

**SAE**  
**FOUNDATION**  
*for Science and Technology Education*

*Increasing math and science literacy  
for the workforce of the future*

Join us at the  
**SAE Foundation Banquet**

**Thursday, May 20, 2010**

6:00 p.m. • The Ritz-Carlton • Dearborn, Michigan

**Engineering Change: Driving a Strong  
Economy through Education**

The 2010 Industry Leadership Award  
will be presented to:

**Rodney O'Neal**

Chief Executive Officer and President  
Delphi

Also honoring the 2009 Industry Leadership  
Award recipient:

**Jim Press**

Automotive Advisor and Consultant

*Proceeds help to promote and support SAE  
International's math and science education  
programs.*



# 2010 Industry Leadership Award Honoree



## **Rodney O'Neal**

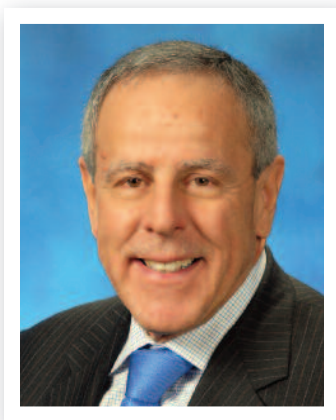
*Chief Executive Officer and President  
Delphi*

Rodney O'Neal is chief executive officer and president of Delphi. He began his automotive career at General Motors (GM) in 1971 as a student at GMI (currently Kettering University). In 1976, he joined the Inland Division where he held a number of engineering and manufacturing positions in Dayton, Portugal and Canada. He was named director of industrial engineering for the former Chevrolet-Pontiac-GM of Canada Group in 1991 and the following year became a director of manufacturing for Delphi.

O'Neal was named general director of Warehousing & Distribution for GM Service Parts Operations in 1994. In 1997, he was elected a GM vice president and named general manager of Delphi Interior Systems. He was elected a Delphi vice president and president of Delphi Interior Systems in November 1998. In 2000, O'Neal was named executive vice president of the former Safety, Thermal & Electrical Architecture Sector. Three years later, O'Neal was named president of the Dynamics, Propulsion, and Thermal Sector. He was named president and chief operating officer in 2005. He was named to his current position in January, 2007.

O'Neal earned a bachelor's degree from Kettering University and a master's degree from Stanford University. He serves on the board of directors for the Goodyear Tire & Rubber Company and the board of directors of Sprint/Nextel. He is a member of the Executive Leadership Council and former member of the Board of Directors for Inroads, Inc., the Michigan Manufacturers Association, the Woodward Governor Company and the Advisory Board for Focus: HOPE.

# 2009 Industry Leadership Award Honoree



## **Jim Press**

*Automotive Advisor and Consultant*

Jim Press has enjoyed a distinguished career in the automotive industry that spans more than 40 years.

Prior to his retirement in 2009, Press served as vice chairman and president of Chrysler LLC, a position he held since September 2007. Today, he is a sought-after automotive advisor and consultant and works with multiple businesses interested in learning The Toyota Way.

At Chrysler, he was responsible for North American sales, international sales, global marketing, product strategy and service and parts. Before joining Chrysler, Press was president and chief operating officer of Toyota Motors North America and a senior managing director of the parent company, Toyota Motor Corporation. He began his career with Toyota in 1970. His dedication and expertise earned him increased responsibilities and promotions throughout his career with Toyota.

He serves as the chairman of the Board of Automotive Youth Educational Systems and Detroit March of Dimes. He serves on the Board of Directors for the Association of International Automobile Manufacturers and the Detroit Area Council of the Boy Scouts of America. Press is a member of the Advisory Board for his alma mater, Pittsburg State University, as well as the Switzer Center School in Torrance, Calif. He serves on the Board of Trustees for the College for Creative Studies in Detroit and the Chadwick School in Rolling Hills, Calif. Press was the first international automotive executive elected to chair the Alliance of Automobile Manufacturers, the industry's top trade group, and served as chairman for a second time during 2006. He has received the "Distinguished Service Citation Award" from the Automotive Hall of Fame.

# Tickets & Sponsorships

## THE BENEFIT

The SAE Foundation Banquet benefits A World in Motion® (AWIM) curriculum that brings math and science to life for students in grades 4 through 10, as well as scholarships and exciting Collegiate Design Series (CDS) competitions.

