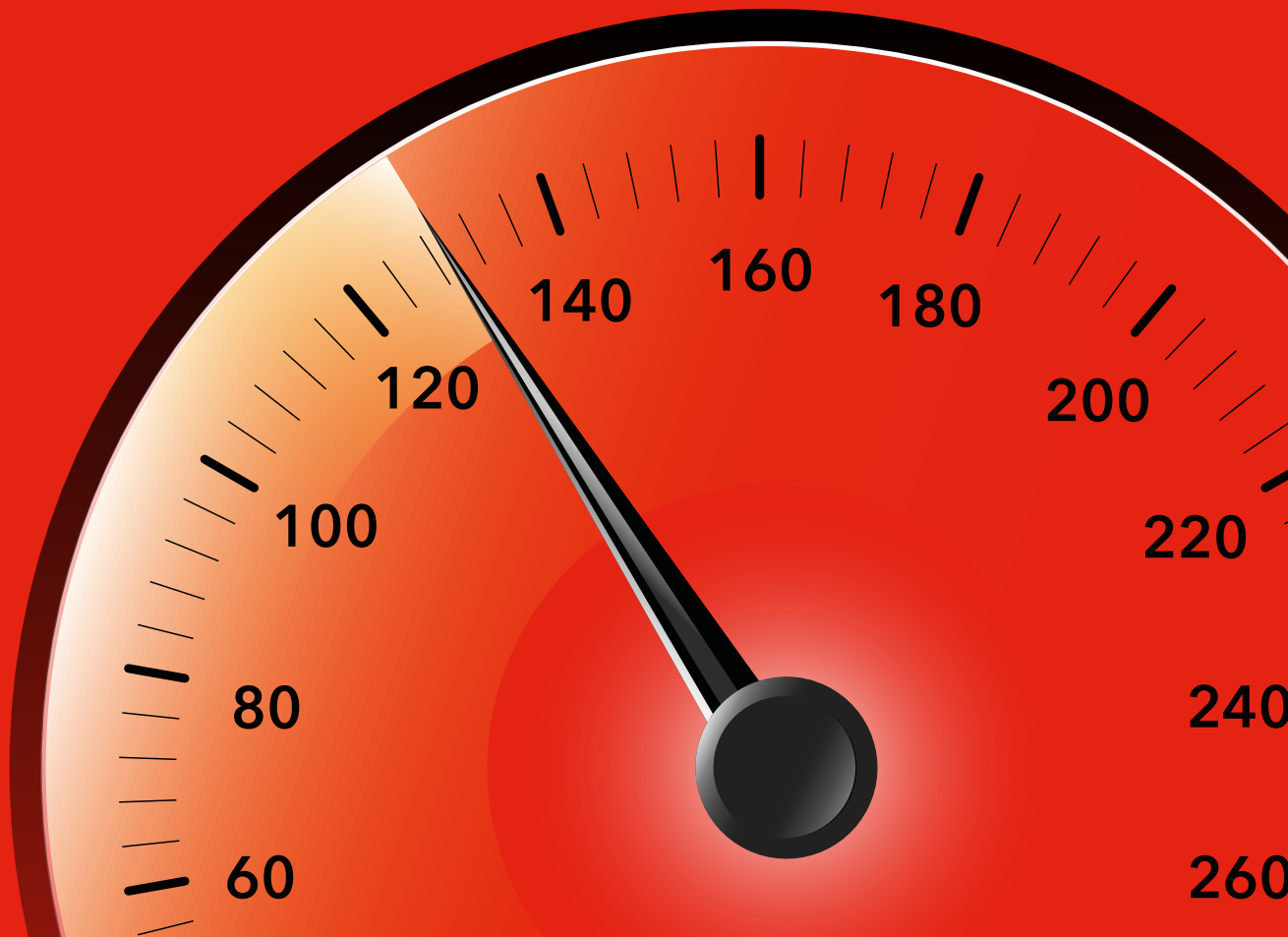




SAE 2018 ON-BOARD DIAGNOSTICS SYMPOSIUM – EUROPE

Sponsorship and Exhibition Opportunities

5-7 March 2018 | Barcelona, Spain



A long-exposure photograph of a road at night, showing light trails from cars in various colors (blue, white, red, yellow) stretching towards a vanishing point in the distance. The sky is dark, and the road surface is visible as a series of parallel lines.

“

It was my first time at this SAE Symposium and I really enjoyed it. Great discussions, great overviews also on topics not directly connected to our daily work, great opportunities for networking with competitors and suppliers.”

