

# Driver Assistance Systems

From Assistance to Automated Driving

4<sup>th</sup> International ATZ Conference

18 and 19 April 2018 | Wiesbaden | Germany



Informationen and Registration for  
**Exhibitors and Sponsors**

## Topics

USERS AND MARKETS

NEW METHODS AND PROCESSES

VEHICLE TECHNOLOGY & IT

[www.ATZlive.de](http://www.ATZlive.de)

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# About the Event

## WHAT WE OFFER:

- ▶ Top-notch participants
- ▶ Exclusive networking opportunities onsite
- ▶ Coffee breaks & other breaks take place in the exhibitor area
- ▶ Evening Event as an additional communication platform
- ▶ Multiple-channel advertising for the event
- ▶ Attractive Exhibitor Packages
- ▶ Individual support before and during the event

## TARGET GROUP:

The ATZ conference “Driver Assistance Systems – From Assistance to Automated Driving” is aimed at engineers and managers as well as Experts involved in developing driver assistance systems and those who cooperate with these developers in the interdisciplinary field of car-to-x technology. In

addition to automotive engineers, the target group also includes function developers, software and IT engineers from industry, applicationrelated research and teaching as well as experts working in fields relating to the social, economic and legal background conditions.

## EVENT TOPICS:

- ▶ USERS AND MARKETS – Customer Acceptance, Background Conditions, Driver-centered Analyses and Tests, Insurance, Law and Ethical Aspects
- ▶ NEW METHODS AND PROCESSES – Functional Safety, Artificial Intelligence, Innovative Forms of Organization
- ▶ VEHICLE TECHNOLOGY & IT – Onboard and Offboard Solutions, Sensors, Intelligent HMI, Vehicle-to-x, Data Management



# Presentation Options

## EXHIBITORS:

Booth area (without booth)	6 m <sup>2</sup> for	€ 3,300
	8 m <sup>2</sup> for	€ 3,950
each additional m <sup>2</sup>		€ 390

Your rental fee includes the following:

- ▶ One free pass for the entire event (regular price: € 1,295)
- ▶ 10 % discount on admission for all participants from your company
- ▶ Company profile included in the "Onsite Programme" distributed to participants
- ▶ Logo, company profile and a link to your homepage on our website together with the event announcement

Additional booth passes may be purchased for € 290\*) each.



## ADDITIONAL PRESENTATION OPTIONS:

### Flyer Distribution

- ▶ 1 advertising flyer laid out at a prominent location during the event € 750
- ▶ 1 advertising flyer included in the event bag € 750

### Advert in the „Onsite Programme“

Every participant receives a copy of the „Onsite Programme“ on the 1st day of the event. Take advantage of this additional chance to present your company, supplementing your company profile!

- ▶ 1/1 page b/w (210 x 279 mm wxh) in the Programme (inner part) € 350
- ▶ 1/1 page 4c (210 x 279 mm wxh) on the 3<sup>rd</sup> or 4<sup>th</sup> cover page € 750

### Online banner

Book an online banner at prominent position on our website

- ▶ Banner Medium Rectangle (300 x 250 px) € 750

# Presentation Options

## SPONSORSHIP:

Interested in presenting your own company, products or services to the participants of the 4<sup>th</sup> International ATZ Conference „Driver Assistance Systems“ in a premium format? We offer a range of attractive options for sponsors.\*

We look forward to your call or you can contact us by email using the response form below. Contact: Elke van Lon, Phone: + 49 (0) 611 / 78 78 – 320, [elke.vanlon@springer.com](mailto:elke.vanlon@springer.com)

