

international **engine** 5th **congress**

Congress with accompanying exhibition
February 27-28, 2018
Baden-Baden | Germany

» Information for Exhibitors and Sponsors



PKW / Passenger Cars



NFZ / Commercial Vehicles



Kraftstoffe / Fuels



ATZ live

VDI Wissensforum

www.ATZlive.de
www.motorenkongress.de



international **engine** 5th Congress

>> ABOUT THE CONGRESS

The 5th International Engine Congress, which will be held on 27 and 28 February 2018 in Baden-Baden, Germany, will once again be based on three main pillars, namely passenger-car and commercial-vehicle engines, as well as fuels in the overall system.

The result: a thematic depth of focus that clearly sets the Congress apart from other events. Its primary goal is to employ focused approaches to tap into the synergies arising from fuels, their qualities, and resulting strategies for drivetrain design.

The passenger-car programme explores the latest advances in internal-combustion engines, including mechanics, injection, the charge cycle and combustion, but also thermal management and the new opportunities presented by digitalisation.

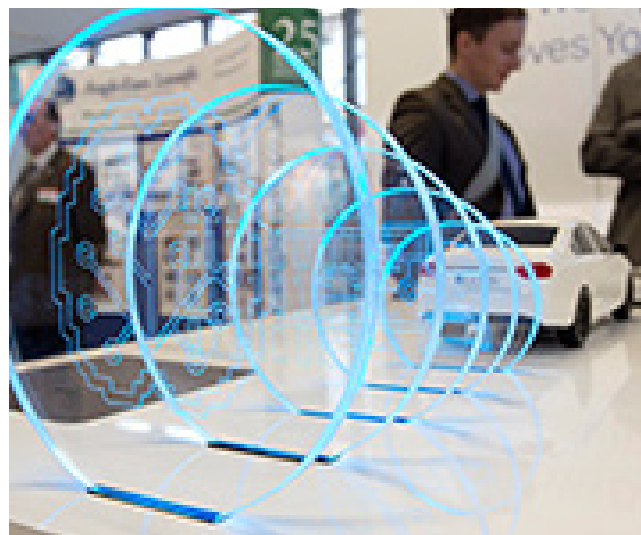
In turn, the commercial-vehicle programme presents new engines, concepts for the charge cycle and combustion, emissions reduction and exhaust-gas after-treatment.

Various aspects of electrification of the drivetrain and auxiliary systems, the application of new fuels, and current trends in international markets – especially concerning new legislation and what it means for OEMs – round out the Congress agenda.

>> TARGET GROUP

This congress is aimed at

Engineers and technicians in industry, research and education whose work involves optimisation in the classical development areas for internal-combustion engines, or refining methods and systems for the production of conventional or renewable fuels and lubricants. The presentations will also appeal to chemists and biologists active in the sector. Focus areas include both diesel and gas engines for passenger cars, commercial vehicles, and off-highway applications.



VERANSTALTER / ORGANIZERS

ATZlive
VDI Wissensforum GmbH

Exhibitor packages



Exhibitor packages include the following:

- Admission for one person to the entire congress (incl. all documentation material, catering and evening event)
- Your company profile and logo in the congress documentation
- Your company announcement on the internet www.atzlive.de and www.motorenkongress.de
- Power outlet (230V, 3kW incl. 3-socket power strip)
- Further exhibitor passes can be purchased for € 250 (exhibitor passes do not entitle the holder to take part in the congress).
 - Exhibition area up to 8 sqm → max. 2 exhibitor passes
 - Exhibition area from 9 to 12 sqm → max. 3 exhibitor passes
 - Exhibition area from 13 to 20 sqm → max. 5 exhibitor passes
 - Exhibition area larger than 20 sqm → max. 7 exhibitor passes

Exhibition options:

- | | | |
|----------|----------------|---------|
| ■ 6 sqm | net stand area | € 3,500 |
| ■ 8 sqm | net stand area | € 4,100 |
| ■ 10 sqm | net stand area | € 4,700 |
| ■ 12 sqm | net stand area | € 5,300 |
- or
- | | | |
|----------|----------------|---------|
| ■ 6 sqm | complete stand | € 4,400 |
| ■ 8 sqm | complete stand | € 5,200 |
| ■ 10 sqm | complete stand | € 6,000 |
| ■ 12 sqm | complete stand | € 6,800 |



