Sponsoring and Exhibition Opportunities

Automatic Control - Meeting Societal Challenges

www.ifac2020.org
The IFAC 2020 World Congress in Berlin

Every three years the international automatic control community meets to exchange and discuss the newest research findings in the broad field of systems, control and automation. In 2020 the VDI (Association of German Engineers) is proud to be the host of this international high class event. The next IFAC 2020 World Congress of the International Federation of Automation Control will be held in the capital city of Germany, Berlin from July 12 to 17, 2020. The congresses motto will be “Automatic Control-Meeting Societal Challenges”.

With more than 3,500 attendees from all over the world, the IFAC 2020 World Congress is the largest and most important meeting of this kind and the Berlin congress marks the 21st edition of this series.

For six days in 2020, Berlin will be the place where new collaborations and stimulating ideas from theory development, over academic and industrial applications, to technology development and further fields can originate, in and after the sessions. It will be the place where scientists and engineers meet colleagues from across the globe to have on and off-topic discussions and interactions.

This time the IFAC 2020 World Congress will also be the place to be for recruiters and talent acquisition professionals across the industry — offering a variety of exciting sponsoring options to boost your recruitment success and meet HR people from the field of automatic control.

Why should you be involved as Sponsor or Exhibitor?

The IFAC 2020 World Congress offers the complete view of control and automation including the theory, technology and application. The headline “Automatic Control Meeting Societal Challenges” emphasizes the deep impact automation is expected to have on our society. Reflecting this, academics and professionals of various disciplines will attend the World Congress. Advanced technology and up-to-date research will be presented, attracting theorists, engineers and students working in the broad field of automation and control.

Automation can only be successful, if first-class theory and sustainable applications in production, products and services are linked closely. Therefore it is one of the important aims of IFAC to strengthen cooperation of industry and science. Germany, hosting the 21th World Congress, is proud of its automation industry and therefore will actively contribute to bridge the gap between theory and practice, frequently discussed by IFAC.

By sponsoring, companies, institutions and organizations can benefit from exposure to about 3,500 delegates. IFAC 2020 World Congress sponsorship will position companies as leaders on high technology and emerging innovative markets and gives them an opportunity to get in contact with worldwide professionals of the industry. IFAC 2020 World Congress sponsorship will benefit the partners whose brands will be associated with this prestigious international event.

There is a broad range of possibilities to support the 21st World Congress.
Whom will you meet?
We are expecting more than 3,500 participants at the 21st IFAC World Congress in Berlin. The last IFAC World Congress in Toulouse welcomed 3462 participants from 68 different countries. Based on the Toulouse data we expect the following in Berlin:

Congress topics / topics days
The congress focuses on current societal challenges such as the changes in the working environment, the delivery of sustainable resources and energy, health and medicine, transportation, and digitalization. This is reflected in topics days, where the standard congress programme is complemented by special keynotes and other features.

Call for Paper
The IFAC 2020 World Congress will feature plenary and semi-plenary presentations, oral and interactive presentations as well as workshops, and tutorials. The contributions will be selected from the submissions based on a rigorous reviewing process. Further information concerning the program structure will be available in time. The detailed program will be available in time on www.ifac2020.org

Which companies should exhibit and sponsor?
The 21st IFAC World Congress is the perfect hub for national and international companies which would like to get in contact with the leading heads of the international automatic control community. Especially companies from the field mentioned below shall sponsor or exhibit:

- Automation Industry
- Automotive Industry
- Engineering Organizations
- System Integrators
- Information Technology / Platform Operators (e.g. Cloud Platforms)
- Publishers
- Producer and distributor of educational equipment for the automation
Sponsoring Packages

Interested in presenting your own company, products or services to the participants of the IFAC 2020 World Congress 2020 in a premium format? We offer a range of attractive options for sponsors, which we have grouped into convenient service packages.

We will be pleased to prepare a tailor-made solution to match your individual preferences. We look forward to your call or you can contact us by email using the response form below.

