

SPONSORSHIP & EXHIBITION PROSPECTUS

KSAE / SAE 2025
Powertrain, Energy & Lubricants Conference & Exhibition

June 22~25, 2025
Busan, South Korea

Organized by

The Korean Society of Automotive Engineers

SAE INTERNATIONAL



KSAE / SAE 2025 Powertrain, Energy & Lubricants Conference & Exhibition

PEL 2025 Exhibition Sectors



Powertrains towards carbon neutral, high efficiency, low emissions

Carbon Free Energy

> Internal Combustion Engines
> Hybridization
> Tribology and Lubricants
> Transmissions

> Electricity
> Fuel Cell
> Production of Carbon Free Fuels
> Sustainable Mobility

Why PEL 2025

About PEL

When the most brilliant minds come together to share their boldest ideas, the future is bright for powertrain performance. Powertrain, Energy & Lubricants (PEL) is where those illuminating discussions happen—so you need to be there if you want to be part of the conversation. Join our tight-knit community to blaze new trails with clean propulsion, electrification, and other emerging technologies.

Since 2000, PEL has served as a valuable meeting place for industry professionals and academic scholars from around the world. To better reflect the pulse of the industry and its move towards clean propulsion and electrification, the technical program at PEL 2025 will be enhanced to include new technical sessions focusing on the latest paths to powertrains towards carbon neutrality, high efficiency, and low emissions and carbon free energy.

This conference remains a must-go event for OEMs, suppliers, researchers, engineers, government officials, academics, and other professionals to discover and discuss emerging technologies. While traditional topics of internal combustion engines, tribology, lubricants, and transmissions will still be covered, more content on clean propulsion technologies will be featured, such as fuel cell electric vehicles, battery electric vehicles, production of carbon free fuels, and sustainable mobility.

For first time since 2013, this event will be hosted back in South Korea! Be sure to join us at the industry's most trusted event June 22–25 in Busan, South Korea, to network with leading scientists and engineers and to learn how to implement the latest innovations.

Key Reasons to become Sponsor/Exhibitor at PEL 2025

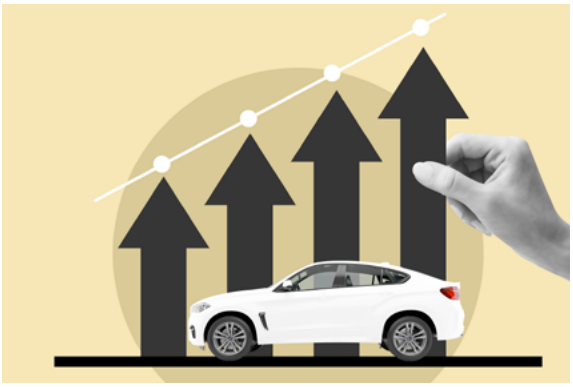


• GLOBAL EXPOSURE

Showcase your products and expertise to an audience comprising those most knowledgeable on the science and technology of light-, medium- and heavy-duty powertrains, energy, and lubricants

• MAXIMUM GROWTH

Meet with current contacts to strengthen relationships through informal, face-to-face interactions





• BUSINESS OPPORTUNITY

Develop opportunities for new or continued business with key leaders, industry decision-makers, stakeholders, and potential buyers

Why Exhibit?

For an open exchange for the most promising new propulsion/powertrain-related technologies for light-, medium-, and heavy-duty vehicles, the Powertrain, Energy & Lubricants (PEL) 2025 is where you need to be.

At PEL 2025, you should build relationships, build sales momentum, and build a reputation as a pioneer in advanced powertrain performance. You should accomplish all that at PEL 2025. Don't miss the opportunities that happen when you're in the same room with key leaders, stakeholders, and potential buyers.

As investment in clean propulsion and vehicle electrification grows, more research is needed to answer critical questions about the powertrains towards carbon neutrality, high efficiency, and low emissions and carbon free energy. Unlike other events, PEL 2025 offers unique programming that enables you to:

- Explore a broader scope of coverage of technology.
- Discuss both established and cutting-edge propulsion/powertrain and carbon neutral/free technologies.
- Access resources from the event, including presentations and papers, for long-term reference.
- Learn how engine makers from around are applying emerging tech and the results achieved to date.
- Network and interact with leading scientists and design engineers from OEMs, academia, supplier companies, and beyond.



Who Should Exhibit?

