



Automobiles and Sustainable Mobility



FISITA

2010

World Automotive Congress

30 May – 4 June, Budapest, Hungary

Exhibition & Sponsorship Opportunities



www.fisita2010.com

Welcome

Dear exhibitor,

The Scientific Society for Mechanical Engineering (GTE) is proud to host the 33rd FISITA World Automotive Congress and parallel Exhibition in Budapest, from 30 May to 4 June 2010. The aim of FISITA 2010 is to bring together experts, decision makers and businesses, working in the automotive industry, to discuss the latest issues, current requirements and future technological challenges we face in the quest for sustainable mobility. The Congress itself is designed to address the most important new developments in specific areas of vehicle technology. The exhibition will be held in parallel to the FISITA 2010 World Automotive Congress in Budapest at the Eötvös University Congress Center (EUCC), where the conference takes place. It will offer exhibitors the opportunity to display their innovations, solutions, products and services to thousands of decision makers and engineers from around the automotive world.

Over more than half a century, the biennial FISITA Congress has grown to become one of the most important international meetings of automotive engineers. At FISITA 2008, 95 top international companies exhibited their products, services and technical capabilities to delegates from all over the world.

Why exhibit at FISITA 2010?

FOCUS ON TECHNOLOGY

With 500 world-class technical presentations, the FISITA Congress is all about automotive technology. Delegates are not casual visitors. They are the highly knowledgeable specialists you need to build and sustain customer relations with.

REACH THE TECHNICAL DECISION-MAKERS

FISITA delegates are mainly senior engineering managers who are directly responsible for specifying components, systems, equipment, engineering, test and measurement services. In short, they are your present and future customers. Meet them face-to-face at the FISITA Congress.

GO GLOBAL

FISITA congresses typically attract delegates from 40+ countries. There is no more cost-effective way to connect with the world's automotive leaders in one place.

ACCESS NEW MARKETS

FISITA 2010 is a showcase for companies in the growth automotive markets in the heart of Europe, where east meets west.

STAY FLEXIBLE

FISITA 2010 can offer you everything from floor space for your own stand, through to a fully equipped solution. With numerous sponsorship and advertising packages also available, we provide a dynamic environment for all your sales and marketing activities.

If you are interested in exhibiting at the FISITA 2010 World Automotive Congress we can offer you floor space for your own stand or a fully equipped solution. Diamond Congress Ltd, our partner for the congress and exhibition organisation, offers numerous alternatives for you to promote your business and can work closely with you to create a package tailored to your company's needs.

We are looking forward to meeting you in Budapest in 2010.



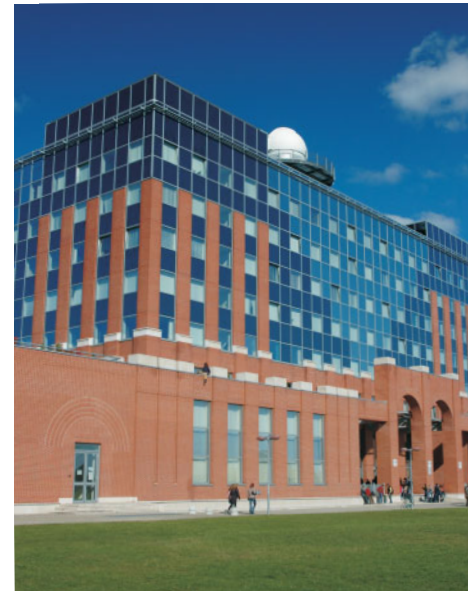
Christoph Huss
FISITA President 2008-2010



Andor Paizer
FISITA 2010 Congress Chairman

Eötvös University Congress Centre

The venue, University Congress Center offers state-of-the-art technology and a full range of conference facilities. The Congress site is situated in a peaceful park on the Danube embankment, and benefits from the pleasant atmosphere on the Buda side of the river. Special meeting facilities are also available as well as the perfect space to showcase your products and services.



