

With the goal to expand the **2019 WCX - Lightweighting - Materials - Efficiency Pavilion, AluMag®** is coming back to co-organize this pavilion together with SAE. This pavilion will showcase technologies and innovations that help automotive suppliers to:

- Decrease weight and improve powertrain efficiency to reduce emissions.
- Function integration and structural light-weighting.
- Develop advanced multi-material / process hybrids.
- Design, develop and manufacture new materials and processes.
- Pursue green powertrains, ICE emission reduction and battery drivetrains.

For over 8 years AluMag® has been promoting this event, and since 2018 we have taken the roll of organizing and overlooking the operation of the **Lightweighting - Materials - Efficiency Pavilion**.

This pavilion is the right platform for **companies, committed to discover and develop advanced lightweighting and or sustainable powertrain**, as you will meet the right audience of key automotive players (*OEM's, Tier I and II*) during this 3-day event.

### Key Facts / What you need to know.

#### 1) SAE has created a new exhibition floor layout, that centralized the OEM's with a learning lab in the middle.

The Lightweighting – Material – Efficiency Pavilion is located right next to it with high visibility for the exhibitors. This year's partners will be: **FCA, FORD, GM, HONDA, NISSAN** and **TOYOTA** (OEM's) as well as: **AVL, DENSO** and **FEV** (Tier I).

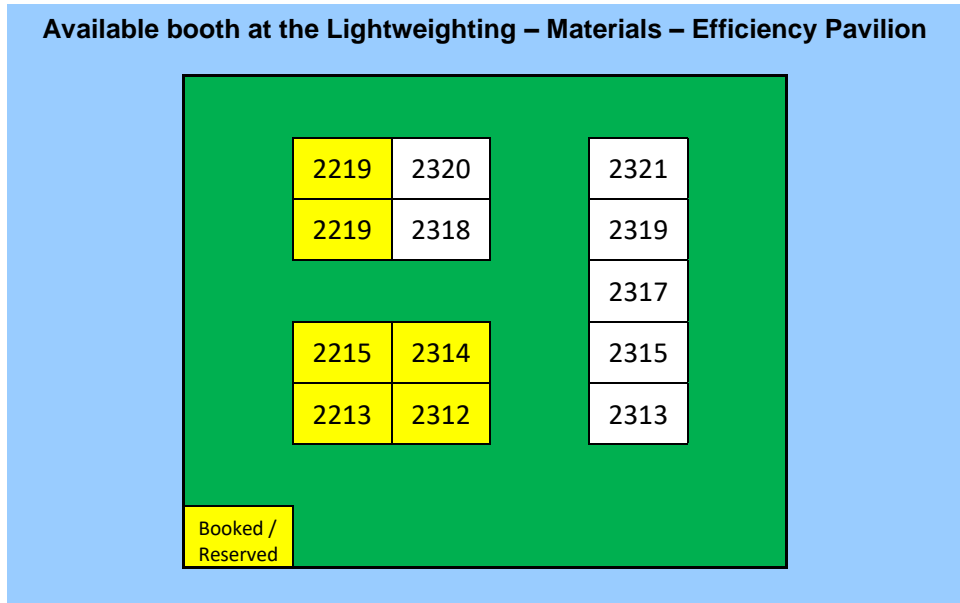
The Light-weighting – Material – Efficiency Pavilion will be easy to identify as the ile carpeting surrounding this area will have a unique color.



More Key Facts / What you need to know.

2) SAE WXC Exhibition Floorplan – showing location of the Lightweighting - Materials - Efficiency Pavilion.

<https://n2a.goexposoftware.com/events/wcx19/goExpo/floorPlan/viewFloorPlan.php>



3) Companies already registered:

- a) AluMag Automotive - [www.alumag.com](http://www.alumag.com)
- b) WBH International - [www.whbinternational.com](http://www.whbinternational.com)

4) Cost to Exhibit at SAE WCX - Lightweighting - Materials - Efficiency Pavilion

AluMag®, offers 3 different options on how to exhibit. It is the goal to have an open concept exhibition pavilion so that all visitors get the most exposition of the exhibitors on the pavilion at any given time.

A) Cost for basic SAE 10x10 space – offered by SAE

Each booth has the size of 10" x 10" (3.048 m x 3.048 m)

Each booth can be increased by increments of 10" x 10"

The basic booth space includes:

- Draped back wall (8'H - 2.43 mt H) and side rails (3'H - 0.91 mt H)
- Booth Identification Sign (company name in text only)
- One-day Exhibitor Registrations (6x), per 100 sq.ft. (9.29 m<sup>2</sup>) of space
- One-day Customer Registrations (12x), per 100 sq.ft. (9.29 m<sup>2</sup>) of space
- Company listing and profile in the printed and online Exhibitor Directory and Event Guide<sup>1</sup>

SAE Exhibitor cost for pavilion service is \$ 5.400,00 USD

<sup>1</sup> Contract and profile must be received prior to applicable print and production deadlines: February 25<sup>th</sup>, 2019.

