



UNIVERSITÀ
DEGLI STUDI
FIRENZE

DIEF
DIPARTIMENTO
DI INGEGNERIA
INDUSTRIALE



November
10 - 13
2025
Florence
Italy



Florence 2025

THE 29th SMALL POWERTRAINS AND ENERGY
SYSTEMS TECHNOLOGY CONFERENCE

**SPONSOR
PROSPECTUS**

THE ORGANIZERS

SAE international

SAE International (Society of Automotive Engineers) is a global professional association and standards-developing organization for engineering professionals in various industries, including automotive, aerospace, and commercial vehicles. It focuses on advancing mobility technologies through technical standards, certifications, professional development, and conferences. SAE provides a platform for engineers, researchers, and industry experts to collaborate on innovations in safety, performance, and sustainability, while also supporting the development of industry regulations and guidelines.

University of Florence's Department of Industrial Engineering (DIEF)

The **University of Florence's Department of Industrial Engineering (DIEF)** focuses on a wide range of disciplines, including automotive, energy, and mechanical engineering. In particular, it supports research and education in key areas such as **propulsion systems, energy storage technologies, emissions control, and efficiency improvements** for small engines.

This department is involved in advancing sustainable mobility solutions, developing cutting-edge powertrain technologies, and improving energy efficiency, making it a key player in the automotive and energy research landscape in Italy and beyond. Its work supports innovation in sectors like electric vehicles, alternative fuels, and small powertrains.

Board Committee

General Chair: Giovanni Ferrara

Technical Chair: Simona Merola

Steering Committee: Giovanni Ferrara, Simona Merola, Stephan Schmidt, Kai Beck

Scientific Secretariat: Francesco Balduzzi, Luca Romani

About the Conference

The Small Powertrains and Energy Systems Technology Conference (SETC) is an international event focused on advancements in small powertrain technologies, including engines, hybrid systems, and alternative energy solutions. It brings together industry experts, researchers, and engineers to discuss innovations in areas like fuel efficiency, emissions reduction, electric powertrains, and new materials. Organized by SAE International, the conference also explores trends in small engines used in motorcycles, recreational vehicles, and industrial equipment. It serves as a platform for sharing technical knowledge and fostering collaboration across the automotive and energy sectors.

5 Reasons to Sponsor

1. **Targeted Industry Exposure:** The SETC attracts key players in small powertrains and energy systems, providing sponsors direct access to leading engineers, researchers, and decision-makers in these sectors.
2. **Global Networking Opportunities:** Sponsorship enables your company to connect with international experts, potential clients, and partners from both industry and academia, fostering valuable collaborations.
3. **Brand Visibility:** Being featured in conference materials, presentations, and exhibition spaces enhances your brand's visibility among a highly specialized audience in automotive and energy systems technologies.
4. **Showcase Innovation:** Sponsors can highlight their latest products, solutions, or research, positioning themselves as leaders in cutting-edge technologies that are shaping the future of small powertrains and sustainable energy.
5. **Association with Leading Industry Trends:** Aligning your brand with the SAE International conference boosts credibility and positions your company at the forefront of discussions on emerging technologies, regulatory standards, and sustainability initiatives.

Target Audience

- **Automotive and Powersports Engineers**
- **Technical Experts from OEMs and Tier-1 Suppliers**
- **R&D Professionals**
- **Academia and Research Institutions**
- **Sustainability and Regulatory Experts**
- **Energy Systems Innovators**
- **Motorsport and Recreational Vehicle Professionals**

About the Destination - What to see in Florence and surroundings

Florence is renowned for its rich history, stunning architecture, and world-class art. As the birthplace of the Renaissance, it boasts iconic landmarks such as the Duomo, Ponte Vecchio, and Uffizi Gallery, home to masterpieces by Michelangelo, Leonardo da Vinci, and Botticelli. Florence's surrounding areas, including the scenic Chianti wine region and the historic towns of Siena and Pisa, offer breathtaking landscapes, vineyards, and medieval architecture. This combination of cultural heritage, artistic treasures, and picturesque countryside makes Florence a captivating destination.