Package	SPONSORSHIP	LUNCH SPONSORSHIP - both days	EVENING SPONSORSHIP
Exclusiveness	Max. 4 sponsors	Max. 2 sponsors	1 sponsor
Your Logo on all Event- adverts e.g. in ATZ, MTZ und ATZechnik	Yes	–	–
Net stand area	6 m <sup>2</sup> incl. 1 exhibitor pass	–	–
Roll-up/Flying Banner at Check-In / in the congress room	2	1	1
Congress tickets	3 tickets at no charge	2 tickets at no charge	1 ticket at no charge
Congress documentation	Logo within the inside pages	Logo within the inside pages	Logo within the inside pages
Logo, company profile and URL in the congress documentation	Yes	Yes	Yes
Your product flyer in the congress documentation	Yes	Yes	Yes
Advert in the congress documentation	1/1 3 <sup>rd</sup> or 4 <sup>th</sup> cover page 4c / double page within the inside pages, b/w	1/1 inside pages, b/w	1/1 inside pages, b/w
<a href="http://www.atzlive.de">www.atzlive.de</a>	Company profile, logo, link	Company profile, logo, link	Company profile, logo, link
Roll-ups/ Flying Banner	–	4 Roll-ups/Flying Banner Lunch	4 Roll-ups/Flying Banner Evening event
Buffet and table standees	–	On all tables and buffets at lunch	On all tables and buffets at the evening event
<b>Your contribution</b>	<b>€ 9,900</b>	<b>€ 6,900</b>	<b>€ 5,500</b>

\* All sponsors must be discussed with and approved by Continental and Etas, our cooperation partner for the event.



**YES, WE WANT TO JOIN THE EVENT ON 18 AND 19 APRIL 2018  
IN WIESBADEN AS AN EXHIBITOR / SPONSOR.**

**REGISTRATION PAGE 1 OF 2:**

- |  |                |
|--|----------------|
| <input type="checkbox"/> Booth area 6 m <sup>2</sup>   | <b>€ 3,300</b> |
| <input type="checkbox"/> Booth area 8 m <sup>2</sup>   | <b>€ 3,950</b> |
| <input type="checkbox"/> Booth area 8 m <sup>2</sup> plus ____ m <sup>2</sup><br>€ 3,950 plus € 390 each additional m <sup>2</sup> = | <b>€ _____</b> |
| <input type="checkbox"/> Package SPONSOR   | <b>€ 9,900</b> |
| <input type="checkbox"/> Package LUNCH SPONSOR   | <b>€ 6,900</b> |
| <input type="checkbox"/> Package EVENING SPONSOR   | <b>€ 5,500</b> |
| <input type="checkbox"/> Flyer laid out in a prominent location  | <b>€ 750</b>   |
| <input type="checkbox"/> One Flyer included in the event bag   | <b>€ 750</b>   |
| <input type="checkbox"/> 1/1page advert b/w (210 x 279 mm wxh)<br>in the Programme (inner part)                                      | <b>€ 350</b>   |
| <input type="checkbox"/> 1/1 page advert 4c (210 x 279 mm wxh)<br>on the 3 <sup>rd</sup> or 4 <sup>th</sup> cover page               | <b>€ 650</b>   |
| <input type="checkbox"/> Online banner Medium Rectangle  | <b>€ 750</b>   |



Our General Terms and Conditions apply;  
please see the appendix.

Please also fill out the second page.



**REGISTRATION PAGE 2 OF 2:**

**Company Information**

Title / First name / Surname

Company / Institute

Street

Postal code, city

Country

Phone

Fax

Email

**Billing Address (if not the address above)**

Company

Street

Postal code, city

Country

By registering, we agree to accept the Conditions for Participation of Springer Fachmedien Wiesbaden GmbH.

City / Date

Signature / Company stamp

Still have questions? We'll be glad to help you!

**Elke van Lon**

phone +49 (0) 611 / 78 78 – 320 | [elke.vanlon@springer.com](mailto:elke.vanlon@springer.com)

Springer Fachmedien Wiesbaden GmbH

Abraham-Lincoln-Straße 46

65189 Wiesbaden

# Conditions for Participation

## 1. Contractual Stipulations

### 1.1 Contractual Partner

The contractual partner (hereafter "Organiser") is Springer Fachmedien Wiesbaden GmbH (ATZlive).

