

Technologies for Safe, Green, and Connected Vehicles

**SAEINDIA**

**SAE**  
INTERNATIONAL

**SIMCOMVEC**  
2013

8<sup>th</sup> SAEINDIA International Mobility Conference  
&  
1<sup>st</sup> Commercial Vehicle Engineering Congress India  
4<sup>th</sup> - 7<sup>th</sup> December 2013 @ CHENNAI TRADE CENTRE, CHENNAI

[www.simcomvec.org](http://www.simcomvec.org)

**International Speakers,**

Dr. Donald G. Hillebrand, President SAE International, U.S.  
Dr. David Schutt, CEO SAE International, U.S.  
Mr. Friedrich Boecking, President Diesel Systems, Bosch  
Mr. Tom Stover, Vice-President & CTO, Eaton Corp., U.S.  
Mr. Bharat Vedak, Senior Vice-President John Deere Ltd., U.S.  
Mr. Jorg Lutzner, Head Services & Commercial Vehicles, Continental Corporation, Germany.  
Mr. Lucas Walter, Vice-President, AVL Austria

**Programs**

- Technical sessions
- Plenary sessions
- Panel discussions

For Sponsorship Opportunities & Exposition Stall Booking, Please Contact :  
Mr. D. Seshadri, Deputy Director - Marketing, email: [seshadrid@saeindia.org](mailto:seshadrid@saeindia.org), Mobile: +91-9444392613

**Event Sponsor**



**Other Prime Sponsors**



knowledge partner : **AUTO TECH REVIEW**

SAEINDIA, 1/17 Ceebros Arcade, Adyar, Chennai - 600 020, India. Ph: 91-44-42152280, 24411904,

## SIMCOMVEC 4 REASONS WHY YOU MUST ATTEND?

### Technical Program

Enhance your skills and creativity as you and your engineers will learn from a large assembly of expert engineers through technical sessions which are both relevant and stimulating.

### Global Peer Networking

Take advantage of networking opportunity to discuss challenges and ideas with industry peers during the sessions and gain invaluable improvements and solutions.

### Innovation Pavilion in the Exposition

Discover new companies and innovative technologies from OEM, top-tier suppliers, industry-related companies and young researchers from Institutions worldwide. Take advantage of this exclusive opportunity.

### Ride and Drive

Ride and Drive is an exciting concept being introduced for the first time in India for OEMs to showcase the superior technology and ergonomic design. You will be part of this unique initiative.

### Participant Profile

The Congress is expected to attract experts and delegates, both from mobility industry as well as academic institutions across the globe. SAEINDIA has members from every spectrum of automotive industry including Defence establishments, R&D Centers, Information Technology segment and Engineering academic institutions. This Congress will also be attended by senior government officials and policy makers. SAEINDIA membership is a healthy amalgam of members from the industry and academia and SIMCOMVEC will foster close interaction between them.

### Delegates Registration Fee Details

Delegate fees are structured to facilitate large participation of members of SAEINDIA, Industry professionals, Mobility Practitioners and Authors and Scientists both from India and abroad.

S.No	Category	Early Bird (Upto 31 <sup>st</sup> July 2013)		Upto 30 <sup>th</sup> Sep 2013		Spot Registrations	
		Indian (INR)	International (USD)	Indian (INR)	International (USD)	Indian (INR)	International (USD)
1	SAEINDIA Members	8427	169	9551	191	11236	225
2	Participants	10674	214	11798	236	13483	270
3	Academic Members	4494	90	5618	113	6742	135
4	Academic Participants	6179	124	7303	146	8427	169

Includes service tax of 12.36 %

10 % discount on group booking of 10 or more delegates

## SPONSORS - MAJOR LEVELS & BENEFITS

The conference is a congregation of experts in the automotive engineering world over. This will be an ideal forum for sponsorship & exhibitors.

Being a major automotive technology event in Asia available only biennially, the opportunities provided are many fold attracting a large participation. Only early and timely action can help to maximize the benefits by choosing the most advantageous options available.

