

Executive Leadership provided by



**EXHIBIT. SPONSOR.  
ADVERTISE.**

# **SAE 2016 CONVERGENCE**

PERSONAL MOBILITY — CREATING A SMART  
AND AUTONOMOUS JOURNEY

September 19-21, 2016  
Suburban Collection Showplace  
Novi, Michigan, USA

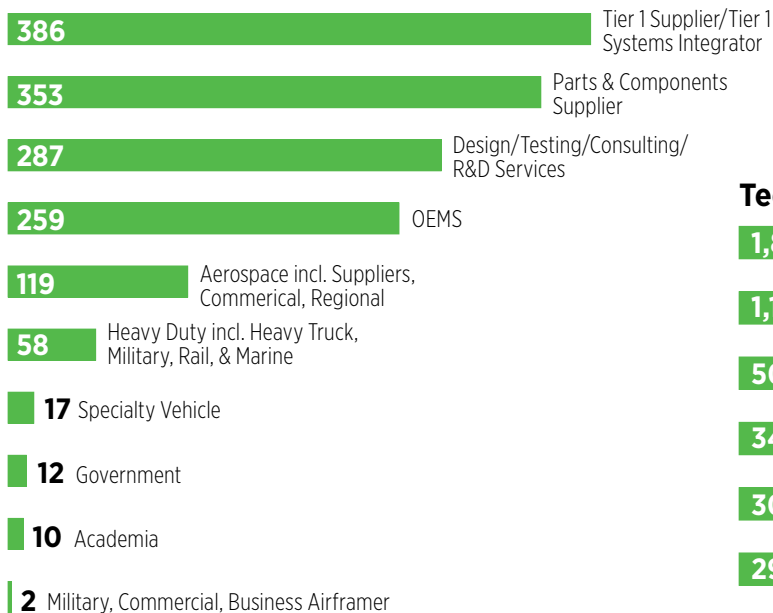
[sae.org/convergence](http://sae.org/convergence)

**SAE 2016 Convergence is your perfect opportunity to connect with a highly targeted audience consisting of the top automakers and decision makers in the industry. Here, your product or service is guaranteed to get noticed.**

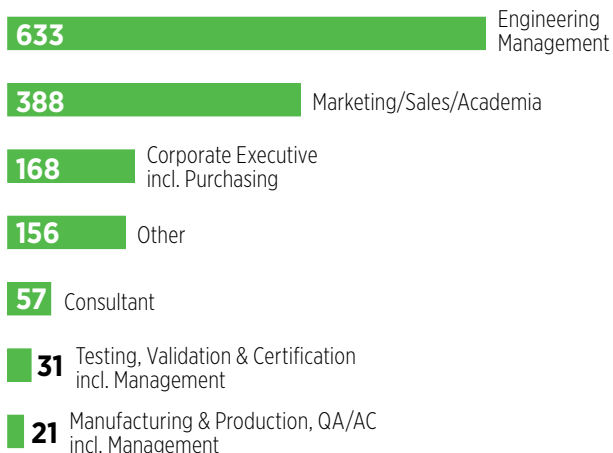
- Seek out the partnerships that will give you a competitive edge.
- Connect directly with decision makers.
- Showcase your organization as a trendsetter.

