

ASECAP DAYS



PARIS 2017

SPONSORSHIP & EXHIBITION BROCHURE

45th ASECAP Study & Information Days 2017

The concession model in the decarbonization era: preparing the infrastructure of the future

*Pullman Montparnasse Hotel, Paris, France
29-31 May 2017*

www.asecapdays.com



Organized by

ASECAP
Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage

The concession model in the decarbonization era: preparing the infrastructure of the future

2

From 29 to 31 May 2017, ASECAP will hold its 45th STUDY AND INFORMATION DAYS in PARIS, FRANCE



With 72% of Europeans moving by car and 60% of freight being transported by trucks, road infrastructures play a vital role in Europe's mobility and toll roads form a key part of those networks. Against this background, the 45th annual ASECAP Study and Information Days, which will be held from 29 to 31 May 2017 in Paris, will look at how toll motorway operators prepare their road infrastructures for transport decarbonisation and respond to the new mobility challenges.

The 2017 ASECAP Days will be a not-to-be-missed-out opportunity for toll road operators, policy makers and public and private stakeholders to address a broad range of issues. Topics will include financing of new mobility trends and needs, EETS, cooperative intelligent transport systems, sustainable mobility, road maintenance, automated and connected driving technologies, security and data protection issues and protecting and preserving the environment.

The first day will be devoted to a major political session that will focus on the new procedures to be followed to finance the latest mobility needs and trends. Reliable and safe road networks are crucial for the European economy and Europe's citizens. Therefore, with public budgets under strong pressure, the concession model remains a powerful tool to well maintained and high-quality road infrastructures that make use of modern technology to accommodate connected and automated driving, car sharing, carpooling and the use of mobile technologies (apps). Collectively these will contribute to decarbonising transport, promoting multimodal transport and supporting new mobility trends. Throughout the day, financial experts, policy makers, managers from the toll industry will share their ideas and experiences on the topic and provide solutions that can be applied.

Furthermore, during the day, three policy sessions will be dedicated to the following issues:

- Current state-of-the-art on EETS (European Electronic Toll Service);
- Actions undertaken by toll road operators to ensure a smooth transition to more innovative, safe and efficient ITS solutions, and focus into how automated and connected vehicles could deliver all the promised results;
- Road maintenance: insight into ASECAP members' innovative actions to provide road infrastructures offering the highest standards of safety.

Two technical sessions and one marketing session will mainly shape the second day. The first technical session will provide an insight into the actions and projects by toll motorway operators to reduce CO2 emissions and will explore how they preserve the fauna and flora alongside their network. The highlight of the second day is a keynote address by an FBI Special Agent working in the Cyber Branch who will look at how toll road operators can and should respond to the key challenge of securing their computer systems and data in the context of an increasingly digitalised motorway sector. In addition, a marketing session will be for ASECAP members the opportunity to present innovative projects concerning their marketing activities towards road users.

Finally, as a closing session, the EU and US - through IBTTA - will present their ideas in the light of the current and future key challenges for the toll industry.

Do not miss out this outstanding opportunity to exchange views, ideas and experiences with the speakers and conference delegates concerning the extraordinary challenging developments taking place in Europe's toll motorway sector!



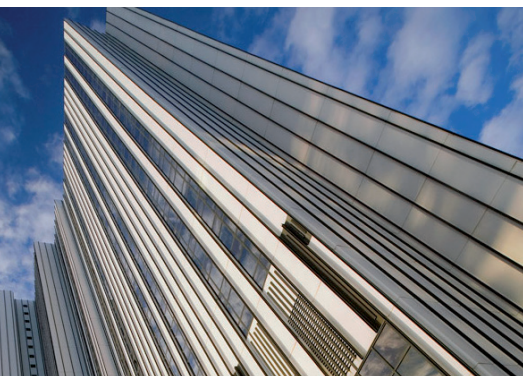
About Paris



Paris can be seen as the most interesting city of Europe and probably even as one of the most amazing cities worldwide. People from all over the world travel to Paris to discover and experience this fairy-like city. Paris is the city of love, inspiration, art and fashion. The night scene, the Eiffel Tower and the warm atmosphere will make you feel directly at home. Paris has a lot of interesting architecture and museums to offer, and is also a Walhalla for shopaholics. A city as Paris is one that everyone should visit and experience.

