very interesting and informative conference, through which I got a lot of information that I will use in future work.”

Wojciech Cieslik, PhD student at POZNAN UNIVERSITY OF TECHNOLOGY

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CONTENT CAPTURE €5,000

Sponsor the key presentations recording (selection to be made by the organiser) that will be made available to all conference attendees and SAE members maximizing the reach to the widest possible audience.

- Prominently feature your company name and logo on the session content capture web page
- Opportunity to place a 1 minute promotional video on the content capture website
- Opportunity to add a 15 seconds promotion after each captured presentation in the videos
- Banner on all communications announcing the session content capture

“This has been 3 very rewarding days with very interesting presentations where I could learn a lot in my area of competency (lubes) but also others (fuels and engine design) which have a direct influence on my activity. Panel sessions and keynote speakers were also of great interest with different point of view that sparked discussion.”

Herve Marie, Lubricant Formulator at ESSO SAF
I WANT TO BE VISIBLE THROUGH KEY ACTIVITIES

NETWORKING LOUNGE AREA ................................................................. €10,000

Exclusive
Full duration of the conference
The lounge allows attendees to network in a relaxed setting and to deepen their business conversations. This offers the perfect opportunity for your company to promote your latest solutions and innovations.

• Brand the lounge area with your colours
• Display your marketing material on the tables
• Opportunity to play your video
• Opportunity to place two (2) banners at your lounge

The lounges are highly flexible options. Contact us to brainstorm on options to ensure you will get the most out of your lounge (additional charges may apply for added visibility).

REGISTRATION AREA & LANYARD ...................................................... €7,500

Exclusive
The Registration Area is the perfect way of reaching every attendee right at the start of their conference experience and ensures that your message will get to all the professionals at a time when they are very receptive. Furthermore, 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.

• Display your company name, logo or slogan on the official conference lanyards (lanyards will be handed out to each attendee upon registration and have to be worn visibly throughout the conference)
• Sponsor recognition at onsite registration area (may include standing signage)
• Company logo will appear on attendee pre-registration confirmation emails
• Opportunity to place two (2) pop-up banners at the registration area (to be provided by sponsor)
• Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
• Full page advert in the event guide

Marketing material to be provided by sponsor.

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I WANT TO BE VISIBLE THROUGH NETWORKING BREAKS AND REFRESHMENTS

**NETWORKING LUNCH BREAK** ................................................................. €9,500

3 lunch breaks available; 1 sponsor per lunch break  
Duration: 1 hour; Location: Exhibition Area

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

- Five (5) minutes speaking slot in the Innovation Corner during your lunch break
- Flyers with your message on high tables
- Branded napkins and/ or cups/ glasses
- Signage with your company logo and name on all stations

*Advertising media to be supplied by sponsor and subject to organiser’s approval.*

**NETWORKING BREAK** ................................................................. €6,500

6 breaks available; 1 sponsor per break  
Duration: 30 minutes; Location: Exhibition Area

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

- Five (5) minutes speaking slot in the Innovation Corner during your break
- Flyers with your message on high tables
- Branded napkins and/or cups
- Signage with your company logo and name on all stations

*Advertising media to be supplied by sponsor and subject to organiser’s approval.*

**PERMANENT COFFEE STATION** .................................................. STARTING AT €6,000

Several opportunities available  
Full duration of the conference

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.

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I WANT TO BE VISIBLE THROUGH TARGETED WORKSHOPS

**SYMPOSIUM**  
€20,000

Exclusive  
Date: Thursday, 20 September  

Sponsor the post-conference workshop attracting 100 professionals in the field.

- Recognition whenever the workshop is promoted before, during and post event.  
- Opportunity to give brief 2-3 minutes of welcome remarks during the symposium  
- Opportunity to deliver small giveaway or literature distributed during the symposium  
- One (1) free-standing banner at the entrance of the meeting room during the symposium  
- Full page advertisement in the event guide  
- Sponsor appreciation signage

**VENDOR WORKSHOP**  
€8,000

Organize your own one-hour workshop in a branded private breakout room for up to 20 people.

- Includes meeting room with furniture and basic AV equipment (LCD screen)  
- Opportunity to promote your workshop on the conference website, event guide and the registration platform

The workshop and symposium will be scheduled outside conference session timings.

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I WANT TO BE VISIBLE THROUGH EVENT RELATED ITEMS

CONFERENCE BAG ................................................................. €5,000

Exclusive

Choose to be the single company prominently featured on all conference bags and gain massive exposure to all attendees.

