



**ASECAP DAYS**



**MADRID 2025**

Organized by



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

Hosted by



*Asociación de Empresas Constructoras  
y Concesionarias de Infraestructuras*

# SPONSORSHIP BROCHURE

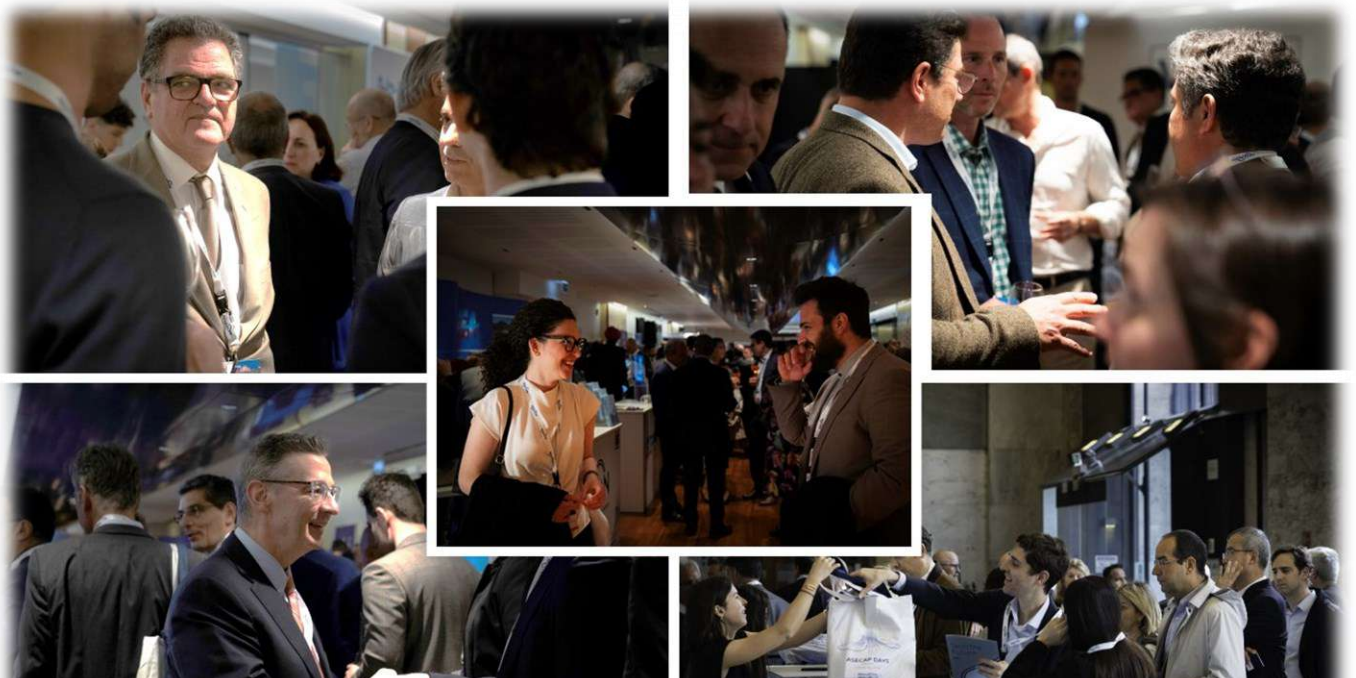
**Become a sponsor/exhibitor  
of the ASECAP Study  
& Information Days**

**26 - 28 May 2025**

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# Why should you sponsor or exhibit?



Attendees of the ASECAP annual days are Executives, CEO's, Top and Middle level Managers of Toll Motorway Companies, Concession Companies, Road Operators, Toll Service Providers, ITS Consultants, Financial Institutions, Rating Agencies, Brokers and Insurance Companies, Public Organizations, Government Executives, EU Institutional Representatives. There are a number of ways for you to get involved, meet decision- makers and create business opportunities.

## Sponsorship

Get the most of the 52<sup>nd</sup> ASECAP Study and Information Days. Take advantage of a sponsorship package and maximize your company's exposure to the tolling industry. Choose from a list of high-profile options that take your brand to centre stage, boost your visibility and show your competitive strength to potential clients. **Become a PLATINUM, GOLD, SILVER or BRONZE Sponsor!** Do not wait! Stand out among your competition with an ASECAP Days sponsorship!

## Exhibition

The 52<sup>nd</sup> ASECAP Study and Information Days offer substantial exhibition spaces, divided into individual stands. **The PLATINUM and GOLD Sponsors will be placed in a strategic location with bigger exposure.**

## 2024 Sponsors

**Platinum:** A-TO-BE, MOVYON, TELEPASS **Gold:** AUTOPAY, ETIKA CONSULTING, ETOLLSEU, HATKO, KAPSCH, MILLIGAN PARTNERS, NIVI, SALFO, UNIPOLTECH, VALERANN, VERRA MOBILITY, VIAPLUS, VITRONIC **Silver:** EMOVIS, G.E.A, LEODA VINCI **Bronze:** ASI SOLUTIONS, ECOGEST, EUKLIS, IRIS, LOQUIS, REBLOC CONCRETE BARRIERS, TRIVENETO SERVIZI, VERSILIS



# SPONSORSHIP AT A GLANCE

PLATINUM	GOLD	SILVER	BRONZE
<b>Each stand includes:</b> <ul style="list-style-type: none"> <li>✓ 1 table</li> <li>✓ 2 chairs</li> <li>✓ 1 brochure holder (optional)</li> <li>✓ TV screen (optional)</li> <li>✓ Access to power</li> </ul>	<b>Each stand includes:</b> <ul style="list-style-type: none"> <li>✓ 1 table</li> <li>✓ 2 chairs</li> <li>✓ 1 brochure holder (optional)</li> <li>✓ TV screen (optional)</li> <li>✓ Access to power</li> </ul>	<b>Each stand includes:</b> <ul style="list-style-type: none"> <li>✓ 1 table</li> <li>✓ 2 chairs</li> <li>✓ 1 brochure holder (optional)</li> <li>✓ TV screen (optional)</li> <li>✓ Access to power</li> </ul>	<b>Each stand includes:</b> <ul style="list-style-type: none"> <li>✓ 1 table</li> <li>✓ 2 chairs</li> <li>✓ 1 brochure holder (optional)</li> <li>✓ TV screen (optional)</li> <li>✓ Access to power</li> </ul>
1 slot presentation in a plenary session* + 1-2 min exposure in the Industry Stakeholder session	1 slot presentation in a parallel session* + 1-2 min exposure in the Industry Stakeholder session	1-2 min exposure in the Industry Stakeholder session	1-2 min exposure in the Industry Stakeholder session
6 Free Conference Registrations	4 Free Conference Registrations	2 Free Conference Registrations	1 Free Conference Registration
Full page advertisement in the final programme	<i>Sponsorship &amp; Exhibition Opportunities</i>		
<b>ASECAP DAYS Website:</b> <ul style="list-style-type: none"> <li>✓ Homepage: advertisement banner with link to company's website</li> <li>✓ Dedicated webpage: logo&amp;company profile</li> </ul> Logo&company profile in the final programme Company logo in ASECAP email blasts & weekly newsletters	<b>ASECAP DAYS Website:</b> <ul style="list-style-type: none"> <li>✓ Homepage: logo &amp; link to company's website</li> <li>✓ Dedicated webpage: logo&amp;company profile</li> </ul> Logo&company profile in the final programme Company logo in ASECAP email blasts & weekly newsletters	<b>ASECAP DAYS Website:</b> <ul style="list-style-type: none"> <li>✓ Homepage: logo &amp; link to company's website</li> <li>✓ Dedicated webpage: logo&amp;company profile</li> </ul> Logo&company profile in the final programme Company logo in ASECAP email blasts & weekly newsletters	<b>ASECAP DAYS Website:</b> <ul style="list-style-type: none"> <li>✓ Homepage: logo &amp; link to company's website</li> <li>✓ Dedicated webpage: logo&amp;company profile</li> </ul> Logo&company profile in the final programme Company logo in ASECAP email blasts & weekly newsletters
<b>Acknowledgement about your event's sponsorship during the opening speech</b>			
Ad insert in delegates' tote bags + 2 company roll ups**	Ad insert in delegates' tote bags + 1 company roll up**	Ad insert in delegates' tote bags	Ad insert in delegates' tote bags
<b>Sponsorship of one of the following items***:</b> <i>Non-exhaustive list</i> <ul style="list-style-type: none"> <li>✓ Delegates' tote bags (exclusive)</li> <li>✓ Lanyards (exclusive)</li> <li>✓ Photobooth (exclusive)</li> <li>✓ USB keys (exclusive)</li> <li>✓ Dedicated WiFi</li> <li>✓ Power Bank (exclusive)</li> <li>✓ Luggage tags (exclusive)</li> </ul>	<b>Sponsorship of one of the following items***:</b> <i>Non-exhaustive list</i> <ul style="list-style-type: none"> <li>✓ Welcome reception on Monday</li> <li>✓ Tuesday lunch</li> <li>✓ Wednesday lunch</li> <li>✓ Pens (exclusive)</li> <li>✓ Notepads (exclusive)</li> </ul>	<b>Sponsorship of one of the following items***:</b> <i>Non-exhaustive list</i> <ul style="list-style-type: none"> <li>✓ Morning Coffee break on Tuesday or Wednesday (not exclusive)</li> <li>✓ Afternoon Coffee break on Tuesday (not exclusive)</li> </ul>	No sponsorship item
<b>15,000 €****</b>	<b>10,000 €****</b>	<b>8,000 €****</b>	<b>6,500 €****</b>

\*Abstracts must be submitted throughout the call for paper

\*\*Roll-ups are produced and shipped by the sponsor

\*\*\*Sponsorship items must be produced and shipped by the sponsor (cost is not included in the sponsorship package)

\*\*\*\*Prices are VAT excluded (20%)

# EXHIBITOR ONLY

## Exhibition Package

**6,000 € + 20 % VAT**

The Exhibitor's package includes:

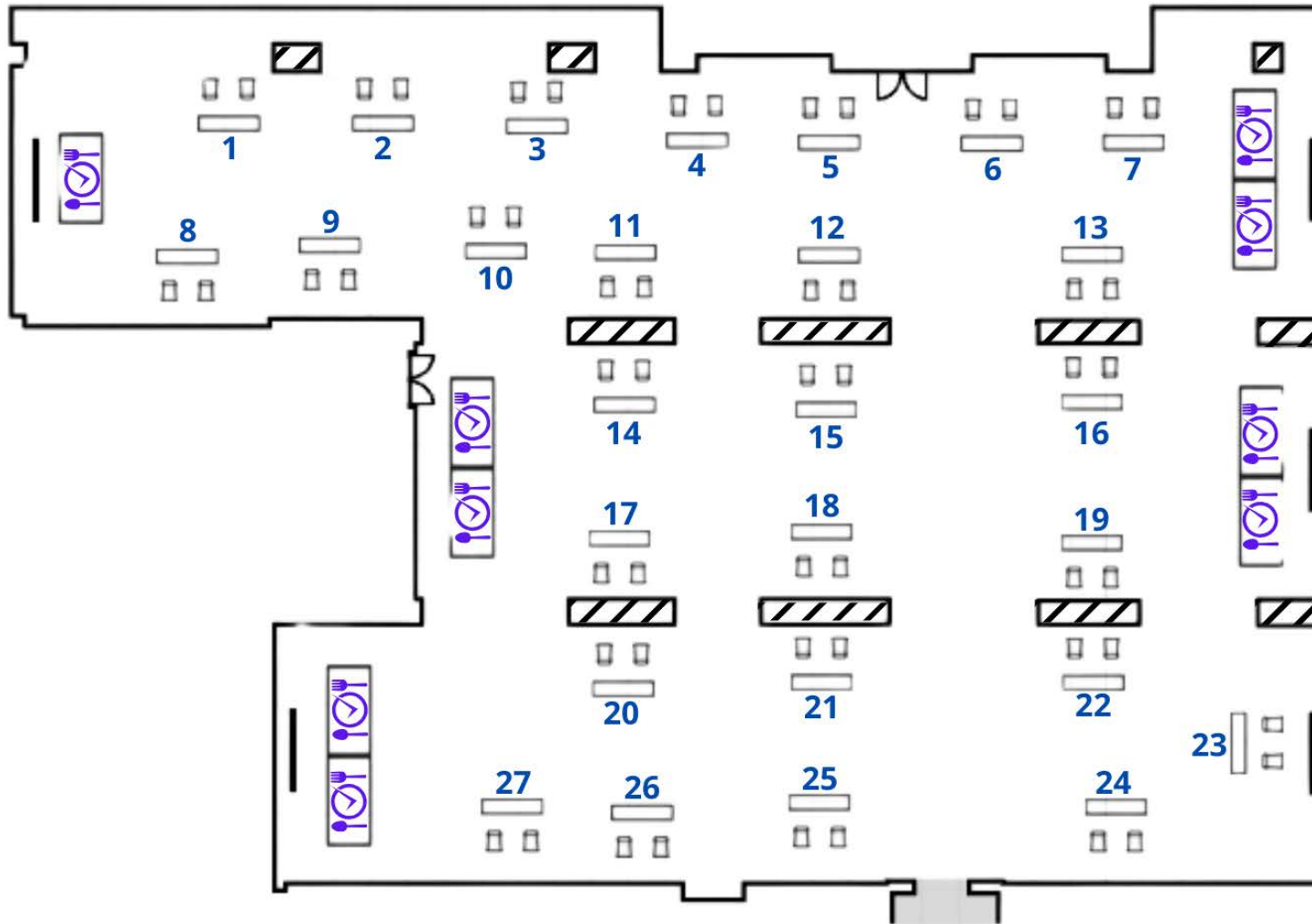
### Booth equipment:

- ✓ 1 booth space
- ✓ 1 table
- ✓ 2 chairs
- ✓ 1 floor standing brochure holder (*Optional: 100€ VAT excl. for the whole event*)
- ✓ TV Screen (*Optional: 250€ VAT excl. for the whole event*)
- ✓ Access to power
- ✓ Signage featuring company name & logo
- ✓ Company name & logo featured on screens in the exhibition area and in plenary room
- ✓ Company logo & profile in the final programme

### ASECAP Days website:


- ✓ Company logo & link to company website on homepage.
- ✓ Company logo & profile with link to company website on the Sponsors & Exhibitors webpage.
- ✓ 1 free exhibitor staff pass (Access to the exhibition area ONLY; Welcome reception, Lunch & Networking dinner included)

# EXHIBITION FLOORPLAN



 Catering station

**1 to 27** Exhibition stands

 Stands no longer available

 Pillars

**Plenary and parallel session rooms  
are on the same floor**

**\*\*\*Floorplan is subject to change**

# SPONSORSHIP APPLICATION FORM

Fill out this form to return it to Carole Défossé (the ASECAP Secretariat) by email at [c.defosse@asecap.com](mailto:c.defosse@asecap.com) or by fax at +32 2 514 66 28.

Upon receipt of this sponsorship application form, your company will receive an invoice for the corresponding amount.

**26 – 28 May 2025 – NH Collection Madrid Eurobuilding, Madrid, Spain**

## Sponsor Information

COMPANY: ..... VAT NUMBER: .....

CONTACT FREE DELEGATE 1 (FIRST NAME & LAST NAME)\*: ..... TITLE: .....

CONTACT FREE DELEGATE 2 (FIRST NAME & LAST NAME)\*: ..... TITLE: .....

CONTACT FREE DELEGATE 3 (FIRST NAME & LAST NAME)\*: ..... TITLE: .....

CONTACT FREE DELEGATE 4 (FIRST NAME & LAST NAME)\*: ..... TITLE: .....

CONTACT FREE DELEGATE 5 (FIRST NAME & LAST NAME)\*: ..... TITLE: .....

CONTACT FREE DELEGATE 6 (FIRST NAME & LAST NAME)\*: ..... TITLE: .....

ADDRESS: .....

POST CODE: ..... CITY: ..... COUNTRY: .....

PHONE: +..... MOBILE PHONE: + .....

FAX: ..... EMAIL: .....

WEBSITE: .....

*\*Platinum (6 free delegates), Gold (4 free delegates), Silver (2 free delegates), Bronze (1 free delegate)*

SPONSORS			TICK THE BOX OF YOUR CHOICE
<b>PLATINUM SPONSORSHIP</b>	Delegates' tote bag	15,000 €	
	Lanyard	15,000 €	
	Photo Booth	15,000 €	
	USB key	15,000 €	
	Dedicated WiFi	15,000 €	
	Power Bank	15,000 €	
	Luggage tag	15,000 €	
<b>GOLD SPONSORSHIP</b>	Welcome reception – Monday 26 May 2025	10,000 €	
	Lunch on Tuesday 27 May 2025	10,000 €	
	Lunch on Wednesday 28 May 2025	10,000 €	
	Pens	10,000 €	
	Notepads	10,000 €	
<b>SILVER SPONSORSHIP</b>	Morning Coffee Break–Tuesday 27 May 2025	8,000 €	
	Afternoon Coffee Break–Tuesday 27 May 2025	8,000 €	
	Morning Coffee Break–Wednesday 28 May 2025	8,000 €	
<b>BRONZE SPONSORSHIP</b>	No item	6,500 €	

*\*All prices are VAT excluded (20 %) - All sponsorship items must be produced & shipped by the sponsors (not included in the sponsorship package)*

# SPONSORSHIP APPLICATION FORM

## VERY IMPORTANT NOTES:

- The sponsors who shall reserve an exhibit booth shall fill out as well the **Exhibition Booth Reservation Form** on page 7.
- For any additional pass, sponsors/exhibitors will need to register at regular rate. (Access to the plenary&parallel sessions, welcome reception, lunch & networking dinner included). In order to register, visit the ASECAP DAYS website at [www.asecapdays.com](http://www.asecapdays.com).
- The sponsors who shall reserve an exhibit booth are kindly invited to read very carefully the **ASECAP SPECIFIC EXHIBIT TERMS AND CONDITIONS** on page 9.
- **Sponsors should apply for a sponsorship package before the 29<sup>th</sup> April 2025, subject to availability of space (first come/first serve)** in order to ensure that the company logo and/or profile are on any production made by ASECAP. After this date, any applicant for sponsorship takes the risk of not having its company logo appear on the printed materials for the event (final programme, banners, posters, etc. that may be produced by ASECAP).