SAE International is bringing the highly successful Commercial Vehicle Congress to India for the First time along with SAEINDIA making the conference truly a global forum for Off & On highway, and Defence vehicles.

### Sponsorship Levels & Amount

Sponsorship	Indian Rs Lakhs	USD
Event Sponsor	25	50000
Principal Sponsor	15	30000

### Benefits for Event Sponsorship\*

- Logo prominently displayed in all Publicity Materials, along with hall in the Exposition being named after the Event Sponsor
- 4 Premium stalls of 3'X3' Sq. meters (or) Raw space of 36 Sq. meters in the Exposition area
- 20 Delegates free of charge for the Conference
- Prominent Publicity in Print & Electronic Media (Mutual cost sharing basis)
- 15 Minutes advertisement in the Exposition Venue & Convention Hall 5 times during the conference days
- One full page color advertisement in the Event Directory
- Ride and Drive, an opportunity to display your new vehicles to show case your superior technology will be free of cost
- Technology Theater Free of cost for an hour
- Business Meeting cubicle will be offered free of cost

### Benefits for Principal Sponsorship\*

- 3 Premium stalls of 3'x3' Sq. meters (or) Raw space of 27 Sq. meters in the Exposition area
- 15 Delegates free of charge for the Conference
- Prominent Publicity in Print & Electronic Media (Mutual cost sharing basis)
- 10 Minutes advertisement in the Exposition Venue & Convention Hall 3 times during the conference days (Second Slot)
- One full page color advertisement in Event Directory
- 50% concession in Ride and Drive - an opportunity to display your new vehicles to show case your superior technology
- 50% concession in use of Technology Theater for an hour
- 50% concession in use of Business Meeting cubicle

**\*Prized slots are always in demand in a technology show. Please opt for a vantage site by early confirmation.**

## SPONSORSHIP AND EXHIBITS

### Additional Sponsorship Opportunity

This conference provides an ideal ambience to reach out to thousands of visitors from all over the world enabling the sponsors to maximize their marketing endeavors. The exposition provides an ideal platform to showcase the products, technologies and services to discerning members of the mobility industry.

Being a major automotive technology event in Asia, available only biennially, the opportunities provided are many fold attracting a large participation. Only early and timely action can help to maximize the benefits by choosing the most advantageous options available.

Details	Amount in Lakhs	USD	Stall space in mtrs	Delegates	Backdrop font & area	Recognition in the function	Inclusion in Event	Conference website
Platinum	10	20000	6x3	10	Large	Yes	Yes	Large
Gold	5	10000	3x3	5	Medium	Yes	Yes	Medium
Silver	3	6000	3x3	3	Medium	Yes	Yes	Medium
Bronze	1	2000	nil	2	Small	Yes	Yes	Small
Lunch	3	6000	3x3	3	Medium	Yes	Yes	Medium
Dinner	5	10000	3x3	5	Medium	Yes	Yes	Medium

### Ride and Drive\*

Ride and Drive is a unique concept which will be introduced for the first time in India based on the experience at SAE World Congress at Detroit. A Chance to showcase your innovative technologies, recent launches and speciality vehicles. All vehicles are test driven on a 10 min pre laid course.

#### For 3 Days

#### For 1 Day

Events*	Indian Rs Lakhs	USD	Indian Rs Lakhs	USD
Ride - 2W	5	10000	2	4000
Drive - 4W	10	20000	4	8000

### Event Directory and Proceedings

An Event Directory would be available as part of the delegate kit. This directory provides detailed information about the program schedule and will be a compulsory reference for the delegates and members alike. SAEINDIA will also publish the proceedings of the Conference containing all the papers. This will be available as CDs and will be part of the delegate kit.

### Event Directory\*- Advertisement Opportunities

Location	Indian Rs Lakhs	USD
Back Cover Outer	1.00	2000
Front Cover Inner	1.00	2000
Back Cover Inner	0.50	1000
Other pages color	0.25	500
Other pages Black and White	0.15	300

### Technology Theater\*

SIMCOMVEC Technology Theater provides an opportunity for companies to make presentations showcasing their technologies.

