



October 26-28, 2016 Shanghai, China

SAE-China Congress & Exhibition

2016

Marketing Service Catalogue

22 Years of Brand Guarantee
500+ Technical Reports
2300+ Conference Attendees
10000+ Technical Exhibition
10000+ Target Visitors

Sponsorship package

Partners- Package A

1. Your company will be labeled as "Partner" with logo or name be visible —
 - On the Congress promotion advertisements in prime position
 - On the Congress Preliminary Program in prime position
 - On the Congress Final Program in prime position
 - On the material bags in prime position
 - On all delegate badges in prime position
 - On the backdrop in prime position
 - On all Congress signage
2. Your company' s advertising will be player before the opening ceremony to play, the length of time is not more than 30 seconds
3. Participation in the high-level Panel Discussion in the plenary session
4. Organization of a Special Session as your own Seminar during the congress (or participation in test drive)
5. Special thanks to your company and logo display on plenary session
6. 1 full-page advertisement on the core journal of Automotive Engineering for one issue
7. 1 full-page advertisement in the Final Program
8. Your company brochure be included in the material bags given out to all delegates
9. 100m² raw space at the exhibition
10. 12 Congress complementary registrations for your staff and customers (speakers included).Among them, 4 executives can enjoy VIP lunches and the VIP dinner

Diamond Sponsors- Package B

1. Your company will be labeled as "Diamond Sponsor" with logo or name be visible —
 - On the Congress promotion advertisements in prime position
 - On the Congress Preliminary Program in prime position
 - On the Congress Final Program in prime position
 - On the material bags in prime position
 - On all delegate badges
 - On the backdrop
2. Participation in the high-level Panel Discussion in the plenary session
3. A technical speech delivered by your expert at one of the Sessions (about 15-20 min)
4. 1 full-page advertisement in the Final Program
5. 100m² raw space at the exhibition
6. 8 Congress complementary registrations for your staff and customers (speakers included).Among them, 3 executives can enjoy VIP lunches and the VIP dinner

Platinum Sponsors- Package C

1. Your company will be labeled as "Platinum Sponsor" with logo or name be visible —
 - On the Congress Preliminary Program in prime position
 - On the Congress Final Program in prime position
 - On all delegate badges
 - On the backdrop
2. Participation in the high-level Panel Discussion in the plenary session OR organization of a Special Session as your own Seminar during the congress
3. A technical speech delivered by your expert at one of the Sessions (about 15-20 min)
4. 36m² raw space at the exhibition
5. 6 Congress complementary registrations (speakers included).Among them, 3 executives can enjoy VIP lunches and the VIP dinner

Gold Sponsor- Package D

1. Your company will be labeled as "Gold Sponsor" with logo or name be visible —
 - On the Congress Preliminary Program in prime position
 - On the Congress Final Program in prime position
 - On the backdrop
 - On the VIP Dinner Invitation Letters
2. 5-minute speech at the VIP Dinner
3. You can invite 5 VIPs to the VIP Dinner for free as your guests
4. Gifts with your company logo be distributed to the participants of VIP Dinner/ Farewell Reception (QTY: 200 for VIP Dinner, 600 for Farewell Reception)
5. 2 Congress complementary registrations (speakers included). Between them, 1 executive can enjoy VIP lunches and the VIP dinner

Silver Sponsor- Package E

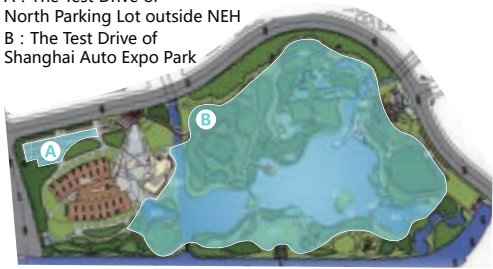
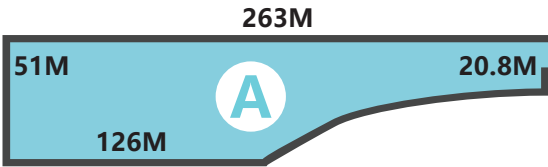
1. Your company will be labeled as "Silver Sponsor" with logo or name be visible —
 - On the Congress Preliminary Program in prime position
 - On the Congress Final Program in prime position
 - On the backdrop
2. A technical speech delivered by your expert at one of the Sessions (about 15-20 min)
3. 18m² raw space at the exhibition
4. 2 Congress complementary registrations (speakers included). Between them, 1 executive can enjoy VIP lunches and the VIP dinner

Single sponsorship

F1: Test drive

- 1. Vehicles from your company can participate in Test Drive
- 2. Introduction of you test drive vehicle on the Congress Preliminary Program and Final Program
(No more than 200 words, bilingual in English and Chinese)
- 3. Common registration office at conference
- 4. 1 display board
- 5. Free infrastructure include road cones, registration tent, table & chair, bottled water

A : The Test Drive of North Parking Lot outside NEH
B : The Test Drive of Shanghai Auto Expo Park



F2: Organization of a special session

- 1. Organize a special session on current hot issue ;
- 2. The special session program should submit to SAECE Science & Technology Committee in advance to have the contents assessed, SAE-China will arrange time and venue ;
- 3. Organizer could invite industry experts to speak; SAE-China will assist on the invitation. ;
- 4. Organization form can be freely arranged, suggested to be a combination of technical speech and panel discussion.
- 5. Meeting can choose: 2 or 4 Hours meeting/ Full day meeting

F3: Reception vehicles (including drivers)

- 1. Your company logo will be on the Congress Final Program
- 2. Reception vehicles will be parked outside the exhibition hall
- 3. Advertisement of your company will be on Congress Final Program
(Full page, bilingual in English and Chinese)
- 4. Business lunch will be provided for drivers during conference



F4: Badge Lanyard(logo)

- 1. Size : 15mm
- 2. Quantity : 2500



F5: Material bag(Single side logo)

- 1. Size : 400mm*3000mm
- 2. Quantity : 2500



F6: Conference room naming(logo)



F7: Business meal box logo



F8: Conference room wall logo



F9: Dining area advertising



Technical Exhibition and Important Dates

F10: Brochure insert advertisement



F11: Speaker gift(advertise only)



F12 : Conference book/pen logo



Technical Exhibition

(An early-bird preferential price can be enjoyed if the application is made before **April 30th, 2016**)

	Original	Preferential	notes
Raw (≥ 36 m ²)	¥ 2,200/m ²	¥ 1,980/m ²	Minimum 36 m ²
Standard (≥ 9 m ²)	¥ 2,350/m ²	¥ 2,115/m ²	Minimum 9 m ²

Important Dates

April 18th , 2016: deadline for paper submission and presentation application at Technical Sessions

May 29th, 2016: deadline for Special Session application

July 4th, 2016: submission of materials such as company logo, ads, speakers' photos, speech titles and abstracts

August 8th, 2016: release of Preliminary Program

September 28th, 2016: submission of Speeches and speakers' resumes

Contacts

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