- IC engine vehicle manufacturers
- Electric transportation vendors
- Fuel cell electric vehicle developers
- Advanced battery electric vehicle developers
- Charging and refueling infrastructure manufacturers
- Manufacturers of electric technologies related to transportation
- Lubrication-related business holders
- Utilities and other energy suppliers
- Technology providers
- Industry, environmental and consumer associations
- Organizations specializing in energy efficiency and analysts, transportation planning and other sustainable initiatives
- Industry analysts
- Public and private transportation planners

Who Attends PEL 2025

Practitioners who are dedicated to moving powertrain performance forward and want to connect and collaborate with the best and brightest industry are all here. If you're an engineering (R&D, management, and product design), marketing/sales, or academia professional in the following automotive sectors, this event is designed for you:

- Sustainable propulsion
- Hybrid powertrains
- Combustion technology
- Electrification
- Lubrication
- Transmission
- Clean fuel production
- Exhaust and emissions control
- Sustainable mobility
- Low-carbon vehicle development
- Other emerging technologies

2025 PEL Sponsor/Exhibition Program

1. Sponsorship Package (A)

(KRW)

Benefit			50 million	30 million	10 million	5 million
Pre-Event	Logo on Main Website Logo on Newsletter		O	O	O	O
On-site	Exhibition	Space	54m^2(6B)	36m^2(4B)	18m^2(2B)	9m^2(1B)
		Priority (Booth location)	1st	2nd	3rd	4th
	Ticket	Gala Dinner Ticket	3	2	1	1
	Logo Branding	Lanyard	O	-	-	-
		Registration Desk	O	O	-	-
		Main Stage	O	-	-	-
		Session Rooms	O	O	O	O
		Gala Dinner Menu card	O	O	-	-
		Welcome Reception Menu card	O	O	-	-
		Sponsor signage	O	O	O	O
		Ad in proceedings	1p	1p	1/2p	1/2p
		Ad in program book	1p	1p	1/2p	1/2p
	Etc.	Congress kit insert (promotional materials)	O	O	-	-
		Promotional video during Breaks	O	O	-	-
Post-Event	Logo on Thank you Letter		O	O	O	O

2025 PEL Sponsor/Exhibition Program

2. Sponsor Program(B)

(KRW)

Item	Price	Item	Price
Gala Dinner	TBD	Notepad and pen	5 million won
Welcome Reception	20 million won	Ad in Newsletter	3 million won
Congress Bag	20 million won	Congress Kit ad	3 million won
Coffee Break	10 million won		



3. Exhibition Booth (C)

(KRW)

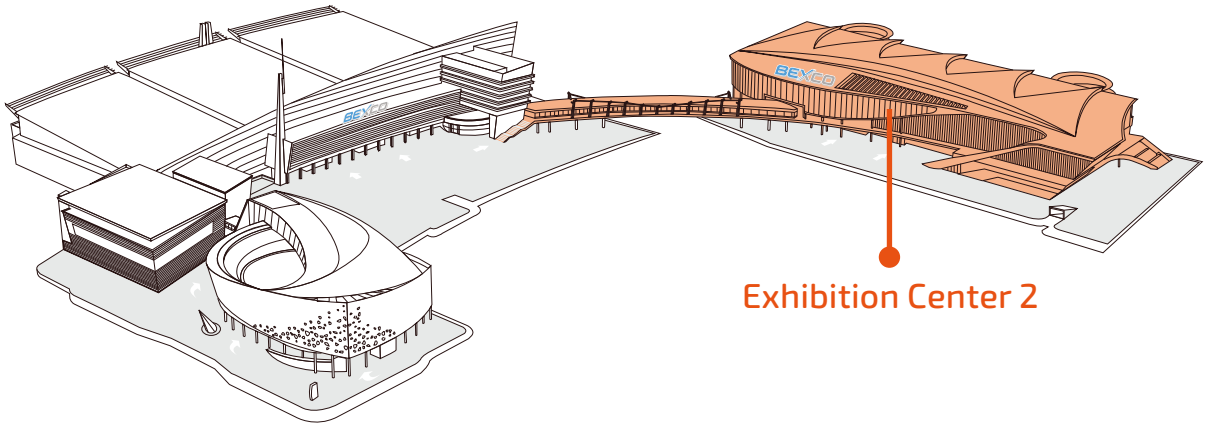
Type	Regular	Corporate Member (KSAE/SAE)
Type A 3m X 3m (Space Only)	3 million won	2.7 million won
Type B 3m X 3m (Standard Shell Scheme Booth)	3.3 million won	3 million won