Topics

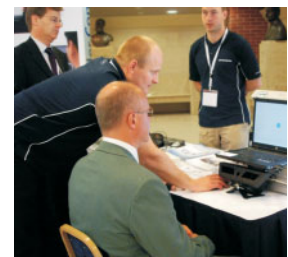
FISITA 2010 invites companies to show their expertise in all areas associated with the Congress topics. Not only vehicle manufacturers but also suppliers and experts developing subsystems and parts, test devices, development tools and methods, quality assurance and logistic systems are invited to display their know-how and products in the following areas:

- environmentally friendly vehicles, subsystems and parts for these including alternative and future propulsion solutions
- vehicle concepts and components, parts, materials and technologies
- test devices, simulation and calculation tools
- services offered by development firms, homologation and test companies
- active and passive safety related concepts and parts, accident analysis and reconstruction techniques
- concepts and solutions for intelligent vehicle control and road traffic systems including electronics
- buses, trucks, special and off-road vehicles (outdoor exhibition area); their component units and parts
- methods and tools supporting efficient production and operation, quality and reliability of vehicles,
- all subsystems, units and parts offered by the supplier industry to the automobile manufacturers.

Exhibition Information

Exhibition stands will be located in the specially constructed exhibition area next to the congress venue. In order to ensure maximum interaction with conference delegates, the organisers plan to **lead the main path** (traffic zone) through the exhibition area. It is also intended that **coffee breaks, and a beverage zone** will be located in the exhibition area. **Lunch** will be served next to the exhibition. In mid session intervals, during the lunch break, various daily **podium performances will attract visitors** to the exhibition hall which will offer a very flexible stand concept either for your own stand (space only) or you can reserve a fully equipped solution (stands available from 6–18 m²). A **free WiFi zone will be located within the exhibition** hall and **seats for socializing** will be located in the Internet Café Corner.

The organisers plan to offer **outdoor exhibition possibilities** for companies wishing to exhibit cars, buses, commercial vehicles near the exhibition and catering marquee. For the pricing policy for the outdoor exhibition please see Package 1.



Package 1

Size and fees for space only – Package 1

(width x depth)

6 m ² (3 x 2 m)	2800 EUR
9 m ² (3 x 3 m)	3200 EUR
12 m ² (4 x 3 m)	3600 EUR
18 m ² (6 x 3 m)	4500 EUR
beyond 18 m ²	200 EUR/additional m ²

Outdoor exhibition

Car	3200 EUR
Bus, commercial vehicle	4500 EUR

The exhibition fee for Package 1 includes:

- net stand area,
- exhibition manual,
- editorial entry in the exhibition catalogue,
- entry at the FISITA 2010 webpage exhibition area (www.fisita2010.com),
- coffee breaks for the exhibitors,
- venue security during the opening hours and night shift,
- cleaning of stand surface area,
- 1 free exhibitor pass per 6 or 9 m² stand, or 2 free exhibitor passes for stands bigger than 9 m².

For **outdoor exhibition prices**, please consider **Package 1** as guidance. Interested parties should contact the organisers beforehand by e-mail fisita2010@diamond-congress.hu.

Package 2

Size and fees for full service booth – Package 2

(width x depth)

6 m ² (3 x 2 m)	3200 EUR
9 m ² (3 x 3 m)	3600 EUR
12 m ² (4 x 3 m)	4200 EUR
18 m ² (6 x 3 m)	5800 EUR
beyond 18 m ²	250 EUR/additional m ²

The exhibition fee for Package 2 includes:

- all services described in Package 1,
- delivery, set up and dismantling of the booth
- full service stand erected from Octanorm System (250 cm height, with white panels for side and back walls, information desk, interview table, shelf for display, waste paper bin, grey carpeting),
- company name on fascia (200 x 30 cm),
- lighting system with 1 spot light per 3 m²,
- 3 sockets for electricity (230 V, 50 Hz, European standard) including energy usage of max 3 kW.

