

7th E&E CONGRESS

EURASPHALT & EUROBITUME

MADRID 12-14 May 2020
Palacio Municipal de Congresos de Madrid

ASPHALT 4.0 FOR FUTURE MOBILITY

SPONSORSHIP & EXHIBITION BROCHURE

Organised by EAPA & Eurobitume

Congress secretariat:



**KENES
GROUP**

E: eecongress2020@kenes.com
T: +34 913 612 600

#eecongress2020
www.eecongress2020.org

INDEX

General information	3
Welcome letter	4
Why take part?	5
Pricing	5
Exhibition	5
Floor plan	6
Sponsors categories	7
Promotional opportunities	8
Booking Form	10
Terms and Conditions	12



General Information

Date

12 - 14 May 2020
Madrid, Spain

Venue

Palacio Municipal de Congresos de Madrid
Avenida de la Capital de España 7 – 28042 Madrid
Tel. +34 91 722 04 00

Participants

1.000 - 1.200 Participants

Liability and Insurance

The Congress Secretariat and organisers cannot accept liability for personal accidents or loss of or damage to private property of participants and accompanying persons, either during or indirectly arising from the congress.

Organised by:



Technical Secretariat



Tel: +34 913 612 600
Fax: +34 913 559 208
Email: eecongress2020@kenes.com

Sponsorship & Exhibition

Ms. Paula Suárez
Email: psuarez@kenes.com

Registration and Accommodation

eecongress2020@kenes.com

Badges:

You are kindly requested to wear your badge during all Congress sessions and events. In case of badge loss, please contact the registration desk.

Language:

English is the official language of the Congress.



Lunch Area:

From 12th to 14th May 2020 lunch is included in the registration fee.

Lunch Breaks:

Tuesday 12th from 13:00 to 14:30

Wednesday 13th from 12:30 to 14:00

Thursday 14th from 13:30 to 15:00

Coffee Break:

Tuesday 12th from 11:00 to 11:30 am and from 16:00 to 16:30

Wednesday 13th from 10:30 to 11:00 and from 15:30 to 16:00

Thursday 14th from 10:30 to 11:00

Congress Dinner

Tuesday 12th from 19:00 to 23:30h at Palacio Negralejo
Transportation will be provided

WELCOME LETTER

The 7th Eurasphalt & Eurobitume Congress will be held on 12-14 May 2020 in Palacio Municipal de Congresos in Madrid (Spain).

This congress is organised jointly by the European Asphalt Pavement Association (EAPA) and Eurobitume. The overall theme for the 2020 congress being:

"Asphalt 4.0 for future mobility"

The future mobility scenarios being discussed and developed now will clearly have impacts on our road infrastructure in the future. The traditional ways of travel will change and the use of automated and guided vehicles will have a greater effect on road requirements.

Many of the changes we are already seeing and experiencing are as a direct consequence of what is commonly referred to as industrial change 4.0 or 'smart' industry. These changes will continue and also spread across a much wider scope of influence and a growing level impact on both society and economy.

With more than 90% of the existing European road infrastructure being represented by asphalt materials, this means that as an industry we will certainly also need to provide solutions for the future mobility solutions either for maintenance or construction. The continued integration of digitalisation into industry practices, the needs to create better connectivity and data exchange platforms, and the general ambition overall to offer sustainable solutions will all play key roles!

Asphalt, bitumen and other related industries need to be ready for the future - undoubtedly asphalt roads and the services they provide will remain of high importance in the future for all types of end users from cyclists, motorcycles, cars, buses and heavy goods vehicles regardless of the way they move forward. The focus however, will be to create smart roads and therefore smart asphalt.

An excellent way to get involved and start preparing for Asphalt 4.0 is to contribute to the 7th Eurasphalt & Eurobitume Congress 2020 as an exhibitor and sponsor.

The E&E Congress 2020 provides an excellent platform to show your products and technology solutions. As in Prague in 2016, we again offer exhibitors a valuable platform in one venue 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.

The previous six congresses have consistently demonstrated interest from around 1000 attendees in over 50 countries world-wide and we expect to see similar numbers in 2020. All coffee and lunch breaks will take place in the exhibition area to provide you maximum exposure to the audience.

We invite you to take the opportunity now and choose the promotional options of your choice!

The future is already there, and we have no choice except to be prepared.

Looking forward to seeing you in Madrid.

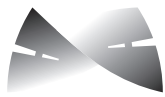


Christophe Jacquet
President of Eurobitume



John Kruse Larsen
President of EAPA





WHY TAKE PART

The 7th E&E Congress 2020 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.

The 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.