• Opportunity to include flyer or small give-away in the conference bag
  *Item to be produced by organiser.*

STATIONARY ........................................................................... €4,000

Exclusive

Sponsor the conference notepads and pens and keep the attendees 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 and/ or name 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.*

BRANDED FLAG ......................................................................................... €4,000

2 opportunities available
Location: in front of the conference entrance

Promote your company and/or product on one of the branded flags at the conference entrance and make sure to capture the attention of all attendees even before they enter into the conference. This high visibility opportunity also allows you to promote to a larger audience including those who are not part of the conference itself.

*Flag to be provided by sponsor and to be approved by conference organiser.*

MOBILE DEVICE CHARGING STATION ..................................................... €3,000

Place a charging station at a key location in the conference venue for attendees to charge their mobile devices.
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FLOOR STICKER ................................................................. €2,000

1 sqm floor sticker positioned in a strategic location to enhance visibility and remind participants about your company’s expertise and/or to visit your booth.

Design to be provided by sponsor and pre-approved by the organiser.

HAND SANITIZER SPRAY ......................................................... €2,000

Branded pocket-size hand sanitizer spray to be distributed to all attendees at registration (included in the conference bag).
I WANT TO BE VISIBLE THROUGH COMMUNICATION AND SOCIAL MEDIA TOOLS

**MOBILE APPLICATION**

Exclusive

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

- Splash screen as advertising space
- Advertising video on the launch of the app (20s max)
- Clickable banner to be included on all pages regarding the event

**WEBSITE BANNER**

2 opportunities available

Advertise your company’s presence at the conference on the home page of our event website.

**WEB ADVERT IN EVENT GUIDE**

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

**FULL PAGE AD**

(+30% for inside front and inside back cover, +50% for back cover)

**HALF PAGE AD**
**CHALLENGE YOUR COMPETITORS**

**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 listed on the previous pages or contact us to discuss new ideas.

<table>
<thead>
<tr>
<th>Level of Investment</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td>• 4 conference registrations</td>
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<tr>
<td></td>
<td>• Banner on the event website</td>
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<td></td>
<td>• Platinum Sponsor recognition</td>
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<td></td>
<td>• Full list of attendees (name, company and job title) before and after the event start date</td>
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<tr>
<td></td>
<td>• Logo + description on event website and in mobile app</td>
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<tr>
<td><strong>GOLD</strong></td>
<td>• 3 conference registrations</td>
</tr>
<tr>
<td></td>
<td>• Gold Sponsor recognition</td>
</tr>
<tr>
<td></td>
<td>• Full list of attendees (name, company and job title) before and after the event start date</td>
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<tr>
<td></td>
<td>• Logo + description on event website and in mobile app</td>
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<tr>
<td><strong>SILVER</strong></td>
<td>• 2 conference registrations</td>
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<tr>
<td></td>
<td>• Silver Sponsor recognition</td>
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<tr>
<td></td>
<td>• Full list of attendees (name, company and job title) before and after the event start date</td>
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<tr>
<td></td>
<td>• Logo + description on event website and in mobile app</td>
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<tr>
<td><strong>BRONZE</strong></td>
<td>• 1 conference registration</td>
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<tr>
<td></td>
<td>• Bronze Sponsor recognition</td>
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<td></td>
<td>• Full list of attendees (name, company and job title) before and after the event start date</td>
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<tr>
<td></td>
<td>• Logo + description on event website and in mobile app</td>
</tr>
<tr>
<td><strong>_FRIEND OF THE INDUSTRY</strong></td>
<td>• Full list of attendees (name, company and job title) before and after the event start date</td>
</tr>
<tr>
<td></td>
<td>• Logo + description on event website and in mobile app</td>
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</table>

*Please note that the above expenditure thresholds (excl. VAT) apply to sponsored items only. These amounts do not include the exhibition space.*
EXHIBITION OPPORTUNITIES

PUT THE SPOTLIGHT ON YOUR COMPANY

Showcase your product and expertise to an audience comprising those most knowledgeable representatives in the sector. Expand contacts and client base through informal, face-to-face interaction and create expanded opportunities for new or continued business.

