

# Auto motive

MANUFACTURING MEETINGS

Detroit - United States | October 16-18, 2018

## SPONSORSHIP OPPORTUNITIES

GREATER VISIBILITY FOR YOUR COMPANY  
AT THIS SECOND EDITION OF THE  
AUTOMOTIVE MANUFACTURING MEETINGS DETROIT

MAKE THE DIFFERENCE!



Organized by:



With support from:

**U.S. DEPARTMENT OF COMMERCE**  
Auto & Smart Mobility Team

800 companies  
1200 participants  
10000 BtoB meetings  
25 countries  
represented



This picture is subject to modifications

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**PLATINUM SPONSOR: USD 25000**

This package is a partnership that guarantees your company a high profiled participation. **No competitors of yours will be granted this option.**

- **A schedule with pre-arranged and approved meetings** based on your own choices. Unlimited access to the profiles of all the participants will help to identify and request meetings with companies you would like to target.

- **A 24sqm booth (US: 260sqft)**. A very limited number of these booths will be available. These are shell scheme spaces including 2 meeting spots with 1 table, 1 coffee table, 4 chairs, 2 armchairs or sofas, 1 storage room, space for your company graphics.

- **An advert page in the soft copy of the event catalogue**. All the detailed profiles of the attendees will be saved on a pdf format and downloadable by all the participants. This is an excellent channel to circulate your message through the industry as our participants access this file even when the event is over.

- **A two sided advert page in the event program booklet**. The program booklet is distributed to all the participants entering the show. It's the event guide providing such information as the general program, conferences summaries, floor plan and so forth. You'll supply the artwork on a printable and high definition format.

- **A two sided flyer presenting your company** services, capabilities or products inserted in the folders distributed to all participants. These folders contain the participant's schedules of meetings and are handed over to every participant. You will supply the flyers on A4 format and courier them to the address the organizers will indicate.

- **An up to 90sec video presenting your company**. This file will be played nonstop on screens located at the VIP area where top executives have their meetings as well as at strategic spots such as the business center, coffee corner, and main entrance. The video shall bear no sound and be supplied by you.

- **Your company logo visible**: on the event official website, on other marketing materials, at strategic locations at the venue, on floor plans, etc.

- **Unrestricted access to the convention for up to 5 delegates** of your choice

\* This feature is exclusive to the first two companies to sign up for a platinum option.

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## GOLD SPONSOR: USD 15000



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- **A schedule with pre-arranged and approved meetings** based on your own choices. Unlimited access to the profiles of all the participants will help to identify and request meetings with companies you want to target.
- **A 12sqm booth (US: 130sqft)**. This is shell scheme space including 2 meeting spots with 2 tables, 6 chairs, a shelves rack and a company sign. This booth will be located at a strategic location.
- **A two sided advert page in the event program booklet**. The program booklet is distributed to all the participants entering the show. It's the forum guide providing such information as the general program, conferences summaries, floor plan, etc. You'll supply the artwork on a printable and high definition format.
- **An advert page in the soft copy of the event catalogue**. All the detailed profiles of the attendee will be saved on a pdf format and downloadable by all the participants. This is an excellent channel to circulate your message through the industry as our participants access this file even when the event is over.
- **An up to 90sec video presenting your company**. This file will be played nonstop on screens located at the VIP area where top executives have their meetings as well as at strategic spots such as the business center, coffee corner, and main entrance. The video shall bear no sound and be supplied by you.
- **Your company logo visible: on the event official website, on other marketing materials, at strategic locations at the venue, on floor plans, etc.**
- **Unrestricted access to the convention for up to 3 delegates** of your choice.
- **Free goodies**: supply 1000 small items bearing your company logo. These free goodies will be distributed to all the companies having booths and visitors going through our reception desk.

## SILVER SPONSOR: USD 11000



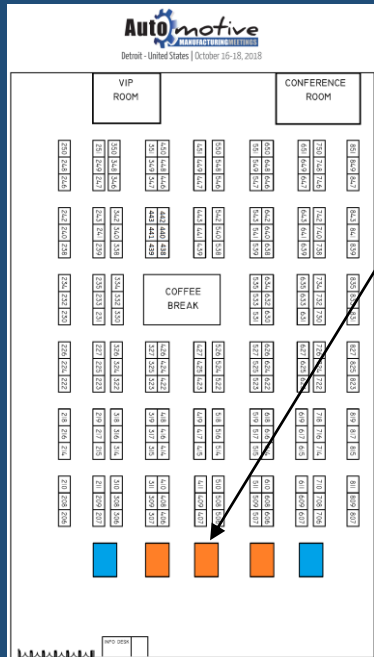
This picture is subject to modifications

- **A schedule with pre-arranged and approved meetings** based on your own choices. Unlimited access to the profiles of all the participants will help identify and request meetings with companies you want to target.
- **A 12sqm booth (US: 130sqft)**. This is shell scheme space including 2 meeting spots with 2 tables, 6 chairs, a shelves rack and a company sign. This booth will be located at a strategic location.
- **An advert page in the soft copy of the event catalogue**. All the detailed profiles of the attendee will be saved on a pdf format and downloadable by all the participants. This is an excellent channel to circulate your message through the industry as our participants access this file even when the event is over.
- **Your company logo visible on the event official website, the flyer on pdf, other marketing materials, at strategic locations at the venue, on floor plans, etc.**
- **Unrestricted access to the convention for up to 3 delegates** of your choice.

