

AVL 



10th AVL INTERNATIONAL
COMMERCIAL POWERTRAIN CONFERENCE

SPONSORING & EXHIBITION

May 22nd – 23rd, 2019, Stadthalle Graz, Austria



CONFERENCE FACTS

- The AVL International Commercial Powertrain Conference (short: ICPC) addresses topics relevant to three different applications of heavy duty engines: Commercial Vehicles, Agricultural Machinery and Industrial Equipment.
- The congress points out the differences and distinctive characteristics of these market sections and stresses possible synergy effects.
- ICPC is a well accepted platform of information exchange in panel discussions and in many informal occasions. With this effect it is of great benefit to all participants.
- The conference is organized by AVL List in cooperation with SAE International.
- **Target Group:** 15,000 persons of the international industry of engine and vehicle producers of commercial vehicles, agricultural tractors and industrial machinery as well as their supplier industry
- **Target Markets:** Europe, US, South America, Japan, Korea, India, China
- **Target Persons:** Upper and middle management level, technical chief engineers
- **Expected Participants:** 300 persons
- **Conference Language:** English
- **Location:** Stadthalle in Graz, Austria

YOUR BENEFITS

- **Mail contact to 15,000 persons** in the commercial powertrain related industry
- **Business contacts to about 300 people** that will attend the conference
- **Image and brand transfer** of your company to a specified target group at the conference
- **Presentation of your products and services** to a dedicated target group
- **Address and gain new potentials**



PROMOTION OFFERINGS

Digital Promotion – Your company logo

- and link on the AVL homepage (sponsors area) € 2,100
- in the footer of the conference e-newsletter € 2,500
- on the admission ticket € 1,500
- and link in the AVL Events App € 2,300

General Promotion

- Supplements in the conference bags (inlay of your brochures, company information or gifts) € 2,900
- Chair drop “Give-away” distribution € 1,700 (lay-out of your brochures, company information or gifts on the chairs in the conference hall on day 1)
- Event Wi-Fi € 700 (Logo on supplement to the conference bags, announcements in the Events App)
- Conference bags (provided by sponsor) € 3,500
- Your company logo or ad on charging stations € 700 (your logo on a sticker)
- Touchscreen Kiosk (infoterminal for your product information) € 2,100
- Conference notepads & pens (provided by sponsor) € 1,500

Sponsoring of a coffee bar or juice bar

€ 1,500
Branding of the bar with your company logo, banner with company logo, company logo on event website and app, link to company website

Coffee Breaks & Lunch Sponsoring

€ 1,500
Announcement on stage, recognition on buffet signage, company logo and link on event website and app

Refreshments

€ 1,200
Bottled water a/o fresh fruits like apples will be provided with your company name

Session Sponsoring (1/2 day)

€ 1,000
Special announcement by the chairman, continuous brand awareness by logo projection on the back screen during the session

All Session Sponsoring

€ 3,600
Special announcement by the chairman, continuous brand awareness by logo projection on the back screen during all sessions

Welcome Reception Sponsoring on 21st May 2019

€ 3,500
Presentation of your company logo on the menu and bar cards; Presentation of decoration materials, e.g. flags of your company at the cocktail bar; Welcome greeting by a representative of your company at the event; Company logo on event website and app, link to company website

EXHIBITION OFFERINGS

Exhibition booth for your product presentations

270 €/m²
In the refreshment area, size of standard booth: 3x3 m (larger sizes available), rate includes booth rental, walls & power supply, company logo will be displayed on event website & app, link to company website)

Product placement

600 €/m²
Pole position in front of the Stadthalle for displaying any larger products

Standing Banners or Roll-ups

€ 2,200
Promoting your company/products on self-standing banners/roll-ups, prominently placed at the entrance to the conference hall (2 pcs. - material provided by exhibitor)





SPECIAL SPONSOR PACKAGE: SPECIAL SPRING PACKAGE

€ 4,900

EXCLUSIVE Presentation of your company on a standing banner in the exhibition area, logo of your company, your company profile

