

36TH ANNUAL  
**BRAKE  
COLLOQUIUM &  
EXHIBITION**

OCTOBER 14-17, 2018  
PALM DESERT, CALIFORNIA, USA





# MAXIMIZE YOUR INFLUENCE IN THE BRAKE INDUSTRY

As the premiere brake event in North America, Brake Colloquium & Exhibition supplies attendees with the most up-to-date information on brake systems for OE/aftermarket customers and end users. The Colloquium covers critical braking developments in both the ground vehicle and motorcycle and serves as a hub to connect with brake experts from around the world. Brake is the perfect event to increase your industry influence and engage with hundreds of key brake professionals.

Whatever your goal or budget, we have the right opportunity for you.

**“JUST A GREAT INTERNATIONAL  
EVENT. TECHNICAL PAPERS,  
NETWORKING, AND EXHIBITS ARE  
WORLD CLASS, ALL ROLLED INTO  
A SINGLE EVENT.”**

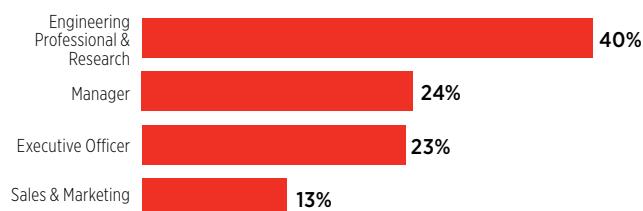
Frank Oliveto – VP of Sales at UTIL Group

# ATTENDEE PROFILE

Brake Colloquium & Exhibition attracts 800+ international and domestic attendees involved in the brake industry.

## JOB FUNCTION

Brake attendees hold key leadership and technical positions within their organization.



## TECHNOLOGY FOCUS

Brake Colloquium draws professionals from across the industry that specialize in over 40 varied technologies, including:

Braking • Materials • Tests and Testing • Safety  
• Vehicle Dynamics • Drivetrain • Bodies and Structures • Steering/Suspension • Emission Control/Environment • Thermal Management

## RESEARCHING PURCHASES

Brake Colloquium attendees are researching or evaluating purchases.

# 86%

of attendees use face-to-face at conferences to become aware of new products, evaluate vendors for future purchase and/or narrow their choices to preferred vendors.

\*Data obtained from CEIR

Join these leading companies who are past attendees, exhibitors and sponsors at Brake Colloquium.

- Akebono
- Bosch
- Brembo North America
- Chassis Brakes International USA Inc
- Hi-Pad Brake Technology
- Horiba Instruments Inc
- ITT Fine Blanking
- KB Autosys
- Link Engineering
- NUCAP Industries
- Performance Friction
- Trelleborg Sealing Solutions
- UTIL Group
- WanDa Machines
- Wolverine Advanced Materials



# EXHIBITOR OPPORTUNITIES

Reconnect with existing business partners and expand your customer base with an exhibit at Brake. This is the perfect opportunity for your customers to see, feel and experience your innovations firsthand with immediate feedback about your offerings and company.

Brake attendees are actively sourcing products and expertise in **brake testing equipment, vehicle handling, brake pads, autonomous brake systems, tire friction, bearings, regenerative braking, manufacturing machinery, electronic braking and components and much more.** If you are looking to demonstrate your technological expertise, network with industry leaders, and showcase your products to meet your customers' needs, Brake is a can't miss opportunity for you this year.

## EXHIBITOR BENEFITS

- 10' x 10' booth space in carpeted exhibit area
- New Product & Technology Showcase presentation opportunity
- Four (4) full conference registrations including access to the technical sessions, exhibit, Monday & Tuesday luncheons, Tuesday reception, and networking breaks
- Increased networking in the exhibit hall with extended lunch hours to provide more face-to-face time with attendees
- Networking Lounge on the show floor
- Company listing and profile in the following:
  - Printed Event Guide (if purchased by printing deadline)
  - Online Exhibitor Directory
  - Mobile app

**Exhibit Space Fees - \$3,350 plus \$250 per exposed corner**

# SPONSORSHIP OPPORTUNITIES

Sponsor at one of the most impactful events in the brake industry and ensure you're at the forefront of attendees' minds when they consider leaders in braking technology and parts. 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're confident we can help you reach you reach your goals.

## SPONSORSHIP BENEFITS

- Generate new business opportunities
- Reconnect with current customers
- Establish contacts with potential customers
- Expand your brand awareness
- Logo recognition on the Brake sponsor webpage with a hyperlink URL to your website
- Company recognition in the event guide and mobile app
- Logo recognition on the sponsor signage throughout conference

**“MORE THAN JUST THE TECHNICAL SESSIONS, THE NETWORKING AND INTERACTIONS WITH YOUR FELLOW ENGINEERS AND PEERS IS REALLY INVALUABLE.”**

Greening Associates, Inc. and Greening Test Laboratories

# SAMPLE SPONSORSHIP OPPORTUNITIES

Visit [sae.org/attend/brake/exhibit-sponsor](http://sae.org/attend/brake/exhibit-sponsor) for a full list of sponsorship opportunities

## BrakeTV Advertorials

Advertorial program gives sponsors/exhibitors the chance to demonstrate products, market their services, and provide thought leadership for the industry and/or increase brand awareness. An advertorial includes:

- A completed TV broadcast quality interview video of up to three minutes ~ this video is yours to keep after the event
- Video footage recorded at your booth during the interview of up to 30 minutes with up to 2 sponsor representatives for a 3-5 minute interview
- A professional TV host who appears on camera and facilitates the discussion
- A continuous, non-scripted discussion of up to 3-5 minutes in which the host asks pre-approved questions designed to highlight your key message
- Sponsor call to action (i.e. visit booth #)
- SAE-TV graphic elements to identify the name, title, and company of the interviewee
- Banner
- Coordination and planning with the CNTV dedicated Content Manager in advance

## Continental Breakfast

- Sponsor your choice of a Breakfast (Mon, Tues or Wed. pending availability)
- One color logo imprint on beverage napkins
- Table tent signage to be scattered throughout sponsored breakfast for added visibility
- Two (2) full conference registrations

## Coffee/Beverage Station - Monday or Tuesday Lunch

- Sponsor a coffee station from your booth or other prime location in the exhibition hall
- Branded beverage napkins
- Appropriate signage at beverage station

## Sweet Treat Station - Monday or Tuesday Lunch

- Recognition as the sponsor of a sweet treat during the lunch with a branded foodie item; can be placed near your booth, if desired
- Beverage napkins with your logo imprint
- Appropriate signage at food station

## Mobile App Advertising

These opportunities do not include additional sponsorship deliverables or recognition.

- Banner Ad (rotating with other sponsors)
- 1 Push Notification

## Networking Reception (multiple opportunities)

Special signage and/or branded napkins provided by SAE where appropriate

- Beverage/Bar – includes beverage napkins with 1 color logo imprint
- Carving Station – Examples may include 1 of the following; strip loin, turkey, brisket, pork
- Specialty Station – Examples may include 1 of the following:
- Sushi, Flatbread Pizza, Cheese, Antipasto, Charcuterie, Hummus
- Action Station – Examples may include 1 of the following - Mac & Cheese, Gnocchi, Stir fry, Pasta
- Dessert Station

Don't Miss Your Chance to Showcase Your Expertise  
and Products In Brake Science and Technology  
at Brake Colloquium & Exhibition. Reserve Your  
Sponsorship or Exhibit Space Today.

**BRAKE COLLOQUIUM & EXHIBITION**  
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**Contact us now to secure your opportunity.**

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**[sae.org/brake](http://sae.org/brake)**