



VDA
TECHNICAL
CONGRESS
2019

Sponsoring packages



Contents

Be a Congress Sponsor	4
Congress Premium Partner	6
Congress Partner	7
Congress Supporter	10
Impressions	15
Information and contact	17

Be a Congress Sponsor!

“One of the best specialist congresses. The technical lectures delivered here are all top class.”

Dr. Stefan Jockusch, Siemens PLM

“I liked it a lot: good contacts and good discussions. Coming here was definitely very useful.”

Thorsten Schneider, Robert Bosch

“You come here for two days and hear exactly what is going to happen in the coming year.”

Prof. Wolfram Seibert, University of Applied Sciences, Saarbrücken

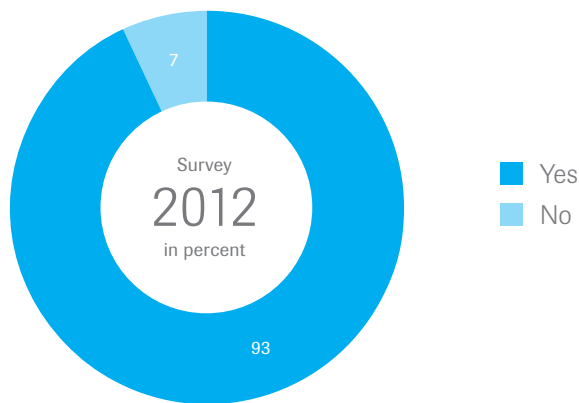
The Technical Congress takes place once a year, always at a different venue. It is regarded as the most crucial event in the sector and attracts representatives from the entire automotive business, political institutions and authorities.

- In 2018 over 900 visitors and over 30 exhibitors from the automotive field
- Renowned top-level speakers from the managing boards of auto manufacturers and suppliers, professors and politicians from Germany and the EU
- Intensive press and publicity activities: reporting through press releases from the VDA's Press Department
- Wide marketing reach due to advertisements, banners and editorial articles in trade journals
- Guided walking tours of the exhibition
- Startup cooperation with the German Startups Association
- Advertising for the event using the corporate logos of our sponsors in cooperative schemes involving online and print media
- Social media: XING, LinkedIn, Twitter
- Flyers, brochures and program booklets distributed at sister companies and our members (approx. 20,000 copies)
- Advertising at the IAA (posters, roll-ups, flyers distributed at trade events)
- Regular reporting in the VDA Insight newsletter (once a month in the months leading up to the congress)
- Walking tour for the sponsors with the VDA President and Managing Director
- Professional congress documentation (photographer and film crew for interviews)

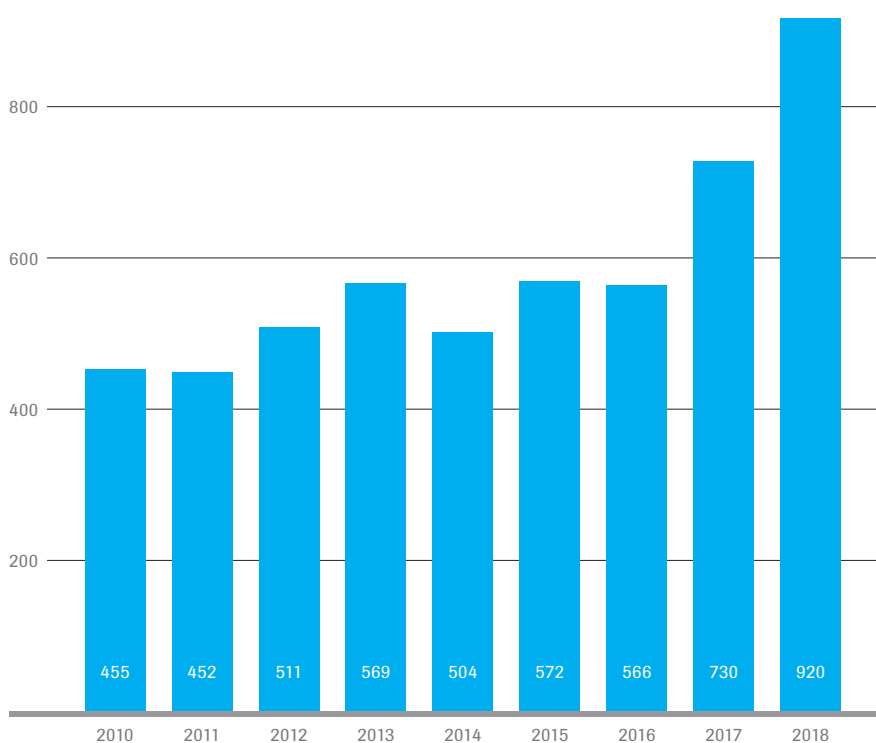
In 2012 we asked the question:
How satisfied are you with the quality of the lectures?