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

### **Cancellation policy:**

*All exhibit space and/or sponsorship cancellations or changes must be made in writing.*

*Refunds are calculated as follows:*

- *Cancellation of exhibit space or sponsorship until 30 January 2025 included, a refund of 50% of exhibit space or sponsorship cost will be granted minus a EUR 75 administration fee.*
- *Cancellation of exhibit space or sponsorship from 31 January 2025 onwards, no refund will be granted.*

Signature: .....Date: .....



# EXHIBITION BOOTH RESERVATION FORM

Fill out this form to return it to Carole Défossé (the ASECAP Secretariat) by email at [c.defosse@asecap.com](mailto:c.defosse@asecap.com). Upon receipt of this reservation form, your company will receive an invoice for the corresponding amount.

**26 - 28 May 2025 – NH Collection Madrid Eurobuilding, Madrid, Spain**

## Company information

COMPANY: .....	VAT NUMBER: .....	
ADDRESS: .....		
POST CODE: .....	CITY: .....	COUNTRY: .....
PHONE: + .....	FAX: + .....	
EMAIL: .....	WEBSITE: .....	
Conference Registration Pass (FIRST NAME & LAST NAME)*: .....		

*\*Indicate the name of the person who will take the free conference registration pass that is automatically included in the Exhibition Package*

For any additional pass, sponsors/exhibitors will need to register at regular rate. (Access to the plenary&parallel sessions, welcome reception, lunch & networking dinner included). In order to register, visit the ASECAP DAYS website at [www.asecapdays.com](http://www.asecapdays.com).

### Please tick the relevant box:

- 1 exhibit booth at the price 6,000 € (+ 20% VAT) – **to tick if you are exhibitor only**
- 1 free exhibit booth - **to tick if you are sponsor**

### OPTIONAL:

- Renting of a TV screen (250€ VAT excl. for the whole event)
- Renting of a brochure holder (100€ VAT excl. for the whole event)

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

To view the stands that have already been attributed so far, please go to the ASECAP Days website - [www.asecapdays.com](http://www.asecapdays.com) - and click on the webpage «Sponsors & Exhibitors»

FIRST CHOICE: .....

SECOND CHOICE: .....

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

### Cancellation policy:

All exhibit space and/or sponsorship cancellations or changes must be made in writing. Refunds are calculated as follows:

- Cancellation of exhibit space or sponsorship until 30 January 2025 included, a refund of 50% of exhibit space or sponsorship cost will be granted minus a EUR 75 administration fee.
- Cancellation of exhibit space or sponsorship from 31 January 2025 onwards, no refund will be granted.

Signature: .....Date: .....

# ASECAP SPECIFIC EXHIBIT TERMS & CONDITIONS

- A **standard exhibition stand** includes 1 table, 2 chairs, and access to power.
- An **Exhibitor Services Information** shall be sent to all Exhibitors by the ASECAP Secretariat 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 that will be set out in the Exhibitor Services Information.
- **Specific considerations:** the playing of music or loud noises within the exhibit or display area is strictly prohibited.
- **Booth assignment** shall 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 shall be recognized as an Exhibitor when full payment is received by ASECAP.
- **For any additional pass**, sponsors/exhibitors will need to register at regular rate. (Access to the plenary&parallel sessions, welcome reception, lunch & networking dinner included). In order to register, visit the ASECAP DAYS website at [www.asecapdays.com](http://www.asecapdays.com).

# GENERAL TERMS AND CONDITIONS

## 1. Definitions

"Conference" shall mean the event, ASECAP Study Days, which will take place 26 - 28 May 2025 at the NH Collection Madrid Eurobuilding, Madrid, Spain. "Organiser" shall mean 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 & sponsorship cancellations or changes must be made in writing.

Refunds are calculated as follows:

- Cancellation of exhibit space or sponsorship until 30 January 2025 included, a refund of 50% of exhibit space or sponsorship cost will be granted minus a EUR 75 administration fee.
- Cancellation of exhibit space or sponsorship from 31 January 2025 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.

# General terms and conditions

## 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.