- Exhibition booth for your product presentations (3x3m)
- Standing banners or roll-ups at the entrance to the conference hall
- Session Sponsoring ½ day



SPECIAL SPONSOR PACKAGE: SILVER PACK

€ 9,000

EXCLUSIVE Presentation of your company on a standing banner in the exhibition area, logo of your company, your company profile

- Exhibition booth for your product presentations (3x3m)
- Presentation of your company logo on a standing banner in the plenum
- Naming your company as sponsor with your logo in: conference sites within the AVL homepage and AVL Events App linking to your company
- Your company brochure will be laid out on a separate table within the exhibition area
- 1 ticket for free



SPECIAL SPONSOR PACKAGE: GOLD PACK

€ 16,000

EXCLUSIVE Sponsoring of writing pads and pens for both conference days
Both will be placed in the conference cases, which will be given to all participants at the beginning of the conference (material to be provided by your company)

- Exhibition booth for your product presentations (3x3m)
- Presentation of your company logo on a standing banner in the conference hall
- Company logo on PowerPoint slides shown during breaks
- Naming your company as sponsor with your logo in: E-Newsletter, conference sites within the AVL homepage and AVL Events App linking to your company
- Your company brochure will be placed on a separate table within the exhibition area
- 2 tickets for free

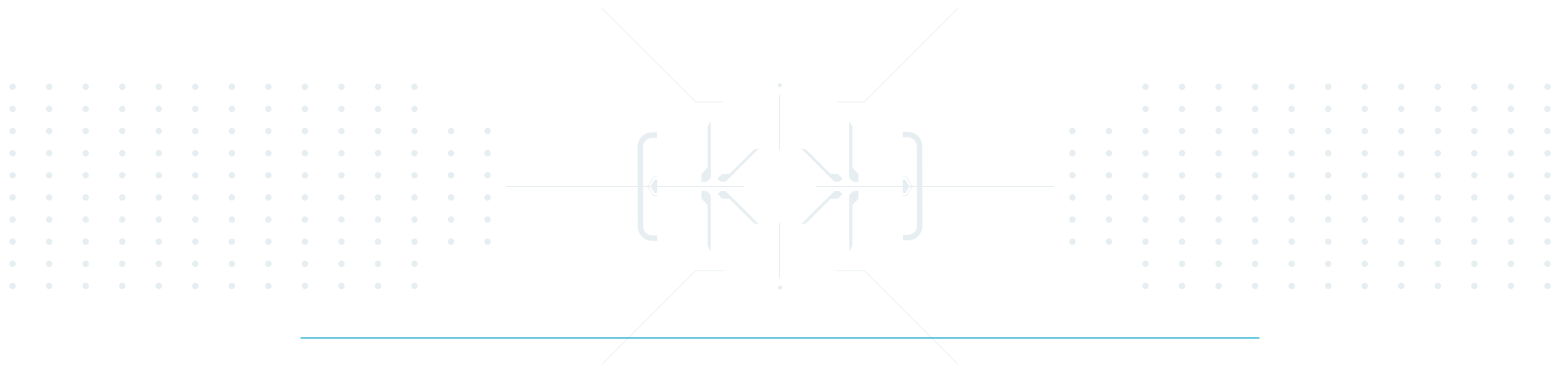


SPECIAL SPONSOR PACKAGE: PLATINUM PACK

€ 24,000

EXCLUSIVE Sponsoring of the Social Evening on May 22nd 2019
(Quotation as Platinum Sponsor; Presentation of your company logo on the menu and bar cards; Presentation of decoration materials, e.g. flags of your company at the cocktail bar; Welcome greeting by a representative of your company at the event)

- Exhibition booth for your product presentations (3x3m)
- Presentation of your company logo on a screen in the conference hall during presentations
- Presentation of your company logo in the conference hall on a standing banner
- Naming your company as sponsor with your company logo in e-newsletter, conference sites within the AVL homepage and AVL Events App with a link to your company
- Your company brochure will be included in the conference cases which will be distributed to all participants at the conference
- 3 tickets for free



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