

EXHIBITION & SPONSORSHIP PROSPECTUS AND PROMOTIONAL OPPORTUNITIES



DESTINATION
EURASPHALT & EUROBITUME



PRAGUE
6th E&E CONGRESS

6th Eurasphalt & Eurobitume Congress

1–3 June 2016 – Prague Congress Centre
Investing in our greatest asset

Organised by EAPA & Eurobitume

WELCOME LETTER

Dear Business Partners,

On behalf of the EAPA and Eurobitume we are pleased to invite you to participate in the **6th Eurasphalt & Eurobitume Congress** being held from the 1st to the 3rd of June 2016 at the Prague Congress Centre, Czech Republic. Following the success of the 5th Congress in 2012 we are now focusing on our road network under the theme "Investing in our greatest asset".

The road network is our greatest asset and the most important part of all public infrastructures. With its role as the backbone of all our transportation needs, making this asset more efficient is critical for the success of both our society and our economy, whether industrial or service based. Our aim for the 2016 E&E Congress is to highlight the importance of maintaining an efficient European road network and also the importance that research and development play in ensuring that this is achieved.

Solutions and expertise are available to extend the life of roads and meet the needs of the society through investing in planned product selection and good maintenance options that include criteria for long-life pavement. Together, the bitumen and asphalt industries along with the research community have been investing time and resources to develop product and technology solutions for the road network.

The 2016 E&E Congress provides an excellent platform to show your products and technology solutions to congress participants by taking part in the exhibition and being a sponsor of this event. As in Istanbul in 2012, we again offer exhibitors the perfect opportunity to reach a wide audience from the asphalt and bitumen industry as well as their partners from road owners and governmental decision makers to researchers and contractors.

At the previous five congresses we have seen attendees from over 50 countries world-wide and around 1000 attendees and we expect to see similar numbers in 2016. All coffee and lunch breaks will take place in the exhibition area to provide you maximum exposure. We invite you to register for the exhibition now and to choose your promotional opportunities.

Looking forward to seeing you in Prague.



Carl Robertus
President of Eurobitume



Ayberk Özcan
President of EAPA

WHY TAKE PART?

The 6th E&E Congress is the most significant European event organised in the field of bitumen and asphalt pavements. The congress will provide a unique opportunity to meet the best experts and scientists from the entire world, promote your organisation, support your brand and maintain a high profile within your field of business.

Organisers extend a warm invitation also to educational centres, universities, publishing houses, local societies or NGO's to demonstrate their activities and research by participating in this event.

Early confirmation of your interest to exhibit will ensure the highest level of exposure to the attendees of the congress. An extensive promotional campaign includes advertisements, e-mail newsletters and web exposure.

HOW TO EXHIBIT?

To participate at the event, please review all exhibition and additional promotional opportunities and combine activities that suit you best. Sponsors' categories/packages refer to the total contribution of your company to the event (see details below). Please note that we are flexible. We would be glad to discuss with you other optional opportunities to suit your marketing requirements and budget.

To exhibit at the congress, please review conditions for exhibition and decide how many square meters (sqm) of exhibition space you need and in which category.

