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MARKETS	
Automotive	725,000
Defense	565,000
Electronics	424,000
Aerospace	691,000
Medical	120,000
Commercial Vehicle	155,000
Academia	136,000
Government	18,000

JOB FUNCTIONS	
Engineering	427,000
Engineering Management	376,000
R&D	152,000
Testing & Quality Control	141,000
Manufacturing & Production	133,000
Corporate Management	126,000

GEOGRAPHY	
US and Canada	606,000
Asia/Australia/Pacific	255,000
Europe	105,000
Latin America/Caribbean	50,000
Middle East	9,000
Africa	6,000

See page 2 for additional selects.

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INDUSTRY — TBMG/SAE

- ❑ Aerospace
- ❑ Automotive/Transportation
- ❑ Bio/Medical
- ❑ Communications
- ❑ Computers
- ❑ Consumer Product Manufacturing
- ❑ Defense
- ❑ Design Services
- ❑ Electronics
- ❑ Energy/Power
- ❑ Government
- ❑ Heavy Duty/Off Road
- ❑ Industrial Machinery & Equipment
- ❑ Information Technology/Systems Integrator
- ❑ Materials/Chemicals
- ❑ Research Lab
- ❑ Software/CAD/CAM/CAE
- ❑ University/Academic

COMPANY TYPE — SAE

- ❑ OEM/Prime
- ❑ Tier 1 Supplier/Systems Integrator
- ❑ Parts & Components Supplier
- ❑ Academia
- ❑ Government

PRODUCT DESIGN APPLICATIONS — TBMG

- ❑ Aerospace
- ❑ Automotive
- ❑ Communications/Wireless
- ❑ Defense
- ❑ Energy
- ❑ Medical

TECHNOLOGY INTEREST — SAE

- ❑ Autonomous Vehicles
- ❑ Bodies and Structures
- ❑ Chassis
- ❑ Design Engineering and Styling
- ❑ Electrical, Electronics and Avionics
- ❑ Environment
- ❑ Fuels and Energy Sources
- ❑ Human Factors and Ergonomics
- ❑ Interiors, Cabins and Cockpits
- ❑ Maintenance and Aftermarket
- ❑ Management and Product Development
- ❑ Manufacturing
- ❑ Materials
- ❑ Noise, Vibration and Harshness
- ❑ Parts and Components
- ❑ Power and Propulsion
- ❑ Quality, Reliability and Durability
- ❑ Safety
- ❑ Tests and Testing
- ❑ Transportation Systems
- ❑ Vehicles and Performance

BUYING AUTHORITY/PRODUCTS SPECIFIED — TBMG

- ❑ Adhesives & Coatings
- ❑ Board-Level Electronics/Embedded Systems
- ❑ Cameras/Imaging/Video
- ❑ Computers & Peripherals
- ❑ Connectors/Interconnections
- ❑ Contract Services (Design/Manufacturing/Test)
- ❑ Data Acquisition
- ❑ Design/Analysis/Simulation Software
- ❑ Electronic Components
- ❑ Fastening, Joining & Assembly
- ❑ Fiber Optics
- ❑ Fluid Handling/Pumps & Valves
- ❑ ICs and Semiconductors
- ❑ Lasers & Laser Systems
- ❑ LEDs/Lighting
- ❑ Mechanical Components
- ❑ MEMS/Nanotechnology
- ❑ Metals
- ❑ Motion Control/Positioning Equipment
- ❑ Motors & Drives/Power Transmission
- ❑ Optical Design Software
- ❑ Optics/Optical Components
- ❑ Packaging/Enclosures
- ❑ Plastics/Composites/Ceramics
- ❑ Power Supplies & Batteries
- ❑ Rapid Prototyping & 3D Printing
- ❑ RF & Microwave Electronics
- ❑ Sensors/Transducers/Detectors
- ❑ Software
- ❑ Test & Measurement Instruments

NUMBER OF EMPLOYEES — TBMG

- ❑ 1-19
- ❑ 20-49
- ❑ 50-99
- ❑ 100-249
- ❑ 250-499
- ❑ 500-999
- ❑ Over 1000

ANNUAL EXPENDITURES — SAE

- ❑ $50 million +
- ❑ $25 - $49 million
- ❑ $10 - $24.9 million
- ❑ $1 - $9.9 million
- ❑ Less than $1 million

ENGAGE WITH/BUY EDUCATIONAL PRODUCTS — TBMG/SAE

- ❑ Books
- ❑ Conferences/Events
- ❑ Standards
- ❑ Training
- ❑ Videos
- ❑ Webinars
- ❑ White Papers

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