PRICING

All prices are VAT excluded. VAT/taxes will be added, when applicable.

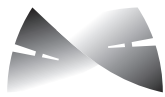
EXHIBITION

The exhibition during the E&E Congress 2020 will be located on the 3rd floor of the Palacio Municipal de Congresos de Madrid

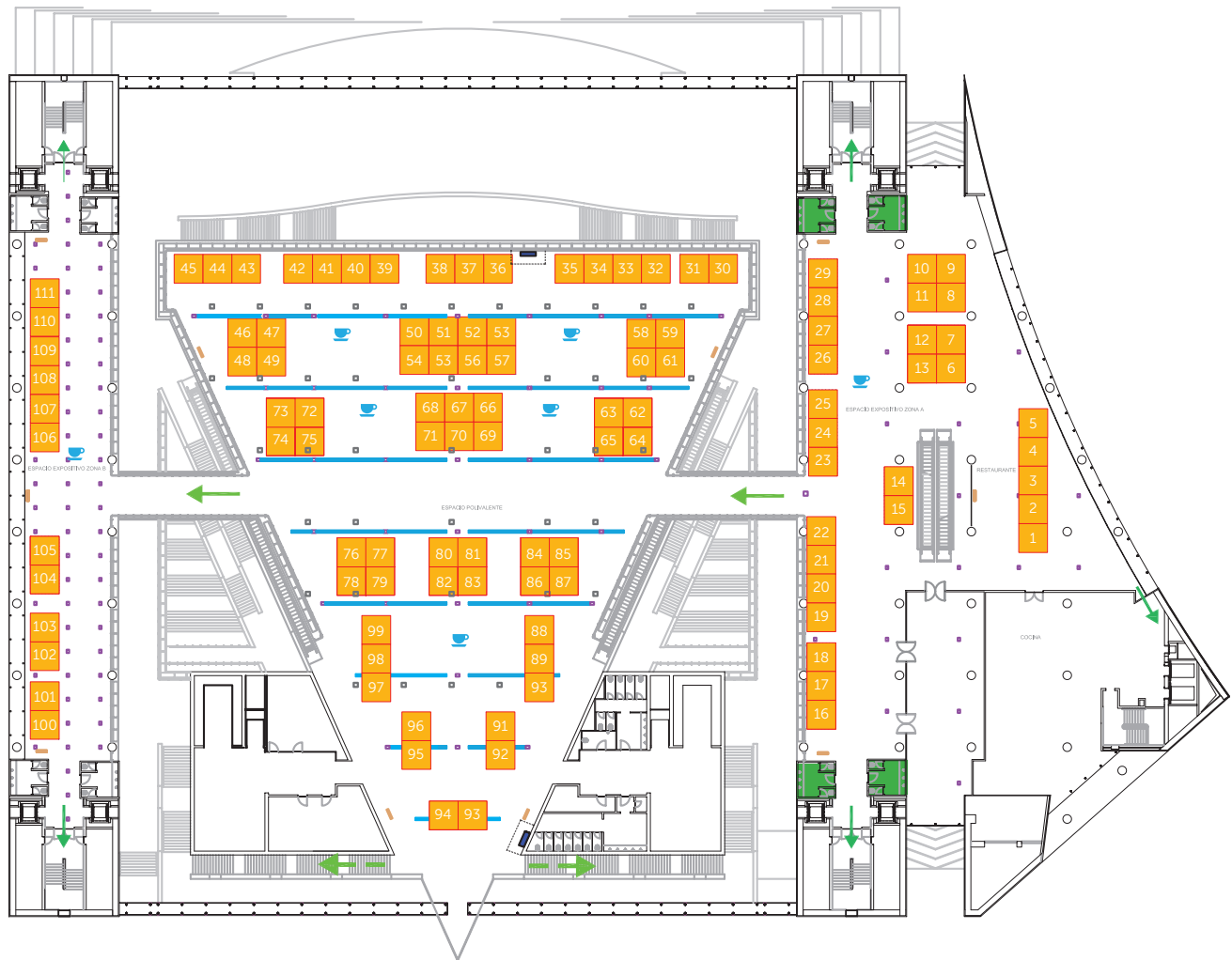
Basic exhibition space (space rental only, no shell scheme stand and no technical equipment is included)	550 € / sqm (minimum space rental is 9 sqm)
Shell scheme booth (9 sqm)	4 950 €
Shell scheme booth of (18 sqm)	9 900 €

- 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. Extra passes would cost 75€.
- 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.





