

Digital Car Conference & Exhibition

Cobo Center, Detroit, Michigan, USA

March 4 – 7, 2002

TELEMATICS: *What do People Really Want?*

Who Should Exhibit?

A recent survey conducted by the Consumer Electronics Association found that 36% of the consumers, representing more than 30 million households, expect to own a vehicle navigation system within the next six years. That represents a 30% increase in consumer awareness of this product alone, over the last four years. The customer activity seen now in mobile electronics represent the early adopters...only a swell in the anticipated ocean of consumer demand. Telematics is a wave of consumer acceptance and demand is far from cresting. Suppliers of mobile electronic equipment can ride that wave by assuring your representation at this inaugural event. You should exhibit if you are a supplier or manufacturer of components, software and/or hardware integrated in vehicle systems such as:

- Navigation
- Intelligent Transportation Systems
- Electronic Safety Systems
- Wireless Communication
- Audio/Visual Entertainment
- Telematics

Why Exhibit at Digital Car?

This is a prime opportunity for suppliers to gain access to key OEM decision-makers and other automotive industry stakeholders in this new venture of electronic proportion. Nowhere else will you find a pre-select audience as discerning or industry-specific as the Digital Car Conference & Exhibition. Exhibit to take advantage of this critical industry exposure during an explosion of mobile electronics interest.

Who Will Attend?

A broad range of engineering executives from the mobile electronics industry is anticipated. OEM vehicle designers will attend to learn how consumer acceptance drives technology and how they can prepare today for the requirements of future demand. This live interactive format will only be open to 400 pre-select attendees on-site, with another 400 participants accessible via the web.

General Public access to the Exhibition is scheduled for the first night to give suppliers the opportunity to research/test consumer acceptance and component price elasticity via the “hands-on” face-to-face environment. Meet the end users as well as the engineers responsible for developing vehicle design criteria necessary to support the inclusion of sophisticated electronic systems...at one place, one time...Cobo Center, March 4-7, 2002 for the SAE Digital Car Conference & Exhibition.

Rental Rate:

\$24 per square foot or \$2400 per 10x10 booth.

\$250 for each exposed corner.

Rental Rate Includes:

- Standard booth background and siderail drapes.
- 7" x 4" company identification sign
- Exhibitor manual and informational update bulletins
- Removal, storage and return of empty crates
- Security
- Company listing in Exhibit Directory
- Complimentary VIP passes to invite your prime prospects to attend the exhibition.

Exhibit Timeframe:

Exhibition Installation

Wednesday, February 27, 2002	8:00 a.m. – 4:30 p.m.
Thursday, February 28, 2002	8:00 a.m. – 4:30 p.m.
Friday, March 1, 2002	8:00 a.m. – 4:30 p.m.
Saturday, March 2, 2002	8:00 a.m. – 4:30 p.m.
Sunday, March 3, 2002	8:00 a.m. – 4:30 p.m.

Exhibition Dates

Monday, March 4, 2002	10:00 a.m. – 6:00 p.m.
Tuesday, March 5, 2002	9:30 a.m. – 7:00 p.m.
Wednesday, March 6, 2002	9:30 a.m. – 6:00 p.m.
Thursday, March 7, 2002	9:30 a.m. – 6:00 p.m.

Exhibition Dismantle

Friday, March 8, 2002	8:00 a.m. – 4:30 p.m.
Saturday, March 9, 2002	8:00 a.m. – 4:30 p.m.
Sunday, March 10, 2002	EXHIBIT HALL CLOSED
Monday, March 11, 2002	8:30 a.m. – 4:30 p.m.
Tuesday, March 12, 2002	8:30 a.m. – 12:00 Noon

VIP Passes

One hundred VIP passes will be made available to each exhibitor to use to invite prime prospects and customers to the exhibition free of charge. Please note that the VIP passes will not entitle bearers to free admittance to the technical sessions or any other benefits associated with a full conference registration.

SPONSORSHIP OPPORTUNITIES:

A wide variety of sponsorship opportunities are available to increase your company's exposure at this important conference and exhibition. If your company is interested and would like more information on becoming a Digital Car Conference sponsor, contact Rebecca Lemon at SAE International: phone 724-772-4084, fax 724-776-1830, or email lemon@sae.org.

For the first time ever, SAE International has teamed with the Consumer Electronics Association in organizing and distributing mobility electronics information, gathering data as to consumer acceptance, and developing standards on how these newest electronic features will operate in a mobile environment. The culmination of their effort will be the CEA and SAE Digital Car Conference & Exhibition, March 4-7, 2002 in Cobo Center, Detroit, Michigan. Both organizations will benefit through collaboration in developing and delivering what the consumer wants in the next generation of passenger cars, SUV's and minivans.

For Further Information Please Contact:

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