

SAE INTERNATIONAL

SMALL ENGINE TECHNOLOGY CONFERENCE

Sponsorship and Exhibition Opportunities
6-8 November 2018
Düsseldorf, Germany

setc18.org





“

This is one of the greatest opportunities to get and share information on the latest technology of small engines and their products. Exhibits are also helpful to get real and tangible knowledge and experience and the networking activities are truly valuable for expanding business and academic scope.”

Yoshihiko Kimura

Senior Expert at HONDA R&D



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EXTEND YOUR REACH

The SETC provides a unique opportunity for the sharing of new ideas, solving of problems, and interacting with global professionals working in the small engine industry. The technical programme addresses all small, non-automotive, engine topics related to specialty equipment, motorcycles, ATVs, lawn & garden equipment, recreational marine use, etc., and covers the topics of engine design and development, materials, exhaust after-treatment, safety, hybrid and electric technology (including batteries and charging infrastructures), fuelling systems, autonomous applications and many others. With SAE and the Japanese Society of Automotive Engineers (JSAE) alternating the role of leading the planning of these conferences, there is guaranteed content shared from the Asian, European and North American marketplaces.

TOPICS COVERED IN THE PAPER PRESENTATIONS:

- Combustion Engines – such as 4-stroke, 2-stroke, SI, diesel, HCCI, unconventional, competition, and sport engines
- New Energy Sources – hybrid drives, electric drives, fuel cells, solar cells
- Components – chassis, suspensions, brakes, transmissions, drivelines, electrical systems, electronic systems, fuel supply systems, wheels, tires
- Development Technologies – numerical simulations, measurements, production technologies
- Fuels & Lubricants – alternative fuels, fuel formulations, additives, tribology, friction loss and wear
- Vehicle Technologies – dynamics, handling, drivability, safety, human factors, ergonomics
- Environmental Impacts – noise, vibration, emissions, after-treatment, life cycle, recyclability
- Materials – composites, metal alloys, heat and surface treatment, new material and material processing
- Small and Micro Combined Heat and Power (CHP) Systems

Whether your goal is to demonstrate your expertise/ your product's superiority, differentiate yourself from competitors, engage with your target audience, increase brand awareness or simply boost your annual market sales, you cannot afford to miss out on connecting with this targeted community including dozens of the industry's key decision makers.

WHAT TO EXPECT

3 FULL DAYS OF THOUGHT-PROVOKING PRESENTATIONS

+80 PAPERS, 3 KEYNOTES

AMPLE NETWORKING OPPORTUNITIES INCLUDING WELCOME RECEPTION AND GALA DINNER

+300 ATTENDEES, +25 EXHIBITORS, +7 SPONSORS

+30 COUNTRIES REPRESENTED FROM 3 CONTINENTS (NORTH AMERICA, EUROPE, ASIA)

TOURS THROUGH MANUFACTURING FACILITIES

PROFESSIONAL DEVELOPMENT COURSES

“ This global technology conference attracts the international engineering community discussing small engine and related technology. The conference provides a unique forum to understand technology trends and markets, dialogue with key technical and regulatory personnel and associated stakeholders related to the small engine domain.”

Pradeep Ramachandra, Group Leader: Engineering Hybrids and Electrics Two Wheelers at BOSCH



ATTENDEE PROFILES

23% OF ATTENDEES
REPRESENTING OEMS

TECHNOLOGY FOCUS

53% POWER &
PROPULSION

9% VEHICLE DYNAMICS
AND HANDLING

JOB FUNCTION

53% ENGINEERING
INCL. R&D, PRODUCT
& SYSTEM DESIGN
DEVELOPMENT

32% ACADEMIA

PREVIOUS SPONSORS AND EXHIBITORS

Accurate Technologies	ECO-PowerDrive-2	MAHLE Industries
Advanced Engine Tech/ Thompson Auctioneers	ElectroJet	Michigan Technological University
Advanced Test & Automation	ETAS	PRUFREX Innovative Power Products GmbH
American Honda Motor	Honda R&D	Robert Bosch
AVL	Intelligent Composites	RTP Company
BASF	Intertek	Schrader International
Bosch	ITW Permatex	Swift Fuels
Cambustion	Kistler Instrument Corporation	Synergeering Group
Catalytic Combustion Corporation	Liquid Piston	Synerject
Continental Automotive	The Lubrizol Corporation	

“The SETC program had good technical content and was structured to maximize networking with other attendees.”

2016 SETC ATTENDEE



“SETC provided a number of “Big Picture” perspectives on the future of gas vs. electric powertrains. This was beneficial as it showed gas powertrains will be a necessity for many years to come and continuous improvement will always be required.”

2016 SETC ATTENDEE



“A good occasion to get a glimpse of what is going on in development for small engine systems and to get in touch with other developers in this topic.”

2016 SETC ATTENDEE



ACHIEVE YOUR GOALS THROUGH OUR EVENT

Achieve your goals through our conference, by choosing from one of our sponsorship and/ or exhibition opportunities categorized by desired outcome.

SPONSORSHIP OPPORTUNITIES PAGE 9-20

You want to get an edge compared to your competitors and stand out from the crowd?

Increase your organisation's brand recognition with one of our unique sponsorship opportunities or contact us for a customised package.

EXHIBITION OPPORTUNITIES PAGE 21

You want to show your products to the market and have a designated area to give all attendees the chance to talk to you during the conference?

Then an exhibition space is the right solution for you.

CHALLENGE YOUR COMPETITORS

Show the market how well your company is doing by investing more than your direct competitors. Mix and match from the options listed on the following pages or contact us to discuss new ideas.

HOW IT WORKS:

Step 1: Mix and match from the listed sponsorship options.

Step 2: Identify your sponsorship category (Diamond, Platinum, Gold, Silver, Bronze, Friend of the Industry) based on your level of investment.

Step 3: Discover the additional benefits included in your sponsorship category.

BENEFITS OFFERED TO ALL SPONSORS:

- Your company logo, website link and 100 words description will be displayed on a dedicated page of the event website, event guide and mobile app ensuring direct visibility to each visitor
- Recognition on sponsor appreciation signage throughout the event
- Full list of attendees (name, company and job title)

as of €20,000	PLATINUM	<ul style="list-style-type: none"> • 4 conference registrations • Banner on the event website • Platinum Sponsor recognition
as of €15,000	GOLD	<ul style="list-style-type: none"> • 3 conference registrations • Gold Sponsor recognition
as of €10,000	SILVER	<ul style="list-style-type: none"> • 2 conference registrations • Silver Sponsor recognition
as of €7,500	BRONZE	<ul style="list-style-type: none"> • 1 conference registration • Bronze Sponsor recognition
as of €4,000	Friend of the Industry	<ul style="list-style-type: none"> • Friend of the Industry recognition

SPONSORSHIP OPPORTUNITIES

PUT YOUR COMPANY AHEAD OF THE COMPETITION

Ensure you are at the forefront of attendees' minds when it comes to leaders in the small engines industry by sponsoring the most impactful event in the business. These high-visibility sponsorships are cost-effective, powerful solutions for increasing your presence and standing out from the crowd. With a wide variety of opportunities available for any budget, we are confident we can help you reach your goals.



I WANT TO BE VISIBLE THROUGH SOCIAL EVENTS

The Gala Dinner, Welcome Reception and breaks represent the perfect opportunity to network and meet with your peers. Above all, the social events create the perfect opportunity for our exclusive sponsors to leave a lasting impression on all conference attendees.



GALA DINNER €15,000

Exclusive

Date: Wednesday, 7 November; Location: Offsite venue

The Gala Dinner is the prime networking occasion of the conference. Be the exclusive sponsor for this key evening function and benefit from this tremendous opportunity to communicate your message to high ranking representatives in the market.

- Five (5) minutes Welcome Speech during the Gala Dinner to address the audience (format to be confirmed with the organiser)
- One (1) priority seating table at the Gala Dinner (10 seats)
- One (1) tabletop - priority selection
- Opportunity to play your audio message as attendees are entering the Gala Dinner
- Interview with a high ranking representative of your company to be placed on relevant SAE websites and to be promoted through all traditional and social media channels
- Possibility to offer a branded gift to all Gala Dinner attendees
- Full page advertisement in the event guide
- Announce your sponsorship in the Gala Dinner invitation cards handed to all attendees upon registration
- Promote your sponsorship through a pop up banner to be placed in a highly visible area at the Gala Dinner venue
- Opportunity to send three (2 prior, 1 after) push notifications through the SAE Mobile App to all conference attendees
- Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
- Display your brand logo and/ or name on menus and signage





WELCOME RECEPTION €10,000

Exclusive

Date: Tuesday, 6 November; Location: Exhibition Area

The Welcome Reception is a fantastic networking occasion where all attendees come together in an informal setting to meet and greet new and old partners. Benefit from this platform to bring your message across to the market.

- Opportunity to promote your company's sponsorship during a 5 minutes presentation in the plenary room
- Opportunity to welcome attendees at the Reception
- Opportunity to suggest a theme and/or networking activity during the Reception
- Interview with a high ranking representative of your company to be placed on the SAE website and to be promoted through all traditional and social media channels
- Full page advert in the event guide
- Opportunity to send two (1 prior, 1 after) push notifications through the SAE Mobile App to all conference attendees
- Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
- Display your brand logo and/ or name on signage and napkins



GALA DINNER TRANSFER €8,000

Exclusive

Date: Tuesday, 18 September; Location: Offsite venue

Are you looking for a 10 minutes speaking slot with video and flyer distribution? Gain the attendees' full attention on their way to the Gala Dinner.

- Play your company video during the bus drive
- Place your flyers on each seat
- Hold a presentation about your company's solutions during the bus drive
- Use the opportunity to exchange contact details and answer any questions when the attendees leave the bus

Marketing material to be provided by sponsor.



I WANT TO BE VISIBLE IN ASSOCIATION WITH THE CONFERENCE PRESENTATIONS

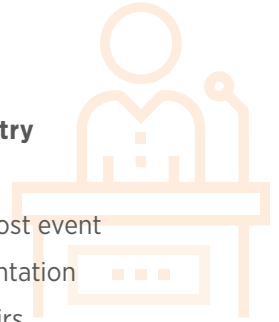


DAILY OPENING AND KEYNOTE ADDRESS..... €12,000

3 available opportunities

The keynotes are the most important presentations of a conference and are heavily promoted. Use this opportunity to get your brand and message out to 14.000 industry contacts worldwide whenever SAE communicates about the keynotes.

- Recognition whenever the keynote of your choice is promoted before, during and post event
- Opportunity to give a brief 2-3 minutes welcome speech prior to the keynote presentation
- Opportunity to deliver small giveaway or literature distributed on plenary room chairs
- One (1) free-standing banner at the entrance of the plenary room during the keynote presentation of your choice
- Opportunity to provide a promotional video to be played in the plenary room as attendees take their seats (prior to the keynote presentation of your choice)
- Full page advertisement in the event guide
- Sponsor appreciation signage





INNOVATION CORNER..... €10,000

Exclusive

Location: Exhibition Area

At the Innovation Corner companies can inform the market about their latest solutions and innovations in 5 minutes speaking slots. Position yourself as the innovative leader in the market by sponsoring this platform.

- Five (5) minutes speaking slot in the Innovation Corner at the time of your choice
- Two (2) minutes window to play your company video
- Special mention at the opening of the Innovation Corner
- Opportunity to display 2 PowerPoint slides between Innovation Corner presentations (slides to be shuffled between sponsor and organiser slides)
- Two (2) pop-up banners to be placed in a highly visible area at the Innovation Corner
- Your logo to be included in the overall Innovation Corner branding
- One (1) literature rack with your marketing material to be placed in a highly visible area at the Innovation Corner
- Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
- Recognition whenever the Innovation Corner is promoted before, during and post event



CONTENT CAPTURE €5,000

Sponsor the key presentations recording (selection to be made by the organiser) that will be made available to all conference attendees and SAE members maximizing the reach to the widest possible audience.

- Prominently feature your company name and logo on the session content capture web page
- Opportunity to place a 1 minute promotional video on the content capture website
- Opportunity to add a 15 seconds promotion after each captured presentation in the videos
- Banner on all communications announcing the session content capture



SPEAKING SLOT AT THE INNOVATION CORNER..... €3,000

Inform the market about your latest solutions and innovations during a 5 minute speaking slot at the Innovation Corner.