## TICKETS

**Individual Tickets** are available for \$350, a portion of which is tax deductible.

**Company Tables** are available for \$3,200 and seat 10. To recognize your support, a sign will be placed on full company tables with acknowledgment in the dinner program.

## SPONSORSHIPS

### OEM Elite

A gift of \$25,000 includes the following:

- ▶ 20 dinner tickets with premium seating
- ▶ 20 invitations to the Sponsors Reception
- ▶ recognition in all print and promotional material as well as on visual screens related to the banquet at the Ritz-Carlton
- ▶ special recognition from the podium during the event and identification as an OEM Elite sponsor
- ▶ recognition in the dinner program
- ▶ one full-page ad with prominent placement in the dinner program

### Young Manufacturing Leadership Award

A gift of \$25,000 includes the following:

- ▶ sponsorship of the award(s)
- ▶ 20 dinner tickets with premium seating
- ▶ 20 invitations to the Sponsors Reception
- ▶ recognition in all print and promotional material as well as on visual screens related to the award
- ▶ company name on award
- ▶ opportunity to have company executive participate in the award presentation to the awardee(s)
- ▶ recognition in the dinner program and in the news release announcing the Young Manufacturing Leadership Award recipient(s)
- ▶ one full-page ad with prominent placement in the dinner program
- ▶ first right of refusal for sponsorship renewal

### Reception (*Sponsors and General*)

A gift of \$20,000 includes the following:

- ▶ 20 dinner tickets with premium seating
- ▶ 20 invitations to the Sponsors Reception
- ▶ recognition in all print and promotional material as well as on visual screens related to the banquet at the Ritz-Carlton
- ▶ special recognition from the podium during the event
- ▶ recognition in the dinner program
- ▶ one full-page ad in the dinner program

### Supplier Elite

A gift of \$15,000 includes the following:

- ▶ 10 dinner tickets with premium seating
- ▶ 10 invitations to the Sponsors Reception
- ▶ recognition in all print and promotional material as well as on visual screens related to the banquet at the Ritz-Carlton
- ▶ recognition in the dinner program
- ▶ one full-page ad in the dinner program

### Platinum

A gift of \$10,000 includes the following:

- ▶ 10 dinner tickets with premium seating
- ▶ 10 invitations to the Sponsors Reception
- ▶ recognition in the dinner program
- ▶ one full-page ad in the dinner program

### Gold

A gift of \$8,000 includes the following:

- ▶ five dinner tickets with preferred seating
- ▶ five invitations to the Sponsors Reception
- ▶ recognition in the dinner program
- ▶ one half-page ad in the dinner program

### Silver

A gift of \$5,000 includes the following:

- ▶ two dinner tickets with preferred seating
- ▶ two invitations to the Sponsors Reception
- ▶ recognition in the dinner program
- ▶ one quarter-page ad in the dinner program

### Bronze

A gift of \$2,500 includes the following:

- ▶ recognition in the dinner program

## OTHER EXCLUSIVE SPONSOR OPPORTUNITIES

**Mentor** A gift of \$10,000 supports a table for five of your company executives and five college students who would be most appreciative of the opportunity to share a table and dinner with industry executives. Your company will receive five invitations to the Sponsors Reception. In addition, your company will be recognized in the dinner program, receive one full-page ad in the program, and receive an engraved memento to commemorate your sponsorship. This sponsorship also includes a complimentary photo of your company representatives with the students.

**Valet Parking** A gift of \$7,500 underwrites the cost of valet parking for banquet attendees. This sponsorship will receive four dinner tickets with preferred seating, four invitations to the Sponsors Reception, recognition at the valet drop-off area and in the dinner program. This sponsor has the option of placing a leave-behind item in each vehicle. In addition, your company will receive one half-page ad in the dinner program.