Lorenzo Pataccia

GM Global Propulsion System

EXPAND YOUR REACH IN THE INDUSTRY



30 HIGH LEVEL
SPEAKERS



150 ATTENDEES



3 DAYS
OF NETWORKING



15 COUNTRIES REPRESENTED

The On-Board Diagnostics Symposium provides attendees with the most critical and up-to-date information on new regulations, standards, and legislative requirements which continuously affect this technology area. Use this valuable platform which unites automotive and commercial vehicle experts from around the world to put your company ahead of the competition.

Whether your goal is to launch a new product, differentiate yourself from competitors, engage with your target audience, increase brand awareness or simply boost your annual market sales, you can't afford to miss out on connecting with this targeted community including dozens of the industry's key decision makers.

PAST ATTENDEES TO SAE OBD SYMPOSIUM HAVE SHARED THEIR FEEDBACK:

“ I enjoyed the event very much. It helps me to connect with the other contributors and counterparts to the OBD2 theme. I rate as a highlight the reception. It was an awesome stage for the deep dive discussion of the topics heard before at the auditorium.„

Frank Schneider - ROBERT BOSCH GMBH



“ This event is very informative on evolutions... It's the good place to be to share with other manufacturers.„

Florence Le Boite - RENAULT



“ SAE OBD Symposium ... stimulates thinking differently.„

Henning Barkow - IAV



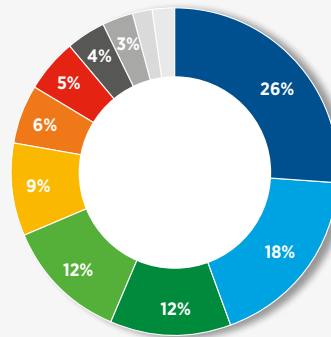
ATTENDEE PROFILE

The SAE On-Board Diagnostics Symposium - Europe attracts more than 150 business professionals, managers and engineers from around the world. Meet with your target audience, build strong relationships, and showcase your company's innovations.

PREVIOUS SPONSORS AND EXHIBITORS

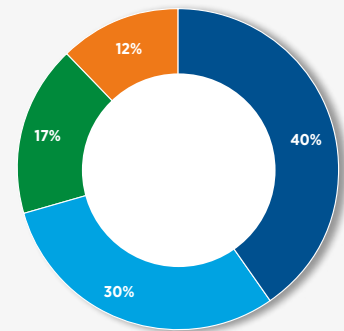
- Bosch Engineering
- CONTROLTEC
- CTS Corporation
- Cummins
- EEPod
- ETAS
- FEV EUROPE
- HEM
- IAV
- Intrepid Control Systems
- Mahle Powertrains
- NGK Spark Plugs
- RA Automotive Software Solutions
- SGS Transportation Testing Services
- Softing Automotive Electronics
- Vector CANtech
- Vector Informatik
- Winterpark Engineering

JOB CATEGORY



- **26%** R&D
- **18%** Other
- **12%** Engineering Management
- **12%** Product Design & Development
- **9%** Testing, Validation and Certification
- **6%** R&D Management
- **5%** System Design and Development
- **4%** Academia
- **3%** Marketing/ Sales
- **2%** Engineering Consultant
- **2%** Testing, Validation and Certification Management

BUSINESS CLASSIFICATION



- **40%** Ground Vehicle OEM
- **30%** Services/ Other
- **17%** Ground Vehicle Supplier Parts/ Components
- **12%** Ground Vehicle Tier 1/ System Integrator

*Based on 2017 Final Registration

MAKE THE IMPACT YOU NEED TO SUCCEED

Achieve your goals through our conference, by choosing from one of our sponsorship and exhibition opportunities categorised by desired outcome (p. 6-12).

SPONSORSHIP OPPORTUNITIES – PAGE 6-11

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 12

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 display is the right thing for you.

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 OBD 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.


BENEFITS OFFERED TO ALL SPONSORS

- Your company logo 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
- The full list of attendees (including first & last name, company, job title, country)

Step 1: Mix and match from the sponsorship options listed on page 7-10 (or call us to discuss new ideas).

Step 2: Identify your sponsorship category (see page 11) (Platinum, Gold, Silver, Bronze) based on your level of investment.

Step 3: Discover the additional benefits included in your sponsorship category (as indicated on page 11).



“ It is important to show flag as some of our competitors are here as well. ”

2017 Exhibiting company

I WANT TO BE VISIBLE DURING KEY ACTIVITIES

The Networking Reception and breaks represent the perfect opportunity to engage and meet with your peers. Above all, the breaks create the perfect opportunity for our exclusive sponsors to leave a lasting impression on all conference attendees.

