

SAE INTERNATIONAL

EUROPE

SPONSORSHIP AND EXHIBITION BROCHURE

SAE 2016 HEAVY-DUTY DIESEL
EMISSIONS CONTROL SYMPOSIUM

20-21 September 2016 | Quality Hotel 11 | Gothenburg, Sweden



Dear colleagues,

On behalf of the Organising Committee I would like to welcome you to Gothenburg for the 2016 SAE Heavy Duty Diesel Symposium. As many of you will know, this event has been held once every 2 years since 2003, and covers a diverse range of topics relevant to the increasingly global Heavy Duty Diesel market, encompassing the Commercial Vehicle and Non Road Mobile Machinery sectors. This is a renowned industry event which attracts around 250 delegates and to which global experts contribute with high quality technical presentations.

As always, this year's symposium will include presentations on the very latest trends in global emissions control legislation and the implications of these regulations on engine and aftertreatment technology. Expert speakers from around the world will share their views on incoming advances in combustion engineering and exhaust aftertreatment catalysts and systems. The global nature of the symposium is emphasised by the inclusion of a session dedicated to the emerging markets.

Representatives from the regulatory bodies, the engine, vehicle and machine OEM industry, the exhaust aftertreatment and fuel industries, and the expert engineering consultancies gather during this two-day event to present recent studies and to discuss various future trends and options. The symposium also offers a multitude of networking opportunities and I encourage you to make the most of the reception, the coffee and lunch breaks, and the conference dinner to connect with the wide range of industry leaders here.

From my personal perspective this is the one Heavy-Duty Diesel symposium that I attend every time it is held because the expert speaker line-up and cutting edge technology presented during the meeting always lead me to new insights. So welcome to the conference and I am sure you will enjoy the presentations, discussions and the ambiance of the beautiful city of Gothenburg – I look forward to catching up with you during the symposium!

Andy Walker

Johnson Matthey, and Member of the Symposium Organising Committee

ABOUT THE EVENT

“Great conference with a high technical level. Well attended by both OEM's and Tier 1/Tier 2 suppliers.”

“(...) for me the SAE Symposium is one of the most important events in the HDD sector today.”

“Attending the Symposium was most valuable both in covering a T range of technical aspects in the excellent presentations and in discussing with experts and potential customers within the frame of networking phases.”

“SAE has again shown that it is a thought leader in the sphere of heavy duty diesel emissions control.”

The SAE 2016 Heavy-Duty Diesel Emissions Control Symposium (HDDEC) will feature a two-day programme focusing on regulatory facts and trends, technical information and the latest strategies regarding heavy-duty diesel emissions control technologies. Here, attendees will experience presentations and discussions on:

- Global Legislation
- Emerging Markets
- Alternative Fuel & Powertrains
- Engine Developments
- Catalyst & Substrate Developments
- Non-Road Strategies & Future Developments
- On-Road Strategies & Future Developments

Join your HDDEC peers as they meet in Gothenburg to hear from and interact with the industry's global leaders who best understand the applicable regulations and the resulting complicated science of the pollutants emitted during engine combustion and the resulting technologies required to treat them.



250+ ATTENDEES



2 FULL DAYS OF NETWORKING



24 HIGH LEVEL SPEAKERS

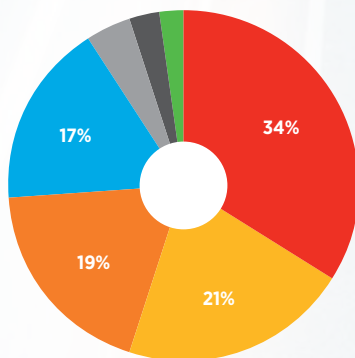


A LARGE PANEL OF INDUSTRY LEADERS

A LOOK BACK AT 2014

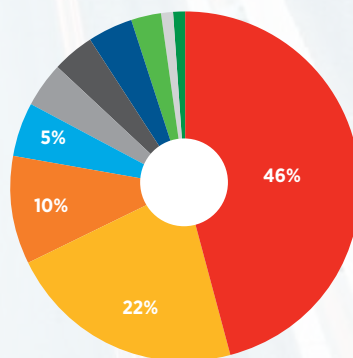
WHO ATTENDS?