The Venue - Palazzo degli Affari

An **elegant and modern congress center overlooking Piazza Adua**, located just a few steps away from the Santa Maria Novella railway station, where technology, innovation, and functional optimisation meet. **Designed by architect Pierluigi Spadolini in 1974**, this building concretely expresses **post-World War II Italian Modernist architecture**.

4,000 sq m. 15 modular and flexible rooms with 20 to 400 seats distributed on 6 floors.

Venue address

Palazzo degli Affari

Piazza Adua 1

50123 Firenze, Italy

Website: www.firenzefiera.it



How to reach the Congress Venue:

By train

The main central railway station of Santa Maria Novella (one of the most important railway junctions as well as an interchange point of the Florence public transportation) is located in front of the main entrance of the congress center

By tram

Both tramway lines T1 and T2 reach the Palazzo degli Affari. Eco-friendly, fast, silent, the tramway is the ideal zero-emission transport to move around the city without worries.

By taxi

Taxis can be called by phone or can be caught directly from the appropriate reserved taxi points, located in various parts of the city center and in other suburban areas.

RADIO TAXI CO.TA.FI. : Tel.+39 055 4390 - +39 055 4499

RADIO TAXI SO.CO.TA. : Tel. +39 055 4242 - +39 055 4798



Walking to the venue

Everything in Florence can be easily reached by foot!

The Palazzo degli Affari is only a few minutes walk from Florence's most popular sights away: 15 minutes from the Piazza del Duomo, 20 minutes from the Palazzo Vecchio and 40 minutes from the breathtaking Piazzale Michelangelo.



Sponsorship Levels Benefits

There may be multiple sponsors at each level.

- Applications within the same sponsoring level will be ranked in the order of receipt from the earliest to latest and payment;
 - Later applications will be handled subject to availability of exhibition floor space.
- It is important that SETC2025 receives applications as soon as possible in order to include sponsors in the promotional activities to delegates.

Sponsorship Packages Benefits	Platinum €15.000,00	Gold €10.000,00	Silver €6.000,00	Bronze €3.000,00
Logo of sponsors visible on SETC2025 website with a link to the company's website and on final program	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition	Bronze Level Recognition
Logo of sponsor on SETC2025 signage	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition	Bronze Level Recognition
Exhibition booth space – raw space only	6 sqm	6 sqm	4 sqm	/
Full/half page advertisement in the Final program	Full	Full	Half	/
Flyers Insert or Gadget in the conference bags	2	1	1 Flyer only	/
Max. Conference registrations including sessions, exhibitions, refreshments, and evening event	4	3	2	2
Company Logo on Badges	X	/	/	/
Technical/Commercial Presentations	1 slot 30 minutes	/	/	/

Important Notes

- The exhibition space rental and the other sponsor proposals will be assigned on a first-come, first-served basis.
- Where applicable, the Italian rate of VAT (currently 22%) will be due in addition to the amounts indicated in this document.

Exposure Opportunities

Conference Lanyards • € 3.000,00

Name tags' lanyards branded with both the conference and sponsor's logos for all participants.

Available for 1 sponsor only

Lanyards are provided/produced directly by the sponsor.
(shipping and shipment management costs not included)

Quantity: 500 units

Conference Bags • € 3.000,00

Conference Bags branded with both the conference and sponsors' logos for all participants.

Available for 1 sponsor only

Bags are provided/produced directly by the sponsor.
(shipping and shipment management costs not included)

Quantity: 500 units

Videowall screens • € 2.000,00

A monitor 1920x1080 px located on each floor of the Palazzo degli Affari, where we can upload images or video of the sponsor.

Non-exclusive service



Gadget or Flyer inserts in the Conference Bags • € 1.500,00

Companies may provide their customized gadgets or flyers to be put inside conference bags.

The price of € 1.500,00 includes one gadget only. A cost of € 500,00 will be added to the quotation for each additional gadget.

To be put in the conference bags:

Notepads & Pens

Flyers (2 pages max.)

