

## Exhibit Sponsor Reservation Form

### Racing to 54.5 MPG by the Year 2025 Technical Meeting

Tuesday, March 10, 2015

La-Z-Boy Center Meyer Theater  
(Monroe County Community College Campus)

This form is to confirm your participation as an Exhibit Sponsor for the SAE Detroit Section **Racing to 54.5 MPG by the Year 2025 Technical Meeting**. The following are guidelines for your display:

- Display area must be manned at all times by at least one person during the social hour between 5:30 – 6:30 p.m.
- Display must not exceed the allotted 10'x10' space unless approved by SAE Detroit Section
- Displays are to be set-up between 1:00 – 4:00 p.m. the day of the event and removed between 6:30 – 9:00 p.m. that evening
- A 5' table is available for use in your display area (Please bring an extension cord/power strip if you wish to have electrical access. You also need to provide your own table linen.)
- Brochures and/or giveaways may be distributed in your display area only

The cost to display is \$750 which includes a 10'x10' display space, as well as four complimentary registrations. Your company will receive verbal recognition during opening remarks of the presentation and program screen recognition.

Select Payment Method:       Invoice                       Credit Card                      Amount: \$750

Company Name		
<i>Please list company name exactly as it should appear in print.</i>		
Contact Name	Title	
Address		
City	State	Zip
Phone	Email	
Credit Card #	Exp Date	Security Code
Signature		Billing Zip Code

Company logo sent *\*Please email company logo when you return this form.\**

Please return completed form to Cheryl Mudd at the SAE Detroit Section office.  
Email: [cmudd@sae-detroit.org](mailto:cmudd@sae-detroit.org) or Fax: (248) 324-4449

## Racing to 54.5 MPG by the Year 2025 Technical Meeting

Tuesday, March 10, 2015

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### Event Overview

#### 5:00 – 5:45 p.m. Tour

Monroe County Community College is offering a tour of their new Career Technology Center and labs that have the latest equipment. The automotive lab has three dynamometer cells, an anechoic room, and servo-hydraulic system.

#### 5:30 – 6:30 p.m. Social Hour sponsored by Schaeffler

Guests have the opportunity to network and view the exhibits while enjoying cocktails and appetizers.

#### 6:30 – 7:30 p.m. Presentation

Exhibitors can view the presentation in the theater or tear down their display.

#### 7:30 – 8:30 p.m. Q&A Session and Wrap Up

### Speakers

#### John Alexander

Director of Powertrain Development, Fiat Chrysler Automobiles

#### Chris Hennessy

Vice President, Engineering, IAV Automotive Engineering, Inc.

#### Paul Nahra

Director Advanced Engineering, Engine Group, BorgWarner Inc.

### Moderator

#### Andrew Smart

Director, SAE International

### Sponsorship

#### Exhibit Sponsor - \$750

(Limited space, first-come basis)

- (1) 10'x10' display space with 5' table
- Four complimentary registrations
- Recognition during opening remarks of event and program screen recognition.



*Sample of past event exhibit*



## **SPONSORSHIP TERMS & CONDITIONS**

Sponsorships of various activities are available on a first-come, first-serve basis to customers and exhibiting companies for that particular event. Offers will be confirmed through the submission of a signed copy of this agreement.

**Cancellation of Sponsorship** - In the event of a sponsorship cancellation and SAE receives notice of such cancellation more than ninety (90) days prior to the opening date of the event then SAE shall retain a service charge equal to 50% of the total sponsorship amount. Within ninety (90) days of the opening day of the event, the customer is liable for 100% of the total sponsorship amount.

**Liability and Indemnification** - Neither SAE nor the management of the site shall be liable for damage, loss or destruction of the sponsor property by reason of fire, theft, accident or other destructive causes. Neither SAE nor the management of the site nor any of their employees, agents, or servants will be accountable or liable for accidents to sponsors, their employees, agents or servants. The sponsor shall be liable to SAE and/or the site for any damage done to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the sponsor, its employees, agents or servants.

The sponsor hereby assumes the entire and full responsibility and liability for and agrees to indemnify and hold harmless SAE International, SAE Detroit Section, its officers, directors, members, staff and other representatives from and against any and all claims, damages, injury (including without limitation, death at any time resulting there from), loss or expense (including without limitation, all attorney fees and other expenses of any arbitration or litigation) of any nature resulting from any injury or damage to any person or property which occurs as the result of any act or omission of the sponsor, its employees, agents or servants.

**Insurance** - The sponsor must, at own expense, obtain and maintain Comprehensive General Liability insurance, on an occurrence based policy, with a limit of not less than \$1,000,000 per occurrence/\$2,000,000 aggregate combined singled limit bodily injury/property damage (including products and completed operations coverage and host liquor liability), Automobile Liability insurance no less than \$1,000,000 combined singled limit and Workers' Compensation (statutory limits) coverage. Sponsor agrees to add SAE International as an additional insured on its General Liability policy.