### 1.2 Eligibility

All companies and institutions whose exhibits would contribute to illustrating or complementing the intended subject matter are eligible. Decisions on the eligibility of individual companies, institutions and exhibits reside in the purview of the Organiser. There is no legal right or claim to eligibility. Participation may not be made contingent on the exclusion of competing companies / institutes as Exhibitors / Sponsors.

### 1.3 Conclusion of the Contract

Registrations must be in written form, using the registration form (which may be submitted by fax or as a scanned email attachment). Once they have received a confirmation from the Organiser, the contract between the Organiser and Exhibitor / Sponsor has been concluded.

## 2. Cancellation and Failure to Participate

### 2.1 Cancellation Rights: the Organiser

The Organiser is entitled to withdraw from this contract if it is determined that the other party's right to participate was based on false or incorrect information, or if said party no longer satisfies the conditions for participation.

### 2.2 Cancellation and Failure to Participate: Sponsors

Sponsors are entitled to withdraw from this contract as long as no services have yet been provided by the Organiser. Should a Sponsor cancel at a later point in time, they must pay the participation fee in full. The same applies if a Sponsor does not make use of services provided in the Sponsoring Package, regardless of the reason.

### 2.3 Cancellation and Failure to Participate: Exhibitors

Exhibitors may cancel at no cost up to 6 weeks before the start of the event. Should an Exhibitor cancel between 6 and 4 weeks prior to the event, they must pay 50 % of the participation fee. Should they cancel 4 weeks prior to the event or later or fail to participate, regardless of the reason, they must pay the participation fee in full.

## 3. Content of the Contract

### 3.1 Scope

The services provided by the Organiser and those provided by the Exhibitor / Sponsor are described in detail in the respective Exhibitor Package / Sponsoring Package.

### 3.2 Exclusivity

The Organiser is entitled to conclude contracts with other Sponsors, unless an exclusive service is explicitly granted to a specific Sponsor as part of their Sponsoring Package.

### 3.3 Transferability

The services provided by the Organiser and included in the Sponsoring Package may not be transferred to third parties, whether in whole or in part and whether in return for or without remuneration.

## 4. Use of Booth Space

### 4.1 Assigning and Reassigning Booth Space

Booth spaces are assigned by the Organiser. Requests for specific booth spaces will be taken into consideration by the Organiser; however, event participants have no right or claim to a specific space. If an assigned booth space should subsequently become unavailable due to circumstances beyond the Organiser's control, but another space of equal value can be provided, the Exhibitor is not entitled to a full or partial refund of the participation fee.

### 4.2 Additional Exhibitors and Joint Booths

Exhibitors are prohibited from transferring or sharing the booth assigned to them, whether in return for or without remuneration.

### 4.3 Booth Set-up and Design

With regard to booth set-up and design, the specifications provided to the Exhibitor / Sponsor by the Organiser with regard to booth placement, maximum height, set-up times, etc. must be adhered to. These instructions will be provided ca. 4 to 6 weeks prior to the event and are part of this contract. Exhibitors must adhere to all relevant legal and administrative stipulations.

### 4.4 Technical Equipment

All technical installations must be approved by the Organiser. Exhibitors / Sponsors are prohibited from using their own technicians to create installations; violators are liable for any and all resultant damages. Any electrical connections, machinery or equipment that are not approved and / or do not fulfil the relevant technical criteria may be removed at the Exhibitor's / Sponsor's expense.

### 4.5 Set-up and Tear-down

The set-up and tear-down of the booth materials, as well as the booth equipment and design, are – unless indicated otherwise in the information on the event – the responsibility of the Exhibitor. Unless stipulated otherwise in the form of an individual agreement, the Exhibitor must set up, tear down and remove their booth materials by the respective dates laid out in the contract. If need be, the Organiser is entitled to arrange for the booth to be removed and the materials to be put in storage at the Exhibitor's expense and risk. Booths rented from the Organiser must be returned in their original condition.