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**"A la carte" sponsorship**

**Premium booth location**

**USD 15000**

Designed booths (US: 260sqft) will be built right after the entrance. These are reserved for our Premium partners and located at a strategic spot. A 24sqm booth includes 2 meeting spots with 1 table, 1 coffee table, 4 chairs, 2 armchairs or sofas, 1 storage room, space for your company graphics. A schedule of meetings with requested and approved contacts is also part of this item.

**Hot and cold beverage area**

**USD 10000**

Take the opportunity to support a complimentary beverage spot on November 16 & 17. This area would consist of tables at two different locations where the attendees can have free hot and cold drinks. It is possible for you to have a rollup banner, supplied by you, as well as your supplied brochures on a shelves rack. A great opportunity to introduce your organization to the attendees coming for drinks.

**VIP Lounge**

**USD 10000**

The VIP lounge is the selective area reserved for top executives with busy schedules of meetings. Non VIP attendees can access this area only when they have meetings with a VIP. This is an outstanding opportunity to show off your company to an audience of high level delegates.

- A rollup banner, supplied by you, presenting your company placed at the area entrance or inside
- 4 easels with your company name laid on bar where executives enjoy free hot and cold beverages

**Lanyards**

**USD 10000**

1200 attendees are expected at this event. Every single attendee will receive a badge with the lanyard. Supply lanyards with your company name and logo and we'll distribute them along with the personal badges. You shall supply and deliver the lanyards at the address we'll indicate.

**Reception desk / Main Entrance**

**USD 2000**

Our front desk is always busy with attendees needing assistance. Supply graphics and flyers presenting your company. We'll stick the graphics on the desk and lay the flyers on shelves.

**Online partnership**

**USD 2000**

Supply your company logo and we'll post it on the event official website below all the official partners.

**Official event guide**

**USD 1000**

A program booklet will be distributed to all the participants entering the show. It's the forum guide providing such information as the general program, conferences summaries, floor plan, etc. Supply art work and you'll run a two-sided advert inside.

**IMPORTANT NOTE:** You'll find a booking form below. Once you've made your choice please fill it out, sign and return it to us by email. **All requests are subject to validation by advanced business events.** Your sponsorship will become effective upon the latter approval. advanced business events reserves the right to deny any potential sponsors their requested options.



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**Contact :**

Lilian Heemstra  
 Tel + 33 1 41 86 41 43  
 lheemstra@advbe.com



35-37 rue des abondances  
 92513 Boulogne Cedex - France

SAS Capital 50 000 euros  
 Siret 515 013 506 00024  
 NAF 8230z

**PAYMENT TERMS:**

A 60% down-payment is required.  
 Your account must be balanced  
 prior to the event.  
 Full payment is also accepted.

Payment can be made by:

- credit card (arrange a telephone call with us and we'll process your Visa or Master Card)
- wire transfer to the bank below (send us a copy of the receipt by email)

Please note that our bank details have changed. If you have previously attended one of our events, please be sure to update our details accordingly.

**IBAN:** FR76 3000 4008 0400 0100 7591 014

**BIC Code:** BNPAFRPPXXX  
**Bank :** BNP PARIBAS PARIS-CENTRE AFFAIRES

**Bank address:** 8- 10 avenue Ledru Rollin – 75012 Paris, France

**BOOKING FORM**

The form must be accurately completed and sent back together with the signed terms and conditions.

Company name:

Contact person:

Job position:

Address:

Confirm your selected options	
<input type="checkbox"/> Platinum Sponsor	USD 25000
<input type="checkbox"/> Gold Sponsor	USD 15000
<input type="checkbox"/> Silver Sponsor	USD 11000
« A la carte »	
<input type="checkbox"/> Premium booth location	USD 15000
<input type="checkbox"/> Hot and cold beverage area	USD 10000
<input type="checkbox"/> VIP Lounge	USD 10000
<input type="checkbox"/> Lanyards	USD 10000
<input type="checkbox"/> Reception desk / Main Entrance	USD 2000
<input type="checkbox"/> Online partnership	USD 2000
<input type="checkbox"/> Official event guide	USD 1000
<b>Total</b>	
<b>Taxes, if applicable**</b>	
<b>Grand total due</b>	

**\*\*Additional Information on tax**

- a) Your company is registered in France, French tax (VAT) is due
- b) Your company is registered in a European Union country, excluding France, French tax is not applicable (you must report it to your fiscal administration). Please indicate the tax registration number of the billed company.
- c) Your company is based in a non European country, no taxes are applicable.  
 Your company is registered in Italy; Italian tax (VAT) is due. Our Rome office will bill you and include the VAT amount.