Further exhibitor option:

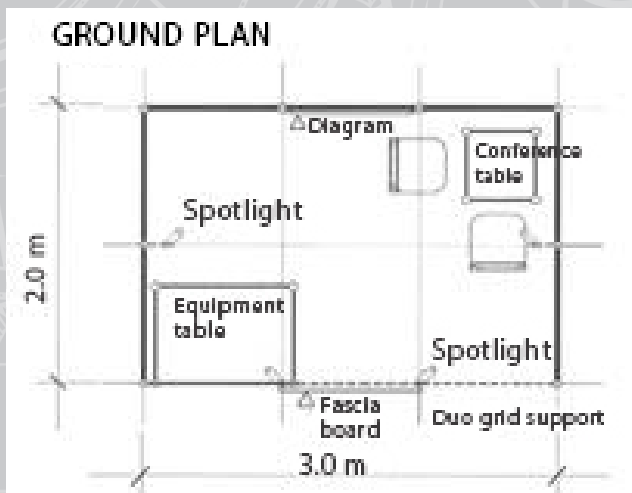
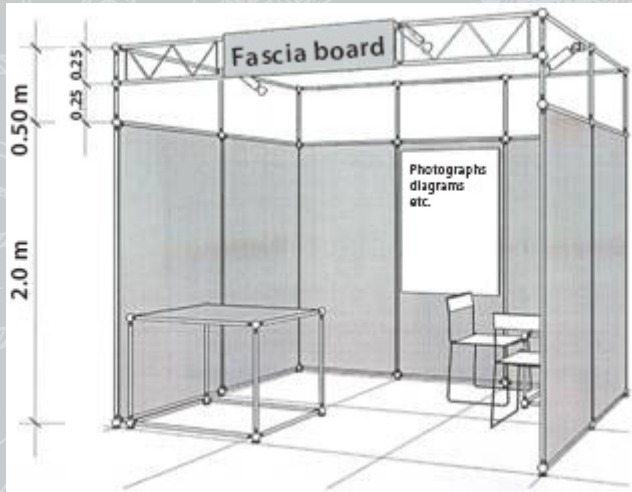
- Special area for passenger car presentation incl. 1 exhibitor pass € 2,250
Space for passenger car presentation is limited.
Additional stand construction measures for passenger car presentation are only permitted in exceptional cases and are subject to prior approval.



Booking of ads in the congress documentation:

- 1/1 ad inside page b/w € 650

Information on complete stands



The complete stand consists of:

- **Stand construction system**
Chrome-plated steel elements (tubes and nodes),
System Meroform 22 M 12
- **Stand walls**
19 mm chipboard, coated in white and with concave profile all around, inside dimensions of wall 97/197 cm with cut corners 5 mm at 45 degrees
- **Overall height**
Wall panels: 2.00 m + frame: 0.50 m = 2.50 m
- **Ceiling grid**
Duo grid support 25 cm high, at front only (6 sqm),
at front and in the center (8 sqm)
- **Fascia board**
Height 30 cm, length 95 cm / 195 cm
- **Lighting**
4 x 100 W system spotlights
- **Furniture**
1 equipment table 100 x 70 x 70 cm (carrying capacity max. 80 kg)
1 conference table 50 x 50 x 50 with 2 chairs (cantilever)
2 transparent DIN A4 brochure holders, 1 waste paper basket
- **Fascia board lettering**
Fascia board height 10 cm, company name, Helvetica Normal black font, individual design possible on request and for an extra charge
- **Electrics**
1 power outlet (230 V/max. 3 kW), 3-outlet power strip + power consumed are included in the price. Three-phase current / power current can be provided and installed at an extra charge. The power used is charged separately after the event according to outlay and consumption.

Other services on request!