I WANT TO BE VISIBLE THROUGH KEY ACTIVITIES



NETWORKING LOUNGE AREA €10,000

Exclusive

The lounge allows attendees to network in a relaxed setting and to deepen their business conversations. This offers the perfect opportunity for your company to promote your latest solutions and innovations.

- Brand the lounge area with your colours
- Display your marketing material on the tables
- Opportunity to play your video
- Opportunity to place two (2) banners at your lounge

The lounges are highly flexible options. Contact us to brainstorm on options to ensure you will get the most out of your lounge (additional charges may apply for added visibility).



REGISTRATION AREA & LANYARD €8,500

Exclusive

The Registration Area is the perfect way of reaching every attendee right at the start of their conference experience and ensures that your message will get to all the professionals at a time when they are very receptive. Furthermore, display your logo, slogan or company name on the official conference lanyards and be the topic of all discussions thanks to the highest visibility throughout the conference and beyond.

- Display your company name, logo or slogan on the official conference lanyards (lanyards will be handed out to each attendee upon registration and have to be worn visibly throughout the conference)
- Sponsor recognition at onsite registration area (may include standing signage)
- Company logo will appear on attendee pre-registration confirmation emails
- Opportunity to place two (2) pop-up banners at the registration area (to be provided by sponsor)
- Exclusive announcement in one of our pre-conference communications to the complete SAE automotive database
- Full page advert in the event guide



Marketing material to be provided by sponsor.

Lanyards to be produced by organiser.

I WANT TO BE VISIBLE THROUGH NETWORKING BREAKS AND REFRESHMENTS



NETWORKING LUNCH BREAK €9,500

3 available opportunities; 1 sponsor per lunch break
Duration: 60 minutes; Location: Exhibition Area

Make one of the lunch breaks your own, place your brand name on all attendees' minds and ensure your company is the topic of their conversations.

- Five (5) minutes speaking slot in the Innovation Corner during your lunch break
- Flyers with your message on high tables
- Branded napkins and/ or cups/ glasses
- Signage with your company logo and name on all stations

Advertising media to be supplied by sponsor and subject to organiser's approval.



NETWORKING BREAK €6,500

6 available opportunities; 1 sponsor per break
Duration: 30 minutes; Location: Exhibition Area

Make one of the breaks your own, place your brand name on all attendees' minds and ensure your company is the topic of their conversations.

- Five (5) minutes speaking slot in the Innovation Corner during the break
- Flyers with your message on high tables
- Branded napkins and/or cups
- Signage with your company logo and name on all stations

Advertising media to be supplied by sponsor and subject to organiser's approval.



PERMANENT COFFEE STATION STARTING AT €6,000

3 available opportunities; 1 sponsor per day

Keep attendees happy by providing them with a permanent supply of coffee throughout the duration of the conference. Personalise the coffee station to demonstrate your company's spirit.



I WANT TO BE VISIBLE THROUGH TARGETED WORKSHOPS



VENDOR WORKSHOP €8,000

Organize your own one-hour workshop in a branded private breakout room for up to 20 people.

- Includes meeting room with furniture and basic AV equipment (LCD screen)
- Opportunity to promote your workshop on the conference website, event guide and the registration platform

The workshop(s) will be scheduled outside conference session timings.



I WANT TO BE VISIBLE THROUGH EVENT RELATED ITEMS



CONFERENCE BAG €5,500

Exclusive

Choose to be the single company prominently featured on all conference bags and gain massive exposure to all attendees.

- Opportunity to include flyer or small give-away in the conference bag

Item to be produced by organiser.



STATIONARY €4,200

Exclusive

Sponsor the conference notepads and pens and keep the attendees reminded of your brand as they also take these valued gifts back to their offices after the event.

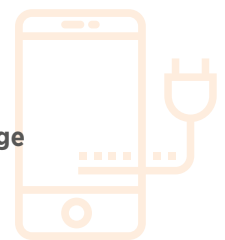
- Full page advert on the cover page of the notepad
- Company logo and/ or name on each page of the notepad
- Company logo and/ or name on pen

Branded pens and notepads to be provided by sponsor. Possibility to outsource production to organiser for additional fee.



MOBILE DEVICE CHARGING STATION €3,000

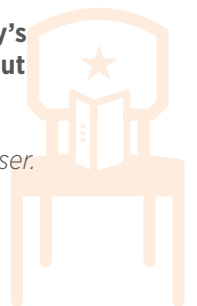
Place a charging station at a key location in the conference venue for attendees to charge their mobile devices.