On a scale from 1 (best) to 6 (worst), the average response was **2,1**

In 2012 we asked congress participants:
Are you satisfied with the congress?



The number of participants has risen by 102% since 2010..



Cooperation with the media in 2018:

- Two print advertisements in the ATZ
- Online banner on the Springer Professional website
- Inclusion in the Springer Professional event calendar
- One print advertisement in the MTZ
- Four advertisements in the Automobilwoche
- Two advertisements in the Automobilindustrie
- Editorial in the Automobilindustrie newsletter
- Inclusion in the event calendar
- One online banner placed on automobil-industrie.vogel.de
- One online banner on automobilwoche.de
- Advertisement in Vision Mobility, Huss-Verlag, editorial coverage before and after the event
- Dispatch of newsletter in the ACOD (Automotive Cluster Eastern Germany)
- Dispatch of newsletter to VDI members and member companies of the RKW Sachsen
- Cooperation with the startups association. Announcement of congress on Facebook and in newsletter
- Posting the event on XING, posting commentators' articles in a range of automotive groups
- Posting the event on LinkedIn

Congress Premium Partner

Contents

- Exhibition area free of charge, by arrangement
- Large logo on the cover of all printed materials where the schedule allows (announcement, program booklet, conference proceedings, posters, possibly advertisements)
- Large logo on the conference bag
- Large logo on the stage banners in both lecture halls
- Logo on congress website
- Logo in e-mail invitations
- Logo shown during the major evening event
- Logo shown in all advertising formats commissioned by the VDA, where the schedule allows
- The sponsor may choose the design of two A4 pages in all printed materials, where the schedule allows
- The sponsor may name speakers to deliver a lecture, by arrangement
- Press conference with the President of the VDA, by arrangement
- Provision of information materials for the conference bags
- An agreed contingent of admission tickets
- An agreed discount on admission tickets

Congress Partner

Contents for all packages

- 9 m² of exhibition space free of charge
- Large logo on the cover of all printed materials where the schedule allows (announcement, program booklet, conference proceedings, posters, possibly advertisements)
- Large logo on the conference bag
- Large logo on the stage banners in the lecture halls
- Logo on congress website
- Logo in e-mail invitations
- Logo shown in all advertising formats commissioned by the VDA, where the schedule allows
- The sponsor may choose the design of one A4 page in all printed materials, where the schedule allows
- An agreed discount on admission tickets

Catering on day 1

Two coffee breaks and lunch

- Cards bearing sponsor's name on bistro tables

Package price EUR 40,000

Catering on day 2

Two coffee breaks and lunch

- Cards bearing sponsor's name on bistro tables

Package price EUR 40,000



VIP shuttle/buses

- Provision of shuttle buses and VIP shuttles
- Sponsor's name on all shuttle signs

Package price by agreement

Placing of a giveaway or a brochure

- Depending on the arrangements at the venue, giveaways or brochures may be placed on tables or rows of seats

Distribution at seats EUR 40,000



Congress Supporter

Contents for all packages

- 6 m² of exhibition space free of charge
- Large logo on the back page of printed materials where the schedule allows (announcement, program brochure, conference proceedings, posters and possibly advertisements)
- Small logo on the conference bag
- Logo on the stage banners in the lecture halls
- Logo on congress website
- Small logo in e-mail invitations
- The sponsor may choose the design of ½ an A4 page in all printed materials, where the schedule allows
- An agreed discount on admission tickets