FLOOR PLAN



3x3

3x3m - max height 3m



Lunch & Coffee Area



Lifts

SPONSORS CATEGORIES

GOLD SPONSOR	Total contribution over 30 000 €
SILVER SPONSOR	Total contribution over 22 000 €
BRONZE SPONSOR	Total contribution over 15 000 €
GENERAL	Total contribution less than 15 000 €

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 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 (19 800 €) + Congress bags (14 400 €) + Badge Lanyards (7.500 €)	41 700 €
SILVER SPONSOR	
Stand 18 sqm (9 900 €) + Congress bags (14 400 €)	24 300 €
BRONZE SPONSOR	
Stand 36 sqm	19 800 €

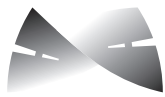
BENEFITS ACCORDING TO LEVEL OF CONTRIBUTION

	No. of Delegate 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
SILVER	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.

PROMOTIONAL OPPORTUNITIES

Congress Dinner Congress Dinner to be organised on the 12th of May 2020. Company logo to be printed on all dinner 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.	34 000 €
Poster Session + Happy Hour 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.	25 500 €
Branded Congress 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. If sponsor provides the Branded Congress Bags they will be subjected to approval of the organising committee.	20 000 € (if company provides the bags) 40 000 € (if organiser provides the bags)
Session Sponsorship Sponsorship of a programme existing session.	25 000€
Signage 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.	18 000 €
Name Badges 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.	10 000 €
Mobile APP Sponsor logo on the APP home Sponsor product information will be available for all Meeting participants on the APP.	10 000 €
Congress Proceedings on a memory stick 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.	9 000 €
Coffee Break 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. 2 slots are available for sponsorship.	8 500 €
Pocket Program 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.	8 500 €
Badge Lanyards 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.	7 500 €
Message System Company logo to be displayed on all message screens/boards. This opportunity is exclusive and will be provided to one company only.	7 500 €



Hospitality Suits

6 000 €

An opportunity to hire a room at the Congress venue that may be used as a Hospitality Suite or Congress Room. Sponsor will be able to host and entertain its guests throughout the Congress. Sponsor will have the option to order catering and AV equipment at an additional cost. Opportunity to brand the hospitality suite.

Relax Zone

6 000 €

One company can sponsor the official Congress Relax Zone which 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.

Congress Passport

5 000 €

Participants need to have as much stamps from the different exhibitors as possible to aim for a Prize. The sponsor would have a full page ad on the passport. Participants can obtain their passport at the sponsor booth. As soon as they fulfil the passport with all the stamps can leave it back at the booth.

Registration confirmation email

4 000€

Sponsor logo on the confirmation email

Notepads

3 500 €

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.

Pens

3 000 €

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.

Speakers' Ready Room

3 000€

Facilities will be available at the Congress Center for speakers to check their presentations. The Sponsors' name / company logo will appear on all signs for this room. Opportunity to provide mouse pads. Sponsors' logo on computer screensavers.

Slido

3 000€

Slido is a tool that allows, in a very simple way, direct interaction with the public. Those attending the congress can send questions to the speakers through their mobile and participate in voting. The results are projected live on the screen of the room.

Digital Insert

3 000€

Consists of an ad-still image, in digital format, that will be displayed on a screen (40'-50', depending on availability) in the Congress area, with promotional information from the company. The content must be provided by the Sponsor, with the approval of the Committee. In case of having more than one, they will be projected as a loop during the Congress. This option contributes to the sustainability of the Congress, and avoids the production costs of the collaborating company.

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.

Pre congress informative email

2 000€

Sponsor logo on the informative email

Advertising

Final Programme Brochure:

Full page (A4 portrait) colour advertisement

1 500 €

Half page (A5 landscape) colour advertisement

1 250 €

WiFi

Check with congress secretariat

SPONSORSHIP BOOKING

Price

The prices listed in this Sponsorship Brochure do not include taxes.

Payment Terms

- 60% upon receipt of agreement and first invoice
- 40% by February 15th, 2020
- All payments must be received before the start date of the E&E Congress 2020. Should the Supporter fail to complete payments prior to the commencement of the E&E Congress 2020, the Organiser will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.
- Reservations made less than 3 months before the Congress will be subject to 100% payment upon reservations.

Payment Methods

BANK TRANSFER. Please, make drafts payable to Tilesa Kenes Spain, E&E Congress 2020

Currency	EURO (€)
Bank Name	BBVA
Adress	Avda. Felipe II, 12. 28009 Madrid (Spain)
IBAN	ES36 0182 5502 5402 0156 9768
SWIFT	BBVAESMMXXX

Bank charges are responsibility of the payer

Cancellation/Modification Policy

Cancellation/Modification of Opportunities must be made in writing to Paula Suarez, psuarez@kenes.com.

The Organisers shall retain:

- 10% of the agreed package amount if the cancellation/modification is made before December 15th, 2019 (inclusive)
- 50% of the agreed package amount if the cancellation/modification is made between December 15th, 2019 and February 15th, 2020 (inclusive)
- 100% of the agreed package amount if the cancellation/modification is made after February 15th, 2020



SPONSORSHIP BOOKING FORM

Please complete and send to Ms. Paula Suarez: psuarez@kenes.com

CONTACT NAME:

COMPANY:

ADDRESS:..... CITY:.....

POSTCODE: COUNTRY:

PHONE NUMBER:..... FAX:

EMAIL: CIF (TAX CODE NUMBER):

I would like to book the following products:

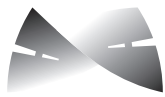
Sponsorships	
Item	Total Price
Total Amount (please complete)	

Trade Show				
	Stand Num. #	Space / Modular Stand	Surface (sqm)	Total Price
Space #1				
Space #2				
Space #3				
Total Amount				

Signature Date

We accept the contract terms and conditions (listed in this Sponsor and Exhibition Brochure) and agree to abide by the guidelines for Industry Participation in the Congress. I'm authorized to sign this form in the name of the applicant/company.

☐ I am happy to receive promotional information on future E&E organised Congresses and Events.



TERMS AND CONDITIONS

APPLICATION TO PARTICIPATE

Application to participate will be considered only if submitted on the appropriate forms, duly completed. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded. In case of acceptance Sponsors/ Exhibitor will be bound by the Terms and Conditions listed in the prospectus and/or contractual agreement.

OBLIGATIONS AND RIGHTS OF THE EXHIBITOR/ SPONSOR

Registration implies full acceptance by the Exhibitors/Sponsors of the exhibition / sponsor regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Congress without compensation or refund of sums already paid, and without prejudice to the Exhibitor/Sponsor.

By submitting an application to participate, the Exhibitor /Sponsor make a final and irrevocable commitment to occupy the space /items allocated and to maintain his/her installation until the date and time fixed for closure of the event.

The Exhibitor/Sponsor may only present on his/her stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

OBLIGATION AND RIGHTS OF ORGANISER

The Organiser undertakes to allocate exhibition space/sponsor items space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment.

The Organiser reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors/Sponsors. The Organiser reserves the right to offer to a different firm any stand, space or sponsor item that has not been occupied by the event of the opening of the Congress, with no obligation to provide compensation to the defaulting Exhibitor /Sponsor.

LIABILITY INSURANCE

Equipment and all related display materials installed by Exhibitors / Sponsors are not insured by the Organiser, and the Organiser under no circumstances will be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors / Sponsors.

The Exhibitor / Sponsor agrees to be responsible for his property and person and for the property and persons of his employees and agents and for any third party who may visit his space. The Exhibitor/Sponsor shall hold harmless the Organiser from any and all damages/claims including those usually covered by a fire and extended – coverage policy. The Sponsor/ Exhibitor will purchase insurance policies for the above listed damages.

EXHIBITION REGULATIONS

The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

The Organiser reserves the right to alter the general layout or limit the space allotted to each Exhibitor / Sponsor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organiser will not be held liable for expenses incurred other than the cost of exhibit spacerental fees. All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 3m. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site.

Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety

measures.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour. It is the Exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organiser will arrange for their removal at the Exhibitor's risk and expenses.

Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment listed in the prospectus.

Should the Exhibitor /Sponsor fail to make a payment on time, the Organiser is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand/ sponsor items or seek compensation for non-fulfilment of contract.

Participation by Exhibitors/Sponsors is dependent upon compliance with all rules, regulations and conditions stated herein.

Access to the exhibition is authorized on presentation of a badge issued by the Organiser. Exhibitors' badges will not be mailed in advance and may be collected from the Exhibition Manager's desk. The Organiser ensures daily cleaning of the aisles. Exhibitors /Sponsors are responsible for the cleaning of their stands.

The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor.

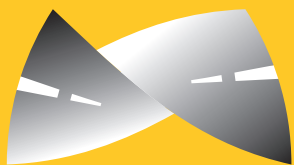
Any special decoration or fittings must be submitted to the Organiser for prior authorization.

Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors.

The Organiser will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

INDUSTRY CODES OF PRACTICE

All Exhibitors and Supporting Companies must comply with applicable national and international rules, regulations and industry standards regarding exhibition areas. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the Rules and Regulations will not expose the Organiser to any suits, demands by the Sponsors/Exhibitor/any third party.



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