21 – 23 May 2019
International Congress Center
Dresden, Germany

Europe’s braking technology conference & exhibition
Exhibition and sponsorship brochure

Organised by
FISITA
**Exhibition and sponsorship opportunities**

EuroBrake was organised for the first time in 2012 and following seven years of growth has become established as the world’s largest technical event of its kind, attended by more than 1,100 delegates in 2018, with a significant technical programme of 140 technical presentations. 100 businesses and organisations exhibited at EuroBrake 2018, representing the entire value chain from leading industry players to new entrants, including brake suppliers, component suppliers, material manufacturers and specialist engineering, testing, measurement and simulation providers.

The venue for EuroBrake 2019 is International Congress Centre, Dresden, Germany.

**Who should exhibit?**

Organisations in the key areas of industry, including passenger car, commercial vehicle, rail, aerospace and academia associated with

- Brake companies
- Friction material
- Testing and engineering support
- Manufacturing equipment
- Raw materials
- EV and Hybrid brake system technologies
- Electrics
- Components and systems

- **EuroBrake is the world’s largest braking conference**
- **Over 1,100 braking experts from industry and academia attended EuroBrake 2018**
- **100 exhibitors from more than 20 countries showcased their products and services**
- **A range of sought-after sponsorship packages are available to help position your brand as a leader within the braking technology sector**

“We have been contributing to EuroBrake since 2012 and in 2018 presented five papers to delegates. For braking technology, EuroBrake is the most important event in the world and an excellent platform to interact with our clients and promote our activities.”

*Roger Mateu, Head of Braking Systems, Applus IDIADA*
Top reasons why you should exhibit?

- Position your organisation at the largest braking event in the world
- Showcase your innovative products to a global audience
- Expand your business network
- Strengthen current relationships and form new connections
- Network with experts at social receptions and technical sessions

“It was a great experience to be part of the EuroBrake exhibition in 2018, which allowed us to promote the Horiba name, explain to customers what we do and make new contacts from all over the world.”

Greg Filer, Product Manager, Horiba Europe GmbH
Exhibition Opportunities

Our exhibition packages enable you to showcase your braking products, services and technical expertise to enable you to connect and reach out to the engineers and executives that will support your business objectives.

<table>
<thead>
<tr>
<th>Packages</th>
<th>6 sqm</th>
<th>8 sqm</th>
<th>10 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A1</strong></td>
<td>Floor space only no shell scheme</td>
<td>EUR 3,500</td>
<td><strong>B1</strong></td>
</tr>
<tr>
<td><strong>A2</strong></td>
<td>Shell scheme booth</td>
<td>EUR 4,900</td>
<td><strong>B2</strong></td>
</tr>
<tr>
<td><strong>Both packages include</strong></td>
<td>■ 1 Expo only pass (does not include dinner)</td>
<td>■ 1 full delegate pass (includes dinner)</td>
<td>■ 2 Expo only passes (does not include dinner)</td>
</tr>
</tbody>
</table>

**All packages include**

- Participation in receptions
- Lunches and coffee breaks
- Listing on the EuroBrake website with company profile
- Power supply to all stands
- Logo, contact information and link to your website
- Listing in the Preliminary and Final Programme, Exhibitor Directory and official EuroBrake app

**Shell scheme packages include**

- Walls, system modul system, white, height 2.5m
- Delivery, set up and dismantling of shell stand
- Signage with company name
- Table, 2 chairs, wastepaper bin
- Conductive rail with 3 spots

*All prices shown exclude VAT and copy deadlines are applicable*

**How to book your stand:**

Email: info@eurobrake.net
Tel: +44 (0) 1279 883470

For further information see www.eurobrake.net
## Sponsorship Opportunities

### Diamond Level  EUR 26,750
- Exclusive 15 sqm island booth in prime location
- Open Seminar
- Private meeting room, boardroom style for 16 people, AV equipment available. (Food and drink to be arranged directly between the sponsor and the venue)
- Exclusive EuroBrake travel mug sponsor (company logo printed onto the travel mug and distributed to all attendees)
- Send one email communication to all attendees post event, organised with FISITA
- Diamond level sponsor recognition on prominent signage
- 10 complimentary delegate passes (includes dinner)
- 15 complimentary Expo only passes (does not include dinner)
- Opportunity to provide company literature and “give away” items in the delegate bag
- Full page colour advert on outside back cover of Final Programme
- Diamond sponsor recognition, company profile in the Preliminary and Final Programme with logo on the covers
- Diamond sponsor recognition on the EuroBrake website
- Company logo on all promotional print and electronic media

### Platinum Level  EUR 21,000
- Exclusive sponsorship of the Welcome Reception, including the opportunity to deliver a welcome speech (to be co-ordinated with FISITA Communications Manager)
- 10 sqm exhibition booth
- 5 complimentary delegate passes (includes dinner)
- 10 complimentary Expo only passes (does not include dinner)
- Private meeting room, boardroom style for 14 people, AV equipment available. (Food and drink to be arranged directly between the sponsor and the venue)
- Platinum sponsor recognition, company profile in the Preliminary and Final Programme
- Opportunity to provide company literature and “give away” item in the delegate bags
- Platinum sponsor recognition on the EuroBrake website
- Company logo on all promotional print and electronic media

### Gold Plus  EUR 17,250
- Provide a small ‘give away’ item to delegates – to be placed within the registration area
- Your branding on Registration Coffee/Beverage Station placed within the registration area
- Your literature displayed within the registration area
- 10 sqm exhibition booth (shell scheme)
- 3 complimentary delegate passes (includes dinner)
- 5 complimentary Expo only passes (does not include dinner)
- Access to a private meeting room, Boardroom style for 12 people with AV equipment. Bookable slots available on a first serve basis

### Gold level  EUR 13,500
- Choose 1 of the following options
  1. Lunch sponsor, logo on serviettes and branding close to food stations
  2. Bag sponsor, all exhibitors and visitors receive a bag
  3. Lanyard sponsor
  4. Conference stationery sponsor i.e pens and paper
  5. Conference proceedings sponsor
  6. Conference app sponsor
- All gold level sponsor packages receive:
  2 complimentary delegate passes (includes dinner)
  2 complimentary Expo only passes (does not include dinner)
  Access to a private meeting room, Boardroom style for 12 people with AV equipment. Bookable slots available on a first serve basis
- Private meeting room for 12 people boardroom style with AV equipment available for duration of event, to be booked in slots on first come, first served basis

#### Add the following for just  EUR 2,740
- 8 sqm exhibition booth (shell scheme) additional option to upgrade at cost to 10 sqm.
- 1 complimentary delegate pass (includes dinner)
- 2 complimentary Expo only passes (does not include dinner)

### Dinner Sponsor  EUR 11,000
- Exclusive sponsor of the Dinner
- 10 complimentary delegate passes (includes dinner)
- Reserved table in prominent location for 10 people
- Acknowledgement by Conference Chair when opening the evening programme
- Prominent signage at the dinner venue, including company logo on the menu cards
- Opportunity to provide company literature and give away items at the dinner
- Company profile in the Preliminary and Final Programmes

#### Add the following for just  EUR 2,200
- 6 sqm exhibition booth (shell scheme)
- 2 complimentary Expo only passes (does not include dinner)

### Drinks Reception sponsor  EUR 3,250
- Duration: Maximum 40 minutes
- Time: Before EuroBrake dinner
- Exclusive sponsorship of the Drinks Reception
- Opportunity to give a welcome speech at the reception
- 2 complimentary delegate passes (includes dinner)
- Prominent signage at the venue
- Acknowledgement by the Conference Chair when opening the evening programme
- Company logo on all promotional print and electronic media

#### Add the following for just  EUR 2,200
- 6 sqm exhibition booth (shell scheme)
- 2 complimentary Expo only passes (does not include dinner)

---

All prices shown exclude VAT and copy deadlines are applicable

Find out more - Email: info@eurobrake.net  or  Tel: + 44 (0) 1279 883 470  www.eurobrake.net
### Additional Opportunities

**Custom hotel key cards**  
**EUR 2,580**
- Company recognition as the sponsor of the hotel key card at The Maritim Hotel
- Custom artwork for the front of the key card, distributed by the hotel staff to all registered event attendees upon check-in
- Logo must be sent minimum of 5 weeks prior to the conference starting