T-shirts / Hats

Water Bottle with company logo and SETC Logo
(Available for one Sponsor Only)

Others

Please note that multiple sponsors may insert gadgets in the conference bag.

Gadgets/flyers are provided/produced directly by the sponsor.

No Lanyards allowed.

Quantity: 500 units

Programme internal adv page

An internal page of the conference programme dedicated to the sponsor.

- 2nd cover (inside the front cover) **€ 1.100,00**
- 3rd cover (inside the final cover) **€ 1.300,00**
- Full page **€ 1.000,00**
- Half page **€ 700,00**
- Company Logo **€ 500,00**

Promotional mail blast • €1.500,00

Registered attendees will receive the sponsor mail blast during the month immediately before or after the event. The company must provide the email in html ready for sending.

Technical/Commercial Presentation • € 3.000,00

A presentation of up to 30 minutes by the sponsor's representative. Time slot to be agreed afterwards and will be published in the final programme. The sponsorship includes n.1 mail blast

The topics will be approved by the congress committee.

Catering Opportunities

Social Conference Dinner • upon request

Prominent logo placement during the welcome reception, including sponsor's logo on all welcome reception signage and brandings and sponsor's logo in the conference program next to the announcement of the event.

Lunch Break • upon request

Sponsorship for one of the conference lunches including branded signage with the sponsor's logo on the buffets, and the sponsor's logo in the conference program next to the announcement of the lunch break.

Welcome Reception • upon request

Prominent logo placement during the welcome reception, including sponsor's logo on all welcome reception signage and brandings and sponsor's logo in the conference program next to the announcement of the event.

Coffee Break • upon request

Sponsorship for one of the conference breaks including branded signage with the sponsor's logo on the coffee stations, the sponsor's logo in the conference program next to the announcement of the break.

Exhibition Opportunities

6 sqm Shell Scheme Exhibition Booth • € 5.500,00

- 6 Sqm exhibition space
- Shell Scheme Package
- 2 complimentary exhibitor registration Inc. access to the exhibition area, refreshments, and welcome cocktail



- Grey laminate partition wall
- Panel Height: 2,50 m.
- Aluminium Fascia with graphics (Company Name - no Logo)
- Carpet size: 300x200 cm; available colors: grey / green / red / blue
- N.1 table, N.3 chairs, N.2 spotlights, N.1 bin, N.1 coat stand, N.1 multi socket plug (1000 watt)
- 2.50 m-high panels will be placed on both sides of the booth. The only open side will be the front.

Extra furniture available upon request, with separate quotation.

6 sqm Unconstructed Exhibition Space • € 3.500,00

- 6 Sqm exhibition raw space
- 2 complimentary exhibitor registration Inc. access to the exhibition area, refreshments, and welcome cocktail

4 sqm Start-Up & No Profit Organization Display • € 2.500,00

- 4 Sqm raw space, including 1 desk and 2 chairs
- 1 complimentary exhibitor registration inc. access to exhibition area, refreshments and welcome cocktail

Please note that:

- All companies will be listed with their company logo on the Exhibitors List.
- 6 sqm and Start-up Booth Spaces (both raw space and raw space + shell scheme) include 2 expo badges.