The basic booth sizes are 6–9–12–18 m². Special requests and high energy consumption should be agreed in advance with the organisers. Extra fittings, furniture list, further options and other details regarding the official times and customs issue will be included in the Exhibition Manual, to be sent to all registered exhibitors.

All exhibitors (regardless of package selection) are kindly requested to register using the attached form. Further exhibitor badges can be purchased for 200 EUR/badge + VAT. **These badges entitle exhibitors to attend the Opening Ceremony, Welcome Reception, Congress Concert, a copy of the Final Programme and Exhibition Catalogue, and admission to the Exhibition area where the organisers will provide free broadband WiFi zone for FISITA delegates and exhibitors. The badges do not include the participation in the congress or meals.**

Information on Sponsorship and Advertising

The FISITA 2010 World Automotive Congress provides a range of opportunities for sponsorship. We invite you to take advantage of this event to promote your company among automotive engineers and related specialists from around the world. We are offering a wide range of sponsorship packages as well as supplementary options to achieve the biggest exposure for your company. There are also multiple opportunities for advertising at the FISITA 2010 World Automotive Congress: The Preliminary or Final Programme, the 2nd announcement, the Book of Abstracts and the proceedings CD ROM, containing all manuscripts or the Exhibition Catalogue. We are convinced that this event presents an excellent opportunity to exhibit your engineering technology to a large number of counterparts and it is also possible to become a sponsor of the event as well. FISITA 2010 offers many opportunities for advertising to support your presence at the congress. For advertising (except Preliminary Programme), exhibiting and sponsorship opportunities, please contact:

Diamond Congress Ltd.

H-1255 Budapest, P.O.B 48

Phone: +36 1 2250210

Fax: +36 1 2012680

e-mail: fisita2010@diamond-congress.hu

Sponsorship Packages

By sponsoring the FISITA World Automotive Congress, you position your company as world leader in advanced automotive technology.

You also demonstrate your commitment to being part of a global effort by the world's engineers, to find solutions for efficient, affordable, safe and sustainable mobility.

Please find here the various grades of sponsorship packages and details of options available to maximise your presence and promote your company at FISITA 2010. *The sponsoring packages are priced in EUR and all prices are exclusive of VAT (20% in 2008).*

Platinum Package

Co-Sponsorship (limited to 4 sponsors)

Benefits:

- Priority selection of a 32 m² of exhibition booth with basic octanorm installation
- 6 complimentary full congress registrations
- 4 complimentary exhibitor staff registrations
- 4 admission tickets to the Congress dinner at the Honorary Committee tables
- Display of company logo in the main session hall
- Acknowledgement in all congress and exhibition publications
- Flyer insert in the congress bag
- Full page colour advertisement in the 2nd announcement
- Full page colour advertisement in the Final Programme
- Full page colour advertisement on the Congress proceedings CD-ROM
- Placement of company logo on the Welcome reception invitation card
- Placement of company logo on the congress bag
- Placement of company logo or banner with link in a frequent place on the congress website
- Placement of company logo on each congress banner and information board
- Brief description of your company profile with logo in the Final Programme booklet
- Brief description of your company profile with logo in the Exhibition Catalogue
- Verbal acknowledgement at the opening of the congress and the exhibition

Costs: 40.000 EUR plus VAT



Gold Package

Co-Sponsorship (limited to 8 sponsors)

Benefits:

- Priority selection of a 18 m² of exhibition booth with basic octanorm installation
- 4 complimentary full congress registrations
- 2 complimentary exhibitor staff registrations
- 2 admission tickets to the Congress dinner
- Display of company logo in the main session hall
- Acknowledgement in all congress and exhibition publications
- Flyer insert in the congress bag
- Full page colour advertisement in the 2nd announcement
- Full page colour advertisement in the Final Programme
- Full page colour advertisement on the Congress proceedings CD-ROM
- Placement of company logo on the Congress concert invitation card
- Placement of company logo on the congress website
- Placement of company logo on each congress banner and information board
- Brief description of your company profile with logo in the Final Programme booklet
- Brief description of your company profile with logo in the Exhibition Catalogue
- Verbal acknowledgement at the opening of the congress and the exhibition