# AUTOMOTIVE MANUFACTURING MEETINGS DETROIT 2018

## GENERAL TERMS & CONDITIONS

3/3

Event name: **AUTOMOTIVE MANUFACTURING MEETINGS DETROIT 2018** (referred to as the "Event");

Date: **October 16-18, 2018** (referred to as the "Event date")

Location: **Suburban Collection Showplace** (referred to as the "Place");

City, Country: **Novi, MI, USA**

### 1/ ORGANIZATION

The Event is organized by abe - advanced business events, a limited company with a stated capital of 50.000 Euros, whose registered head office is located at 35/37 rue des Abondances - 92513 BOULOGNE-CEDEX - France, hereafter referred to as the Organizer.

### 2/ PURPOSE

These regulations stipulate the terms and conditions according to which the Organizer sets up and runs the Event. They detail the respective rights and obligations of the Organizer and the signing company, hereafter referred to as the Participant. The Participant formally undertakes to abide by these regulations.

### 3/ PLACE AND DATE

The Event will be held at the Place and dates indicated here above. The Organizer is free to change the Place or Date of the Event in case the Place is rendered unavailable or in case of *force majeure*, in which case no compensation shall be due to the Participant.

The Organizer is free to cancel the Event further to expressly notifying the Participant, in which case ongoing registration applications shall be cancelled ipso jure, without any compensation due to the participant.

### 4/ REGISTRATION, CANCELLATION, PAYMENT

Any company or institution is allowed to attend the Event provided it has the relevant skills to enter into negotiations with other attendees. The Organizer reserves the right to deny any registration without any obligations to justify their decision.

The participant may cancel their registration forty-five days (45) or more prior to the Event without any penalties. However if the cancellation is submitted twenty-one (21) to forty-four (44) days prior to the Event, the Participant must pay thirty percent (30) of the total amount of their registration fees. If the cancellation is submitted twenty day (20) and less prior to the Event, the Participant must pay the full amount.

All invoices issued and sent to the Participant must be remitted at the latest 5 days prior to the Event. The Organizer reserves the right to deny access the Participant to the Event if their accounts are not settled.

### 5/ SERVICES INCLUDED IN THE OVERALL PARTICIPATION FEE

The Organizer shall deliver the services and products as explicitly described in the booking form attached to this agreement.

### 6/ OBLIGATION TO PRODUCE A RESULT

The Organizer undertakes to diligently use the resources available to it without being subject to an obligation to produce any results.

### 7/ INSURANCE

The Organizer is the sole legal responsible for the Event. However the Organizer's responsibility shall not be engaged for any damage caused to the Participant by a third party. The Place is the sole legal responsible for the facility and premises, permanent or temporary, used for the Event, as well as all companies and activities operating and running under their direct request.

The Participant must hold an insurance policy that covers all damages caused by them, their staff or their belongings to a third party. The Participant must hold an insurance policy that covers all damages caused to their equipment and materials brought to the Event.

### 8/ APPLICABLE AMENDMENTS

The Organizer reserves the right to bring additional amendments to this agreement to deal with any matters not initially mentioned in the agreement. Such amendments shall be notified and diligently sent to the Participant and come into force immediately.

Any infringement of this agreement by the Participant can lead to their expulsion from the Event provided the Organizer explicitly notifies it. In this case no refund or compensation of any kind shall be due to the Participant.

### 9/ USE OF PARTICIPANT LOGO

The Organizer reserves the right to retrieve and use the Participant's company logo in marketing materials designed to promote the event by showing a list of registered companies, called participants. If the Participant disagrees and wishes their logo to be removed from such marketing materials, they must explicitly address their request in a written form.

### 10/ SETTLEMENT

The Participant agrees with these terms and conditions by signing this agreement. In the event of disagreement the Participant agrees to first submit their query to the Organizer and seek amiable settlement. If no amiable settlement is found the tribunal of Nanterre, France, shall be the sole competent tribunal to handle the case.

Company Name : \_\_\_\_\_

\_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

Contact Name : \_\_\_\_\_

I hereby agree with Advanced Business  
Events terms and conditions

Date: \_\_\_\_\_

Signature:

Company seal: