



ON-BOARD DIAGNOSTICS SYMPOSIUM EUROPE

12-14 March, 2019
Stuttgart, Germany

SPONSORSHIP AND EXHIBITION MANUAL

SAE 2019 ON-BOARD DIAGNOSTICS SYMPOSIUM - EUROPE
12-14 MARCH 2019 | STUTT GART, GERMANY

CONTACT DETAILS

NATHALIE AGUILAR
Event Coordinator
naguilar@sae.org
Tel: +32 (0)2 320 2503
Direct : +32 (0)2 320 2452



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DEADLINES

EXHIBITION DISPLAY

Shipment to be delivered at the venue	As of 8 March
Exhibition space setup	12 March, as of 09:00
Exhibition space dismantle	14 March, as of 16:00

REGISTRATION & ACCOMMODATION

Accommodation booking	11 February
Registration	8 March

MARKETING MATERIALS

Logo (.eps) and description (100 words)	9 February
Event guide advertisement	12 February



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CONFERENCE VENUE

Le Méridien Stuttgart
Willy-Brandt-Straße 30
Stuttgart, 70173
Germany



CONFERENCE REGISTRATION

As an exhibitor/ sponsor, you will receive a number of free registrations depending on the chosen package. To register for the conference as exhibitor/ sponsor, please follow these steps:

1. Use the link provided, if this has not been provided please email naguilar@sae.org or euevents@sae.org
2. Register individually using the appropriate category

Remember:

No additional fee will be required for the registrations allocated to your company according to the level of sponsorship.

For any additional registration, 10% discount is applied on the regular fees. The registration will have to be processed through the regular link available on the [event website](#) by selecting the category Exhibitor / Sponsor Member or Non-Member.

ACCOMMODATION

SAE has negotiated group rates at the conference venue – Le Méridien Stuttgart. All attendees are responsible for their own lodging and travel arrangements. To benefit from the contracted sleeping room rate, reservations must be made using the below information.

Rates & Availability

- single use: 195 EUR per night
- double use: 215 EUR per night

The above fees include breakfast, service charge, VAT and Wi-Fi. The city tax of 1.19 EUR/ person/ night will be charged additionally.

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To benefit from the group rate, please book your accommodation by contacting the hotel directly and quoting 'SAE' by phone +49 711 2221 2990 or by email at reservations@lemeridienstuttgart.com. Deadline for reservation will be **11 February 2019** and any additional requests after this date will be at the discretion of the hotel. The rooms can be cancelled without penalties until 24 hours prior to the arrival date.

EXHIBITION HOURS

TUESDAY, 12 MARCH

Setup	09:00 – 13:00
Exhibition	15:45 – 19:15*
WEDNESDAY, 13 MARCH	
Exhibition	10:15 – 17:45*
THURSDAY, 14 MARCH	
Exhibition	09:45 – 16:00*
Dismantle	16:00 – 18:00

**Coffee and lunch breaks are scheduled in the exhibition area according to the official programme.*

TUESDAY, 12 MARCH

Networking Break	15:45– 16:15
Networking Reception	18:15 – 19:15
WEDNESDAY, 13 MARCH	
Networking Break	10:15 – 11:00
Networking Lunch	12:30 – 13:30
Networking Break	14:45 – 15:15
THURSDAY, 14 MARCH	
Networking Break	09:45 – 10:15
Networking Lunch	11:45 – 12:45
Networking Break	14:00 – 14:30

The above timings are subject to change.

SHIPMENT INFORMATION

Should you wish to arrange to have your items couriered in advance of the event, Le Méridien can accept these as of 8 March and will arrange for these to be signed for and stored until the event date.

The venue will not accept responsibility for any missing or undelivered parcels hence **please use the delivery tag available on the final page of the exhibitor manual.**



DISPLAY AT THE CONFERENCE VENUE

Signposting at the conference venue is strictly forbidden. No tapes, adhesives, or any items are to be used to hang or attach signs to or display materials on the hotel/ facility walls.

In all cases, companies are responsible for ensuring that their promotion during the conference is legally and ethically acceptable.

Setup and Dismantling

- Companies must adhere to the indicated start and end times. Extensions beyond the assigned timings are not allowed under any circumstances.
- The exhibit space should be completely vacated immediately after the end of the Symposium. Companies are responsible for removing all materials, waste, etc. from their space.

Exhibition space specifications

- The display area will include one table (180x75cm) with 2 chairs and it will account for approximately 250x250 cm.
- The height of your booth is not to exceed 150 cm above the table with a 250 cm maximum from floor to the top of the tabletop exhibit.
- An electricity plug and a cord are included with your space. Converters and adaptors will NOT be provided. Wireless internet is available in the Foyer area.
- If your display requires more space than the provided display area, you may purchase a second space prior to the event if one is available.
- You may have your table removed to put a piece of machinery or furniture in its place if that piece of machinery or furniture is manufactured or sold by the company. **It must conform to the dimension of the table and be approved prior to the conference hence please do let us know at your earliest convenience regarding any material/ equipment you are planning to display.**
- If you have heavy materials you can use the acceptance of goods area which is on the same floor as the meeting area.
- No tapes, adhesives, or any items are to be used to hang or attach signs to or display materials on the hotel/ facility walls.
- Tabletop displays are considered “static displays” and do not require booth staffing at all times.

Please be informed that tables will be set up when you arrive. Hence please set up your display in the area that has been assigned to your company.

Storage (in open space) will be provided, but organizers will not take responsibility for any valuables. You may place items under your skirted table display if preferred.

We kindly inform you that there is no security guard service provided with this event. Please do not leave anything of extreme value in your display area such as laptops, briefcases, cameras, giveaways, etc.



