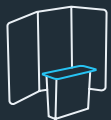




Exhibitor and Sponsor Prospectus 2024-2025

Increase Your Organization's Visibility





Setting the Standard for Mobility

For SAE International®, the future is now. By educating and connecting the aerospace, automotive and commercial-vehicle industries, SAE advances equitable global mobility solutions that will benefit generations to come. From promoting the digital transformation of mobility to identifying the shifting trends that make up the industry's dynamic ecosystem, SAE leads the way.

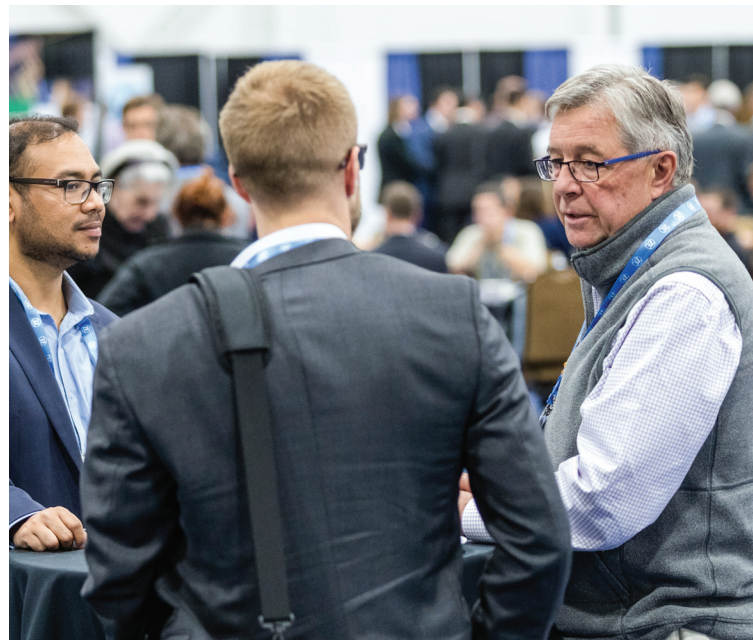
With more than 128,000 members, SAE is the most prestigious global association for promoting safe, clean, and accessible mobility solutions.

As an exhibitor or sponsor at an SAE event, your company gains worldwide recognition and remains at the forefront of discovery and innovation. It's your chance to help drive mobility forward.

Broaden Your Horizons

Think of all the opportunities open to your company when you can meet technical experts, executives, influencers and innovators across the entire mobility industry.

SAE's 20-plus annual events — **including the flagship WCX™** — the biggest technical mobility event in North America — foster those valuable connections. Share insights with engineers during informal conversations on the show floor or shake hands with your newest business partner after closing an important deal. Participating in SAE events helps you stay current in a competitive market and offers unique access to attendees before, during and after shows. The possibilities for growth are limitless.





Three Sectors, One Dynamic Industry

SAE International's events put your products, technologies and services in front of the widest possible audience, by bringing together visionaries and decision-makers from all areas of mobility.

Aerospace

Help guide the future of air travel at SAE Events, ranging from large-scale shows such as AeroTech® to niche gatherings such as the Aviation Technology Forums and AeroTech® Government/Industry. You'll collaborate with the people responsible for taking the aerospace industry to new heights.

Automotive

The community comes to SAE events such as WCX™, BRAKE, Government/Industry Meeting and the Energy & Propulsion Conference to stay updated on the latest technological developments that will transform the automotive industry. Show your products directly to the people who need them during face-to-face interactions.

Commercial Vehicle

Technology is the focus at events such as COMVEC™ and the Heavy-Duty Sustainable Transport Symposium. You'll talk to prospective buyers and learn what they're looking for, so you can deliver solutions that meet their specific needs.

Trade Shows — A Profitable Resource

In-Person Events	Industry	Autonomous & Unmanned Vehicles	Bodies & Structures	Chassis & Vehicle Dynamics	Cybersecurity	Electrification	Electronics, Avionics & Connectivity	Maintenance & Repair	Advanced Manufacturing & Materials	Noise, Vibration, and Harshness	Advanced Powertrain & Propulsion	Testing & Certification	Smart Cities & Transportation	Software	Sustainability
WCX® World Congress Experience April 16-18, 2024 Detroit, MI	AU	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Vehicle Automation Symposium: Getting to SAE Level 4™ May 7-8, 2024 Frankfurt, Germany	AU CV	X			X	X							X	X	
COMVEC™ September 10-12, 2024 Schaumburg, IL	CV	X	X	X	X	X	X	X		X	X	X	X	X	X
Brake Colloquium & Exhibition September 15-18, 2024 Grapevine, TX	AU CV			X		X	X		X	X		X		X	
On-Board Diagnostics Symposium - Americas September 17-19, 2024 Garden Grove, CA	AU CV				X	X	X	X	X			X		X	
North American International Propulsion Conference September 25-27, 2024 Chicago, IL	AU					X				X	X	X		X	X
Thermal Management Systems Symposium October 2-3, 2024 Plymouth, MI	AU CV		X			X			X		X			X	
KSAE/SAE Powertrains, Fuels & Lubricants Conference & Exhibition October 20-23, 2024 Pusan, South Korea	AU					X				X	X	X		X	
Energy & Propulsion Conference & Exhibition November 12-14, 2024 Columbus, OH	AU CV					X				X	X	X		X	X
DoD Maintenance Symposium and Exhibition December 10-13, 2024 Salt Lake City, UT	AU AE		X	X	X	X	X	X	X			X		X	