## 5. Insurance

Insurance policies covering damages to and theft of booth materials must be secured by the Exhibitor.

## 6. Participants

For the duration of the event, participants may only take part in the event provided they have a valid nametag provided by the Organiser. Once booked, name-tags will be created for all registered participants, speakers, booth staff, Sponsors, and accredited members of the press. Any exceptions to this policy require the prior consent of the Organiser and must be requested in writing.

## 7. Payment Conditions

Invoicing will take place after the event. Invoices must be paid within 14 days after they are received. If not paid by this deadline, the Exhibitor / Sponsor will automatically be in default without the need for a reminder.

# Conditions for Participation

## 8. Cancellation of or Changes to the Event

### 8.1 Cancellation

If the Organiser has to cancel the event due to an Act of God or for some other reason, they must promptly inform the Exhibitor / Sponsor. Though the Organiser cannot demand booth rent in such cases, they are entitled to charge the Exhibitor / Sponsor for the work already done in preparation for the event.

### 8.2 Postponement

If the Organiser can carry out the event at a later point in time, they must promptly inform the Exhibitor / Sponsor of this option. The Exhibitor / Sponsor is entitled to cancel their participation on the new event date, provided they do so no later than one week after receiving notice of the postponement. Should the Exhibitor / Sponsor opt to cancel their participation, they are entitled to receive their booth rent back from the Organiser.

## 9. Liability

### 9.1 Liability of the Exhibitor / Sponsor

The Exhibitor / Sponsor is liable for any damages to the floor, walls, doors, windows, furniture and other equipment. The use of nails, screws, hooks or other fasteners in or on the buildings and structures of the event venue, as well as applying paint or glue to the floor, doors, windows, walls or columns, is prohibited. Any damages must be completely repaired. If this does not come to pass, the Organiser is entitled to arrange for the necessary repair work at the expense of the Exhibitor / Sponsor. The Organiser reserves the right to claim further damages.

### 9.2 Liability of the Organiser

The Organiser is liable for damages, including those resulting from the cancellation or premature ending of an event, provided said damages are the result of gross negligence. In the event that the Organiser fails to fulfil one or more of their cardinal obligations (i.e., essential obligations that, if not fulfilled, jeopardize the accomplishment of the contractual goals or make it impossible to fulfil the agreed-upon contractual conditions at all, and the fulfilment of which the Exhibitor / Sponsor should normally be able to expect), then the Organiser is also liable in cases of ordinary negligence; in such cases, however, said liability is restricted to those damages that are foreseeable and typical for this type of contractual agreement. Further, the Organiser is liable for cases of ordinary negligence with regard to loss of life, loss of health, or injury, or when they have issued a guarantee. Liability as delineated in the German Product Liability Act remains unaffected. For the types of liability mentioned above, if the Organiser is wholly or partially exempt, the same applies to the personal liability of its employees, representatives and vicarious agents.

## 10. Closing Stipulations

### 10.1 Filing Claims

In order to be valid, any and all legal claims from the Exhibitor / Sponsor with regard to the Organiser must be communicated within 3 months after the event and must be filed with a court of law no later than an additional 3 months after the event.

### 10.2 Written Form

Any and all supplemental agreements, special permissions or exceptions to the stipulations of this contract must be confirmed in writing by the Organiser. A withdrawal from this contract must be declared in writing. Any agreement superseding said need for supplemental agreements to be made in writing requires the express written consent of the Organiser.

### 10.3 Place of Fulfilment, Court of Jurisdiction and Applicable Law

Provided the Exhibitor / Sponsor is a registered merchant, a corporate entity in the public sector, or a special fund in the public sector, Wiesbaden, Germany is the presiding court with regard to disputes concerning mutual obligations. This contract is exclusively subject to German law.