




# HEAVY-DUTY DIESEL EMISSIONS CONTROL SYMPOSIUM

Sponsorship and  
Exhibition Opportunities

16-17 October 2018 | Gothenburg, Sweden



“I consider the conference in Gothenburg to be perhaps the best conference I’ve ever visited. The program was so well tailored and everything was relevant.” **Scania**



“It’s one of these must-go-to events no one is even questioning anymore.” **Albonair**

# DON'T GET LEFT BEHIND

*"This is a renowned industry event which attracts around 250 delegates and to which global experts contribute with high quality technical presentations."*

**Andy Walker** | Heavy Duty Diesel Global Technology Director, Johnson Matthey

The SAE Heavy-Duty Diesel Emissions Control Symposium (HDDEC) will present the very latest trends in global emissions control legislation, the implications of these regulations on engine and after treatment technology. Expert speakers from around the world will share their views on incoming advances in combustion engineering and exhaust after treatment catalysts and systems.

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.



**Open discussions with global industry and regulators**



**2 full days of thought-provoking presentations**



**More than 30 countries represented**

**Ample networking opportunities**



# WHO ATTENDS

The SAE Heavy-Duty Diesel Emissions Control Symposium 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.

## PAST SPONSORS AND EXHIBITORS:

- > Albonair
- > BASF
- > Cambustion
- > Catalyst Comms
- > Ceramex
- > Corning
- > Eminox
- > Innospec
- > Johnson Matthey
- > NGK
- > Preem
- > TSI
- > Umicore
- > Volvo

# 65%

of attendees are recurrent participants

# 70%

of attendees are decision makers, and/or purchasers

“People in the HDD sector know which event one is referring to when saying ‘the event in Gothenburg’.”

“Scandinavian countries are drivers on clean air projects: This is one of the focal points in Swedish politics.”

# MAKE THE IMPACT YOU NEED TO SUCCEED

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

## **SPONSORSHIP OPPORTUNITIES - PAGE 6-11**

You want to get an edge on 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 showcase 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.

# 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 heavy-duty diesel 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

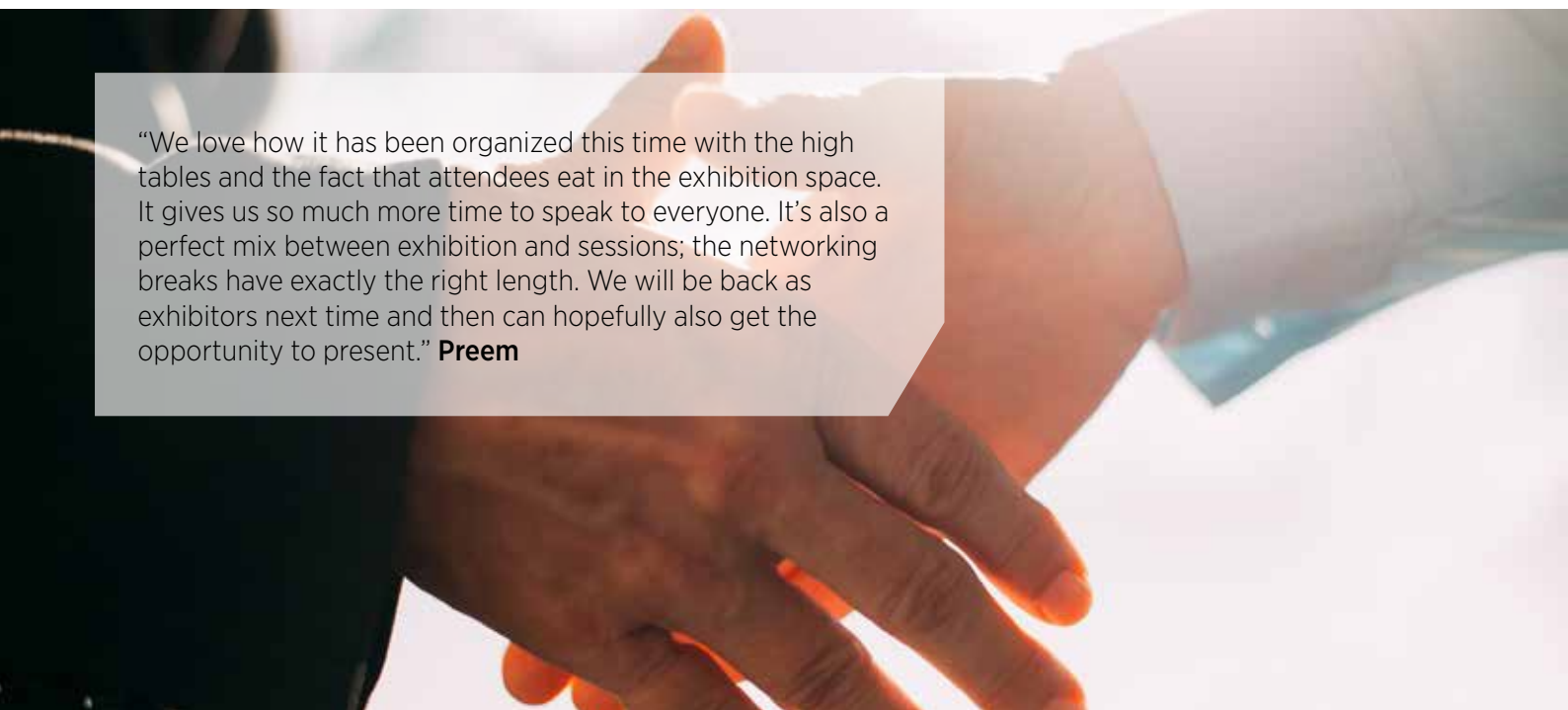
- > Your company logo, dedicated page of the event website AND event guide ensuring direct visibility to each visitor, event guide ensuring direct visibility to each visitor
- > Recognition on sponsor appreciation signage throughout the event
- > The full list of attendees (including first & last name, company, job title, country)