SEAT DROP €2,000

Seat drops are the ideal way to provide participants with information on your company's latest innovations. Put your company flyer on each table before the start of the breakout session of your choice (except plenary sessions).

Maximum size A4, 2 pages. Item to be produced by sponsor. Subject to approval by organiser.





FLOOR STICKER €2,000

1 sqm floor sticker positioned in a strategic location to enhance visibility and remind attendees to visit your booth.

Design to be provided by sponsor and pre-approved by the organiser.



HAND SANITIZER SPRAY €2,000

Branded pocket-size hand sanitizer spray to be distributed to all attendees at registration (included in the conference bag or disseminated at the registration desk).



I WANT TO BE VISIBLE THROUGH ATTENDEE ACCOMMODATION RELATED ITEMS



GUEST ROOM KEY CARD €4,000

Exclusive

Customise the front of the key cards with your message (one-color logo imprint) and reach all attendees staying in the host hotel. The hotel key cards are distributed by the hotel staff to all registered event attendees upon check-in.



GUEST ROOM DELIVERY €3,000

Have your gift delivered to attendee hotel rooms with a welcome card and/ or custom ribbon/ sticker.

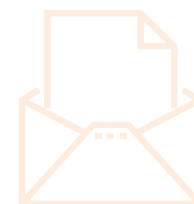
Gift to be provided by sponsor and upon organiser's approval.



GUEST ROOM MESSAGE €2,500

Connect with attendees with a personal message under their door. Promote a new product or service, or extend an invitation to your booth...you decide!

Leaflet to be provided by sponsor. Size limitations apply.



I WANT TO BE VISIBLE THROUGH COMMUNICATION AND SOCIAL MEDIA TOOLS



MOBILE APPLICATION €5,000

Exclusive

The app is a must in every smartphone. Attendees will be able to access full information about the event and contact other attendees and exhibitors.

- Splash screen as advertising space
- Advertising video on the launch of the app (20s max)
- Clickable banner to be included on all pages regarding the event



WEBSITE BANNER €3,000

2 available opportunities

Advertise your company's presence at the conference on the home page of our event website.



WI-FI €2,000

Exclusive

Help all attendees to get connected during the conference by being the official Wi-Fi sponsor.

- Logo on signage that includes the Wi-Fi login instructions



ADVERT IN EVENT GUIDE

The event guide will be handed out to all attendees upon registration and will contain all important information regarding the event – Ideal for getting your message across to the whole community!

FULL PAGE AD €1,800

(+30% for inside front and inside back cover, +50% for back cover)

HALF PAGE AD €950



EXHIBITION OPPORTUNITIES

Showcase your product and expertise to an audience comprising those most knowledgeable representatives in the sector. Expand contacts and client base through informal, face-to-face interaction and create expanded opportunities for new or continued business.

9 SQM SHELL SCHEME €3,250

- Back and side walls (hard wall panels)
- Fascia name board including company logo and/ or name and booth number
- Spot lights
- 2 conference registrations allowing you access to all the sessions and the exhibition for the entire duration of the event including access to all coffee and lunch breaks as well as the Welcome Reception
- Your company description (up to 100 words) and logo in the printed event guide, event website and mobile app
- Opportunity to contact attendees before, during and after the event via the dedicated event page in our mobile app

