

INTERNATIONAL
AUTOMOTIVE
ELECTRONICS
CONGRESS *5th Edition*

3 - 4 November, 2008
PARIS- Pullman Paris Rive Gauche

Information, products and people in one time at one place

SPONSORING & EXHIBITION



CONFERENCES



EXHIBITION



NETWORKING

An Event:



1 unique contact :

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IAEC 2008 Event Manager

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IAEC: 2 DAYS TO BUILD YOUR SUCCESS!

IAEC is the place where you can connect with the technologies, products and most influential people and companies involved in automotive electronics!

✓ IAEC: the Place to be!

- IAEC is the only event in Europe dedicated to the business and technical trends of the automotive electronics industry
- IAEC is a unique opportunity to share and discuss with international key players of the industry
- IAEC closed-door format will offer you very qualitative contacts with the top managers in the industry

✓ IAEC raises level and participation for 2007

- 305 attendees
 - including 57% of technical profiles (Engineers, R&D – Technical director) +30% Vs 2006
 - + 20% car markers and Tiers 1
- 95% of satisfaction on the conference and 85% on the exhibition
- 4 technical workshops dedicated to Architecture E/E- Infotainment – Driver Assistance – Autosar & Powertrain
- 20 exhibitors and 3 sponsors from the automotive electronics leading companies
- 8 Exhibitors workshops (+ 50%)
- 1 cocktail reception at the end of the 1st day with more than 150 attendees
- 1 networking dinner at the prestigious Automobile club de France with more than 100 attendees

✓ What's new in 2008?

→ **Special Exhibition Pass available for the exhibitors' guests**

This invitation include: exhibition area access, coffee breaks, buffet lunch.

→ **New Exhibitor workshops**

In front of a captive public, present your new products and solutions during 30 minutes in a special a room close to the conference & exhibition area in free access for the exhibition visitors, searching for of their future partners.

→ **A Press Agent will be dedicated** to develop the awareness of the congress close to referent press magazines of the Electronics and Automotives industries.

✓ 2008 high level advisory board:



Christian Balle, Deputy VP Advanced Electronics Division , RENAULT



Marc Simon, Electric and Electronic Product Manager, FAURECIA



Gerulf Kinkelin, Innovation Area Manager, PSA PEUGEOT CITROËN



Laurent Meillaud, Journalist & Consultant, LM.COM



Thibaut De Vaurex, INFINEON



Denis Griot, senior vice président, FREESCALE



Peter Kohlschmidt, Director Technical Development, Acoustic, Connectivity, Telephony AUDI



Dr Jochen Langheim, Director Advanced Automotive R&D Programmes, ST MICROELECTRONICS



Philippe Remond, sales director, ROBERT BOSCH



Thierry Seynaeve, Technical Director, ESG



Dr. Gérard-Marie MARTIN , Président of the Technical Section "Equipments, Components & Systems" de la SIA & Expert at VALEO Center of Electronic Expertise

"The place to be" - VALEO

"A good mixture between semiconductor suppliers, tiers 1 and OEM" - PSA

"An excellent balance between technical and business approach" – RENAULT

"A Great platform to interact with well positioned industry executive" - DAIMLER

"One of the strength of the congress is to gather tiers1 and OEM to discuss subject that are impacting all of them"- VECTOR

"All you want to know about electronics applied to automotive industry" IAV France

"Good meeting – good networking" FREESCALE

✓ Why Exhibit?

- To generate sales leads and to earn new contracts
- To meet your clients and prospects to renew the contact
- To present your company's activities, new products and solutions
- To invite your clients to high level conferences and networking dinner
- To present your firm as leader of your activity
- To generate media coverage and Build brand awareness

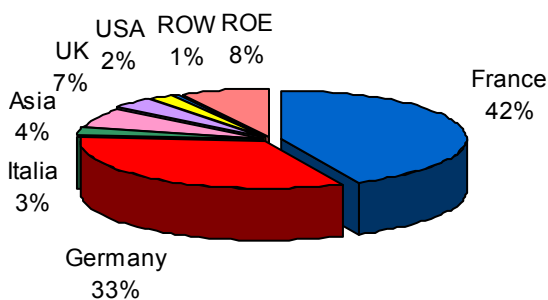
✓ Who exhibit?