## WHO ATTENDS

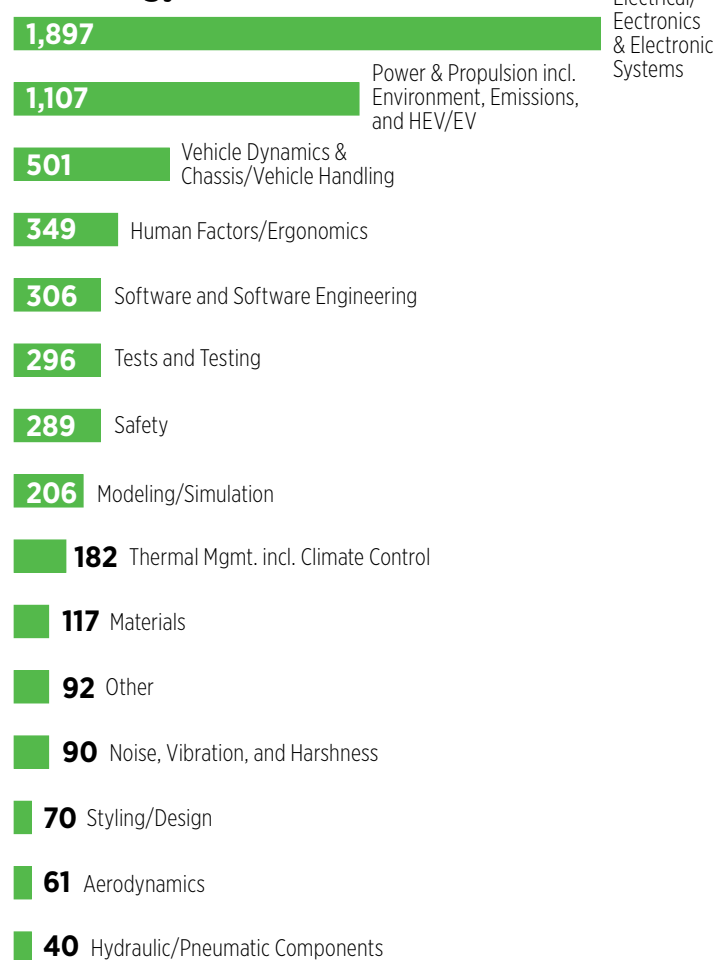
### Industry



### Job Title



### Technology



*\*Based on demographic data from SAE 2014 Convergence.*

## EXHIBIT

- Showcase your products and services in a neutral, technology-driven environment
- Interact with top automotive decision makers to generate new business opportunities
- Create opportunities for expanded business
- Reconnect with current customers
- Establish contacts and potential customers

### 2016 EXHIBIT FEES

\$3,150 (USD) per standard 10'x10' display space. Additional \$250 (USD) per exposed corner fee.

#### Exhibit fee includes:

- Draped back wall and side rails  
– *excluding 20'x20' or larger*
- Booth identification sign  
– *excluding 20'x20' or larger*
- Two Exhibitor Registrations per 10' x 10'
- Lead retrieval option(s)
- Company listing and profile in the printed Event Guide, Online Exhibitor Directory and Mobile App

## SPONSOR

### First Right of Refusal Deadline to 2014 Sponsors: April 29, 2016

- Increase your corporate recognition
- Reach your target audience
- Create opportunities for expanded business

### PLATINUM SPONSOR

- Registration
- Conference WIFI
- Banquet  
– Monday, September 19

Ask about the availability of reserving room(s) for customer meetings.

For complete sponsorship deliverables, please visit [sae.org/convergence](http://sae.org/convergence) and select the Sponsor menu tab.

### GOLD SPONSOR

- Opening Keynote Session  
– Monday, Sept. 19
- Leadership Panel(s)  
– Monday, Sept. 19
- **New!** Session Track Sponsor  
– Tuesday, Sept. 20
- **New!** Invite-only Organizer & Participant Pre-Conference Reception
- Exhibit Hall Receptions  
– Welcome & Pre-Banquet  
Monday, Sept. 19  
– Networking\*  
Tuesday, Sept. 20

*\*Pending Sponsorship*

### SILVER SPONSOR

- **New!** Exhibit Hall Lunches  
– Monday, Sept. 19  
– Tuesday, Sept. 20
- Mobile App
- **New!** Connect & Charge Lounge  
– Exhibit Hall
- Totebags
- Lanyards

### BRONZE SPONSOR

- Notepads & Pens
- Event-at-a-Glance
- **New!** Exhibitors/Sponsors Only: Social Media Wall Content
- **New!** Exhibitors Only: Exhibit Hall Branding

## ADVERTISE

The best way for your customers to notice you at the show is to let them know you will be there—before, during, and post event. Reach them through SAE media options including Automotive Engineering—the official publication of SAE 2016 Convergence, the onsite SAE 2016 Convergence Event Guide...and more!

## **RESERVE YOUR SPACE & SPONSORSHIP NOW!**

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