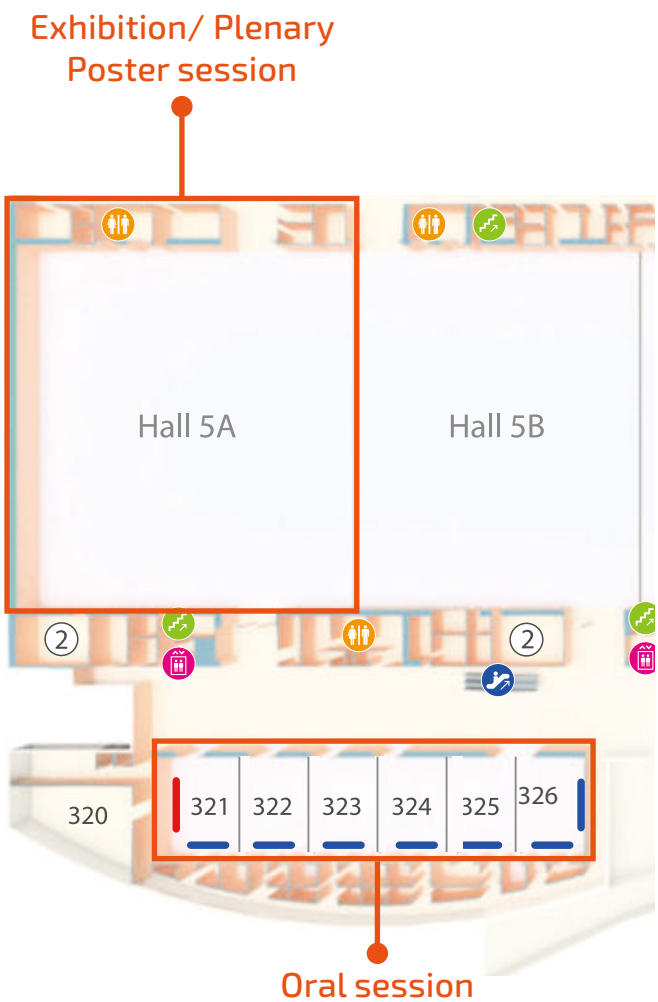
*TYPE A – Available upon request for at least 4 booths

2025 PEL Sponsor/Exhibition Program

4. Floor Plan

3F, Exhibition Center 2, BEXCO





Category		Hall 5A
Space (m^3)		2,016
W*L*H (m)		42 X 48 X 10
Capacity (Guests)	Theatre	1,500
	Class	800
	Banquet	600
Capacity (Booths)	3mx3m	80

KSAE PEL 2025 Sponsor / Exhibition / Ad application Form

Company detail

Applicant Information	Name		Affiliation	
	Position		Contact	
	Mobile		Email	
Classification	☐ Sponsor ☐ Exhibition ☐ Ad in Program Book			

Sponsor

(KRW)

Type	Benefit	Complimentary Benefit
☐ 50 million	54m^2 (6Booths), First priority in Booth location Gala Dinner 3 tickets, Ad in Program/Proceedings	Logo Branding
☐ 30 million	36m^2 (4Booths), Second priority in Booth location Gala Dinner 2 tickets, Ad in Program/Proceedings	
☐ 10 million	18m^2 (2Booths), Third priority in Booth location Gala Dinner 1 ticket, Ad in Program/Proceedings (1/2p)	
☐ 5 million	9m^2 (1Booth), Forth priority in Booth location Gala Dinner 1 ticket, Ad in Program/Proceedings (1/2p)	
Total		

Exhibition

Type	Price	Discounted Price (corporate member)	Note
Type A (3m X 3m) (space only)	3 million won / booth	2.7 million won / booth	TYPE A – Available upon request for at least 4 booths
Standard Shell Scheme Booth (3m X 3m)	3.3 million won / booth	3 million won / booth	
Total			

Ad in program book

Ad in program book	☐ 1 page (1 million won)	☐ 1/2 page (0.6 million won)
Total		

- Along with your application, please make a payment to below bank account detail.
- After application, it will be canceled if you do not pay. After the due date, payment cannot be refunded.
- Booth location will be assigned in the order of sponsorship level and full payment of booth fee.
- Bank Account (KRW) : IBK Bank 065-034215-04-900 (Beneficiary : KSAE)

PEL 2025

Powertrain, Energy & Lubricants

Sponsorship & Exhibition Inquiries

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