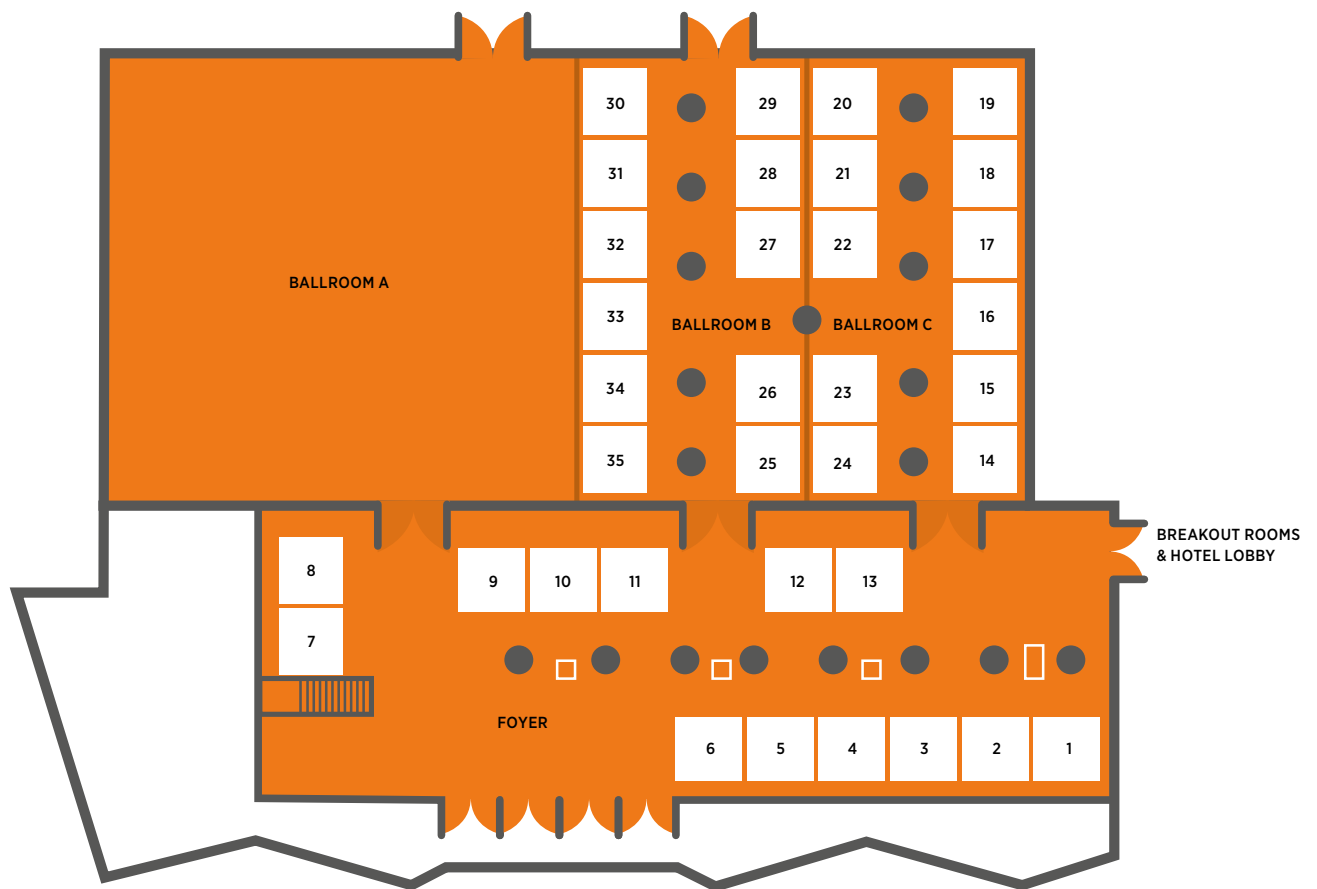
Additional accessories (TV screen, additional furniture, etc) and services (cleaning, electricity, etc) are available upon request (extra charges apply).



VENUE & FLOORPLAN

VENUE

Hilton Düsseldorf
Georg-Glock-Straße 20
40474 Düsseldorf
Germany



Please note that all items supplied by the sponsor are subject to approval by the organiser. Images provided are used for illustrative purposes only; elements of the display may not be included. All prices are excluding VAT.

REGISTRATION

The fee includes:

- Access to the Plenary and Breakout Sessions
- Access to the Exhibition area
- Lunch and coffee breaks during the event
- Welcome Reception on 6 November
- Conference materials (includes technical papers proceedings)

	EARLY BIRD until 30 July 2018	REGULAR until 21 October 2018	LATE as of 1 November 2018
Member	€1,050.00	€1,250.00	€1,350.00
Non-Member	€1,450.00	€1,650.00	€1,750.00
Student Member	€150.00	€200.00	€200.00
Student Non-Member	€250.00	€300.00	€300.00
Speaker/Committee Member	€700.00	€900.00	€900.00
Speaker/Committee Non-Member	€900.00	€1,100.00	€1,100.00

Fees are subject to 19% VAT.