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

**Step 1:** Mix and match from the sponsorship options listed.

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

**Step 3:** Discover the additional benefits included in your sponsorship category.



"We love how it has been organized this time with the high tables and the fact that attendees eat in the exhibition space. It gives us so much more time to speak to everyone. It's also a perfect mix between exhibition and sessions; the networking breaks have exactly the right length. We will be back as exhibitors next time and then can hopefully also get the opportunity to present." **Preem**

# I WANT TO BE VISIBLE DURING KEY ACTIVITIES

The Networking Reception and breaks represent the perfect opportunity to network and meet with your peers. Above all, the social events allow our 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 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
- 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 napkins and signage

### SUPPORTING SPONSOR..... STARTING AT €5,000 (price depends on items chosen)

Support the Reception by sponsoring one of the essentials (e.g. the bar, the food buffet, the venue, etc.). Please contact us to brainstorm on possibilities.



## 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 keynotes.

- Recognition whenever the keynote of your choice is promoted before, during and post event
- Sponsor representative may give a 1-2 minutes introduction prior to the keynote presentation of your choice
- Verbal recognition from the podium prior to the keynote presentation of your choice
- 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 during the plenary as attendees take their seats, prior to the keynote presentation
- Full page advertisement in the event guide

*"The presentations are detailed and people engage in real discussions; they are not holding back with sharing details about their projects which is unusual. The technical content is fantastic."* **Umicore**





### LOUNGE AREA ..... €5,000

The lounges will offer the only seating possibilities outside of the conference room. Invite your potential new partners to relax with you while painting the picture of your future collaboration.

- Brand the lounge area with your company logo and message using banners and table signage
- Stream your company video via a screen in the lounge area
- Place give-aways and marketing material on tables

*"We are very happy with our exhibition space. This has been a great success for our business."* **Cambustion**



### 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/ or name on all lunch stations

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



### NETWORKING BREAKS

Make one of the networking 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

#### TWO COFFEE BREAKS (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/ or name on all coffee stations

*Advertising media to be supplied by sponsor and subject to organiser's approval. 4 coffee breaks available.*



### 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.

*We are very happy with our sponsorship of the coffee breaks. The sales process and service we have received was great...especially the team's flexibility in changing days and speaking slots."* **Umicore**





# I WANT TO BE VISIBLE THROUGH EVENT ITEMS

## STATIONARY ..... €4,000

Sponsor the conference notepads and pens and keep 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.*

## 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 conference and beyond.

Lanyards will be handed out to each attendee upon registration and have to be worn visibly throughout the conference.

*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 session of your choice (except keynote presentations.).

*Maximum size A4, 2 pages. Item to be produced by sponsor. Subject to approval.*



# I WANT TO BE VISIBLE THROUGH ATTENDEE ACCOMMODATION RELATED ITEMS



## **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 and subject to organiser's approval.*



## **GUEST ROOM KEY CARDS** ..... €2,200

Customize the front of the key cards with your message (one-color logo imprint) and reach all attendees staying in the host hotel.

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



## **GUEST ROOM MESSAGE** ..... €1,200

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

*Leaflet to be provided by sponsor. Size limitations apply.*



# I WANT TO BE VISIBLE THROUGH COMMUNICATION TOOLS



## Wi-Fi ..... €2,000

Help all attendees to get connected during the conference by being the official Wi-Fi sponsor.

- Logo on signage that includes the Wi-Fi login instructions
- Special mention in the plenary for “keeping all attendees connected” (by the moderator)

### 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 ..... €950 (+30% for inside front or inside back cover)

HALF PAGE AD ..... €550



# EXHIBITION OPPORTUNITIES

## PUT THE SPOTLIGHT ON YOUR COMPANY

Showcase your products and expertise to an audience comprising those most knowledgeable on the heavy-duty diesel emissions control. Expand your contacts and client base through informal, face-to-face interaction and create opportunities for new or continued business.

### TABLE TOP ..... €3,000

- 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
- 1 (one) conference registration allowing you access to all 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 passes
- Your company description (up to 100 words) and logo in the printed event guide, event website
- 10% discount is offered to exhibitors wishing to take 2 or more table-top spaces

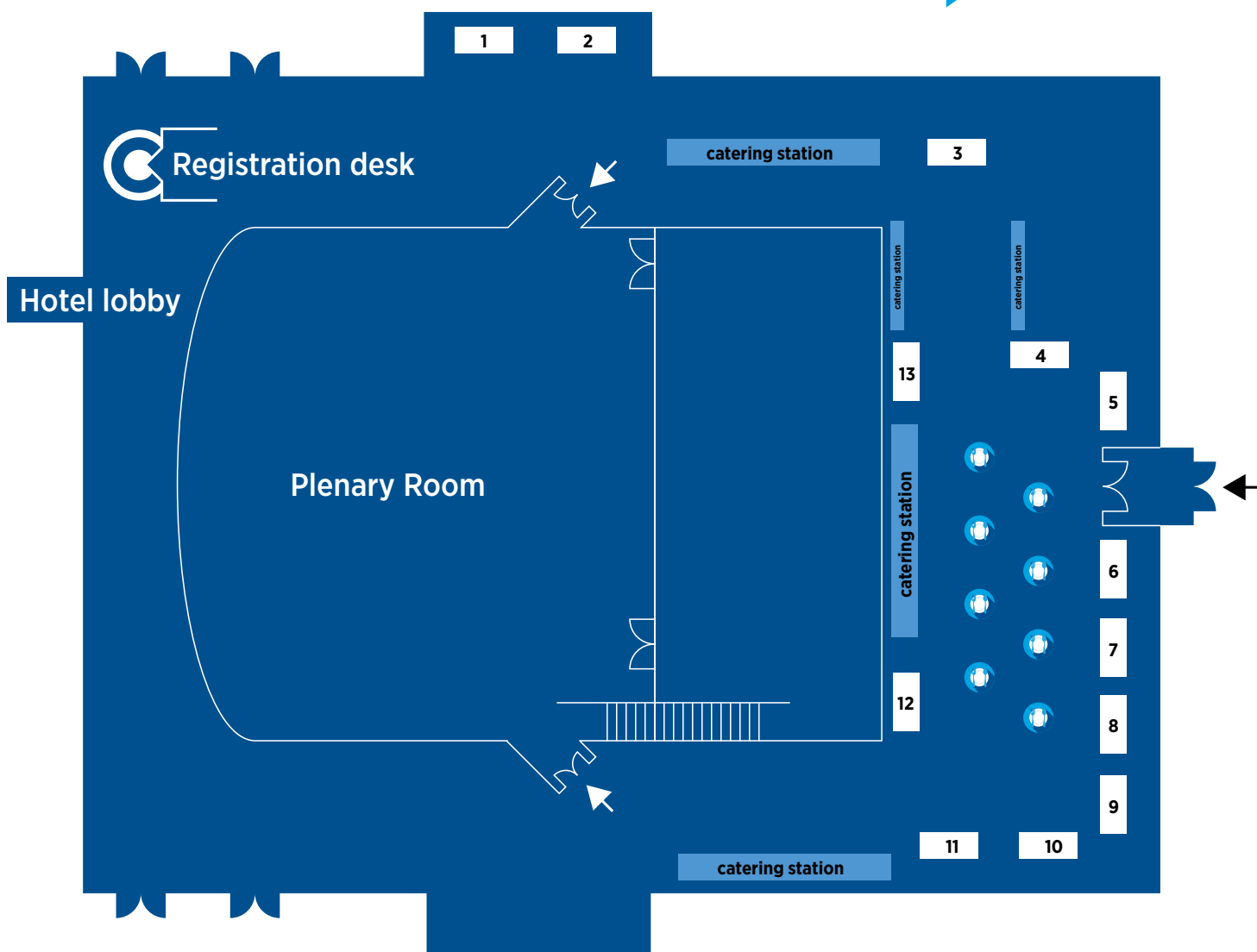
**Additional accessories and services** (TV screen, additional furniture, etc.) are available upon request (extra charges apply).