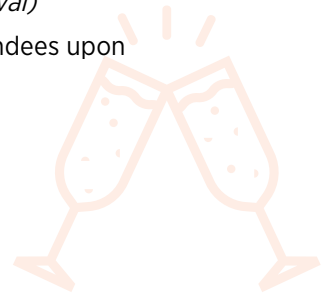


NETWORKING RECEPTION

Treat the industry, your existing and potential new partners, to a special occasion and increase your brand's recognition thanks to the main networking event of the conference.

MAIN RECEPTION SPONSOR..... €10,000

- Greet all Reception guests during the Welcome Speech (*together with the organiser*)
- Spoil all attendees by offering them a branded gift (*subject to organiser's approval*)
- Announce your sponsorship in the Reception invitation cards handed to all attendees upon registration to the conference
- Display your message on the back of the Reception invitation cards
- Demonstrate your expertise on a pop up banner to be placed in a highly visible area at the Reception venue
- Display your brand name and/ or logo on Reception napkins and signage



SUPPORTING RECEPTION SPONSOR STARTING AT €5,000

(price depends on chosen item)

Support the Reception by sponsoring one of the essentials (e.g. the drinks bar, the food buffet, the venue, etc.). Please contact us to discuss further.

KEYNOTE SPEAKER..... €5,000



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 event keynote speaker(s).

- Recognition wherever the keynote presentation of your choice is promoted before, during and post event
- Sponsor representative may give a 1-2-minute introduction prior to the keynote presentation of your choice
- Verbal recognition during the session introduction
- One (1) free-standing banner at the entrance of the room during the keynote presentation of your choice
- Opportunity to provide a promotional video to be played on the screen of the plenary room as attendees take their seats prior to the keynote presentation of your choice
- Full page advertisement in the event guide





NETWORKING LUNCH€5,000

All eyes on you for the duration of 1.5 hours. Put the spotlight on your company by branding one of the lunch breaks.

- Flyers with your message on the tables
- Branded napkins and/ or cups
- Signage with your company logo and name on catering stations

Advertising media to be supplied by sponsor and subject to organisers' approval. 2 lunch breaks available.



NETWORKING COFFEE BREAK

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

ONE COFFEE BREAK (AM OR PM) €2,750

FULL DAY (AM AND PM)€5,000

(10% discount!)

- Flyers with your message on the tables
- Branded napkins and/ or cups
- Signage with your company logo and name on all catering stations

Advertising media to be supplied by sponsor and subject to organisers' approval. 5 coffee breaks available.

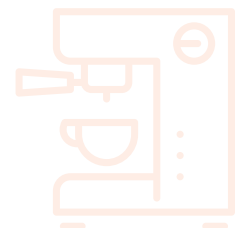


I WANT TO BE VISIBLE THROUGH EVENT RELATED ITEMS



PERMANENT COFFEE STATION..... STARTING AT €4.500

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.



STATIONARY €4.000

Sponsor the notepads and pens for all conference attendees and keep them 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 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.





LANYARDS..... €3.500

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.

Lanyards will be handed out to each attendee upon registration and have to be worn visibly throughout the conference for identification by all attendees.

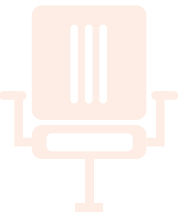
Item to be produced by organiser.



SEAT DROP €1,000

Seat drops are the ideal way to provide participants with information on your company's latest innovations. Put your company flyer on each seat before the start of the breakout session of your choice.

Maximum size A4, recto-verso. Item to be produced by sponsor. Subject to approval.



I WANT TO BE VISIBLE THROUGH ATTENDEE ACCOMMODATION RELATED ITEMS



GUEST ROOM KEY CARDS..... €2.200

Customise the front of the key cards with your message and reach all attendees staying at the conference hotel

- Key cards are distributed by the hotel staff to all registered event attendees upon check-in



GUEST ROOM DELIVERY €2.750

Have your gift delivered to attendee hotel rooms with a welcome card and/ or custom ribbon/ sticker.

Gift to be provided by sponsor.



GUEST ROOM MESSAGE €1.200

Connect with attendees with a personal message under their door. Promote a new product or service or extend an invitation to your booth... you decide!!

Leaflet to be provided by sponsor. Size limitations apply.



I WANT TO BE VISIBLE THROUGH COMMUNICATION TOOLS



INDUSTRY ABBREVIATED INDEX€6,500

The Industry Abbreviated Index is a book containing the list of approved abbreviated terms in common use around automotive OBD. The acronyms in this list are referenced in SAE J1930 or are referenced in various OBD or emission regulations. CARB and EPA OBD regulations require that acronyms, definitions, and abbreviations be formatted according to SAE J1930.