**For more information, please call the Foundation at 724-772-8508.**

**To register  
for the banquet,  
please visit  
[www.sae.foundation.org/  
banquet](http://www.sae.foundation.org/banquet)**

# Advertising Reservation Form

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Please reserve the following advertising space in the SAE Foundation Banquet dinner program:

- Full-page Ad  
(sponsorships of \$10,000 and above)
- ▶ OEM Elite Sponsor
  - ▶ Young Manufacturing Leadership Award Sponsor
  - ▶ Reception Sponsor
  - ▶ Supplier Elite Sponsor
  - ▶ Platinum Sponsor
  - ▶ Mentor Sponsor
  - ▶ Half-page Ad (sponsorship of \$8,000)
    - ▶ Gold Sponsor
  - ▶ Valet Parking Sponsor (sponsorship of \$7,500)
  - ▶ Quarter-page Ad (sponsorship of \$5,000)
    - ▶ Silver Sponsor
  - ▶ Thank you. We will not advertise in the Banquet dinner program.

## PLEASE CHECK ONE

- Artwork is enclosed.  
 Artwork will be sent separately.

Please return this form to:  
 SAE Foundation  
 Attn: Renee Hayes  
 SAE International  
 400 Commonwealth Drive  
 Warrendale, PA 15096-0001  
 Phone: 724-772-8508  
 Fax: 724-776-0038  
 Email: rhayes@sae.org

## PRINT MECHANICALS

Standard unit sizes	Fractional		Decimal		Millimeters	
	Width (in.)	Depth (in.)	Width (in.)	Depth (in.)	Width (mm.)	Depth (mm.)
<b>Publication trim size</b>	<b>8 1/8</b>	<b>10 7/8</b>	<b>8.125</b>	<b>10.875</b>	<b>206</b>	<b>276</b>
Full page	7	10	7.0	10.0	177	254
Full page bleed	8 3/8	11 1/8	8.375	11.125	212	282
1/2 page horizontal	7	4 7/8	7.0	4.875	177	123
1/2 page vertical	3 3/8	10	3.375	10.0	85	254
1/4 page	3 3/8	4 7/8	3.375	4.875	85	123
<b>2-page spread</b>						
Trim size	16 1/4	10 7/8	16.25	10.875	412	276
Bleed size	16 1/2	11 1/8	16.50	11.125	419	282
Live area	15 3/8	10	15.375	10.0	389	254
<b>2-page spread (horizontal)</b>						
Bleed size	16 1/2	5 5/8	16.5	5.625	419	143
Live area	15 3/8	4 7/8	15.375	4.875	390	124

**COLOR** All ads are 4-color.

**BLEEDS** Keep live matter 3/8 inch from top, bottom and both sides of trim edge.

**PRINTING** Printed offset; process color ink rotation is black, cyan, magenta and yellow.

**ADVERTISING RESERVATION DEADLINE**  
 April 13, 2010

**DEADLINE FOR RECEIPT OF ARTWORK**  
 April 20, 2010

**QUESTIONS?** Please direct any question regarding ad specs to:  
 Bill Schall, SAE International  
 Phone: 724-772-8581  
 E-mail: bills@sae.org

## PRINT SUBMITTAL REQUIREMENTS

All display advertisement materials must be supplied in digital format as a press-optimized PDF file - high-resolution, CMYK colorspace with all fonts embedded - and sent via the SAE FTP site.

Files in any other format will not be accepted. To create these files, first create a Postscript file, and then use Adobe Distiller to create the PDF.

All materials will be destroyed after one year unless otherwise requested in writing.

Send insertion order and materials for advertising to advertising@sae.org

## FTP INSTRUCTIONS

**FILE NAMES** File name should include the following:

- Advertiser's name
- Publication (i.e. Banquet)
- Date of insertion (i.e. 5-20-10)

For sending FTP files in a browser (such as Netscape), go to URL ftp://saeart:van\_gogh@ftp.sae.org. We suggest compressing files to be placed on the FTP site. For PC platforms, use only .ZIP compression; for MAC platforms use only .SIT (Stuffit) compression. Place files here. Do not create any new folders in this area. Folders within the site are for internal use only.

If using an FTP Utility Program, note the following:  
 FTP site: ftp.sae.org  
 Login id: saeart  
 Password: van\_gogh

If you are using a command line interface, you must change to Binary mode. This is usually done by typing bin and pressing enter after connecting to the FTP site.

## PROOFING PROCESS FOR SAE FTP

A mid-resolution, CMYK TIF file for proofing purposes must accompany all color advertisements and may be e-mailed to advertising@sae.org. Otherwise, a color proof, pulled from your supplied digital file may be supplied. Publisher assumes no liability on color reproduction if color proofs are not furnished with inks specified.