Sponsorship



Our service for you:

Interested in presenting your own company, products or services to the participants of the 5th International Engine Congress in a premium format? We offer a range of attractive options for sponsors, which we have grouped into convenient service packages.

We will be pleased to prepare a tailor-made solution to match your individual preferences.

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

Sponsorship packages:

	Gold	Silver	Bronze
Before the Event			
Your company will be listed as a Gold, Silver or Bronze Sponsor in the programme flyer	●	●	●
Your full-colour logo in the programme flyer	●	●	●
Your company will be listed as a Gold, Silver or Bronze Sponsor on atzlive.de and motorenkongress.de	●	●	●
Your company profile and contact details on atzlive.de and motorenkongress.de	●	●	●
Your full-colour logo, linked to your website	●	●	●
During the Event			
Free tickets to the Congress	4	2	1
Your logo on a stage banner	●	–	–
Your logo in the welcome and break-time presentation	●	●	●
Your logo on A-Boards in the entry area	2	1	–
Your logo on the posters	●	●	●
Your brochure on the Congress tables	●	–	–
Your brochure in the Congress bag	–	●	–
Net stand area in the exhibition area	12 sqm	10 sqm	8 sqm
Exhibitor pass (stand supervision incl. catering and evening event, Congress lectures are not included)	2	1	–
4c advert in the official Congress programme	Cover page 1/1, 4c	Inside page 1/1, b/w	Inside page 1/2, b/w
Company logo on the front page of the Congress programme	●	–	–
Company profile in the exhibitors list in the Congress programme	●	●	●
Your contribution	€10,500	€8,000	€6,000

Valid for Germany: additional VAT applies to all prices listed.

SPONSORSHIP



SPONSOR OF THE EVENING EVENT (EXCLUSIVE)

The evening event is a special highlight of the Congress and offers your company a number of options for reaching out to participants.

- Your company (with logo) will be presented as the sponsor of the evening event in the official programme flyer and the Congress programme.
- Your logo incl. link will be displayed on www.motorenkongress.de and www.atzlive.de/int-motorenkongress
- You can present your company at the evening event with a max. of four of your own roll-ups (format per roll-up: ca. 0.8 x 2 m, design and production by the sponsor, placement will be determined on site).
- Your colour logo on the table standees (on all tables and the buffets)
- Option of distributing your own give-away in the entry area during the evening event (the production costs for the give-away will be borne by the sponsor)
- Two free tickets to the Congress incl. the evening event
- Option of inviting up to four additional persons to the evening event, free of charge
- Optional: Your own cocktail in your corporate colours. The cocktail will be served at the bar after dinner. The costs for the cocktail will be borne by the sponsor.

€ 6,900



SPONSOR OF THE COFFEE BREAKS (EXCLUSIVE)

- Your company (with logo) will be presented as the sponsor of the coffee breaks in the official programme flyer and the Congress programme.
- Your logo incl. link will be displayed on www.motorenkongress.de and www.atzlive.de/int-motorenkongress
- Your company will be promoted during all coffee breaks:
 - Your colour logo on the table standees (on all tables and the buffets)
 - Option of distributing your own give-away in the entry area during the coffee breaks (the production costs for the give-away will be borne by the sponsor)
- One free ticket to the Congress incl. the evening event

€ 4,500



SPONSOR OF THE LUNCHES (EXCLUSIVE)

- Your company (with logo) will be presented as the sponsor of both lunches in the official programme flyer and the Congress programme.
- Your logo incl. link will be displayed on www.motorenkongress.de and www.atzlive.de/int-motorenkongress
- Your company will be promoted during both lunches:
 - Your colour logo on the table standees (on all tables and the buffets)
 - Option of distributing your own give-away in the entry area during the coffee breaks (the production costs for the give-away will be borne by the sponsor)
- One free ticket to the Congress incl. the evening event

€ 5,200

Any questions left?

We are at your disposal:

ATZlive: Elke van Lon

E-Mail: elke.vanlon@springer.com | Fax: +49 (0) 611 / 78 78 – 430

Valid for Germany: additional 19% VAT applies to all prices listed.