Welcome Café

- Cards bearing sponsor's name on Welcome Café tables on one day

Package price EUR 15,000

Conference proceedings

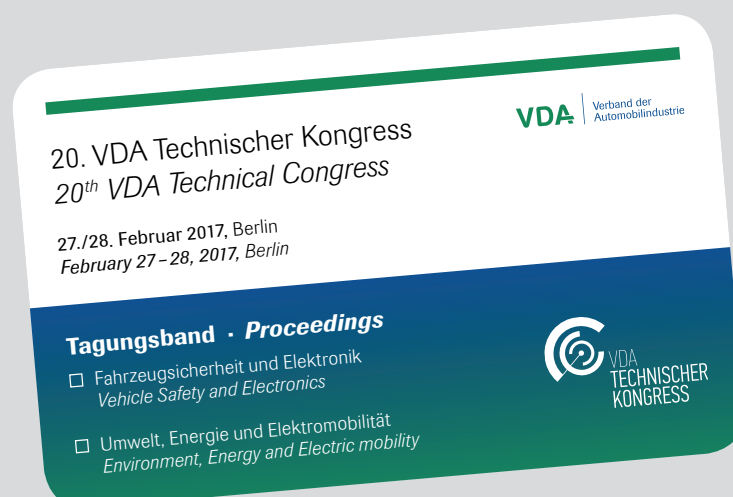
- The sponsor may design one further page as an advertisement.

Package price EUR 25,000

Digital conference proceedings

- The sponsor may design one further page as an advertisement

Package price EUR 20,000



Conference bags (700 pcs)

- Sponsor's name on participants' name badge holders fastened to the bags

Package price EUR 25,000

Giveaways (in conference bags)

Giveaways provided by arrangement, e.g.

- Memory sticks (flash drives) bearing sponsor's name
- Laptop screen protectors bearing sponsor's name

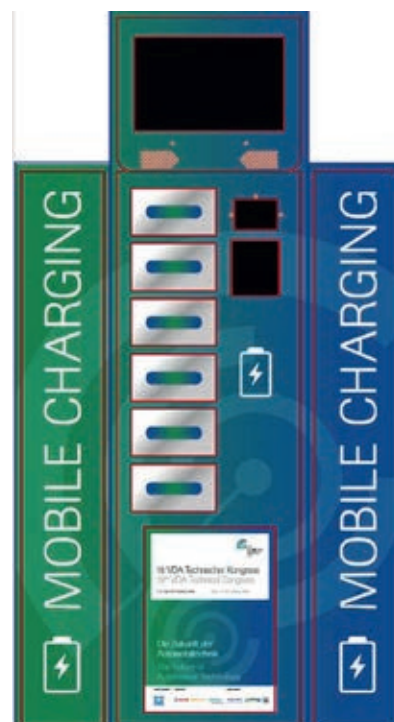
Package price EUR 15,000



Branding of a smartphone charging station

- Exclusive branding of a mobile charging station with six theft-protected lockers for cell phones, compact cameras and tablets
- Film shown on the integrated screen (or alternatively a still image)

Package price EUR 15,000



Speakers' evening

- Sponsor's name on menus for the speakers' evening

Package price EUR 12,000

Internet sponsoring

- Internet sponsor's name in the exhibitor directory, in the session charts and on signs

Package price EUR 20,000



Impressions





Information and contact

We will be happy to advise you on the sponsoring packages for the Technical Congress.
We look forward to hearing from you by telephone, e-mail or fax.

VDA Verband der Automobilindustrie

Dept. Technology

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Contact: Ms. Katharina Pollüeck

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I am interested in the following package:

Congress Premium Partner

Congress Supporter

Congress Partner

Company: (Please use block capitals)

Title/surname:

First name:

Department/function:

E-mail:

Tel./fax:

Cell phone:

Date:

Signature:

We would be delighted to welcome you as
a sponsor of our Technical Congress.

Verband der Automobilindustrie e.V. (VDA)
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www.vda.de
Twitter @VDA_online

VDA | Verband der
Automobilindustrie