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PROMOTE YOUR PRESENCE AT THE EVENT

How would you like your exhibition space to look like?

Empty?



Busy?



1. EMAIL SIGNATURE

Add a call-out regarding SAE 2019 On-Board Diagnostics Symposium - Europe to your email signature (including the OBD icon below, and the URL: <http://www.obd18.org/>).



VISIT US AT SPACE #XXX!

[SAE OBD On-Board Diagnostics
Symposium – Europe](http://www.obd18.org/)

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2. SOCIAL MEDIA

Post blurbs in your social groups to help promote your participation, sponsorship, or exhibit at SAE 2019 OBD.

Further information can be found in the promotional toolkit available on the website.



3. NEWSLETTERS/ CORPORATE PUBLICATIONS



Promote the SAE 2019 OBD Symposium in your company newsletter, corporate publication, or company website. Also, consider using newsletters of industry-related associations or organizations with which you are involved as another promotional vehicle.

Please remember to include the below information:

SAE 2018 On-Board Diagnostics Symposium - Europe
12-14 March 2019
Stuttgart, Germany
<https://www.sae.org/attend/obd-europe>

4. 3 MINUTE PRESENTATION

As an Exhibitor and/or Sponsor at this year's event, we are offering a complimentary opportunity to promote your company and products through a 3 minute speaking pitch. This can be supported by 2 presentation slides detailing your work, however please note that only technical content will be accepted and this should not be used as a marketing tool. All supporting documentation must be sent to Brandie Schandelmeier at Brandie.Schandelmeier@sae.org, prior to the symposium.

5. UTILIZE YOUR OWN PR/ MARKETING

Ask your PR/Marketing department to help assist with promotion. Or, if you'd prefer, please provide us with a contact in your PR/ Marketing department. We'd be more than happy to be in contact with them!

COMPANY RECOGNITION

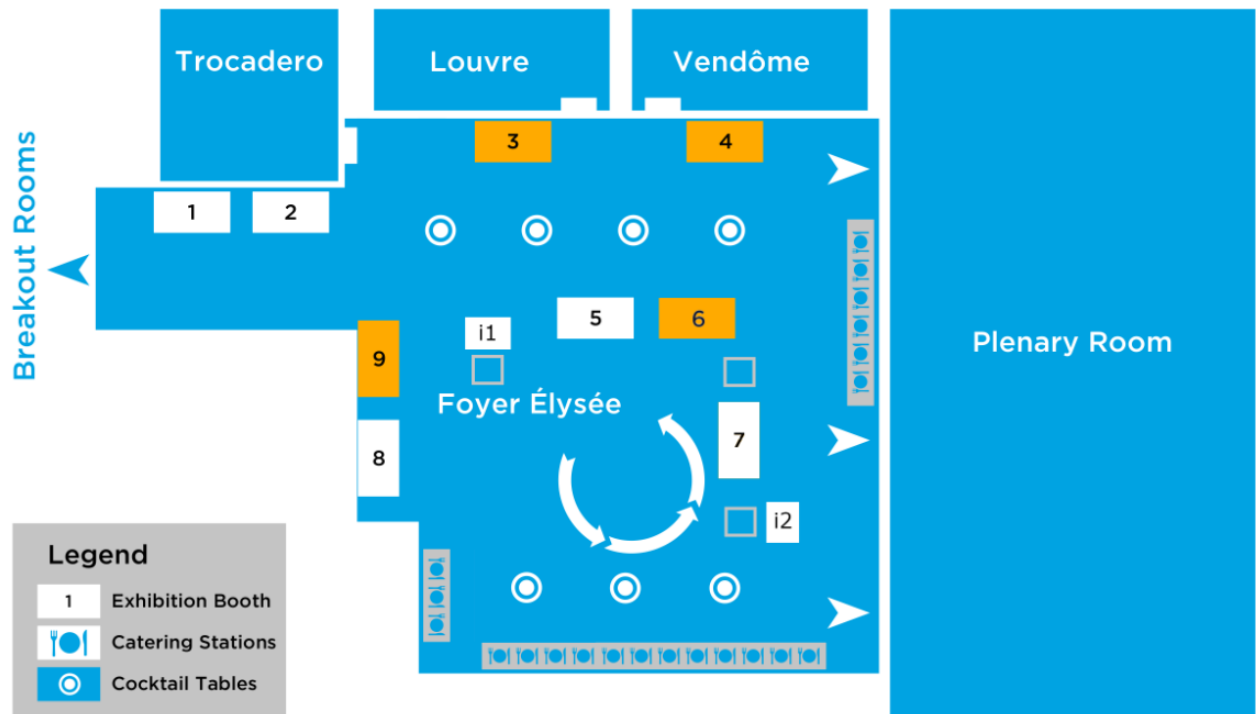
As a SPONSOR the following exposure is offered:

- Recognition in all pre-event, onsite and post-event marketing and promotional materials (event guide/ handout, website, etc)
- Company logo on the event website homepage

As an EXHIBITOR, the following exposure is offered:

- Recognition and profile in the symposium handout/ website
- Recognition onsite

FLOORPLAN





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SHIPMENT TAG

Name of Event: SAE OBD 2019

Date of Event: 12–14 March 2019

Name of Contact Onsite: Nathalie Aguilar (+32 495 388 658)

Hotel Address

Le Méridien Stuttgart
SAE 2019, 12-14 MAR2019
Booth N° - Company *(insert your details)*
Willy-Brandt-Straße 30
Stuttgart, 70173
Germany

Hotel Contact

Nadine Schmauderer
(Nadine.Schmauderer@lemeridienstuttgart.com)
Tel: +49 711 2221 2046

Shipper name and organisation:

Box No:

Content:

Purpose: Booth materials/ bag insert/ etc *(select applicable)*