INDUSTRY



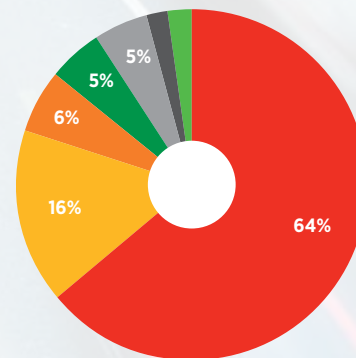
- **34%** Parts & Components Supplier
- **21%** Heavy Duty incl. Heavy Truck, Military, & Off-Highway
- **19%** Tier 1 Supplier/Tier 1 Systems Integrator
- **17%** Design, Testing, Consulting, and R&D Services
- **4%** Automotive
- **3%** Government
- **2%** Academia

TECHNOLOGY FOCUS



- **46%** Power & Propulsion incl. Environment, Emissions, and HEV/EV
- **22%** Emission Control/Environment
- **10%** Tests & Testing
- **5%** Thermal Mgmt. incl. Climate Control
- **4%** Electrical/Electronics & Electronic Systems
- **4%** Materials
- **4%** Modeling/Simulation
- **3%** Noise, Vibration & Harshness
- **1%** Safety
- **1%** Software & Software Engineering

JOB FUNCTION



- **64%** Engineering incl. R&D, Product & System Design & Development, & Engineering Management
- **16%** Marketing/Sales
- **6%** Corporate Executive incl. Purchasing
- **5%** Other
- **5%** System Design & Development
- **2%** Academia
- **2%** Testing, Validation & Certification incl. Management

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

Platinum Sponsor
€17,500*

Gold Sponsor
€12,500*

ON-SITE EXPOSURE

- Recognition as the co-host of the Welcome Reception
 - Shared logo recognition on beverage napkins, table signage and any other place SAE sees appropriate
- Two-day table top in exhibition area
 - A table to display your literature and products, two chairs, wastebasket and electrical connection
 - Priority table top selection

NETWORKING OPPORTUNITIES

- Five full conference registrations

PROMOTIONAL COMMUNICATION

- Platinum sponsor recognition in all pre-event, on-site and post-event marketing and promotion materials (e-communication, event guide, on-site signage and event app)
- Company logo on homepage of the HDD website
- Leaderboard advertisement banner on two e-communications to the complete Europe database (+30,000 data)
- Full page 4color, inside front cover print advertisement in the event guide

ON-SITE EXPOSURE

- Recognition as the co-host of the Welcome Reception or exclusive host of one of the lunches
 - Shared or exclusive logo recognition on beverage napkins, table signage and any other place SAE sees appropriate
- Two-day table top in exhibition area
 - A table to display your literature and products, two chairs, wastebasket and electrical connection
 - Priority table top selection

NETWORKING OPPORTUNITIES

- Three full conference registrations

PROMOTIONAL COMMUNICATION

- Gold level sponsor recognition in all pre-event, on-site and post-event marketing and promotion materials (e-communication, event guide, on-site roll-ups and event app)
- Company logo on homepage of the HDD website
- Half page, colour, print advertisement in the event guide

*All prices are excluding VAT

SPONSORSHIP OPPORTUNITIES

Silver Sponsor
€6,500*

Bronze Sponsor
€3,500*

ON-SITE EXPOSURE

- Recognition as the co-host of the coffee breaks during one day
 - Logo recognition on beverage napkins, table signage and any other place SAE sees appropriate

NETWORKING OPPORTUNITIES

- Two full conference registrations

PROMOTIONAL COMMUNICATION

- Silver level sponsor recognition in all pre-event, onsite and post-event marketing and promotion materials (e-communication, event guide, onsite signage and event app)
- Company logo on homepage of the HDD website
- Half page 4 colour, print advertisement in the event guide

ON-SITE EXPOSURE

- Recognition as the co-host of the coffee breaks during one day
 - Logo recognition on beverage napkins, table signage and any other place SAE sees appropriate

PROMOTIONAL COMMUNICATION

- Bronze level sponsor recognition in all pre-event, onsite and post-events marketing and promotion materials (e-communication, event guide, on-site roll-ups and event app)
- Company logo on homepage of the HDD website

