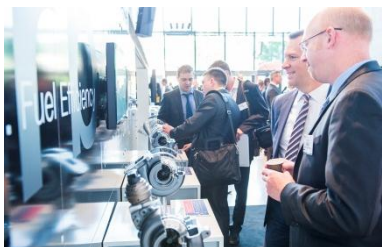




SPONSORING & EXHIBITION

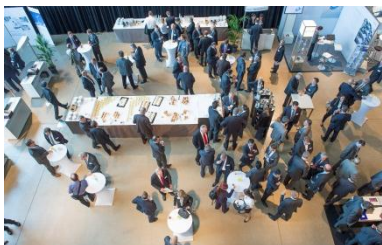
8th AVL International Commercial Powertrain Conference

AVL List GmbH



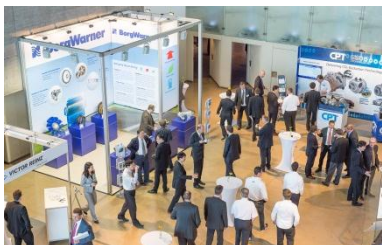
CONFERENCE FACTS

- 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.



CONFERENCE FACTS

- **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:** Helmut-List-Halle in Graz, Styria



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

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

PROMOTIONAL POSSIBILITIES

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 11-13)

ADVERTISEMENT RATES

Your logo in the conference programme & reminder booklet	€ 3,050.-
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Your logo in the proceedings	€ 2,100.-
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Your company brochure in the conference case	€ 2,800.-
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Discount package:	€ 7,300.-
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Logo in programme, reminder, proceedings and inlay in conference case

ADVERTISEMENT RATES

1/1 4-colour page advertisement in AVL FOCUS magazine	€ 4,250.-
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1/1 4-colour page advertisement in programme and reminder booklet	€ 4,050.-
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1/1 4-colour page advertisement in proceedings booklet	€ 3,200.-
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Discount package:	€ 9,700.-
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Advertisements in programme, reminder, AVL FOCUS and proceedings

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

€ 260.-/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 "ICPC" 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 € 1,680.-

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) € 950.-

Discount rate for all sessions (2 days) € 3,400.-

SPECIAL SPONSOR PACKAGES: PLATINUM PACK

€ 22.500,-

EXCLUSIVE Sponsoring of the evening event on May 20th, 2015

(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.)

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 the 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

SPECIAL SPONSOR PACKAGES: **GOLD PACK**

€ 15.100,-

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

SPECIAL SPONSOR PACKAGES: SILVER PACK

€ 8.900,-

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

ICPC 2015

CONTACTS

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