TABLE TOP ...................................................................................................... €3,500

• Display area of 2.5m x 2.5m including a table of 1.2m to display your literature and products, two chairs and an electrical connection
• 2 conference registrations 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 Welcome Reception & Gala Dinner
• Your company description (up to 100 words) and logo in the printed event guide, event website and mobile app
• Opportunity to contact attendees before, during and after the event via the dedicated event page in our mobile app
• 10% discount is offered to exhibitors wishing to take 2 or more tabletop spaces

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

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REGISTRATION

The fee includes:

- Access to the Plenary and Breakout Sessions
- Access to the Exhibition area
- Lunch and coffee breaks during the event
- Welcome Reception on 17 September
- Gala Dinner on 18 September
- Conference materials (includes technical papers proceedings)

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<th>EARLY BIRD</th>
<th>REGULAR</th>
<th>ONSITE</th>
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<tbody>
<tr>
<td></td>
<td>until 16 July</td>
<td>until 13 September</td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>€1,150.00</td>
<td>€1,350.00</td>
<td>€1,450.00</td>
</tr>
<tr>
<td>Non-Member</td>
<td>€1,550.00</td>
<td>€1,750.00</td>
<td>€1,850.00</td>
</tr>
<tr>
<td>Student</td>
<td>€150.00</td>
<td>€200.00</td>
<td>€250.00</td>
</tr>
<tr>
<td>Speaker/Committee Member</td>
<td>€400.00</td>
<td>€600.00</td>
<td>€700.00</td>
</tr>
</tbody>
</table>

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. Delegates with outstanding payments will be asked for payment onsite or a proof of payment is requested. If one of these cannot be provided, the delegate may be refused permission to attend the conference. Please note that SAE International-Europe does not accept conference registration fee payments by check.

CANCELLATION AND 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 16 July 2018: Full refund minus a €100 administration fee
- Cancellations received as of 17 July 2018 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

Please note that all items supplied by the sponsor are subject to approval by the organizer. Images provided are used for illustrative purposes only; elements of the display may not be included. All prices are excluding VAT.
ORDER FORM

SAE 2018 International Powertrains, Fuels & Lubricants Meeting
17-19 September 2018 | Heidelberg, 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........................................................................................................................................................................................

SAE APPROVAL
Name in print letters....................................................................................................................................................................
Signature...................................................................................................................................................................................
Date........................................................................................................................................................................................

SPONSORSHIP LEVEL ATTAINED (please tick):
☐ Platinum .................................................................................................................................................................................. as of €20,000
☐ Gold...................................................................................................................................................................................... as of €15,000
☐ Silver.................................................................................................................................................................................... as of €10,000
☐ Bronze .................................................................................................................................................................................. as of €7,500
☐ Friend of the Industry ........................................................................................................................................................ as of €4,000

SELECTED SPONSORSHIP OPPORTUNITIES (please tick):

VISIBILITY THROUGH SOCIAL EVENTS
☐ Gala Dinner €25,000
☐ Welcome Reception €20,000
☐ Gala Dinner Transfer €10,000

VISIBILITY THROUGH CONFERENCE PRESENTATIONS
☐ Daily Opening and Keynote Address €15,000
☐ Innovation Corner €10,000
☐ Speaking Slot at the Innovation Corner €3,000
☐ Content Capture €5,000

VISIBILITY THROUGH KEY ACTIVITIES
☐ Registration Area & Lanyard €12,000
☐ Networking Lounge Area €10,000

VISIBILITY THROUGH NETWORKING BREAKS AND REFRESHMENTS
☐ Networking Lunch Break €9,500
☐ Networking Break €6,500
☐ Permanent Coffee Station starting at €6,000

VISIBILITY THROUGH TARGETED WORKSHOPS
☐ Symposium €20,000
☐ Vendor Workshop €8,000

VISIBILITY THROUGH EVENT RELATED ITEMS
☐ Conference Bag €5,000
☐ Stationary €4,000
☐ Branded Flag €4,000
☐ Mobile Device Charging Station €3,000
☐ Floor Sticker €2,000
☐ Hand Sanitizer Spray €2,000

VISIBILITY THROUGH COMMUNICATION AND SOCIAL MEDIA TOOLS
☐ Mobile Application €5,000
☐ Website Banner €3,000
☐ Advert in Event Guide
  • Full Page Ad €2,400
    (+30% for inside front and inside back cover; +50% for back cover)
  • Half Page Ad €1,300

Total amount of sponsorship in euros

SELECTED EXHIBITION OPPORTUNITIES (please tick):

VISIBILITY THROUGH SOCIAL EVENTS
☐ Tabletop €3,500
Table number

Total amount of exhibition in euros
CONTACT DETAILS

SPONSORSHIP AND EXHIBITION SALES EMEA
Annemarie Weise
Tel: +32 (0)2 743 4415
Mob: +32 (0)471 771070
E-mail: annemarie.weise@sae.org

SPONSORSHIP AND EXHIBITION SALES AMERICAS
Megan McCoy
Tel: +1-724-772-4037
Mob: +1-412-992-6518
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CUSTOMERS SERVICE
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