Costs: 25.000 EUR plus VAT

Silver Package

Co-Sponsorship (not limited)

Benefits:

- 12 m² of exhibition booth with basic octanorm installation
- 2 complimentary full congress registrations
- 1 complimentary exhibitor staff registrations
- Display of company logo in the main session hall
- Acknowledgement in all congress and exhibition publications
- Flyer insert in the congress bag
- Full page colour advertisement in the Final Programme
- Full page colour advertisement on the Congress proceedings CD-ROM
- Placement of company logo on the congress website
- Brief description of your company profile with logo in the Final Programme booklet
- Brief description of your company profile with logo in the Exhibition Catalogue
- Verbal acknowledgement at the opening of the congress and the exhibition

Costs: 15.000 EUR plus VAT



Opportunities and Additional Benefits

Our graded prime sponsors are offered the following sponsorship opportunities extending the packages above, in order to maximize their company exposure.

EXCLUSIVE SPONSORSHIP OF THE CONGRESS DINNER

(limited to one sponsor only)

- Your company logo on the invitation card of the Congress dinner
- Your company logo on the menu
- Your company flags on the tables (sponsor should provide)
- Verbal recognition in the Gala Dinner programme

Cost: 15.000 EUR plus VAT

SPONSORSHIP OF DAILY LUNCH

(limited to one sponsor/day)

- Your company flags on the tables (sponsor should provide)
- Your company logo on the signage or banner located in the lunch area

(It is intended that all registered participants will have free lunch during the Congress)

Cost: 10.000 EUR plus VAT/day

EXCLUSIVE SPONSORSHIP OF THE INTERNET LOUNGE

(limited to one sponsor only)

- Your company logo on the screen (desktop and screen saver)
- Your company logo on the signage or banner located in the terminal area

(Please note that there are more than 100 PCs serving FISITA delegates for one week!)

Cost: 8.000 EUR plus VAT

EXCLUSIVE SPONSORSHIP OF DELEGATE BADGES

(limited to one sponsor only)

- Your company logo (monochrome) on the pass holder (neck cords)

Cost: 8.000 EUR plus VAT

EXCLUSIVE SPONSORSHIP OF DELEGATE NOTEPADS AND PENS

(limited to one sponsor only)

- Your company name or logo (monochrome) printed or silk screened on the notepads and the pens

(Please note that the sponsor should send the notepads and the pens to the Congress Secretariat.)

Cost: 8.000 EUR plus VAT

SPONSORSHIP OF DAILY COFFEE BREAK

(limited to one sponsor/break)

- Your company logo on the signage or banner located in the break area
- A short verbal and audiovisual introduction of your company on the day
- A maximum of 15 minutes marketing presentation (slideshow, video CD, DVD movie) on LCD display at the coffee break area

(It is intended that all registered participants will have free coffee break beverages during the Congress)

Cost: 5.000 EUR plus VAT/break

Advertising Opportunities

There are multiple opportunities for advertising at the FISITA 2010 World Automotive Congress. Please note that cover pages of the 2nd announcement and Final Programme booklets are reserved for our Platinum Sponsors. *All prices are exclusive of VAT (20 % in 2008).*



The Final Programme

DIN A4 format, 3000 copies and pdf version at www.fisita2010.com

Deadline for advertising: **31 March 2010**
Inner full page (full colour) **1500 EUR + VAT**
Inner full page (B&W) **1000 EUR + VAT**
Inner half page (full colour) **750 EUR + VAT**



Exhibition Catalogue

DIN A4 format, about 2000 copies

Deadline for advertising: **31 March 2010**
Cover full page (full colour) **1500 EUR + VAT**
Inner full page (full colour) **1000 EUR + VAT**
Inner full page (B&W) **750 EUR + VAT**