Recognition as the exclusive sponsor of the Industry Abbreviated Index for the following two OBD Symposia:

- SAE 2017 OBD Symposium North America
- SAE 2018 OBD Symposium Europe



MOBILE APPLICATION.....€3,000

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
- Clickable banner to be included in all pages regarding the event



DEDICATED E-BLAST.....€2,000

Promote your presence to all attendees before the conference or follow up with them after the event.



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 tool for getting your message across to the OBD community!

FULL PAGE AD IN EVENT GUIDE €950

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

HALF PAGE AD IN EVENT GUIDE..... €550



WI-FI€1,000

Help all attendees get connected as the official Wi-Fi sponsor and display your logo on all communications and signage regarding the Wi-Fi login instructions.



DISCOVER YOUR **SPONSORSHIP** **CATEGORY BENEFITS**

Check the additional benefits included in your sponsorship category.

SPONSORSHIP CATEGORIES		BENEFITS
Gold	> €8,000	<ul style="list-style-type: none"> • 2 conference registrations • Logo + description on event website and in mobile app • 7-min introductory speaking slot in the plenary room
Silver	€5,001 ≤ €8,000	<ul style="list-style-type: none"> • 1 conference registration • Logo + description on event website and in mobile app • 5-min introductory speaking slot in plenary room
Bronze	€3,001 ≤ €5,000	<ul style="list-style-type: none"> • Logo + description on event website and in mobile app

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 products and expertise to those most knowledgeable on On-Board Diagnostics. Expand your contacts and client base through informal, face-to-face interaction and create opportunities for new or continued business.

TABLE TOP PACKAGE€3,000

EXHIBITOR BENEFITS

- Display area of 2.5m x 2.5m including a table of 1.2m to display your literature and products, two chairs and electrical connection
- 1 conference registration 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 Networking Reception
- 10% discount for any additionally purchased registrations
- Your company description and logo in the printed event guide, event website and mobile app (up to 100 words)
- Opportunity to contact attendees before, during and after the event via the mobile app chat function
- 10% discount is offered to exhibitors wishing to book 2 or more table-top spaces

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

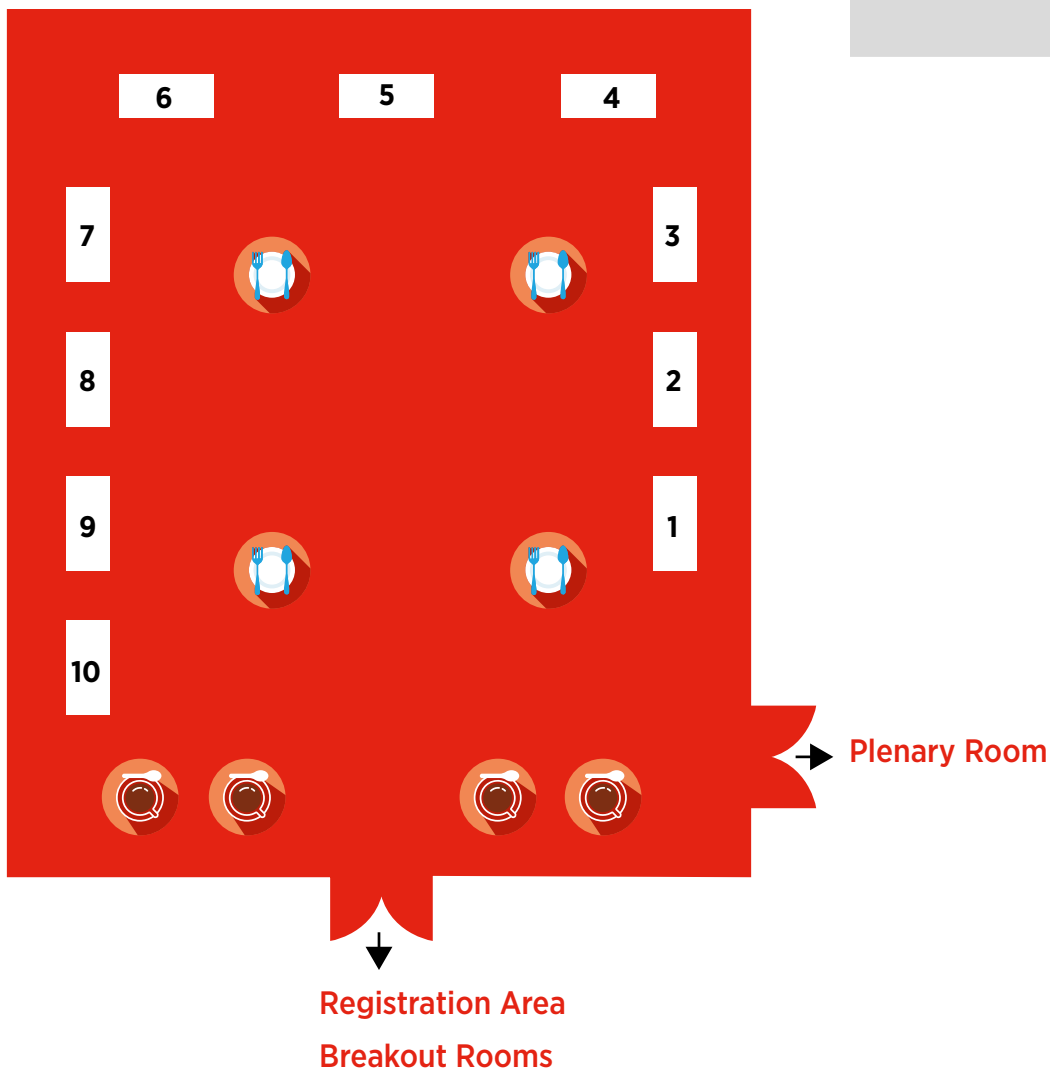
“ Definitely a 10 out of 10; all of the attendees are so close by the exhibiting tables that it makes it very easy to interact. ”