SPONSORSHIP



SPONSOR OF THE OFFICIAL CONGRESS APP (EXCLUSIVE)

The app will be available in every app store prior to the Congress. Take advantage of the increased presence, the advantages of mobile marketing, and a modern and interactive way to reach potential customers.

- **Start banner:** Your logo or your advert appears with every opening of the app, with a direct link to your sponsor entry (contact information & company profile) and a rotating in-app banner
- **Logo package:** Your logo in the list of exhibitors and sponsors, in your company profile incl. a header graphic, and on your booth in the interactive floor plan
- Your information and advert are available in both online and offline mode
- Direct contact to Congress participants
 - including personal contact information
 - direct and interactive communication without wastage via the messenger function

€ 2,500



SPONSOR OF THE OFFICIAL LANYARDS (EXCLUSIVE)

- Your logo on the official Congress lanyards (keychains) that every participant receives with their badge at the Check-In
- Your logo presented in the welcome and break-time presentation in all rooms

€ 4,000

plus production costs



SPONSOR OF THE CONGRESS BAGS (EXCLUSIVE)

- Your logo on the front of the Congress bag
- Your logo presented in the welcome and break-time presentation in all rooms

€ 3,500

plus production costs



Any questions left?
We are at your disposal:

ATZlive: Elke van Lon

E-Mail: elke.vanlon@springer.com | Fax: +49 (0) 611 / 78 78 – 430

Valid for Germany: additional 19% VAT applies to all prices listed.

SPONSORSHIP



SPONSOR OF THE PENS AND NOTEPADS (EXCLUSIVE)

- Your logo exclusively on the pens and notepads in the Congress bag that every participant receives at the Check-In
- Your logo presented in the welcome and break-time presentation in all rooms

€ 3,000
plus production costs



A-Boards / Roll-Ups in the entry area

- A-Boards (format DIN A1) or Roll-Ups (format 0.8m x 2 m) in the entry area
- 2 A-Boards / Roll-Ups per company

€ 1,500
plus production costs



Your brochures on the tables or in the Congress bag

- Your company or product brochures will be laid out on all tables

or

- Your company or product brochures will be included in the official Congress bag that every participant receives at the Check-In

€ 1,500
plus production costs



**Any questions left?
We are at your disposal:**

ATZlive: Elke van Lon

E-Mail: elke.vanlon@springer.com | Fax: +49 (0) 611 / 78 78 – 430

Valid for Germany: additional 19% VAT applies to all prices listed.



☐ **Yes, we would like to take part in the 5th International Engine Congress (February 27-28, 2018) in Baden-Baden, Germany.**

Page 1/2

<input type="checkbox"/> Net stand area 6 sqm	€ 3,500	<input type="checkbox"/> Complete stand area 6 sqm	€ 4,400	<input type="checkbox"/> Special area car presentation	€ 2,250
<input type="checkbox"/> Net stand area 8 sqm	€ 4,100	<input type="checkbox"/> Complete stand area 8 sqm	€ 5,200	<input type="checkbox"/> 1/1 ad inside pages b/w	€ 650
<input type="checkbox"/> Net stand area 10 sqm	€ 4,700	<input type="checkbox"/> Complete stand area 10 sqm	€ 6,000		
<input type="checkbox"/> Net stand area 12 sqm	€ 5,300	<input type="checkbox"/> Complete stand area 12 sqm	€ 6,800		

☐ Fascia board lettering (company name) for complete stand only: (max. 20 characters)

► For an additional charge, the fascia can be designed individually, e.g. with company logo.

☐ Exhibitor passes for booth personnel: _____ piece(s) (€ 250 each) ► Congress participants do not require an additional exhibitor pass.



