



WELCOME TO WCX™17: SAE World Congress Experience

We're happy to welcome you to WCX™17: SAE World Congress Experience, SAE International's completely transformed, signature event serving as a global nexus for mobility industry leaders, inventors, and disruptors from Detroit to Silicon Valley and everywhere in-between. *Please note that this is not a consumer show and should be referred to as a trade-only event.* To help make WCX and your event coverage as simple as possible, please find the following below:

-Media Center Location / Hours-

-Onsite Press Contacts-

-Social Media Channels-

-Photography and Video-

-Post-show Press Release-

-Schedule of Special Events-

MEDIA CENTER ROOM LOCATION / HOURS

Credentialed members of the press have access to the fully operational Media Center, located in the Atwater Lounge / Riverfront Salon West (Level 1) at the Cobo Center. With 11 internet-connected workstations and a general use PC with printer / scanner / fax, the Media Center is a quiet, dedicated workspace in the middle of the event. Connect with reps of exhibiting companies in the PR Lounge area. Lunch, snacks, coffee and water are provided to credentialed journalists each day.

HOURS:

Tuesday, April 4: 8:00 AM – 6:00 PM

Wednesday, April 5: 8:00 AM – 6:00 PM

Thursday, April 6: 8:00 AM – 4:00 PM

ONSITE PRESS CONTACT

Shawn Andreassi, SAE International

Mobile: 724.612.4992

Email: Shawn.Andreassi@sae.org

OFFICIAL BOILERPLATE

About SAE International

SAE International is a global association committed to being the ultimate knowledge source for the engineering profession. By uniting over 127,000 engineers and technical experts, we drive knowledge and expertise across a broad spectrum of industries. We act on two priorities: encouraging a lifetime of learning for mobility engineering professionals and setting the standards for industry engineering. We strive for a better world through the work of our philanthropic SAE Foundation, including programs like A World in Motion® and the Collegiate Design Series™.

For more information: www.sae.org.

SOCIAL MEDIA HASHTAGS / CHANNELS

Official hashtag for WCX17:

#WCX17

Official social media channels:

- Twitter: [@SAEIntl](https://twitter.com/SAEIntl)
- Facebook: www.facebook.com/SAEInternational
- Google+: <http://plus.google.com/+saeinternational>
- [LinkedIn](#)

PHOTOGRAPHY AND VIDEO

If needed, members of the media can request photographs at the end of each day throughout the show. Please contact a SAE International press representative with onsite photography requests.

Photographers and videographers: please check in at the onsite media center before going to the exhibit floor. Please make sure to ask for exhibitors' permission before shooting / filming. Do not interrupt business going on in the booth.

POST-SHOW NEWS RELEASE

The WCX post-show release will be emailed to you within one week of the event's close and will also be available at: <http://wcx17.org/media/>

Please pass along any coverage of WCX and we'll share it on SAE's social media channels!

Please send a link and/or hard copy to Nick Lashinsky:

nick@marketingdesigngroup.com

Nick Lashinsky, **mdg**
2445 5th Ave, Suite 450
San Diego, CA, 92101

SCHEDULE OF SPECIAL EVENTS

Below is a list of events of interest to media; please note the schedule may not be comprehensive and is subject to change. The [mobile app](#) is also a good resource for information and scheduling.

TUESDAY, APRIL 4

- **8:00 AM – 9:00 AM** – Opening Ceremony and Keynote with Dr. Ken Washington, Vice President of Research and Advanced Engineering at Ford Motor Company speaking on “The Future of Autonomous Vehicle Technologies” (Grand Riverview Ballroom B)
- **9:00 AM – 6:00 PM** – Exhibit Hall Open
- **9:00 AM – 6:00 PM** – Vehicle Atrium Display
- **9:15 AM – 12:30 PM** – Leadership Summit (Exhibit Hall)
- **10:00 AM – 3:00 PM** – Student Exhibit Competition (Exhibit Hall)
- **1:00 PM – 5:00 PM** – Tech Hub (Exhibit Hall)
- **3:30 PM – 4:30 PM** – SAE Annual Business Meeting and Service Recognition Presentation (Grand Riverview Ballroom B)
- **5:00 PM – 6:00 PM** – Women’s Program Networking Reception (The Exchange)
- **5:30 PM – 7:30 PM** – Awards Ceremony (Grand Riverview Ballroom B)

WEDNESDAY, APRIL 5

- **8:00 AM – 9:00 AM** – Keynote Presentation with Mr. Kai YU, President of China Automotive Technology and Research Center speaking on “China’s Automotive Industry Development and Sustainable Innovation” (Grand Riverview Ballroom B)
- **9:00 AM – 6:00 PM** – Exhibit Hall Open
- **9:00 AM – 6:00 PM** – Vehicle Atrium Display
- **9:00 AM – 12:15 PM** – SAE AWIM Jet Toy Competition (Exhibit Hall)
- **9:15 AM – 12:30 PM** – Leadership Summit including interview with Anthony Foxx, former United States Secretary of Transportation (Exhibit Hall)
- **1:00 PM – 5:00 PM** – Tech Hub (Exhibit Hall)
- **5:30 PM – 8:30 PM** – America’s Supercar – Ford GT Vehicle Event (Grand Riverview Ballroom B)