**B) Cost for basic SAE WCX 10\*10 space plus AluMag®, open concept pavilion booth**

Each booth has the size of 10" x 10" (3.048 m x 3.048 m)

Each booth can be increased by increments of 10" x 10"

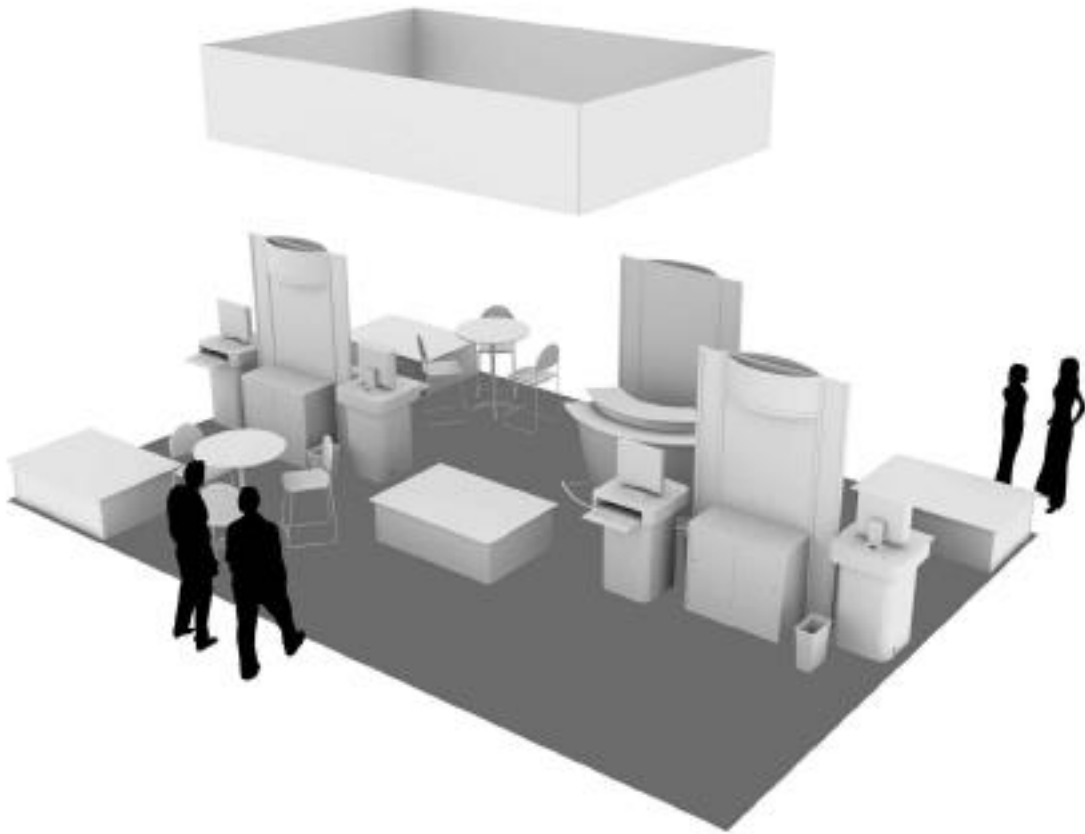
AluMag®, booth space includes:

- Open concept exhibition / pavilion area
- Poster wall with cabinet and company logo on top
- Electrical outlet by cabinet
- Poster with you company key details / technology / advantages
- 2 to 3 product displays
- Meeting table with chairs
- Bar with snacks & refreshment
- Booth with carpet (*color to be defined*) - it will be one color for complete pavilion
- Brochure / leaflet holder
- Booth cleaning and up-keep
- AluMag® booth set-up and tear down
- AluMag® will direct customers through pavilion
- Customer lead retrieval unit
- SAE event summary of lead retrievals
- Coordination of event management - AluMag®
- Company logo on banner
- OEM VIP tour (if available)

Exhibitor on-cost for AluMag®, pavilion is  
Total cost for this package is

+ \$ 6.950,00 USD  
\$ 12.350,00 USD





**C) Cost for Event Key-Turn Solution – basic SAE WCX 10”x10” space plus AluMag®, open concept pavilion booth plus hotel, food, entertaining and local logistic services for 2 people.**

Additional AluMag®, services

- Hotel SAE 4 nights (April 8 till 11, 2019)
- Logistics - pick up airport / hotel / SAE (April 8 till 12, 2019)
- Lunch & Diner (April 9 till 11, 2019)
- AHK Reception (April 9, 2019)
- Sport Event (date tbd)

Exhibitor on-cost for additional AluMag®, service (2 people) \$ 6.000,00 USD  
 Total cost for this package is \$18.350,00 USD

AluMag®, SAE event summary cost overview.

	<b>Package 1</b>	<b>Package 2</b>	<b>Package 3</b>
<b>Package includes</b>	Basic SAE 10”x10” booth	Basic SAE 10”x10” booth	Basic SAE 10”x10” booth
<b>Package includes</b>		AluMag®, open concept booth	AluMag®, open concept booth
<b>Package includes</b>			AluMag hotel & logistics
<b>Cost</b>	\$ 5.400,00 USD	\$ 5.400,00 USD	\$ 5.400,00 USD
<i>On-cost 1</i>		+\$ 6.950,00 USD	+\$ 6.950,00 USD
<i>On-cost 2</i>			+\$ 6.000,00 USD
<b>Total cost</b>	<b><u>\$ 5.400,00 USD</u></b>	<b><u>\$ 12.350,00 USD</u></b>	<b><u>\$ 18.350,00 USD</u></b>

#### 5) AluMag SAE WXC – Additional Sponsor Opportunities:

Learning Lab presentations | \$1,000 each (Multiple opportunities).

- (1) 20-minute timeslot to deliver presentation and Q&A at the Learning Lab in the Exhibit Hall.
  - Exhibitors must provide presenter's name, position, and title of presentation.
  - Timeslots will be assigned and confirmed by SAE at its discretion based on topic & daily agenda.

Should you require a bigger space than a 10"x10", alternative floor space or are interested in a complete island within the pavilion, please contact us so we can tailor a custom proposal to meet your company needs. For further details for this event please contact one of our team members or register on the following link: <http://alumag.com/sae2019/>

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