For advertising in the Preliminary Programme please contact FISITA Headquarters

FISITA (UK) Ltd., 30 Percy St. London W1T 2DB
tel. +44 (0) 20 7299 6636; fax. +44 (0)20 7299 6633
email h.lycett@fisita.com

2nd Announcement

DIN A5 format, at least 4000 copies, plus electronic dissemination

Deadline for advertising: **30 October 2009**
Inner full page (full colour) **1500 EUR + VAT**
Inner full page (B&W) **1000 EUR + VAT**



Book of Abstracts and Proceedings CD-ROM

DIN B5 format, about 2000 copies

Deadline for advertising: **31 March 2010**
Inner full page (full colour) **1000 EUR + VAT**
Inner full page (B&W) **750 EUR + VAT**



Flyer insert into Delegates Pack

Maximum size: DIN A4 format, about 1500 copies, TBD

Deadline for advertising: **30 April 2010**
Brochures not exceeding 12 pages: **1000 EUR + VAT/insert**
(company should provide the inserts)



Application and General Payment Conditions

All sponsors, exhibitors, advertisers wishing to apply for any of the services listed in this brochure are required to register by submitting the enclosed registration form to Diamond Congress Ltd with an authorized signature. Applications are handled at first-come first-served basis, but **priorities are given to main sponsors, in terms of advertisements, exhibition space, and selection of sponsorship opportunities.** Space will not be reserved by the organisers without a written application. Exhibition space cannot be occupied unless the full amount is paid before the dates shown below. The organisers of the exhibition retain the right to rearrange the stands in case the overall concept or organisational matters force them to do so. A detailed Exhibition Manual will be sent out to all exhibitors about 6 months before the congress. Advertisements will not be printed if the full amount of the advert is not paid before the deadline indicated. Signing and submitting the application form is a binding agreement, provided exhibition space is available, and considered to be a written commitment that all conditions stated therein are understood and accepted by the applicant.

All prices stated therein exclude VAT which is 20% in 2008 at the time of printing. Payment should be arranged upon receipt of our pro forma invoice, according to the following terms. Applicants should be aware that the organisers cannot be held responsible for changes of VAT rate.

50% non-refundable advance payment for exhibition and sponsorship fees	31 October 2009
50% final instalment of exhibition and sponsorship fees	15 March 2010
100% payment of advertisements of the 2 nd Announcement	30 October 2008
100% payment of advertisements of the Final Programme, Exhibition Catalogue, Book of Abstracts and Proceedings CD-ROM	31 March 2009

Cancellation Policy

Cancellation and changes to your orders must be made in writing to the Congress Secretariat. Refundable amounts and penalties depend on the date of cancellation and are as follows:

Before 31 October 2009:	80% refunded, 20% retained
Before 31 January 2010:	50% refunded, 50% retained
After 1 February 2010:	no refund.



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<http://www.fisita2010.com>

Exhibition & Sponsor Order Form

(Please return this form preferably before 30 September 2009)

Name of company:

Postal address:

Invoice address (if different from above):

Name of the contact person:

Phone: Fax: E-mail:

Please tick the appropriate boxes

1. GENERAL SPONSORSHIP CATEGORIES

Platinum Package

(Co-sponsorship, limited to 4 companies)

40000 EUR + VAT

Gold Package

(Co-sponsorship, limited to 8 companies)

25000 EUR + VAT

Silver Package

(Co-sponsorship, not limited)

15000 EUR + VAT

2. SUPPLEMENTARY PACKAGES

Exclusive Sponsorship of the Congress Dinner

(limited to one sponsor only)

15000 EUR + VAT

Sponsorship of Daily Lunch

(limited to one sponsor/day)

10000 EUR + VAT/day

Sponsorship of Daily Coffee Break

(limited to one sponsor/break)