About the venue

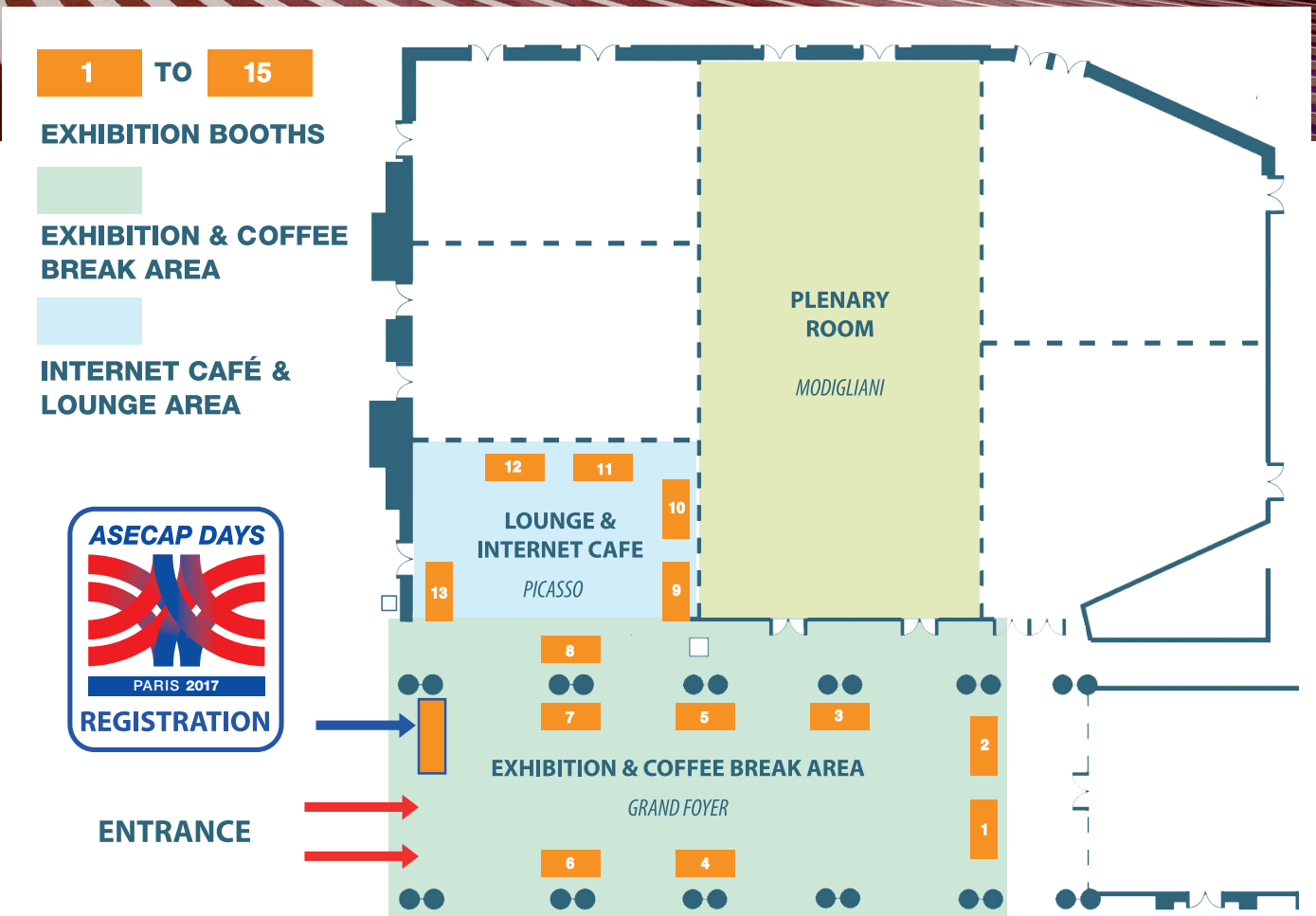
4



The 4-star Pullman Paris Montparnasse hotel is located in the heart of Paris, close to Montparnasse train station, the Eiffel Tower, and Saint-Germain-des-Prés. Ideal for your weekends or business stays, the hotel has been completely renovated and has family rooms for 4 people, a bar, a restaurant and a fitness centre. For your meetings, the hotel has a conference center with 48 rooms that can accommodate up to 1200 people. Free WIFI. Parking facilities and public transport are close by.

The Pullman Paris Montparnasse Hotel has 5 floors of rooms, all featuring contemporary decor, superbly comfortable bedding, panoramic views over Paris, 24-hour room service and flat-screen television (42-inch TVs in the rooms, 46-inch TVs in the suites).

Foyer & Congress Hall Floorplan / Exhibition Floorplan



Why Exhibit or Sponsor?

6

How can your company benefit?

As you might expect, with such a high-level audience, there are a number of ways for you to get involved, meet decision-makers and create business opportunities. Whether you choose to rent exhibition space and / or be a sponsor, each option allows your company to stand out and be highly visible.

Exhibition

The 45th ASECAP Study and Information Days offer substantial exhibition space, divided into individual stands of 3m x 2m (6 sqm). You will be placed in a strategic location to make sure you have a constant stream of visitors at your stand.

Sponsorship

You want to become an official ASECAP sponsor? Choose from a list of high profile options that take your brand to centre stage. These options will allow you to boost your visibility and show your competitive strength to potential clients. You can choose either a “global sponsorship” package or “à la carte” sponsorship items. Furthermore, all sponsorship items also include the free renting of an exhibition booth. Therefore, do not miss out these outstanding business opportunities!