OTHER SPONSORSHIP AND ADVERTISING OPPORTUNITIES

| | |
|---|--|
| Lounge Areas | €3,000* |
| <ul style="list-style-type: none"> • Brand one of the lounge areas with your company logo and message using banners and table signage • Stream your company video via a screen in the lounge area • Place giveaways and marketing material on tables | |
| Conference pens or/and notepads | €2,500 (1 item) /€4,500* (Both items) |
| <ul style="list-style-type: none"> • Design your custom company message on a notepad and/or pen to be distributed in the technical session room(s) | |
| Lanyards | €1,700* |
| <ul style="list-style-type: none"> • 1 colour print lanyards with your corporate message, web address and/or logo distributed at the registration desk | |
| Online Registration | €1,200* |
| <ul style="list-style-type: none"> • Corporate logo will be displayed on all on-line registration confirmation letters | |
| Leaderboard banner | €1,000* |
| <ul style="list-style-type: none"> • Leaderboard advertisement banner on e-communications to the complete Europe database (30,000 data) | |
| Floor Stickers | €800 per sticker* |
| <ul style="list-style-type: none"> • Stickers located near the registration desks and entrance of technical sessions, they are a great way to ensure your brand visibility. | |
| Half page colour advertisement in printed event guide | €550* |
| Full page colour advertisement in printed event guide | €950* |
| (+30% for inside front cover page /+50% for back and inside cover page) | |

EXHIBITION

Our conference gives you the opportunity to have an interactive exchange with engineers from a variety of industries across the world. Delegates will have access to the exhibition during the entire conference, with coffee breaks and lunches served in the exhibition area.

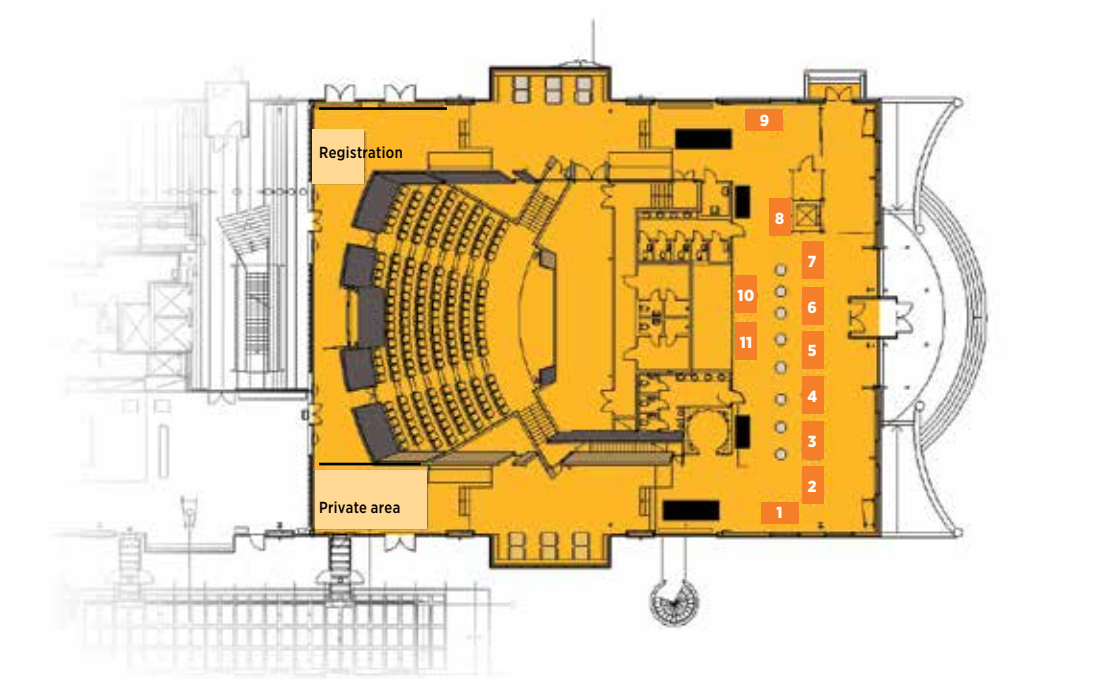
Table-Top Exhibition Package - €3,000*

EXHIBITOR BENEFITS:

- A table to display your literature and products, including two chairs, electrical connection, and wastebasket
- 2 complimentary conference registrations
- Your company description in the symposium event guide (up to 100 words)
- Access to all Coffee / Lunch Breaks
- 10% discount is offered for exhibitors wishing to take 2 or more table-top spaces.

