

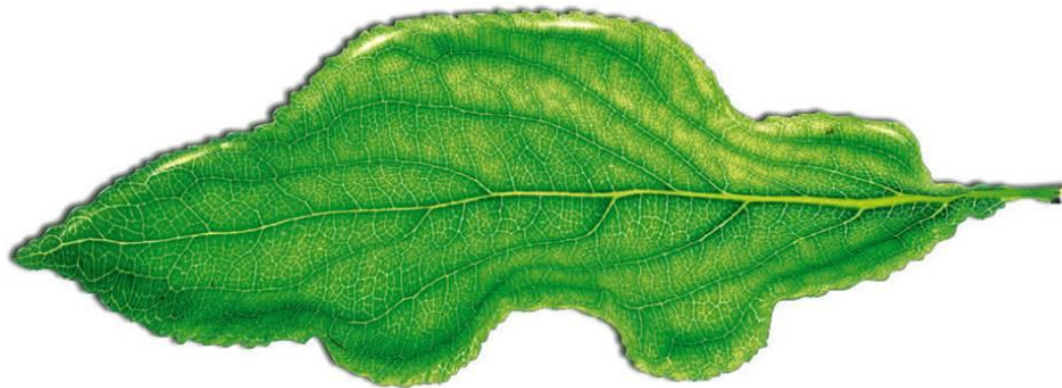
26th International AVL Conference “Engine & Environment”
11th – 12th September 2014, Graz, Austria



Sponsoring & Exhibition Opportunities

ENGINE 2020:

SPARK VERSUS COMPRESSION IGNITION IN A NEW ENVIRONMENT



ENGINE & ENVIRONMENT

KEY FEATURES OF THE AVL ENGINE & ENVIRONMENT CONFERENCE



Organized annually by AVL for the past 25 years, well established in the passenger car industry



Around 400 participants from companies in the international manufacturing and supply industries. Great networking event



Neutral discussion forum for the exchange of views and information related to market challenges



Target group: Upper and middle management, chief engineers, project leaders



Conference languages: German and English (simultaneous translation)



Venue: Helmut-List-Halle, Graz, Austria

TOPIS OF THE PAST 15 YEARS

Year	Conference Topic
2013	The Connected Powertrain
2012	95 – 70 – 50 g CO ₂ – Evolution or Revolution
2011	Mastering Powertrain Diversity
2010	The ICE in the context of powertrain electrification
2009	ICE and e-Drive – Partners or Competitors?
2008	120g CO ₂ /km – What about Driving Fun & Costs?
2007	Hybrid – Mild or Full Hybrid?
2006	Gasoline vs Diesel
2005	High Tech – Low Cost
2004	Hybrid vs Classic Powertrain
2003	Application/Calibration
2002	Man as a Measure of the Vehicle: Fun-to-Drive
2001	Combustion Engine vs Fuel Cell
2000	Powertrain: Soul of the Vehicle or Sub-System?
1999	Zero or Near Zero Emissions

WHAT ARE YOUR BENEFITS WHEN PROMOTING AT ENGINE & ENVIRONMENT?



Mail contact to 18,000 persons in the passenger car related industry



Business contacts to about 400 people who will attend the conference



Image and brand transfer of your company to the target group at the conference



Presentation of your products and services to a dedicated target group



Address and gain new potential contacts

PROMOTIONAL POSSIBILITIES

Advertisements

- Programme booklet
- AVL FOCUS, customer magazine
- Proceedings
- Your company brochure in the conference case
- Standing banner at the entry to the conference hall

Web-Sponsoring

- Your company logo and profile, banners, links and advertisements on the AVL homepage in our special conference area (www.avl.com/conferences)

Accompanying Exhibition

- Exhibition booth for your product presentations

Promotion

- Product placement in front of the Helmut-List-Halle
- Your flag or banner for brand-specific decoration.
- Laying out your brochures, company information or give-aways