ControlTec

FLOORPLAN

VENUE

Barceló Sants
Plaça dels Països Catalans, s/n
08014 Barcelona
SPAIN
barcelo.com



REGISTER NOW!

www.obd18.org/#registration

The registration fee includes:

- Access to the technical and breakout sessions
- Access to the exhibition area
- Lunch and coffee breaks during the event
- Networking Reception
- Conference materials

	EARLY (until 22 December)	LATE (until 28 February)	ONSITE
SAE MEMBER	1.350,00 €	1.550,00 €	1.650,00 €
Non-Member	1.750,00 €	1.950,00 €	2.050,00 €

Fees are subject to 21% 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 & 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 22 December: Full refund minus a 50,00 € administration fee
- Cancellations received as of 23 December 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

ORDER FORM

SAE 2018 On-Board Diagnostics Symposium – Europe

5–7 March 2018 | Barcelona, Spain

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

Company stamp

SAE APPROVAL

Name in print letters

Signature Date

QUESTIONS? Contact us at:

**Sponsorship and Exhibition Sales
EMEA**

Tel: +32 (0)2 743 4415
 Mob: +32 (0)471 771 070
 E-mail: annemarie.weise@sae.org

**Sponsorship and Exhibition Sales
Americas**

Tel: +1-724-772-4062
 Mob: +1-724-553-2469
 E-mail: linda.wagner@sae.org

SPONSORSHIP OPPORTUNITIES

VISIBILITY DURING KEY ACTIVITIES

- Main Reception Sponsor €10,000
- Supporting Reception Sponsor starting at €5,000
- One Coffee Break (AM or PM) €2,750
- Full Day Coffee Break (AM and PM) (10% discount!) €5,000
- Keynote Speaker €5,000
- Networking Lunch €5,000

VISIBILITY THROUGH EVENT RELATED ITEMS

- Permanent Coffee Station starting at €4,500
- Stationary (Pens and Notepads) €4,000
- Lanyards €3,500
- Seat Drop €1,000

VISIBILITY THROUGH ATTENDEE ACCOMMODATION RELATED ITEMS

- Guest Room Key Cards €2,200
- Guest Room Delivery €2,750
- Guest Room Message €1,200

VISIBILITY THROUGH COMMUNICATION TOOLS

- Industry Abbreviated Index €6,500
- Dedicated E-Blast €2,000
- Mobile Application €3,000
- Full Page Ad in Event Guide €950
- Half Page Ad in Event Guide €550
- Full Page (inside front or inside back cover) Ad in Event Guide €1,235
- Full Page (back cover) Ad in Event Guide €1,350
- Wi-Fi €1,000

EXHIBITOR OPPORTUNITIES

- Tabletop €3,000

Note: All prices listed are excluding VAT. 21% VAT will be added upon payment.



CONTACT DETAILS

SPONSORSHIP AND EXHIBITION SALES EMEA

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Mob: +32 (0)471771070

E-mail: annemarie.weise@sae.org

SPONSORSHIP AND EXHIBITION SALES AMERICAS

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Mob: +1-724-553-2469

E-mail: linda.wagner@sae.org

REGISTRATION

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E-mail: EUevents@sae.org