Events	Indian Rs Lakhs	USD
Tech Theater Per Hour	0.5	1000

\*Service Tax@ 12.36% as applicable will be extra

### SPACE FOR FLOOR PLAN & TARIFF

**SIMCOMVEC** is offering an excellent opportunity for exhibitors to showcase the products, technologies and services to an exclusive tech - savvy audience. In the past, hundreds of exhibitors have taken part in exposition to reach the target audience. They have been extending the patronage for the exposition repeatedly.

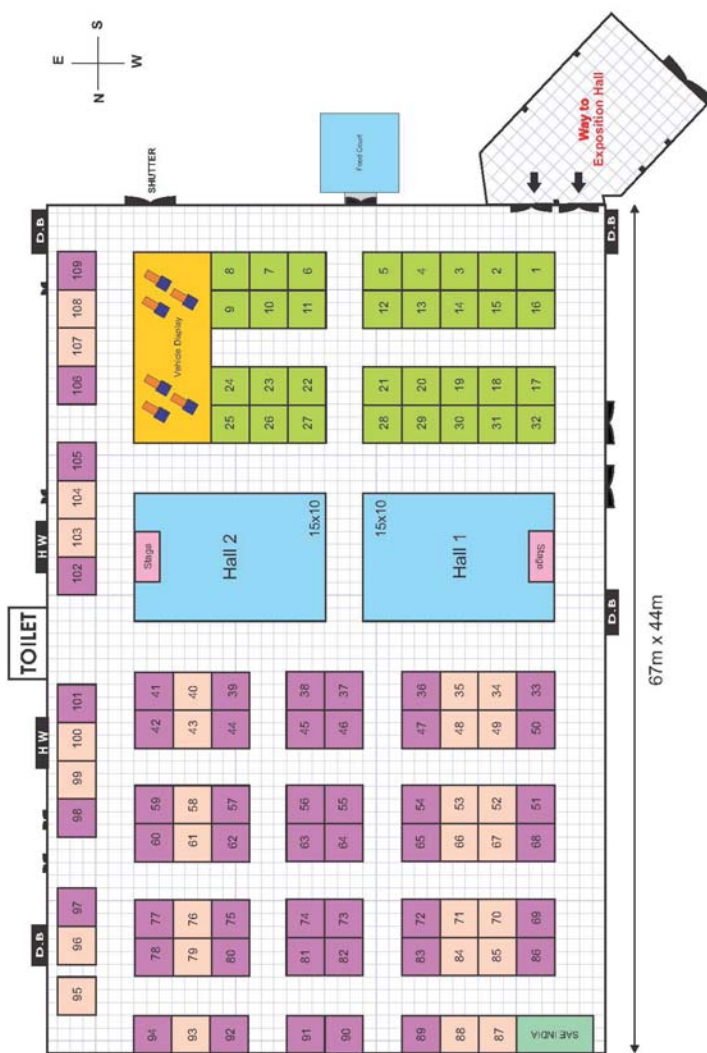
#### EXPOSITION 5TH, 6TH & 7TH December 2013

The participating exhibitors will be screened and selected based on their relevance to the theme of the Conference. Structured meeting rooms of varying sizes designed for private discussions will be available. These meeting rooms come complete with furniture, projector and internet facilities and will enable productive one to one session. These facilities can also be booked in advance along with Exposition space bookings.

#### Exposition Rates \*

Stalls	Premium	Standard
Size	3m X 3m	3m X 3m
No. of stalls	68	75
Rate (Rs in lakhs)	1.10	0.85
Rate (USD)	2200	1700
<b>Raw Space - 5000 / Sq. Mtr</b>		

Discussion Rooms	5-persons	8-persons
Size	6m X 5m	7m X 6m
No. of Rooms	4	1
Rate (Rs in lakhs)	0.60	1.20
Rate (USD)	1200	2650