2025 In-Person Events																
AeroTech® Government/Industry January 28-30, 2025 Washington, DC	AU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Government/Industry Meeting January 28-30, 2025 Washington, DC	AU CV	X			X	X	X		X			X	X			
WCX® SAE World Congress Experience April 8-10, 2025 Detroit, MI	AU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
AeroTech® Conference & Exhibition May 6-8, 2025 Vancouver, BC	AE	X	X	X	X	X	X	X	X	X	X	X	X	X		
SAE Heavy-Duty Sustainable Transport Symposium May 7-8, 2025 Gothenburg, Sweden	CV					X					X	X				
Noise & Vibration Conference & Exhibition May 12-15, 2025 Grand Rapids, MI	AU AE CV		X						X	X	X	X				

AU = Automotive Industry; AE = Aerospace Industry; CV = Commercial Vehicle Industry

Digital Events

Real-Time Interactive Digital Events (RIDE).

Join FREE from anywhere in the world.

sae.org/ride

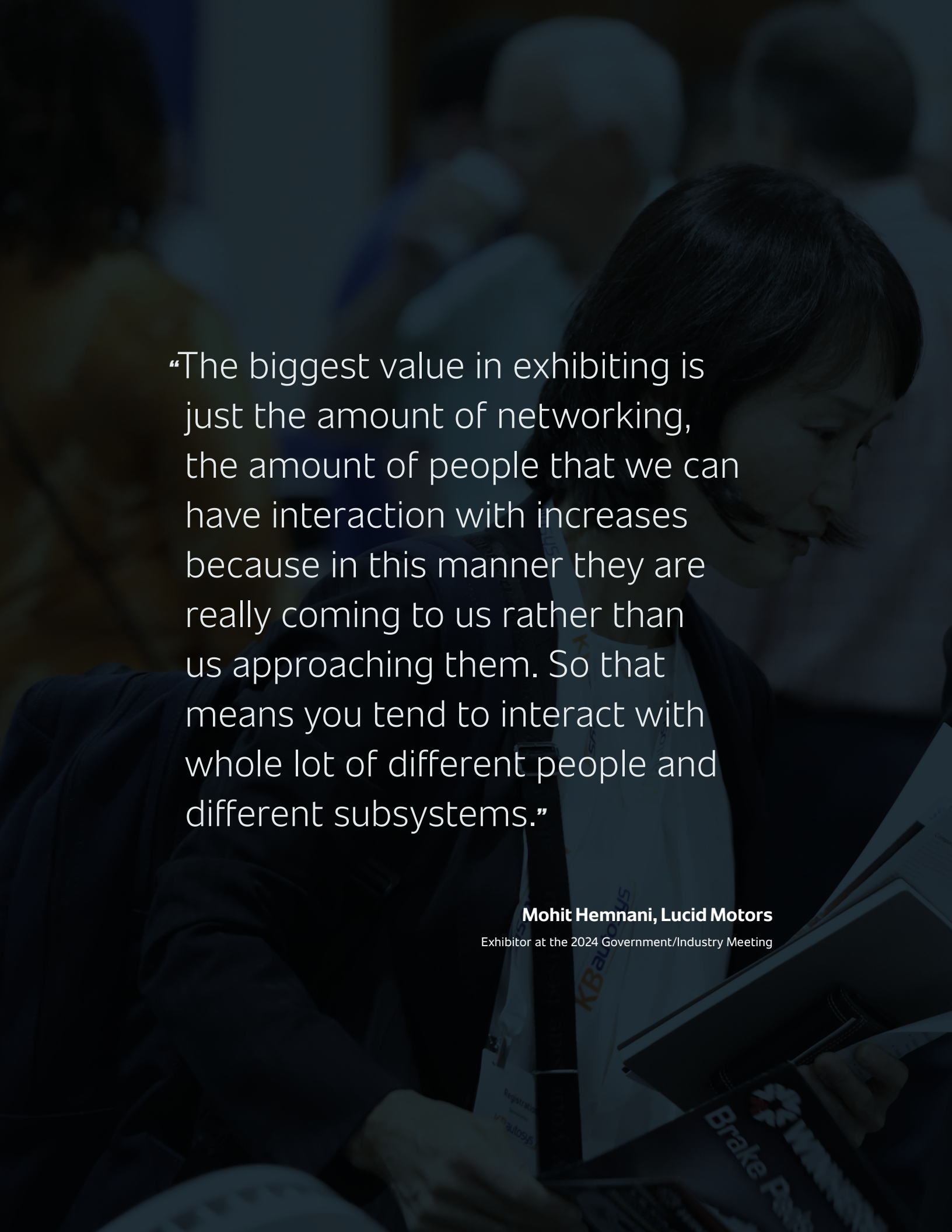
	Industry	Autonomous & Unmanned Vehicles	Bodies & Structures	Chassis & Vehicle Dynamics	Cybersecurity	Electrification	Electronics, Avionics & Connectivity	Maintenance & Repair	Advanced Manufacturing & Materials	Noise, Vibration, and Harshness	Advanced Powertrain & Propulsion	Testing & Certification	Smart Cities & Transportation	Software	Sustainability
SAE International Showcase January 23-24, 2024	AU AE CV	X	X		X	X	X		X		X		X	X	X
Sustainable Careers in New Mobility January 30, 2024	AU AE CV	X			X	X			X			X	X	X	
Accident Reconstruction Digital Summit February 6-7, 2024	AU CV		X					X						X	
Electric Vehicle Charging Infrastructure Conference, an SAE Sustainability Event March 5-6, 2024	AU CV	X				X							X	X	X
Hydrogen and Alternative Fuels Summit, an SAE Sustainability Event May 7-8, 2024	AU AE CV					X									X
Battery Lifecycle Summit, an SAE Sustainability Event June 4, 2024	AU AE CV														X
Connected Vehicles Digital Summit July 17, 2024	AU CV	X				X							X	X	
Medical and Healthcare Robotics September 17, 2024	AU													X	
Pride in New Mobility September 17-18, 2024	AU AE CV	X			X	X					X	X	X	X	
Metal Aerospace Additive & Advanced Manufacturing Summit November 6-7, 2024	AU AE CV								X					X	