Exhibition Opportunities

An exhibition area will be hosted during the 45th ASECAP Study and Information Days at the conference venue, the Pullman Montparnasse Hotel. All coffee breaks will take place in the exhibition area.

A Tour of the Exhibition area

After the great success at the 2016 ASECAP Days in Madrid, a visit of the exhibition area will be once again organized during the 2017 ASECAP Days. It shall take place on Monday 29 May 2017 from 19.30 to 20.30, just before the Welcome Reception. This tour shall be a not-to-be-missed-out opportunity for exhibitors to meet with potential and prospective customers. Face-to-face interaction is of paramount importance to your business activity and exhibiting at the ASECAP Days can be an integral and effective part of your sales and marketing strategy.

If you would like to participate to the conference as an exhibitor, the rental fee for an exhibition booth is:

→ **€ 5.000 + 20 % VAT**

The Exhibitor's package includes:

- Booth equipment:
 - 1 booth space measures 3m x 2m space (6 sqm)
 - 1 draped table
 - 2 chairs
 - 1 floor standing brochure holder
 - Access to power
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description featured in final printed programme
- Company name & logo featured:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo, a 150-word description and link on the ASECAP Days website's Exhibitors' page
- 1 free delegate registration
- 1 free exhibit floor only registration

ASECAP specific exhibit terms and conditions

8

EXHIBIT INFORMATION:

- An **exhibition stand** measures 3mx2m and includes 1 draped table, 2 chairs, 1 floor standing brochure holder and access to power. The exhibit area is carpeted and any additional furnishings may be ordered through the hotel. These extra expenses shall be assumed by the exhibitor who has made this specific request.

Important notes concerning the size and weight of your stand material:

- 1) Your stand material cannot exceed 350 kg/m²
 - 2) When you reserve your exhibit booth, please consider the following:
 - The height of your stand material cannot exceed 1,90m if you reserve an exhibit stand in the «Grand Foyer» - view floorplan on page 5 of the Brochure for details;
 - There is no height limit if you reserve a stand in the «Picasso room» - view floorplan on page 5 of the Brochure for details
- An **Exhibitor Services Manual** shall be sent to all Exhibitors by the Congress Organiser, MCI, a few weeks before the event. This manual shall include all practical information Exhibitors need to know before exhibiting at the ASECAP Days.
 - **Exhibit Set-Up / Tear Down:** installation and dismantling of exhibits may only be conducted with the time specified that will be set out in the Exhibitor Services Manual.
 - **Specific considerations:** the playing of music or loud noises within the exhibit or display area is strictly prohibited.
 - **Booth assignment** will be made by ASECAP on a first-come, first-served basis upon receipt of payment and a completed, signed copy of the exhibit reservation form.
 - Your organization will be recognized as an Exhibitor when full payment is received by ASECAP.

EXHIBITOR REGISTRATION INFORMATION:

- A free exhibit floor only registration is included with each exhibit booth. Additional booth personnel will need to register at € 150 + 20% VAT per person (exhibit floor only). All exhibit personnel **MUST** register using the relevant exhibit personnel forms on page 27 and page 28.
- The exhibitor floor only staff has access to all activities in the exhibition area as well as to coffee breaks, lunches and the Welcome Reception. However, the “booth only” staff does not have access to sessions in the plenary room, tours and the ASECAP Days Dinner on Tuesday. An exhibitor staff wishing to attend all functions and activities shall register as full Delegate.

Sponsorship Opportunities

!!!! NEW THIS YEAR FOR ALL SPONSORSHIP PACKAGES!!!!

Each sponsor will be offered 1 free exhibition stand (value= 5,000€) and 1 free exhibit floor only registration.

Global Sponsorship

Louis Pasteur Sponsorship (Gold)
Victor Hugo Sponsorship (Silver)

Specific Sponsorship

Lounge & Internet Café
Welcome Reception
ASECAP Days Dinner
Coffee Breaks
Powerblock chargers (new item)
Lanyards
USB keys
Pens
Notepads (new item)
Conference bags
Conference badges (new item)
Luggage tags (new item)
Smoothie bar (new item)
Fruit Sponsor
Delicacy Sponsor
Umbrella Sponsor

Global Sponsorship

10

Louis Pasteur (Gold)

→ € 9,500

The Gold Sponsorship package includes:

- Speech from the Sponsor at the Welcome Reception of the ASECAP Days
- Special thanks to the Sponsor during the ASECAP Days
- Invitation for 2 delegates and 2 accompanying persons at one of the VIP tables at the ASECAP Days Dinner
- Possibility to display max. 2 company roll-ups at the ASECAP Days venue
- Opportunity to distribute Sponsor materials and gifts to delegates (company literature & gifts are accepted with the prior consent of the ASECAP Secretariat)
- Complimentary distribution of company literature in the plenary room
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 250-word description in final printed programme
- Company name & logo featured:
 - on the ASECAP Days Dinner's invitation card
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo, a 250-word description and link on the ASECAP Days website's Sponsors' page
- 2 free delegate registrations

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Global Sponsorship

Victor Hugo Sponsorship (Silver)

11

→ € 6,900

The Silver Sponsorship package includes:

- Special thanks to the Sponsor during the ASECAP Days
- Invitation for 1 delegate and 1 accompanying person at one of the VIP tables at the ASECAP Days Dinner
- Possibility to display one company roll-up at the ASECAP Days venue
- Opportunity to distribute Sponsor materials and gifts to delegates (company literature & gifts are accepted with the prior consent of the ASECAP Secretariat)
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 200-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo, a 200-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

12

Lounge & Internet Café

→ € 4,500

The Lounge & Internet Café will provide the perfect setting for network opportunities, informal meetings, renewing acquaintances and making new contacts. Open throughout the two days, this relaxing meeting point will enable your company to maximize its exposure. If you wish to be right at the heart of the ASECAP Days, this is the perfect opportunity. Furthermore, your company will benefit from one of the most prominent positions at the conference, with branding around each workstation and every screen with the background wallpaper and screensaver. What better hi-tech way of making a statement!

This sponsorship package includes:

- Recognition as the host of the Lounge & Internet Café with the production of a large size banner featuring the company name and logo (the size of the banner will depend upon the area's setting, but it shall be several square meters large)
- Possibility to display max. 2 company roll-ups in the Lounge & Internet Café
- Company name & logo saved on each computer as screen saver/wallpaper in the Internet Café
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo, a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Global Sponsorship

Welcome Reception

13

→ € 7,000

Get special attention as a Welcome Reception Sponsor and offer your company a first-class exposure.

This sponsorship package includes:

- Special thanks to the Sponsor during the opening speech of the Welcome Reception
- Company name & logo on signage outside and inside the Welcome Reception venue
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 200-word description in final printed programme
- Company name & logo displayed:
 - on the Welcome Reception's invitation card
 - on screens in the plenary room
 - on all AS ECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo, a 200-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

14

ASECAP Days Dinner

→ € 7,000

Benefit from the participants' and accompanying persons' last night in Paris by sponsoring the ASECAP Days Dinner, providing your company with a first-class exposure.

This sponsorship package includes:

- Special thanks to the Sponsor during the ASECAP Days Dinner
- Invitation for 2 delegates and 2 accompanying persons at one of the VIP tables at the ASECAP Days Dinner
- Company name & logo on the ASECAP Days' signage inside and outside the ASECAP Days Dinner venue
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 200-word description in final printed programme
- Company name & logo displayed:
 - on the ASECAP Days Dinner's invitation card
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo, a 200-word description and link on the ASECAP Days website's Sponsors 'page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

Coffee Breaks

15

→ € 2,900

Sponsor the coffee breaks attended by all participants and benefit from a great exposure during this important networking opportunity. All coffee breaks will take place in the exhibition area.

This sponsorship package includes:

- Possibility to display one company roll-up in the coffee breaks area
- Opportunity to distribute Sponsor materials and gifts to delegates (company literature & gifts are accepted with the prior consent of the ASECAP Secretariat)
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 50-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo, a 50-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

16

Powerblock chargers

(new item)

- **€ 5,000 if the sponsor brings its own powerblock chargers**
- **€ 15,000 if the powerblock chargers featuring the sponsor's logo are produced by ASECAP**

Each ASECAP Days delegate will receive in his/her conference bag a powerblock charger. Therefore, why not having your logo being featured on the powerblock charger?

This exclusive sponsorship package includes:

- Powerblock charger featuring company logo. If the sponsor brings its own powerblock chargers, those shall be received by the ASECAP Secretariat by Friday 21 April 2017 at the latest.
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is exclusively reserved for one sponsor

Specific Sponsorship

Lanyards

17

→ **€ 5,000 if the sponsor brings its own lanyards**

→ **7,000 if the lanyards featuring the sponsor's logo are produced by ASECAP**

Each ASECAP Days participant, including conference speakers, media, sponsors and exhibitors, will hold a lanyard during the ASECAP Days. So why not have everyone wear your logo?

This exclusive sponsorship package includes:

- Lanyard featuring company logo. If the sponsor brings its own lanyards, those shall be received by the ASECAP Secretariat by Friday 21 April 2017 at the latest.
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is exclusively reserved for one sponsor

Specific Sponsorship

18

USB keys

→ € 4,000 if the sponsor brings its own keys

→ € 6,000 if the keys featuring the sponsor's logo are produced by ASECAP

Each ASECAP Days participant, including conference speakers, media, sponsors and exhibitors, will receive in his/her conference bag a USB drive containing ASECAP Days printed material. Therefore, why not having your logo being featured on the USB drive?

This exclusive sponsorship package includes:

- USB drive featuring company logo. If the sponsor brings its own keys, the ASECAP Secretariat must receive the keys by Friday 21 April 2017 at the latest because several documents related to the ASECAP Days will need to be saved on each USB key before the event.
- Possibility for the sponsor to insert company literature on the USB key
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is exclusively reserved for one sponsor

Specific Sponsorship

Pens

19

→ € 3,500 if the sponsor brings its own pens

→ € 5,000 if pens featuring the sponsor's logo are produced by ASECAP

Each ASECAP Days participant, including conference speakers, media, sponsors and exhibitors will receive in his/her conference bag a stylus. Therefore, why would your logo not be featured on each pen distributed?

This exclusive sponsorship package includes:

- Pen featuring company logo. If the sponsor brings its own pens, the ASECAP Secretariat must receive the pens by Friday 21 April 2017 at the latest
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 100-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 100-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is exclusively reserved for one sponsor

Specific Sponsorship

20

Notepads

(new item)

→ € 5,000

Each ASECAP Days participant, including conference speakers, media, sponsors and exhibitors will receive in his/her conference bag a notepad. Therefore, why would your logo not be featured on each notepad?

This sponsorship package includes:

- Notepad featuring company logo
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

Conference Bags

21

→ € 7,000

Have your logo printed on the conference bags and put your company name in the hands of every participant and speaker moving throughout each area of the ASECAP Days and beyond. Containing all ASECAP Days' printed material, the bag is invaluable both during and after the conference, ensuring that your brand leaves a lasting impression. As well as branding on the outside, you can also insert company literature/ material into the bag.

This sponsorship package includes:

- Conference bag featuring company logo (in addition to the ASECAP Days logo)
- 1 conference bag insert (*limited to A4 size – inserts are accepted with the prior consent of the ASECAP Secretariat*)
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 200-word description in the final ASECAP Days printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 200-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

22

Conference badges

(new item)

→ € 4,900

Each ASECAP Days participant, including conference speakers, media, sponsors and exhibitors will receive a conference badge he/she will have to wear during the whole event. Therefore, why would your logo not be featured on each badge?

This exclusive sponsorship package includes:

- Conference badge featuring company logo
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is exclusively reserved for one sponsor

Specific Sponsorship

Luggage tags

(new item)

23

- **€ 3,000 if the sponsor brings its own luggage tags**
- **€ 3,900 if the luggage tags featuring the sponsor's logo are produced by ASECAP**

A promotional luggage tag is a high-visibility, promotional option for any company. Luggage tags allow your brand to advertise on the go! When targeting frequent business travelers, tags are one personalized gift sure to widen your reach.

This exclusive sponsorship package includes:

- Luggage tag featuring your company logo and name on one side and a form on the back side for your customer. If the sponsor brings its own luggage tags, the latter must be received by the ASECAP Secretariat by Friday 21 April 2017 at the latest.
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 100-word description in the final ASECAP Days printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 100-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is exclusively reserved for one sponsor

Specific Sponsorship

24

Smoothie bar

(new item)

→ € 4,900

Sponsorship of the smoothie bar will present a networking opportunity for the sponsor by providing participants with fruit juices during the coffee and lunch breaks in the exhibition area.

This sponsorship opportunity includes:

- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in the final ASECAP Days printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

Fruit Sponsor

25

→ € 3,000

Make a difference and keep the conference participants healthy with fresh fruit served during the coffee breaks that will be held in the exhibition area.

This sponsorship opportunity includes:

- Company logo on all fruit serving dishes
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 50-word description in the final ASECAP Days printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 50-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

Specific Sponsorship

26

Delicacy Sponsor

→ € 5,000

Paris is world-wide renowned for its traditional home-made delicacies, so why not have your company logo prominent on a delicacy box distributed to the conference participants? Be the sweet choice at the ASECAP Days!

This exclusive sponsorship opportunity includes:

- Company logo on all individual delicacy boxes / bags
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 150-word description in the final ASECAP Days printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 150-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is exclusively reserved for one sponsor

Specific Sponsorship

Umbrella Sponsor

27

→ € 4,500

In Paris temperatures continue to soar in May, with the continuing approach of the summer's hot and sunny days, but the chance of rain is also present with the probability of precipitation and thunderstorm. So take the opportunity to have your company logo on the official conference umbrella, and be seen throughout the city and wherever the umbrella may travel afterwards.

This sponsorship package includes:

- 30cm x 23cm space branding on one side of each umbrella (deadline: 21 April 2017)
- Signage featuring company logo / name
- Company name and logo featured on a large-size TV screen in the lounge area
- Company name & logo & a 50-word description in final printed programme
- Company name & logo displayed:
 - on screens in the plenary room
 - on all ASECAP Days' printed material
- Company logo and link on the advertising banner featured on all pages of the ASECAP Days website
- Company name & logo & a 50-word description and link on the ASECAP Days website's Sponsors' page
- 1 free delegate registration

NEW THIS YEAR:

1 free exhibition booth + 1 free exhibit floor only registration

N.B.: This option is open to more than one sponsor

ASECAP DAYS



PARIS 2017

Exhibition Booth Reservation Form

28

To reserve an exhibition booth, please fill out this form to return it to the ASECAP Secretariat by email at c.defosse@asecap.com or by fax at **+32 2 514 66 28**. Upon receipt of this reservation form, MCI will invoice you for the corresponding amount.

29-31 May 2017 – Pullman Montparnasse Hotel, Paris, France

Company information

COMPANY:	VAT NUMBER:	
ADDRESS:		
POST CODE:	CITY:	COUNTRY:
PHONE: +	FAX: +	
EMAIL:	WEBSITE:	
CONTACT PERSON (FOR INVOICING):	EMAIL:	
CONTACT PERSON ⁽¹⁾ :		
EMAIL:	MOBILE: +	

**⁽¹⁾Please indicate here the name of the person who will take the free exhibit floor only registration that is automatically included with each exhibit booth.
Any additional booth personnel will need to register at €150 +20% VAT and fill out the separate exhibit personnel form you will find on next page.**

If you do not wish to have exhibit booth personnel, please let us know as well.

Please tick the relevant box:

- 1 exhibit booth at the price € 5,000 (+ 20% VAT) – to tick if you are exhibitor only
 1 free exhibit booth - to tick if you are sponsor as well

OPTIONAL (tick the relevant box):

Renting of a TV screen (350 € + 20%VAT for a 3-day use)
Yes / No

Stand preference (assigned on first-come, first-served basis)

*See floorplan on page 5:

*To view the stands that have already been attributed so far, please view the Exhibition Floorplan on the relevant page of the ASECAP Days website – www.asecapdays.com

FIRST CHOICE:

SECOND CHOICE:

THIRD CHOICE:

By signing, I declare that I agree with the Exhibit Terms and Conditions, as well as with General Terms and Conditions.

Signature: Date:

Additional Exhibit Personnel Form*

***Additional booth personnel have to fill out the form below. Is not concerned here the exhibit staff who already benefits from the free exhibit floor only registration that is automatically included with each exhibit booth.**

Any additional exhibition booth personnel will register at € 150 + 20% VAT

Please fill out this form to return it to the ASECAP Secretariat by email at c.defosse@asecap.com or by fax at +32 2 514 66 28. Upon receipt of this reservation form, MCI will invoice you for the corresponding amount.

Please complete one form per registrant

CONTACT PERSON (FOR INVOICING):	EMAIL:
CONTACT PERSON (STAND STAFF):	EMAIL:
MOBILE (STAND STAFF PERSON):	
COMPANY:	
ADDRESS:	
POST CODE:	CITY: COUNTRY:
PHONE: +	FAX +
EMAIL:	WEBSITE:

By signing, I declare that I agree with the Exhibit Terms and Conditions, as well as with General Terms and Conditions.

Signature: Date:



Sponsorship Application Form

To reserve your sponsorship item, please fill out this form to return it to the **ASECAP Secretariat** by email at **c.defosse@asecap.com** or by fax at **+32 2 514 66 28**. Upon receipt of this sponsorship application form, MCI will invoice you for the corresponding amount.

29-31 May 2017 – Pullman Montparnasse Hotel, Paris, France

Sponsor information

COMPANY:	VAT NUMBER:
CONTACT PERSON (FOR INVOICING):	EMAIL:
CONTACT FREE DELEGATE 1 :	EMAIL: MOBILE:
CONTACT FREE DELEGATE 2 ⁽¹⁾ :	EMAIL: MOBILE:
ADDRESS:	
POST CODE:	CITY: COUNTRY:
PHONE: +	FAX: +
EMAIL:	WEBSITE:

⁽¹⁾ To fill out if your company is Gold Sponsor

Global Sponsorship		
Louis Pasteur Sponsorship (Gold)	€ 9,500	
Victor Hugo Sponsorship (Silver)	€ 6,900	

Specific Sponsorship		
Lounge & Internet Café	€ 4,500	
Welcome Reception	€ 7,000	
ASECAP Days Dinner	€ 7,000	
Coffee Breaks	€ 2,900	
Powerblock chargers	€ 5,000 & € 15,000 (see details on page 16)	
Lanyards	€ 5,000 & € 7,000 (see details on page 17)	
USB keys	€ 4,000 & € 6,000 (see details on page 18)	
Pens	€ 3,500 & € 5,000 (see details on page 19)	
Notepads	€ 5,000	

Sponsorship Application Form

Specific Sponsorship		
Conference bags	€ 7,000	
Conference badges	€ 4,900	
Luggage tags	€ 3,000 & € 3,900 (see details on page 23)	
Smoothie bar	€ 4,900	
Fruit Sponsor	€ 3,000	
Delicacy Sponsor	€ 5,000	
Umbrella Sponsor	€ 4,500	

All prices are VAT excluded (20%).

VERY IMPORTANT NOTES:

- As a sponsor, you will benefit from one or two free delegate registrations, depending on the sponsorship package you will choose. If you already know the name of the person(s) who will benefit from the free registration when you fill out this form, you are kindly invited to indicate their name in the table above under “contact free delegate 1” and “contact free delegate 2”. If not, you may provide these pieces of information to the ASECAP Secretariat at a later time.
- Sponsors who would like to have an exhibition stand are requested to fill out the **Exhibition Booth Reservation Form** on page 28.
- Sponsors who reserve an exhibit booth and who would like to have 1 free exhibit stand person are requested to fill out as well the **Exhibition Booth Reservation Form** on page 28.
- For any additional stand personnel, sponsors are requested to fill out the **Additional Exhibit Personnel Form** on page 29.
- The sponsors who will reserve an exhibition stand are kindly invited to read very carefully the **ASECAP SPECIFIC EXHIBIT TERMS AND CONDITIONS** on page 8.

By signing, I declare that I agree with the General Terms and Conditions.

Signature: Date:

General terms and conditions

1. Definitions

“Conference” shall mean the event, ASECAP Study Days, which will take place 29-31 May 2017 at the Pullman Montparnasse Hotel. “Organiser” shall mean MCI in Joint Venture with ASECAP. “Exhibitor or Sponsor” shall mean any person, firm or organization allocated a space by the Organisers in the above-said conference, or with a confirmed sponsorship as outlined in this document. “Co-exhibitor” shall mean any person, firm or organization exhibiting their own products or services on the stand space of an Exhibitor.

2. Application for participation & acceptance

All applications for participation shall be made on the prescribed form overleaf. The application shall be submitted to the Organiser. Upon receipt of the invoice, the exhibitor or sponsor will promptly transfer the required deposit equivalent to 30% of the total charges and sponsor package. The submission of the application form shall be deemed to be confirmation of participation and full acceptance of the ‘Terms & Conditions for Participation’ as stated herein. The application shall become a valid contract upon the Organiser accepting the application. The application and confirmation of its receipt do not constitute grounds for any claim to approval, or to any specific location or site of stand. In particular, the Organiser is entitled to implement reductions in the number of square meters applied for if the conference area available is oversubscribed.

3. Rental of stand fitting, design and signs

The individual design of the stand, if in excess of the services indicated in the offer, is the concern of each individual Exhibitor who shall apply with the official contractor for furniture, fittings, fixtures and Utilities. The nature of the design shall, however, be subjected to the construction regulations applicable to the event venue and to the construction guidelines set by the Organiser.

4. Co-exhibitors and firms indirectly

represented Stand areas are in principle made available solely as whole entries and only to one contracting party, the ‘main Exhibitor’. The use of the stand area by another company represented by its own conference goods (coexhibitor), shall require a special application and written approval from the Organiser. Approval of co-exhibitors is likewise based on the criteria listed under paragraph 2 above, apart from this. Such companies shall also be subject to the terms & conditions for participation, which are to be acknowledged by those companies in writing. The assignment of the rights and obligations to other parties, even if only in part, is not permissible except with the written approval of the Organiser in advance. The Main Exhibitor shall be liable for any fault on the part of his co-exhibitor or indirectly represented company and their agents, in the same manner as his own faults and for the faults of his own agents. The same shall apply to auxiliary staff. If paragraph 4 above applies, the main Exhibitor and all co-exhibitors shall be jointly and severally liable to the Organiser for the obligation arising from this rental contract.

5. Terms of payment

- a) A non-refundable deposit of 30% of total stand rental charges as well as the co-exhibitors fee.
- b) The balance shall be paid within 4 months before the commencement of the conference.
- c) For other additional services, payments must be made in full, in advance, when placing orders for services
- d) Payment by the stipulated date is a prerequisite condition for the Exhibitor’s participation in the conference and use of the stand.

- e) In the event of default of payment by the stipulated date in (a), the Exhibitor’s or sponsor’s application shall be deemed to be cancelled and the 30% deposit forfeited; and (b), the Organiser shall reserve the right to claim all payment due from the defaulting Exhibitor or sponsor. The Exhibitor or Sponsor shall not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

6. Cancellation policy

All exhibit space cancellations or reductions must be made in writing.

Refunds are calculated as follows:

- Cancellation or reduction of exhibit space prior until 28 February 2017 included, a refund of 100% of exhibit space cost will be granted.
- Cancellation or reduction of exhibit space from 1 April 2017 onwards, a refund of 30% will be granted.
- Cancellation or reduction of exhibit space from 1 May 2017 onwards, no refund will be granted.

7. Movement of exhibits

- a) The Exhibitor shall bear the responsibility and expenses for transport of exhibits to the conference venue.
- b) The Exhibitor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the Organiser.
- c) The Exhibitor shall submit a list of exhibits to the Organiser at least ten days prior to the start of the conference.
- d) No exhibits or other goods will be permitted to leave the conference venue. The Exhibitor shall indemnify the Organiser against any loss or damages due to delay or damage to the conference venue.

8. Security & Insurance

The Organiser, its directors, trustees, offices, employees, agents and representations, will not be responsible for the safety of articles of any kind brought into the conference by the Exhibitor or Sponsor, their employees, agents or contractors, members of the public or any person whatsoever. Exhibitors shall ensure that they are fully covered by Insurance and take out public liability and comprehensive protection. The period of Insurance shall be from the time the Exhibitor first enters the conference hall until all his exhibits have been properly removed to the satisfaction of the Organiser. The Exhibitor shall indemnify and hold the Organiser, its directors, trustees, offices, employees, agents and representations, harmless with respect to all costs, claims, liabilities, losses, demands, proceedings and expenses to which the Organiser, its directors, trustees, offices, employees, agents and representations may in any way be subject (including but not limited to members of the public, the staff of the local authorities, or the Organiser of Exhibitors’ staff, agents or contractors) caused as a result of any act of omission of the Exhibitor, co-exhibitor, sponsor, representatives, employees, agents, contractors or invitees. If the Organiser so demands, the Exhibitor shall provide proof to the Organiser that the Exhibitor has adequate insurance coverage. The Organiser shall not in any event be held responsible for any loss or damages whatsoever (including loss of profits suffered by the exhibitor) as a result of any restrictions or conditions which prevent construction, completion, alteration or dismantling, or for the failure of any service normally provided at the listed conference ground, for the cancellation or part-time opening of the conference either as a whole or in part, or for amendments or alterations to all or any of the ‘Terms & Conditions for Participation’ caused by any circumstance not within their control.

9. Security Responsibility

During all periods, security of exhibits, stands and furniture is wholly the responsibility of the Exhibitor, his agent or contractor and the Organiser, its directors, trustees, offices, employees, agents and representations shall not be responsible for any losses, damages to property or injuries to person incurred.

10. Damage to venue

The exhibitor shall take good care of and shall not cause any damage or permit or suffer any damage to be done to the conference venue or to any part or parts thereof or to any fittings, equipment or other property therein, and shall make good and pay for damages thereto (including accident damage and damage by fire) caused by act or omission of himself, employees, co-exhibitors, agents, representatives, contractors or persons by reason of the use of the conference venue by the Exhibitor. If the Organiser so demands, the Exhibitor shall insure the venue for any damage and send the insurance documents to the Organiser.

11. Indemnity of the Organiser/ show manager

Under no circumstances shall the Organiser make good or accept any responsibility or liability however arising with respect to damage, theft or loss of any property, goods, articles or things however placed, deposited, brought into or left upon the premise either by the Exhibitor for his use or purpose or by any other person, and the Exhibitor must indemnify the Organiser, its employees, agents and offices in respect thereof.

12. Compliance with laws

Exhibitors shall comply with all the rules, regulations and laws imposed or laid down or prescribed in the future by the government, public authorities and owners or managers of the conference venue for all purposes concerned with the implementation of these regulations, of the regulations and stipulations laid down or prescribed in the future by the Organiser by virtue thereof, and of all other

contracts relating to the conference the Exhibitor shall be deemed to be domiciled at the office of the Organiser in Brussels. Without prejudice to the powers of the parties to enter into a general or limited arbitration agreement, all disputes arising from the Exhibitor's participation, from the enforcement of these regulations, or from any other contracts relating to the conference, including the Terms & Conditions for Participation' stated herein, or by virtue of regulations or stipulations laid down or prescribed by the Organiser, shall be governed and construed accordingly and the Exhibitor hereby submits to the non-exclusive jurisdiction of the courts. Where disputes arise concerning interpretation, the English text of these 'Terms & Conditions for Participation' shall be deemed to be final.

13. Supplementary clauses

Whenever necessary to ensure the smooth management of the conference, the Organiser shall have the right to issue Supplementary regulations and instructions in addition to those in the Terms & Conditions for Participation'. All such additional written instructions form a part of the 'Terms & Conditions for Participation' and are binding on all Exhibitors.

14. Infringement of 'Terms & Conditions for Participation'

The infringement of the above-mentioned 'Terms & Conditions for Participation', and any other future rules and regulations determined by the Organiser, will result in the exclusion of the Exhibitor from the conference, and the Exhibitor shall have no right to claim compensation or demand refund on any payments already processed, losses or expenses, nor shall the Exhibitor be released from their contractual obligation to pay.

15. Unforeseen Occurrences

In the event of any occurrence not foreseen in these Terms & Conditions for Participation', the decision of the Organiser shall be final.

ASECAP DAYS



Contact

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