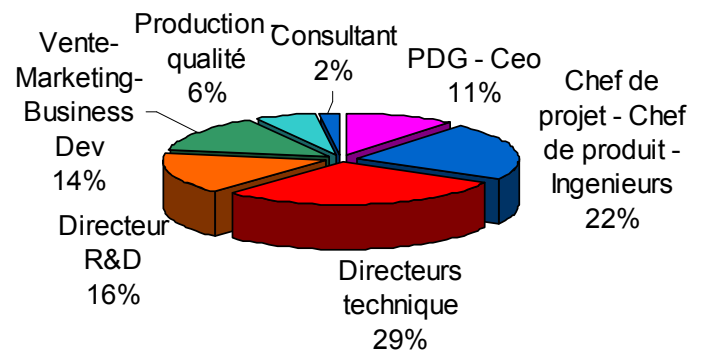
1. Semiconductors
2. Assemblies and subsystems
3. Test & Measurement
4. Software and hardware systems
5. Power supplies
6. Consumer electronics
7. Electronic design
8. Passive components
9. Interconnection technology
10. Sensors and Microsystems
11. Navigation devices

✓ Who visit?

Geographical Area



Attendees' Profils



✓ A very active communication plan:

1. 100 000 brochures (12 pages) will be sent to the target market.
2. 200 000 emailings on:
 - Our own database
 - Rented files
 - Our partners' databases
1. A new version of the website: <http://www.automotive-electronics-congress.com> with more information about the congress and more visibility for our exhibitor / Sponsor
2. 8 issues of the newsletters written by Laurent Meillaud sent to 2 000 subscribers.
3. An dynamic advertising campaign : Automotive engineers, Automobil Industries, EDN Europe, EPN, Pleins Phares, IEN Europe, IEN Italia, FRANCE-ELEC, TR, PEI, Le Journal de l'Automobile, Auto Industry, Vehicle News .
4. A Press Agent will be dedicated to the congress to develop the awareness of the congress close to referent press magazines of the Electronics and Automotives industries.

OFFERS

YOUR BOOTH

An all equipped booth at a place of choice that guarantee a maximum traffic and a lot of contacts and leads:

- An all equipped 6 sqm booth Value: 3 500 € + VAT
(Includes 1 conference pass- value: 995€)
- An all equipped 9 sqm booth Value: 5 000 € + VAT
(Includes 1 conference pass- value: 995€)
- New - Extra exhibitor' Pass Value: 150 € + VAT
The Exhibitor pass includes for 2 days : Access to the exhibition area, coffee breaks, buffet lunch (no access to the conference area included)

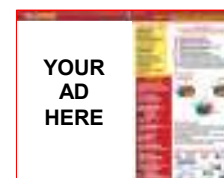
The shell scheme package includes:

- 1 modular stand (white aluminium structure with melamine infill panels (type M1, light wood)
- 1 aluminium fascia board
- 3-spotlight track system, in 12-sqm sections (connection included).
- 1 flag-type sign with the Exhibitor's name on each side (standard lettering)
- Needle-punched carpeting, burgundy colour.
- 3 outlet unit, 16A



VISIBILITY BEFORE THE EVENT

- Your logo features on all material Value: to be define with the partner
 - Your logo on the cover page of the brochure. 100 000 copies of the programme will be printed and sent regularly over six months to professionals all over the world.
 - Your logo on more than 200 000 emailings sent to our database or to our partners' database and 20 000 Newsletters will be sent each month during the communication campaign
 - Your logo on all the advertising campaign on the magazines of our press partners: EDN Europe, EPN, Pleins Phares, IEN Europe, IEN Italia, FRANCE-ELEC, TR, PEI, Le Journal de l'Automobile, Auto Industry, Vehicle News, Les echos (2006 Press partners)
 - Your logo on IAEC Website (at the top of the page "sponsors' list") with a link to your own Website
- New - Sponsoring of 1 newsletter Value: 1 000 € + VAT
- A full page advert Sold Value: 2 000 € + VAT
- A 1/2 page advert on Brochure Sold Value: 1 000 € + VAT
- A button 120 x 90 each page of the website Value: 500 € +VAT
- A banner 468 x 60 On the website homepage Value: 500 € + VAT