AU = Automotive Industry; AE = Aerospace Industry; CV = Commercial Vehicle Industry

51% of trade show attendees requested that a sales representative visit their company after the show.

It costs 62% less to close a lead generated from a trade show than one originated in the field.

Source: Center for Exhibition Industry Research (CEIR)

A woman with dark hair, wearing a dark suit jacket and a white lanyard with 'KBALWAYS' printed on it, is looking down at a document she is holding. The background is a blurred crowd of people, suggesting a busy event or conference. The overall image has a dark, blue-tinted overlay.

“The biggest value in exhibiting is just the amount of networking, the amount of people that we can have interaction with increases because in this manner they are really coming to us rather than us approaching them. So that means you tend to interact with whole lot of different people and different subsystems.”

Mohit Hemnani, Lucid Motors

Exhibitor at the 2024 Government/Industry Meeting



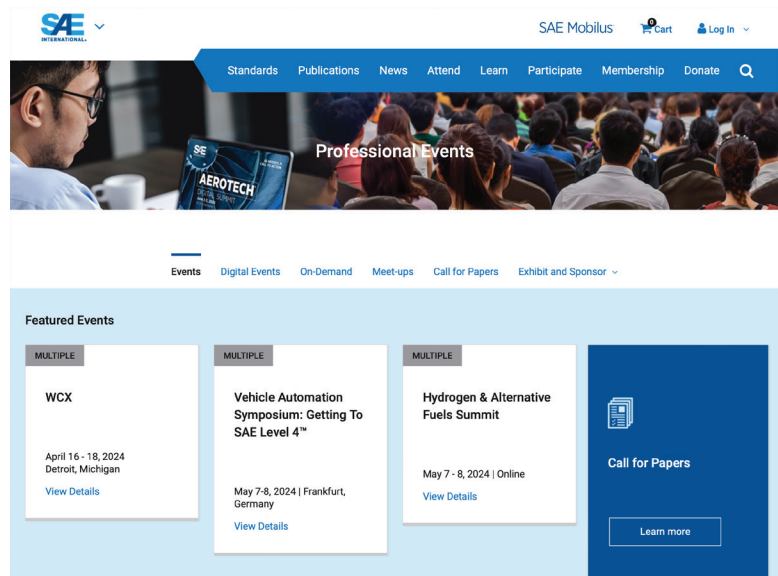
Who Attends SAE Events?

SAE's well-earned reputation for innovation, education and collaboration attracts the best and brightest from throughout the mobility industry. You'll have access to:

- Engineers
- Technicians
- Directors
- Executives
- Academics
- Consultants
- Regulators
- Engineering managers
- Purchasers
- Research & development experts

Plan Your Schedule

No matter your company's goals, SAE has an event to meet your needs. Expand your network and your reach by choosing the events that align with your products and services.





Become an SAE Partner

Our team will work with you to develop a package customized to your unique goals. Contact the SAE event sales team to secure your partnership opportunity.

Exhibit and Sponsorship Customer Sales Support

events@sae.org

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[Learn More](#)