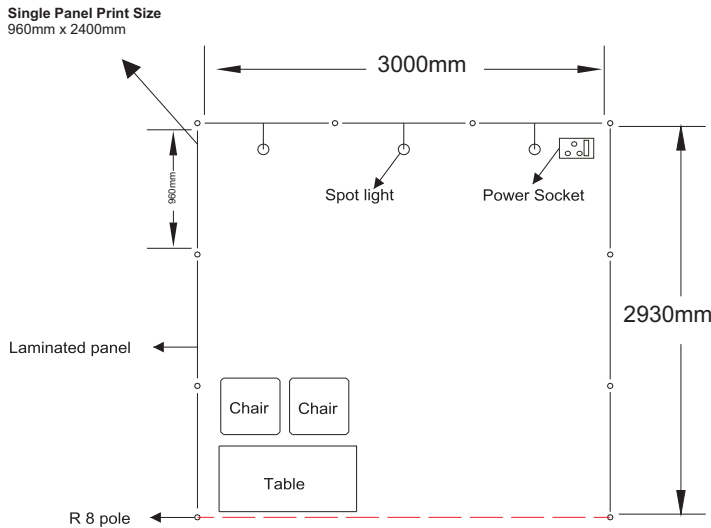


- Sponsors Stalls - 32
- Premium Stalls - 48
- Standard Stalls - 29
- Halls - 02

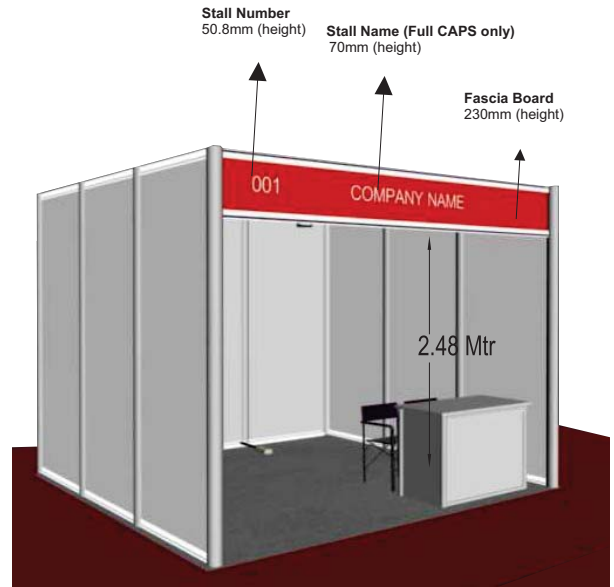
PTP : Details of sample stall

**\*Service Tax@ 12.36% as applicable will be extra**

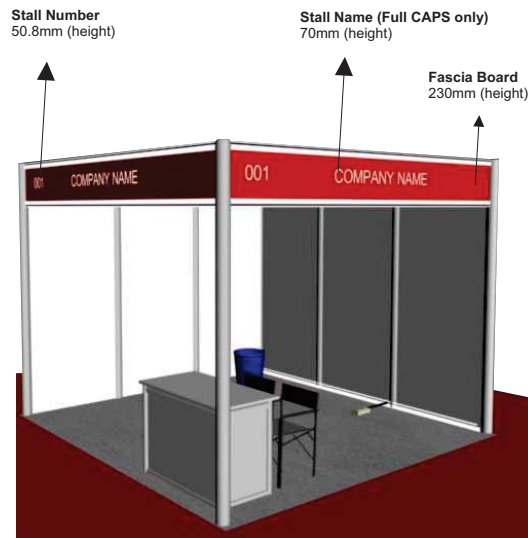
*3-D Representaion of 3x3 stalls*



**PLAN**



**Standard Stalls : One Side Open**



**Premium Stalls : Two Sides Open**

**SPONSORSHIP REGISTRATION FORM**

	<b>Level</b>	<b>Indian Rs Lakhs</b>	<b>USD</b>
<input type="checkbox"/>	Event Sponsor	25	50000
<input type="checkbox"/>	Principal Sponsor	15	30000
<input type="checkbox"/>	Platinum	10	20000
<input type="checkbox"/>	Gold	5	10000
<input type="checkbox"/>	Silver	3	6000
<input type="checkbox"/>	Bronze	1	2000
<input type="checkbox"/>	Lunch	3	6000
<input type="checkbox"/>	Dinner	5	10000