☐ **We are interested in a sponsorship of the 5th International Engine Congress (February 27-28, 2018) in Baden-Baden, Germany.**

<input type="checkbox"/> Sponsorship Gold	€ 10,500	<input type="checkbox"/> Sponsorship Silver	€ 8,000	<input type="checkbox"/> Sponsorship Bronze	€ 6,000
<input type="checkbox"/> Evening event	€ 6,900	<input type="checkbox"/> Coffee breaks	€ 4,500	<input type="checkbox"/> Lunch	€ 5,200
<input type="checkbox"/> Congress-APP	€ 2,500	<input type="checkbox"/> Lanyards	€ 4,000	<input type="checkbox"/> Congress bags	€ 3,500
<input type="checkbox"/> Pens & Notepads	€ 3,000	<input type="checkbox"/> A-Boards/Roll-Ups	€ 1,500	<input type="checkbox"/> Brochure table or bag	€ 1,500

☐ Please prepare an individual offer for us, taking into account the following preferences / additional services:

Thank you! You will get an offer within the next few days!

Please send back per E-mail to ATZlive:

ATZlive: Elke van Lon

E-mail: elke.vanlon@springer.com | Fax: +49 (0) 611 / 78 78 – 430





Company information:

Page 2/2

Title /first name / name
Company /Institute
Street, nr.
ZIP code, city
Country
Telephone
Fax
E-mail



Billing address (if different to above address):

Company
Street, nr.
ZIP code, city
Country

► With our registration, we agree to accept the general terms and conditions of Springer Fachmedien Wiesbaden GmbH.

Place/ date	Signature / company stamp
-------------	---------------------------

► Our general terms and conditions apply (please see appendix).

Any questions left? We are at your disposal:

ATZlive: Elke van Lon

E-mail: elke.vanlon@springer.com | Fax: +49 (0) 611 / 78 78 – 430

Springer Fachmedien Wiesbaden GmbH

Abraham-Lincoln-Straße 46

65189 Wiesbaden



General terms and conditions for exhibitors and sponsors of the International Engine Congress hosted by ATZlive and VDI Wissensforum GmbH (hereinafter referred to as "the organizer")

1. Contract

1.1. Contractual partner

The contractual partner (hereinafter referred to as "the organizer") is Springer Fachmedien Wiesbaden GmbH (ATZlive), which organizes the International Engine Congress in cooperation with VDI Wissensforum GmbH.

1.2. Admission

Companies and institutions whose exhibits contribute to the illustration or completion of the subject matter involved are admitted. The organizer decides on the admission of companies, institutions and exhibits. There is no legal entitlement to admission.

1.3. Conclusion of contract

Admission as an exhibitor is confirmed in writing. It is only valid for the exhibitor named. The contract between the exhibitor and the organizer is concluded when confirmation of admission is sent by post.

2. Withdrawal and non-participation

2.1. Right of the organizer to withdraw

The organizer is entitled to withdraw from the contract if admission was given on the basis of false assumptions or incorrect information or the basis for admission is later no longer the case.

2.2. Withdrawal and non-participation of sponsor

A sponsor is entitled to withdraw from the contract before the first services are performed by the organizer. If cancellation occurs at a later date, the participation fee must be paid in full. The same applies if the sponsor uses services from the sponsoring package, regardless of the reasons for this.

2.3. Withdrawal and non-participation of exhibitor

An exhibitor is not entitled to withdraw from the contract or reduce the stand area. If the exhibitor fails to occupy the stand area allotted to him and the organizer is not able to rent it to another exhibitor, the exhibitor shall pay 50 % of the participation fee. If the exhibitor announces his non-participation 30 or less working days before the date of the event, he shall pay the full participation fee nevertheless.

3. Subject matter of contract

3.1. Scope of contract

The services performed by the organizer and the services expected of the exhibitor in return are described in detail for the exhibitor / sponsoring package involved.

3.2. Exclusivity

The organizer is entitled to conclude further contracts with sponsors unless the exclusivity of a service included in the sponsoring package is explicitly confirmed by the organizer.

3.3. Handing services on to third parties

It is not permitted to hand on individual or all services in the sponsoring package performed by the organizer to third parties, either for a charge or free of charge.

4. Use of the stand areas

4.1. Allocation and change of stand area

If the area allocated is not available for a reason for which the organizer is not responsible and another equivalent area can be provided, the exhibitor is not entitled to a refund or a reduction of the participation fee.