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

* All prices are excluding VAT



VALUE-AT-A-GLANCE

| | Platinum Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor | Tabletop Exhibitor |
|---|--|-----------------------------------|--------------------------|----------------|--------------------|
| Sponsor recognition in all pre-event, onsite and post-event marketing and promotional materials | ● | ● | ● | ● | - |
| Complementary registrations | 5 | 3 | 2 | - | 2 |
| Logo on homepage of event's website | ● | ● | ● | ● | - |
| Welcome reception co-sponsor | ● | Co-host of Welcome Reception | - | - | - |
| Lunch sponsor | - | OR exclusive sponsor of one lunch | - | - | - |
| Coffee break sponsor | - | - | ● | ● | - |
| Two-day tabletop | ● | ● | - | - | ● |
| Priority Table selection | ● | ● | - | - | - |
| Advertisement in symposium guide | Full page, inside front cover, colour advert | Half page, colour advert | Half page, colour advert | - | - |
| Leaderboard banner on e-communications (+30,000 data) | 2 | - | - | - | - |

ORDER FORM

BILLING DETAILS

Company
Contact Person
Title
Address
.....
City
Country Zip Code
Telephone
Email
Company VAT number
Signature

PAYMENT METHOD

Registration will not be accepted without payment or credit card information.

Payment Method Credit Card Bank Transfer
In the amount of €
Credit Card VISA MC/EUROCARD AMEX
Exp. Date CW
Name of Card Holder
Card Holder Signature

CANCELLATION POLICY

As soon as the contract has been received and approved, the sponsor is liable for all associated fees outlined in the contract. Cancellations must be made in writing to the SAE Europe office. In the event of cancellation before 30th of May 2016, the sponsor is liable for 50% of the cost of the initial contracted partnerships. No refunds will be issued for cancellations received after 31st of May 2016.

IMPORTANT: Please be advised that this order form serves as a binding contract. The exhibitor/sponsor agrees to the Terms and Conditions outlined on sae.org/events/hddec/exhibit/contract/ which accompany this order form.

SPONSORSHIP

- Platinum Sponsor €17,500*
- Gold Sponsor €12,500*
- Silver Sponsor €6,500*
- Bronze Sponsor €3,500*
- Online Registration €1,200*
- Lanyard €1,700*
- Conference pens €2,500*
- Conference notepads €2,500*
- Lounge Area _____x €3,000*
- Conference pens and notepads €4,500*

ADVERTISING

- Leader board advertisement banner on e-newsletter to all Europe database _____x €1,000*
- Floor sticker _____x €800*
- Event Guide Adverts
 - Full page, colour advertisement _____x €950*
 - Position: _____
 - Half page, colour advertisement _____x €550*
 - Position: _____

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

EXHIBITION

- Table Top _____x €3,000*
- Position: _____

*All prices are excluding VAT

To discuss and secure a sponsorship opportunity, please contact:

For EMEA based companies:
Annemarie Weise
annemarie.weise@sae.org
Tel: +32 (0)2743 4415

For US based companies:
Megan McCoy
megan.mccoy@sae.org
Tel: +1 724 772 4037

Register now!

<https://b-com.mci-group.com/Registration/SAEHDD2016.aspx>

The fee includes:

- Access to the Technical and Breakout Sessions
- Access to the Exhibit area
- Lunch and coffee breaks on 20 and 21 September
- Welcome Reception on 20 September
- Conference materials

| | EARLY (until 19 June) | LATE (until 15 Sept) | ONSITE |
|------------------|----------------------------------|---------------------------------|---------------|
| MEMBER - CLASSIC | 950,00 € | 1.000,00 € | 1.100,00 € |
| Member - Premium | 900,00 € | 950,00 € | 1.050,00 € |
| Member - Elite | 850,00 € | 900,00 € | 1.000,00 € |
| Non-Member | 1.300,00 € | 1.350,00 € | 1.450,00 € |

Fees are subject to 25% 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 Europe does not accept conference registration fee payments by check.

Please make payments by bank transfer to the following bank account:

Account Holder: MCI BENELUX S.A, Boulevard du Souverain 280,
1160 Brussels, Belgium

Bank Details: ING Auderghem - Souverain, Boulevard du Souverain 230,
1160 Brussels, Belgium

Account N°: 363-1515963-87 - BIC: BBRUBEBB - IBAN: BE67 3631 5159 6387

Payments by bank transfer are accepted until 5 September 2016. After this date, only credit card payments can be processed through our online platform.

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 19 June: Full refund minus a 50,00 € administration fee

Cancellations received as of 20 June or no-shows: No refund

REGISTRATION ASSISTANCE

For assistance with registration, please contact:

SAE International – Europe

Tel: +32 (0)2 723 15 40

Email: EUevents@sae.org

**To discuss and secure a sponsorship opportunity,
please contact:**

For EMEA based companies:

Annemarie Weise

annemarie.weise@sae.org

Tel: +32 (0)2743 4415

For US based companies:

Megan McCoy

megan.mccoy@sae.org

Tel: +1 724 772 4037

sae.org/events/hddec

SAE EUROPE