VIP OPERATION DURING THE EVENT

- 10 VIP Pass Value: 5 000€ + VAT



- **5 VIP Pass** **Value: 3 000€ + VAT**

VIP PASS included: access to the 2 days' conference, proceedings' CD ROM
+ Coffee breaks and lunches



- **New -A table at the networking Dinner** **Value: 2 000€ + VAT**

With your company name and 8-10 guests of your choice



- **New- VIP Room** **Value: 2 500€ + VAT**

At the Pullman for your business meetings with hostess, coffee and fresh drinks all day, Billboard and communication in the brochures.

VISIBILITY DURING THE EVENT

- **1 Exhibitors workshops :** **Value: 1 500 € + VAT**

In front of a captive public, present your new products and solutions during 30 minutes in a special a room close to the conference & exhibition area in free access for the exhibition visitors, searching for of their future partners. These exhibitors' workshops agenda will be presented in the brochures of the congress and on a special page on the website. During the congress, Laurent Meillaud will present the agenda.



- **Sponsorship of the 2 days' Buffet Lunch** **Value: 7 000€ +VAT**

- Your logo on the clip plate (to hold the glass)
- Your logo on the Buffet Tables
- A 15' speech or demonstration in the exhibition area during the 2 lunches



- **Your logo features on the nametag cords** **Sold** **Value: 8 000€ + VAT**

Each attendee of the congress will receive the nametag cord at the welcoming desk of the congress.
They will find with the nametag cord a small brochure with the full conference programme of the congress and the floor plan. **(cords supplied by the sponsor)**



- **Your logo on the delegate bag** **Sold** **Value: 8 000€ + VAT**

Given to each attendee at the entrance of the congress



- **Your logo on the Memory Stick or CD Rom of proceedings** **Value: 5 000€ + VAT**

Given to each attendee at the entrance of the conferences



- **Your NotePad** **Sold** **Value: 5 000€ + VAT**

Available at each seat of the conferences area



- **Your commercial documentation given by an hostess** **Value: 1 500 €+ VAT**

Given to each attendee by an hostess at the entrance of the congress

- **Your commercial documentation in the delegate bag** **Value: 1 000 € + VAT**

Included in the delegate bad given to all attendees



- **NEW ! Your intervention, exhibitor workshop and booth in VIDEO!**

More information on demand

SILVER SPONSOR- 12 000€ + VAT

Only 2 packs left!

VISIBILITY BEFORE THE EVENT

- **A button (120x 90)** On each page of the website during 6 months

YOUR BOOTH

- **An all equipped booth 9 sqm booth:** Your booth at a place of choice that guarantee a maximum traffic and a lot of contacts and leads + 1 Conference pass

VISIBILITY DURING THE EVENT

- **1 Exhibitor workshop of 30'**
- **Your commercial documentation** included in the delegate bag

VIP OPERATION DURING THE EVENT

- **10 VIP Pass** For 2 days' conference including proceedings' CD ROM + coffee breaks & lunches
- **1 table at the networking Dinner** *With* your company name and 8 guests of your choice

~~NORMAL VALUE : 15 000 € + VAT~~

SILVER SPONSOR- 12 000€ + VAT

**You want a visibility package adapted to you communication needs?
Please contact directly:**

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I N T E R N A T I O N A L

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ELECTRONICS

C O N G R E S S *5th Edition*

Looking forward to seeing you
among the IAEC's exhibitors and partners!

1 unique contact :

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