4.2. Co-exhibitors and joint stands

It is not permitted to hand over an allotted stand or parts of it to third parties, either for a charge or free of charge.

4.3. Setup and design of stands

Setup and design of the accompanying specialist exhibition are subject to the binding specifications for stand placing, overall height of stands, setting up times etc. of which the organizer notifies the exhibitor/sponsor. These specifications are communicated approx. 4 to 6 weeks before the event and are part of the contract. The relevant legal provisions and administrative regulations are binding for the exhibitor.

4.4. Technical services

All technical installations must be coordinated with the organizer. It is not permitted for installations to be carried out by the exhibitor's own technicians. If the exhibitor/sponsor does not comply with this clause, he will be held responsible for any damage caused. Connections, machines and equipment which are not permitted or do not comply with the relevant provisions can be removed at the exhibitor's expense.

4.5. Setup and dismantling

The setting up and dismantling of the exhibits as well as the equipping and designing of the stand must be carried out by the exhibitor unless specified otherwise in the information on the accompanying specialist exhibition. If no other agreements are made in individual cases, the exhibits must be set up, dismantled and transported away before the date specified in the contract. In certain cases, the organizer is entitled to provide for the dismantling of the stand and the storage of the exhibits at the exhibitor's expense. The stand rented by the exhibitor must be returned in its original condition. Passenger car presentations are always made without stand construction or other advertising measures in the immediate surroundings of the vehicle. Exceptions are only permitted in coordination with the organizer and must be applied for in writing.

5. Insurance

Insurance against damage and theft of objects exhibited must be taken out by the exhibitor himself.



6. Visitors

During the event, visitors are only permitted to attend the accompanying specialist exhibition if they are wearing a name badge issued by the organizer. Name badges are issued for all participants, company spokesmen, stand personnel, sponsors and accredited press representatives following the necessary booking procedure. Exceptions are only permitted in coordination with the organizer and must be applied for in writing.

7. Conditions of payment

Invoicing is carried out after the event. Invoices shall be paid at the latest 14 days after receipt of the invoice. After this, the exhibitor/sponsor is considered to be in default of payment without a reminder on our part being required.

8. Cancellation or alteration of an event

8.1. Cancellation

If the organizer cannot hold the exhibition due to force majeure or for any other reasons, he shall inform the exhibitor/sponsor of this immediately. This removes the entitlement to payment of the stand rental fee, but the organizer can send an invoice for the expense entailed by work he was commissioned to carry out.

8.2. Postponement

If the organizer is in a position to hold the event at a later date, he shall inform the exhibitor/sponsor of this immediately. The exhibitor/sponsor is entitled to cancel his attendance on the altered date within one week after receiving this notification; in this case he is entitled to a refund of the stand rental fee.

9. Liability

The organizer is liable for damage, including damage caused by the cancellation or abbreviation of an event provided that the damage is deliberate or is based on gross negligence. If cardinal obligations are infringed (i.e. essential obligations whose infringement endangers the achievement of the purpose of the contract or whose fulfillment makes the correct performance of the contract possible in the first place and in the fulfillment of which the exhibitor/sponsor regularly puts his trust), the organizer is also liable for slight negligence; then, however, the liability is limited to the foreseeable damage typical for the contract. Moreover, the organizer is liable, even in the case of slight negligence, for loss of life, physical injury or damage to health or if he gave a guarantee. Liability in accordance with product liability law remains unaffected by this. If the liability is ruled out or restricted (see above), this also applies for the personal liability of employees, representatives and assistants.

10. Final provisions

10.1. Assertion of claims

Claims of the exhibitor/sponsor against the organizer must be made within 3 months and must be made before a court of law within a maximum of a further 3 months.

10.2. Written form

All additional agreements, individual permits and special arrangements require written confirmation on the part of the organizer. Withdrawal from the contract must be declared in writing. Waiver of the requirement of the written form is only possible via an express written declaration.

10.3. Place of performance, legal venue, applicable law

If the exhibitor/sponsor is a merchant, the legal venue for all mutual obligations is Wiesbaden. The laws of the Federal Republic of Germany apply.