PRICING

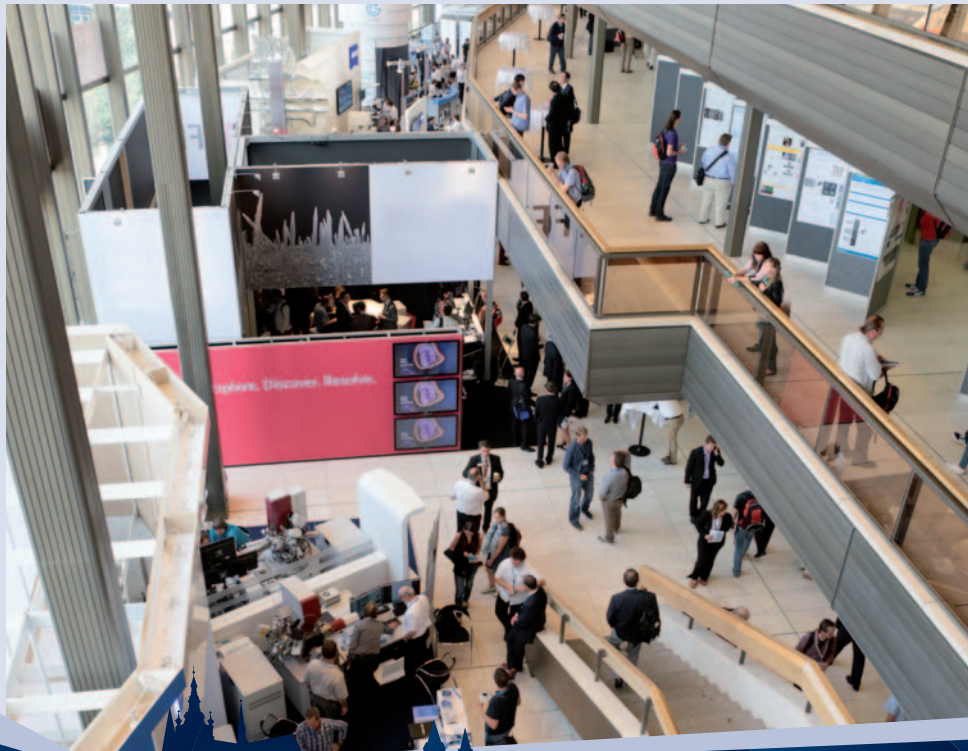
All prices listed in the prospectus are stated in Euros excluding VAT. VAT is to be charged based on current Czech law (21% as of 2013 or a reverse charge for particular countries/items).

EXHIBITION

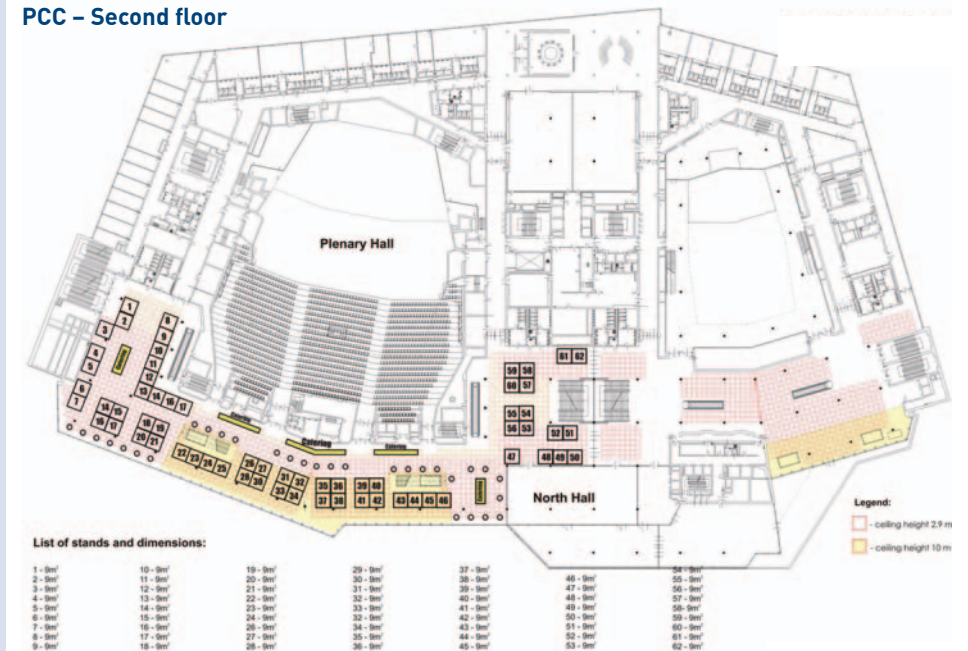
The exhibition during the 2016 E&E Congress will be located in the Congress Hall Foyer on the 2nd and 3rd floor of the Prague Congress Centre.

Basic exhibition space (space rental only, no shell scheme stand and no technical equipment is included)	450 € / sqm (minimum space rental is 9 sqm)
Shell scheme booth (9 sqm)	4 275 €
Shell scheme booth of (18 sqm)	8 350 €

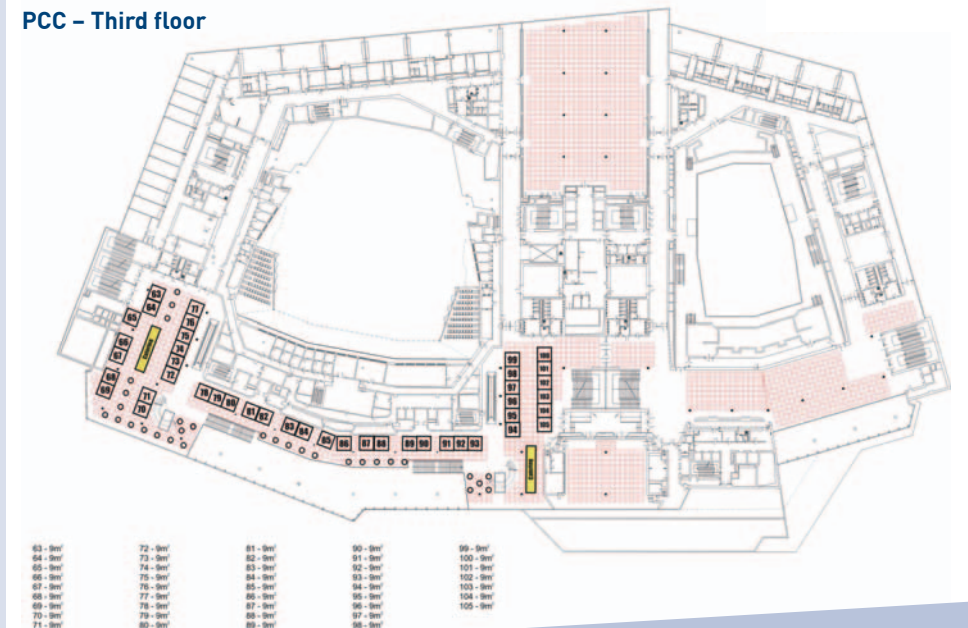
- The basic shell scheme booth includes: shell scheme, carpeting, 500W power outlet, two lights (per every 9 sqm)
- One congress bag and one exhibitor badge will be provided per basic exhibition space. For each additional 9 sqm, one additional exhibitor badge will be provided.
- All rental of equipment such as shell scheme booths, carpets, furniture, power supply, etc. must be hired separately from the congress exhibition contractor and will be charged individually. Each exhibitor will be contacted directly by the appointed contractor and will get technical details on exhibition set-up & dismantling, forwarding company details, etc.



PCC – Second floor



PCC – Third floor



SPONSORS' CATEGORIES

GOLD SPONSOR

Total contribution over **30 000 €**

SILVER SPONSOR

Total contribution over **20 000 €**

BRONZE SPONSOR

Total contribution over **15 000 €**

EXHIBITOR

Total contribution less than **10 000 €**

GENERAL BENEFITS:

- Acknowledgement on the official congress website with **logo and hyperlink** to the company's website
- Company's logo on the **Sponsors Recognition Board**
- **Sponsor's Banner** with company's logo in the **Plenary Hall** and at the registration area
- Sponsor's logo included in all distributed promotional **e-mail newsletters**
- Delegate list (does not include contact details)
- Complimentary registration (see benefits according to level of contribution)
- Congress bag (1 congress bag for each 9 sqm of exhibition)

EXAMPLES OF SPONSORSHIP PACKAGES

GOLD SPONSOR

Stand 36 sqm (16 200 €) + Congress bags (12 000 €) + Badge Lanyards (5.000 €) **33 200 €**

SILVER SPONSOR

Stand 18 sqm (8 100 €) + Congress bags (12 000 €) **20 100 €**

BRONZE SPONSOR

Stand 36 m² **16 200 €**

BENEFITS ACCORDING TO LEVEL OF CONTRIBUTION

< Level	No. of Standard Registrations	Branding/Web	Final Program	Congress Bag Inserts
GOLD	6	<ul style="list-style-type: none"> • Logo on a looped PowerPoint slide show in all session rooms prior to the beginning of sessions and during the breaks (including plenary sessions) • 300 word company profile+ logo to be included on the official congress website 	<ul style="list-style-type: none"> • One (1) full page (A4) colour page advertisements • 100 word promotional paragraph including contact details • Logo on the back cover 	<ul style="list-style-type: none"> • Two (2) maximum 4 pages A4 inserts or promotional products in congress bags
	4	<ul style="list-style-type: none"> • Logo on a looped PowerPoint slide show in all session rooms prior to the beginning of sessions and during the breaks (except for plenary sessions) • 200 word company profile + logo to be included on the official congress website 	<ul style="list-style-type: none"> • Half page (A5 landscape) colour page advertisement • 80 word promotional paragraph including contact details • Logo on the back cover 	<ul style="list-style-type: none"> • One (1) maximum 4 pages A4 inserts or promotional products in congress bags
BRONZE	2	<ul style="list-style-type: none"> • Logo on a looped PowerPoint slide show in all session rooms prior to the beginning of sessions and during the breaks (except for plenary sessions) • 100 word company profile + logo to be included on the official congress website 	<ul style="list-style-type: none"> • 50 word promotional paragraph including contact details • Logo on the back cover 	

To choose the sponsor package that suits your company the best, you may combine the following activities and the exhibition space rental.

CATALOGUE OF PROMOTIONAL OPPORTUNITIES

Poster Session – Happy Hour

5 000 €

Company name and/or logo on banners located in the Poster Session area. Company logo in the Final Programme brochure in the part with poster session details. Organisers will provide soft drinks and local beer to be served at the Poster Session area. This opportunity is exclusive and will only be provided to one company.

Branded Congress Bags

8 000 € (if company provides the bags)
12 000 € (if organiser provides the bags)

Company name and/or logo, together with a congress logo to be printed on each congress bag. This opportunity is exclusive and will be provided to one company only.

Name Badges

8 000 €

Company logo to be printed on the front page of each name badge. This opportunity is exclusive and will be provided to one company only.

Badge Lanyards

5 000 €

Company name and/or logo on each badge lanyard. This opportunity is exclusive and will be provided to one company only. Sponsor to provide the lanyard, subject to approval of the organising committee.

Pens

1 500 €

Company name and/or logo, together with a congress logo to be printed on pens to be distributed to all congress participants. This opportunity is exclusive and will be provided to one company only. Sponsor to provide the pens, subject to approval of the organising committee.

Notepads

2 000 €

Company name and/or logo, together with a congress logo to be printed on notepads to be distributed to all congress participants. This opportunity is exclusive and will be provided to one company only. Sponsor to provide the notepads, subject to approval of the organising committee.

Signage

8 000 €

Company logo to be displayed on all direction signs and session rooms entry banners. This opportunity is exclusive and will be provided to one company only.

Message System

5 000 €

Company logo to be displayed on all message screens/boards. This opportunity is exclusive and will be provided to one company only.

Pocket Program

5 000 €

Company logo to be printed on the front cover of the Pocket Program brochure. This opportunity is exclusive and will only be provided to one company.

Congress Proceedings on a memory stick

7 500 €

Company logo to be printed on each memory stick with Congress Proceedings distributed to all participants. This opportunity is exclusive and will only be provided to one company.

Relax Zone – WiFi Spot

5 000 €

One company can sponsor the official Congress Relax Zone/WiFi Spots. The Internet Relax Zone will be available to all delegates, speakers and sponsors during the congress. This company is free to place pull-up banners in the Relax Zone area and other branding material (e.g. mouse pads, etc.)

Reception Evening

15 000 €

Company's logo displayed at the cocktail area held on the 2nd of June 2016. Opportunity to place pull-up banners in the reception area and other branding material (e.g. napkins, etc.). This opportunity is exclusive and will only be provided to one company.

Gala Dinner

20 000 €

Gala Dinner to be organised on the 1st of June 2016. Company logo to be printed on all diner tickets & table menus. Opportunity to place a gift for each participant on the dinner tables. Opportunity to display two free-standing banners beside the stage at the Gala Dinner. Ten (10) tickets for guests to attend the Gala Dinner. This opportunity is exclusive and will only be provided to one company.

Coffee Break

5 000 €

Company logo displayed at the coffee break area and on the tables. The price is per day (two coffee-breaks per day), a company can choose any day, i.e. 4 slots are available for sponsorship.

Advertising

Final Programme Brochure:

Full page (A4 portrait) colour advertisement

2 000 €

Half page (A5 landscape) colour advertisement

1 250 €

Congress Bag Inserts:

2 000 €

One (1) insert or promotional leaflet of maximum 4 pages and maximum A4 size to be inserted in congress bags for all delegates.

NOTES

[illegible][illegible]



www.eecongress2016.org