“The table tops are great for connecting with everyone.”  
**Albonair**

“The exhibition setup works very well. We have had great discussions with attendees.” **BASF**

# FLOORPLAN

*"The exhibition is exactly what we expected and wanted from this event. We will definitely be back next time."*  
Ceramax



# BE BETTER THAN THE COMPETITION

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 the options or call us to discuss new ideas.

**Johnson Matthey is Platinum Sponsor of the SAE Heavy Duty Diesel Emissions Control Symposium since 2012.** *"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."* **Andy Walker** | Global Technology Director at Johnson Matthey, UK

## SPONSORSHIP CATEGORIES

PLATINUM	≥ €15,000
GOLD	€10,000 - €14,999
SILVER	€6,000 - €9,999
BRONZE	€3,001 - €5,999

## BENEFITS

- > +4 conference registrations
- > Logo + description on event website
- > Recognition as Platinum Sponsor

- > +3 conference registrations
- > Logo + description on event website
- > Recognition as Gold Sponsor

- > +2 conference registrations
- > Logo + description on event website
- > Recognition as Silver Sponsor

- > +1 conference registration
- > Logo + description on event website
- > Recognition as Bronze Sponsor

# ORDER FORM

## SAE 2018 Heavy-Duty Diesel Emissions Control Symposium

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](mailto:annemarie.weise@sae.org)

## SPONSORSHIP OPPORTUNITIES

### VISIBILITY DURING KEY ACTIVITIES

#### Networking Reception

- Main Sponsor €10,000
- Supporting Sponsor €5,000
- Keynote Speaker €5,000
- Lounge Area €5,000
- Networking Lunch €5,000

#### Networking Break

- One coffee break (AM or PM) €2,750
- Two coffee break (AM and PM) €5,000
- Permanent Coffee Station €4,500

### VISIBILITY THROUGH EVENT RELATED ITEMS

- Stationary (Pens and Notepads) €4,000
- Lanyards €3,500
- Seat Drop €1,000

### VISIBILITY THROUGH ATTENDEE ACCOMMODATION RELATED ITEMS

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

### VISIBILITY THROUGH COMMUNICATION TOOLS

- Dedicated E-Blast €2,000
- WI-FI €2,000

#### Advert in Event Guide

- Full page ad €950
- Half page ad €550
- inside front or back cover page+30% for for back cover page+50%

### TOTAL SPONSORSHIP AMOUNT:

..... €

### SPONSOR LEVEL:

- PLATINIUM ≥€15,000
- GOLD ≥€10,000
- SILVER ≥€6,000
- BRONZE >€3,000

### EXHIBITION OPPORTUNITIES

- Tabletop €3,000

Note: All prices listed are excluding VAT. 25%VAT will be added upon payment.

# CONTACT DETAILS

## **SPONSORSHIP AND EXHIBITION SALES EMEA**

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## **SPONSORSHIP AND EXHIBITION SALES AMERICAS**

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## **REGISTRATION**

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E-mail: [EUevents@sae.org](mailto:EUevents@sae.org)