THURSDAY, APRIL 6

- **7:30 AM – 8:30 AM** – Women’s Program Breakfast (310 A)
- **9:00 AM – 4:00 PM** – Exhibit Hall Open
- **9:00 AM – 6:00 PM** – Vehicle Atrium Display
- **9:15 AM – 12:30 PM** – Leadership Summit (Exhibit Hall)
- **1:00 PM – 5:00 PM** – Tech Hub (Exhibit Hall)
- **4:30 PM – 7:30 PM** – Annual Banquet with remarks from Raj Nair, Executive Vice President and Chief Technical Officer for Ford Motor Company (Grand Riverview Ballroom B)

OTHER MEDIA OPPORTUNITIES AND STORY ANGLES

To set-up an interview with an SAE executive, please contact Shawn Andreassi: Shawn.Andreassi@sae.org.

Exclusive interview with Anthony Foxx, former United States Secretary of Transportation, during the Leadership Summit on Wednesday, April 5 at 9:15 a.m. about regulation, technology, customer acceptance and disruption in the marketplace.

Bustling exhibit hall with more than 330 exhibitors, featuring: 3M, BMW Group, DENSO, Eastman Chemical, FCA, Ford Motor Company, General Motors, Hitachi, Honda, Horiba, Lubrizol, NASA, Tesla and Toyota, among others.

A session—Vehicles as a Shared Economy and the Effects of Automated Technology—focusing on how mobility service providers are transforming the transportation industry with panelists including executives from General Motors, Uber, Lyft, DENSO International America, Inc. and Zipcar on Wednesday, April 5 during the Leadership Summit.

Awards Program:

The SAE International awards program honors forward-looking individuals in the mobility industry in engineering, engine technology, standards and leadership. The complete list of SAE awards to be presented at WCX:

- SAE Medal of Honor
- SAE Fellow Grade of Membership
- Arch T. Colwell Merit Award
- Arnold W. Siegel International Transportation Safety Award
- Award for Research on Automotive Lubricants
- Edward N. Cole Award for Automotive Engineering Innovation
- Harry L. Horning Memorial Award
- Cordell Breed Award for Women Leaders
- Myers Award for Outstanding Student Paper
- Ralph R. Teetor Educational Award
- Rodica Baranescu Award for Technical & Leadership Excellence
- Rumbaugh Outstanding Student Leader Award
- Russell S. Springer Award
- SAE / AISI Sydney H. Melbourne Award for Excellence in the Advancement of Automotive Sheet Steel
- SAE Arnold W. Siegel Humanitarian Award
- SAE Delco Electronics Intelligent Transportation Systems Award
- SAE John Johnson Award for Outstanding Research in Diesel Engines
- SAE John Melvin Motorsport Safety Award
- Vincent Bendix Automotive Electronics Engineering Award

Student Exhibit Competition (sponsored by General Motors):

The competition—open to all worldwide SAE collegiate chapters and taking place on the exhibit floor in specially allocated booths—encourages the next generation of mobility thought leaders to innovatively solve engineering challenges facing the industry using a simple problem-solution format using established SAE Technical Standards.

Projects will be judged on Tuesday, April 4 from 10 a.m. to 3 p.m. Exhibits must incorporate the “Sustainability Through Innovation” theme and first place will be awarded \$1,000. Judging will focus on six categories: usage of SAE Technical Standards, technical content, presentation, display, teamwork/project management, and theme. It will include a formal presentation by one or more team members and an informal Q&A session.

New and Returning Features:

New areas for presentations, gathering spots for networking and targeted pavilions ensure a fusion of original equipment manufacturers and technology companies:

- **Knowledge Bar** — Share ideas with mobility professionals and industry leaders in an informal setting. Subject-matter experts act as bartenders, leading discussions and Q&A with attendees who actively participate.
- **Career Central**—Connect with other professionals from around the world and explore opportunities to match your skills with leading employers.
- **Innovation Market**—An exclusive space highlighting emerging technologies, developmental concepts and new-to-market products.
- **The Leadership Summit**—Draws influential business and technology leads from OEMs, Tier 1s, government and outside mobility to assess the “Business of Technology” and the influence of innovation, legislation and the consumer on business growth.
- **Learning Lab**—Exclusively for OEMs and top tier suppliers to showcase their latest solutions through technical presentation, product launches and Q&A sessions.
- **Technology Pavilions**—Focusing on specific areas, including Additive Manufacturing and Lightweighting, AR/VR, and testing, these concentrated pavilions address future innovations in mobility.
- **Tech Hub**—Groundbreakers from across a spectrum of industry demonstrate the inventions, ideas and concepts that go beyond the leading edge.

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