Name \_\_\_\_\_

Designation \_\_\_\_\_

Company / College  
Address \_\_\_\_\_

E-Mail \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Total number of stalls required (in words) \_\_\_\_\_

Total Amount \_\_\_\_\_

Cheque / DD No: \_\_\_\_\_ Bank \_\_\_\_\_

\_\_\_\_\_  
Signature

Please send the completed Sponsorship form along with MICR Cheque / demand draft drawn in favor of "**SAEINDIA SIMCOMVEC**" to  
SAEINDIA, # 1/17 Ceebros Arcade, Adyar, Chennai - 600 020, India. Ph: 91-44-42152280,  
email: [ddg@saeindia.org](mailto:ddg@saeindia.org), web: [www.simcomvec.org](http://www.simcomvec.org)

## DELEGATE REGISTRATION FORM

**SIMCOMVEC** will be a meeting place for mobility engineers, practising professionals, authors, scientists, researchers, academicians besides captains and leaders of industry from the entire spectrum of automotive fraternity.

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4	Academic Participants	6179	124	7303	146	8427	169

10 % discount on group bookings of 10 or more delegates  
Includes service tax of 12.36 %

Please use BLOCK Letters. All Fields are Mandatory

Name \_\_\_\_\_ Company / Academia \_\_\_\_\_

Designation \_\_\_\_\_ Department \_\_\_\_\_

Company Address \_\_\_\_\_

Name \_\_\_\_\_ Institution \_\_\_\_\_

Year of Study \_\_\_\_\_ Department \_\_\_\_\_

Address of Institution \_\_\_\_\_

E-Mail \_\_\_\_\_ Mobile/Telephone \_\_\_\_\_

Total Amount \_\_\_\_\_

Cheque / DD No \_\_\_\_\_ Bank \_\_\_\_\_

\_\_\_\_\_  
Signature

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**EVENT DIRECTORY - ADVERTISEMENT OPPORTUNITIES**

	Location	Indian Rs Lakhs*	USD*
<input type="checkbox"/>	Back Cover Outer	1.00	2000
<input type="checkbox"/>	Front Cover inner	1.00	2000
<input type="checkbox"/>	Back Cover inner	0.50	1000
<input type="checkbox"/>	Other pages color	0.25	500
<input type="checkbox"/>	Other pages black and white	0.15	300

Name \_\_\_\_\_

Designation \_\_\_\_\_

Company / College  
Address \_\_\_\_\_

E-Mail \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Page and Location required: \_\_\_\_\_

Total Amount \_\_\_\_\_

Cheque / DD No: \_\_\_\_\_ Bank: \_\_\_\_\_

\_\_\_\_\_  
Signature**\*Service Tax@ 12.36% as applicable will be extra**

Please send the completed Event Directory Advertisement registration form along with MICR cheque / demand draft drawn in favour of " **SAEINDIA SIMCOMVEC**" to:  
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**EXPOSITION REGISTRATION FORM**

	Charges Per Stall *	Indian Rs Lakhs	USD	Mention no of Stalls or area reqd in sq - mtrs
<input type="checkbox"/>	3mx3m Standard	0.85	1700	_____
<input type="checkbox"/>	3mx3m Premium	1.10	2200	_____
<input type="checkbox"/>	6mx5m Discussion Room	1.20	2400	_____
<input type="checkbox"/>	7mx6m Discussion Room	1.60	3200	_____
<input type="checkbox"/>	Raw space in sq-mtrs	0.05 / sqm	100 / sqm	_____

Name \_\_\_\_\_

Designation \_\_\_\_\_

Company / College  
Address \_\_\_\_\_

E-Mail \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Type &amp; Number of stalls required \_\_\_\_\_

Total Amount \_\_\_\_\_

Cheque / DD No: \_\_\_\_\_ Bank: \_\_\_\_\_

\_\_\_\_\_  
Signature**\*Service Tax@ 12.36% as applicable will be extra**Please send the completed Exposition registration form along with MICR cheque / demand draft drawn in favour of " **SAEINDIA SIMCOMVEC**" to :

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