**Week-at-a-glance agenda**  
**EUR 1,030**
- Short agenda that will be at the back of all delegates name badges

**Phone charging station**  
**EUR 2,000**
- Free standing unit is the perfect solution to build your brand presence with this customised kiosk
- Deliver content-specific messaging through its digital signage

---

*All prices shown exclude VAT and copy deadlines are applicable*

---

**How to book your sponsorship opportunity:**

Email: info@eurobrake.net  
Tel: + 44 (0) 1279 883 470

For further information see www.eurobrake.net
Sponsor the EuroBrake Student Opportunities Programme – support the next generation of mobility engineers

Students from around the world are invited to apply for a sponsored place at EuroBrake as part of the Student Opportunities Programme (ESOP). Applicants are required to answer technical questions online as well as submit their CV and cover letter. The top 50 students are selected and invited to attend EuroBrake.

Student events and activities for 2019 will include:
- Student Lounge; a dedicated space for students and delegates to meet and network
- CV check with HR reps and one-to-one meetings with academia and industry executives
- Comprehensive Introductory Lecture covering the main aspects of braking
- Round Table discussions bringing together students, academia and industry
- Surgery Sessions - a unique opportunity for students to receive career advice

### ESOP Headline Sponsor
**EUR 18,000**

A bespoke package can be tailored to include the following:
- 8 sqm booth
- 2 complimentary delegate passes (includes dinner)
- Full page advert in Student Programme
- Headline sponsorship recognition on signage throughout Student Lounge
- Opportunity to provide promotional item(s) for students
- Opportunity for company rep to provide a welcome at the start of the Introductory Lecture

**Designated HR booth in the Student Lounge to meet with students**

**Exclusive sponsorship of one Round Table session**

**The Student Career Sponsor items listed below are also included:**
- The Sponsor Wall
- EuroBrake website
- Student Programme
- Preliminary Programme and Final Programme
- EuroBrake App

### Student Career Sponsor
**EUR 3,000**

- Opportunity to view student’s CVs ahead of EuroBrake
- Opportunity to meet with students in the Student Lounge; an exclusive space to promote your company and meet potential future employees in one location
- Access to a dedicated HR booth in the Student Lounge to meet with students - each booth includes company name and logo

**Company logo on:**
- The Sponsor Wall
- EuroBrake website
- Student Programme
- Preliminary Programme and Final Programme
- EuroBrake App

### Student Lounge Sponsor
**EUR 2,000**

- Company branding positioned outside and inside the Student Lounge

**Company logo on:**
- The Sponsor Wall
- EuroBrake website
- Student Programme
- Preliminary Programme and Final Programme
- EuroBrake App

### Student Networking Reception Sponsor
**EUR 3,800**

- Opportunity for students to meet and network with each other and sponsor representatives the evening before EuroBrake starts
- Company branding situated within the reception area

**Company logo on:**
- The Sponsor Wall
- EuroBrake website
- Student Programme
- Preliminary Programme and Final Programme
- EuroBrake App

### Student Lunch Sponsor
**EUR 3,800**

Lunch for students after the Introductory Lecture including:
- Opportunity to provide a welcome speech to students prior to lunch
- Sponsor company logo on lunch napkins
- Branded banner situated in the student lunch area

**Company logo on:**
- The Sponsor Wall
- EuroBrake website
- Student Programme
- Preliminary Programme and Final Programme
- EuroBrake App

### Student Gift Sponsor
**EUR 2,500**

Choose from:
- **Standard Gift** **EUR 2,500**
  - Sports bottle
  - Travel cables
  - USB Flash drive

- **Premium Gift** **EUR 3,000**
  - Wireless phone charger
  - Bluetooth earphones
  - Bluetooth mini speaker

**Company logo on:**
- The Sponsor Wall
- EuroBrake website
- Student Programme
- Preliminary Programme and Final Programme
- EuroBrake App

### Phone Charging Station in the Student Lounge
**EUR 2,000**

- Sponsor logo added to charging station

**Company logo on:**
- The Sponsor Wall
- EuroBrake website
- Student Programme
- Preliminary Programme and Final Programme
- EuroBrake App

---

All prices shown exclude VAT and copy deadlines are applicable

Find out more - Email: info@eurobrake.net or Tel: + 44 (0) 1279 883 470 www.eurobrake.net