Exhibitor Badges *

Single badge • 400 €

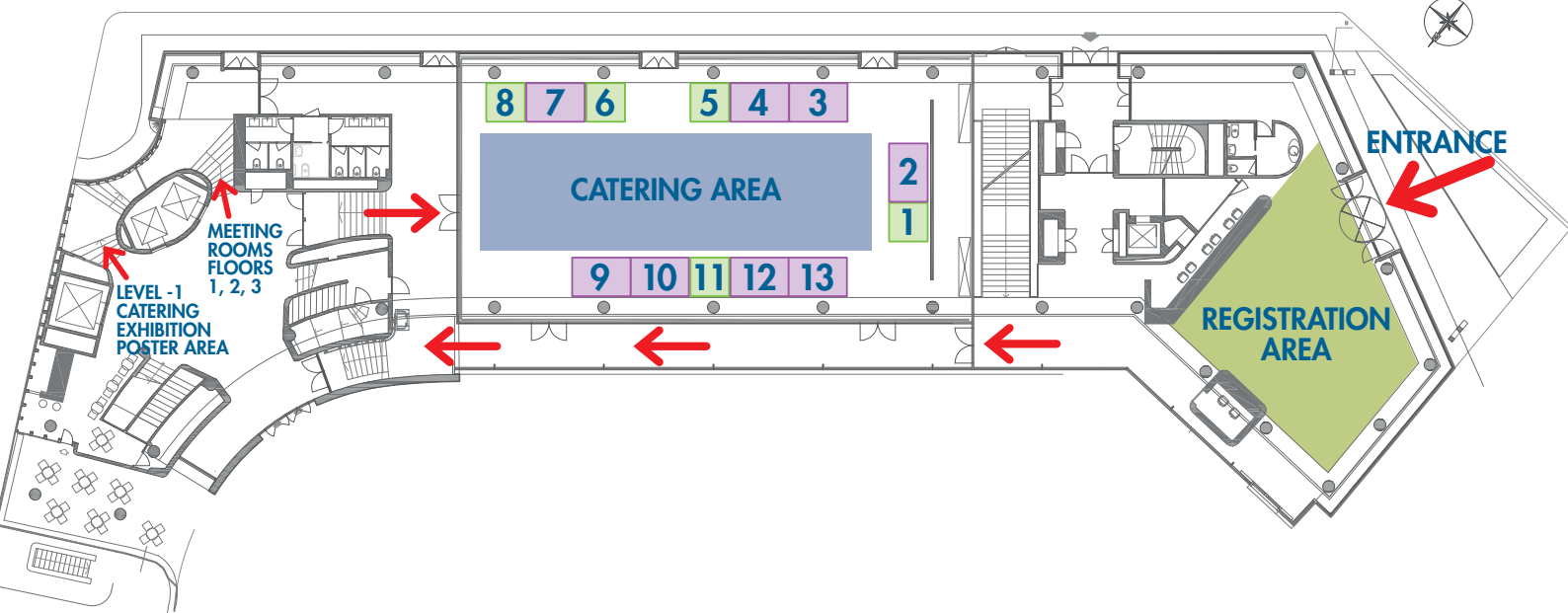
More than 3 badges • 300 € (each)

*These badges are only available to companies already sponsoring or exhibiting



Exhibition Floor Plan



Level 0



Level -1



Legend

-  3x2 sqm
-  2x2 sqm

SETC General Information

Please note that the content of this document may be updated regularly.

Terms and Conditions of Participation

Any company that participates in the exhibition is doing so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with a sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. It has been clarified that an absence of such insurance policy or an invalidity of any such insurance policy, shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder, nor create a liability or responsibility of such kind for the organizers or anyone on their behalf. The organizers will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

Terms of Payment - Sponsorship and Exhibition

Fees must be paid no later than 30 days from date on the invoice.

Payments can be made by wire transfer according to the following details:

AIM ITALY
INTESA SANPAOLO
N. CONTO 100000005623
SWIFT BCITITMM
IBAN IT57D0306909457100000005623

Please clearly state the name of the conference in the reason for the payment:

SETC 2025

- All the prices are VAT excluded.
- All the amounts and payments are in Euro (EUR) only.
- The purchase of sponsorship items or exhibition space will only be confirmed when payment has been processed.
- The payee is responsible for bank charges.

Cancellation policy

Cancellation request can only be accepted in written notice. Refund of any payments done in accordance with the exhibition / sponsorship reservation will be made according to the follow:

- Cancellation received within 08/08/2025:
50% of the amount due will be kept as fee
- Cancellation received within 09/10/2025:
70% of the amount due will be kept as fee
- Cancellation received after 10/10/2025:
100% of the amount due will be kept as fee

Contact information

FUND RAISING AND EXHIBITION MANAGEMENT

AIM Group International - Milan Office



Viale Enrico Forlanini, 23

20134 Milano, Italy

Tel. +39 02.56601.1

setc2025.sponsor@aimgroup.eu