5000 EUR + VAT/break

Exclusive Sponsorship of the Internet Lounge

(limited to one sponsor only)

8000 EUR + VAT

Exclusive Sponsorship of Delegate badges

(limited to one sponsor only)

8000 EUR + VAT

Exclusive Sponsorship of Delegate notepads and pen

(limited to one sponsor only)

8000 EUR + VAT



3. EXHIBITION

Size for space only – Package 1

(width x depth)	
6 m ² (3 x 2 m)	2800 EUR + VAT <input type="checkbox"/>
9 m ² (3 x 3 m)	3200 EUR + VAT <input type="checkbox"/>
12 m ² (4 x 3 m)	3600 EUR + VAT <input type="checkbox"/>
18 m ² (6 x 3 m)	4500 EUR + VAT <input type="checkbox"/>
beyond 18 m ²	200 EUR + VAT/ additional m ²m ²

Outdoor exhibition

Car:	3200 EUR + VAT <input type="checkbox"/>
Bus, commercial vehicle:	4500 EUR + VAT <input type="checkbox"/>

Size for full service booth – Package 2

(width x depth)	
6 m ² (3 x 2 m)	3200 EUR + VAT <input type="checkbox"/>
9 m ² (3 x 3 m)	3600 EUR + VAT <input type="checkbox"/>
12 m ² (4 x 3 m)	4200 EUR + VAT <input type="checkbox"/>
18 m ² (6 x 3 m)	5800 EUR + VAT <input type="checkbox"/>
beyond 18m ²	250 EUR + VAT/ additional m ²m ²

4. ADVERTISEMENTS

2nd Announcement

Inner full page (full colour)	1500 EUR + VAT <input type="checkbox"/>
Inner full page (B&W)	1000 EUR + VAT <input type="checkbox"/>

The Final Programme

Inner full page (full colour)	1500 EUR + VAT <input type="checkbox"/>
Inner full page (B&W)	1000 EUR + VAT <input type="checkbox"/>
Inner half page (full colour)	750 EUR + VAT <input type="checkbox"/>

Exhibition Catalogue

Cover full page (full colour)	1500 EUR + VAT <input type="checkbox"/>
Inner full page (full colour)	1000 EUR + VAT <input type="checkbox"/>
Inner full page (B&W)	750 EUR + VAT <input type="checkbox"/>

Book of Abstracts and Proceedings CD-ROM

Inner full page (full colour)	1000 EUR + VAT <input type="checkbox"/>
Inner full page (B&W)	750 EUR + VAT <input type="checkbox"/>

Flyer insert

into Delegates Pack	1000 EUR + VAT <input type="checkbox"/>
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5. PRICES AND PAYMENT CONDITIONS

All prices stated exclude VAT which is 20% in 2008 at the time of printing. Payment should be arranged upon receipt of our pro forma invoice, according to the following terms. Applicants should be aware that the organisers cannot be held responsible for changes in VAT rate.

50% non-refundable advance payment for exhibition and sponsorship fees	31 October 2009
50% final instalment of exhibition and sponsorship fees	15 March 2010
100% payment of advertisements of the 2 nd Announcement	30 October 2008
100% payment of advertisements of the Final Programme, Exhibition Catalogue, Book of Abstracts and Proceedings CD-ROM	31 March 2009

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6. CANCELLATION POLICY

Cancellation and changes of your orders must be made in writing to the Congress Secretariat. Refundable amounts and penalties depend on the date of cancellation and stated as follows:

Before 31 October 2009:	80% refunded, 20% retained
Before 31 January 2010:	50% refunded, 50% retained
After 1 February 2010:	no refund.

By signing this application form, I hereby declare that I understood and accepted the conditions of participation, payment and cancellation.

Date: Signature:

Please send the this form to the Congress Secretariat preferably before 30 September 2009

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Phone: +36 1 2250210 Fax: +36 1 2012680
E-mail: fisita2010@diamond-congress.hu
www.fisita2010.com