PAYMENT INFORMATION

All costs referred to are in EUR and all payments must be made in EUR. During the online registration process, payments by major credit cards (American Express, VISA and MasterCard) are accepted.

Payment must be received prior to the conference. Attendees with outstanding payments will be asked for a proof of payment or payment onsite. If one of these cannot be provided, the attendee may be refused permission to attend the conference. Please note that SAE International - Europe does not accept registration fee payments by check.

CANCELLATION AND REFUND POLICY

In the event of cancellation, written notification must be sent by email to EUevents@sae.org. The following cancellation fees will apply:

- Cancellations received up to 30 July 2018: Full refund minus a €100 administration fee
- Cancellations received as of 31 July 2018 or no-shows: No refund

REGISTRATION ASSISTANCE

For assistance with registration, please contact:

SAE International – Europe

Tel: +32(0)2 789 23 44

Email: EUevents@sae.org

ORDER FORM

SAE 2018 Small Engine Technology Conference

6-8 November 2018 | Düsseldorf, Germany

This order form serves as a binding contract. By signing, the sponsor agrees to the [Terms and Conditions](#) which accompany this order form. As soon as the order form has been received and approved, the sponsor is liable for all associated fees outlined in this document.

BILLING DETAILS

Company
 Contact Person
 Job Title
 Address
 City
 Country Zip Code
 Phone
 Email
 Company VAT number

PAYMENT METHOD

This order form will not be accepted without bank transfer or credit card information.

Total amount to be paid (excl. VAT)
 Payment Method Bank Transfer Credit Card:
 Please indicate: VISA MC/EUROCARD AMEX
 Card Number
 Exp. Date CVV
 Name of Card Holder
 Card Holder Signature

SPONSOR/EXHIBITOR SIGNATURE

Name in print letters
 Signature Date

SAE APPROVAL

Name in print letters
 Signature Date

SPONSORSHIP LEVEL ATTAINED (please tick):

- Platinum as of €20,000
- Gold as of €15,000
- Silver as of €10,000
- Bronze as of €7,500
- Friend of the Industry as of €4,000

SELECTED SPONSORSHIP OPPORTUNITIES (please tick):

- #### VISIBILITY THROUGH SOCIAL EVENTS
- Gala Dinner €15,000
 - Welcome Reception €10,000
 - Gala Dinner Transfer €8,000

- #### VISIBILITY THROUGH CONFERENCE PRESENTATIONS
- Daily Opening and Keynote Address €12,000
 - Innovation Corner €10,000
 - Content Capture €5,000
 - Speaking Slot at the Innovation Corner €3,000

- #### VISIBILITY THROUGH KEY ACTIVITIES
- Networking Lounge Area €10,000
 - Registration Area & Lanyard €8,500

- #### VISIBILITY THROUGH NETWORKING BREAKS AND REFRESHMENTS
- Networking Lunch Break €9,500
 - Networking Break €6,500
 - Permanent Coffee Station starting at €6,000

- #### VISIBILITY THROUGH TARGETED WORKSHOPS
- Vendor Workshop €8,000

- #### VISIBILITY THROUGH EVENT RELATED ITEMS
- Conference Bag €5,500
 - Stationary €4,200
 - Mobile Device Charging Station €3,000
 - Floor Sticker €2,000
 - Seat Drop €2,000
 - Hand Sanitizer Spray €2,000

- #### VISIBILITY THROUGH ACCOMMODATION RELATED ITEMS
- Guest Room Key Card €4,000
 - Guest Room Delivery €3,000
 - Guest Room Message €2,500

- #### VISIBILITY THROUGH COMMUNICATION AND SOCIAL MEDIA TOOLS
- Mobile Application €5,000
 - Website Banner €3,000
 - Wi-Fi €2,000
 - Advert in Event Guide
 - Full Page Ad €1,800
(+30% for inside front and inside back cover, +50% for back cover)
 - Half Page Ad €950

Total amount of sponsorship in euros

SELECTED EXHIBITION OPPORTUNITIES (please tick):

- 9sqm Shell Scheme €3,250
- Booth number



CONTACT DETAILS

SPONSORSHIP AND EXHIBITION SALES EMEA

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SPONSORSHIP AND EXHIBITION SALES AMERICAS

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REGISTRATIONS

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