Sponsoring

- Exclusive Sponsor Packages for high visibility and great impact (see pages 9 -11)

ADVERTISEMENT RATES

Your logo in the conference programme & reminder booklet € 3,050.-

Your logo in the proceedings booklet & CD € 2,100.-

Your company brochure in the conference case € 2,750.-

Discount package: logo in programme, reminder, proceedings and inlay in conference case € **6,900.-**

1/1 4-colour page advertisement in AVL FOCUS magazine € 4,250.-

1/1 4-colour page advertisement in programme and reminder booklet € 4,090.-

1/1 4-colour page advertisement in proceedings booklet and on the CD € 3,200.-

Discount package: advertisements in programme, reminder, AVL FOCUS and proceedings € **9,300.-**

EXHIBITION RATES

Exhibition Booth

Accompanying exhibition in the refreshment area

Size of standard booth: 3x3 m

Larger sizes available

Rate includes booth rental and walls

€ 280.-/m²

Product Placement

Pole position in front of the Helmut-List-Halle for displaying
any larger products

€ 580.-/m²

Standing Banners or Roll-ups

Promoting your company/products on self-standing banners/roll-ups
prominently placed at the entrance to the conference hall

2 pcs. (material provided by you)

€ 2,150.-

PROMOTION RATES

Promotion “Web“

Your company logo, portrait, banner and link for half a year on the official “Engine & Environment“ Site on the AVL Homepage

€ 2,750.-

Promotion “Give-aways“

Laying out your customer goodies a/o company information on the chairs in the conference hall on day 1

€ 1,700.-

Session Sponsoring

Special announcement by the chairman
Continuous brand awareness by logo projection on the back screen during the session
Rate for 1 Session (half day)

€ 990.-

Discount rate for all sessions (2 days)

€ 3,150.-

SPECIAL SPONSOR PACKAGES: **PLATINUM PACK**

EXCLUSIVE Sponsoring of the evening event on September 13th, 2012

Presentation of your company logo on the menu and bar cards

Presentation of decoration materials (flags) of your company at the cocktail bar

Welcome greeting by a representative of your company at the event

EXCLUSIVE 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
 - Conference programme and reminder brochure
 - Conference sites within the AVL homepage with a link to your company
- 1 page 4-colour advertisement (1/1 4c) on the back cover of the conference proceedings (U4)
- Your company brochure will be included in the conference cases which will be distributed to all participants at the conference
- List of participants with name and company after the conference
- 3 tickets for free

Cost of the **PLATINUM PACK:** € 22.500,-

SPECIAL SPONSOR PACKAGES: **GOLD PACK**

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)

- Presentation of your company logo on a standing banner in the conference hall
- Naming your company as sponsor with your logo in:
 - Reminder brochure and conference programme
 - Conference sites within the AVL homepage linking to your company
 - On the inner cover page (U2) of the conference-proceedings
- Your company brochure will be placed on a separate table within the exhibition area
- List of participants with name and company after the conference
- 2 tickets for free

Costs of the **GOLD PACK**:

€ 15.400,-

SPECIAL SPONSOR PACKAGES: SILVER PACK

EXCLUSIVE Presentation of your Company on a standing banner in the exhibition area

- Logo of your company
- your company profile

- Presentation of your company logo on a standing banner in the plenum
- Naming your company as sponsor with your logo in:
 - Conference Programme
 - Conference sites within the AVL homepage linking to your company
 - On the inner cover page (U2) of the conference-proceedings
- Your company brochure will be laid out on a separate table within the exhibition area
- List of participants with name and company after the conference
- 1 ticket for free

Costs of the SILVER PACK: € 8.900,-

CONTACTS



AVL Marketing & Communications

Beatrice Jörer

Phone: +43-316-787-1195

Mobile: +43-664-12 32 381

Email: beatrice.joerer@avl.com



Sandra Tieber

Mobile: +43-664-8274227

Email: sandra.tieber@avl.com

<https://www.avl.com/engine-environment-2014>