Contact: Mrs. Vanessa Schwarz  
Phone: +49 211 6214-917  
sponsoring@ifac2020.org

### Prior to the Event (website and print brochures)

<table>
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<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tbody>
<tr>
<td>Named as a Platinum / Gold / Silver or Bronze sponsor</td>
<td>✓</td>
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<tr>
<td>Company logo in the congress programme</td>
<td>✓</td>
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<tr>
<td>Company profile (gold max. 500 letters /silver/bronze 200 letters)</td>
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### At the Congress (Onsite Presentation)

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<td>4</td>
<td>2</td>
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<tr>
<td>Chairing a round table</td>
<td>✓</td>
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<td>Listing as sponsor incl. colored logo in the event app</td>
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<tr>
<td>Company brochure insert in the delegate bag</td>
<td>✓</td>
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<tr>
<td>Company logo on stage banners inside the congress rooms</td>
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<tr>
<td>Company logo on A-boards displayed in the registration area</td>
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<tr>
<td>Net stand space in prime position</td>
<td>12 sqm</td>
<td>8 sqm</td>
<td>6 sqm</td>
<td>6 sqm</td>
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<tr>
<td>Exhibitor passes</td>
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<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Free space for technical demonstrators and exhibits (upon request)</td>
<td>20 sqm</td>
<td>20 sqm</td>
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<tr>
<td>Colored full page ad on the inside front cover or back cover of the exhibitor catalogue (silver/bronze inside the exhibitor catalogue)</td>
<td>✓</td>
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<td>Company logo on the front page of the daily programme</td>
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<td>Company logo on the front page of the exhibitors’ catalogue</td>
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<td>Colored full page ad in the exhibitor catalogue</td>
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<td>Catalogue entry in the exhibitors’ catalogue</td>
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<tr>
<td>Colored logo in the presentation which is shown in the congress halls in breaks between the presentations</td>
<td>✓</td>
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<tr>
<td>Company logo on the rear side of the name badges</td>
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Your investment

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**Sponsoring Options at Lunchtime**

**Option 1:**
- During lunchtime your company can place 4 roll-up banners (0.8 x 2 m) bearing your logo around the buffet tables (the banner are provided by the sponsor)
- Table cards with your company logo are placed on the dining tables and at the buffet stations
- Your company logo will be displayed in the welcome and lunch break presentation

Price: EUR 5,000 (1 day) | Euro 8,500 (2-3 days) | EURO 12,500 Euro (full congress)

**Option 2:**
- Sponsorship of packed lunches (details in consultation with the VDI e.V.)
- Your company logo will be displayed in the welcome and lunch break presentation

Price: EUR 5,000 (1 day) | Euro 8,500 (2-3 days) | EURO 12,500 Euro (full congress)

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**Coffee Break Sponsor**

- As a coffee break sponsor, you can place 4 roll-up banners (0.8 x 2 m) bearing your logo around the coffee bars (the banner are provided by the sponsor)
- Table cards with your company logo are placed on the tables and at the coffee break presentation
- Your company logo will be displayed in the welcome and coffee break presentation

Price: EUR 5,000 (1 day) | Euro 8,500 (2-3 days) | EURO 12,500 Euro (full congress)

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**Lanyard Sponsoring (Exclusive Opportunity)**

Your company logo on the Lanyards for the name badges of the participants. The lanyard and name badge is highly visible that every registered delegate will wear throughout the duration of the congress.

Edition: 4,000 pieces (production costs covered by the sponsor)

Price: EUR 8,000
Delegate Bags (Exclusive Opportunity)

- Your company logo on delegate bags (production costs covered by the sponsor)
- Colored logo in the presentation which is shown in the congress hall in breaks between the presentations
- Your company logo on A-boards displayed in the registration area
- Named as sponsor on the event website

Price: EUR 8,500

Floor Stickers

Guide the visitors to your stand directly by using floor stickers in the hallways.

Price 2,500 Euro (incl. production costs)

Main Sponsor Event-App (Exclusive Opportunity)

The event-app is available in all app stores prior the congress.

Take the advantage of a higher presence in the application and profit of the advantages of mobile marketing and a modern and interactive way of customer approach.

Price: EUR 9,500

Bookmark in the exhibitor catalogue

- both-sided printed (4/4 colored) bookmark with your advertising
- bonded into the catalogue
- band, 5 mm, different colors possible (Layout and first print from sponsor)
- edition: 3,500 pieces

Price: EUR 4,000

Banner in the congress area

- Your company logo/company advertisement on a banner at a visible spot in the congress area (pillars, walls or foyer)
- Different sizes possible

Price: EUR 2,000 – 8,000 (depending on the size of the banner)
Welcome Reception (Exclusive Opportunity)

The Welcome Reception provides an ideal opportunity to showcase your company to all delegates in an informal environment. It is the first function of the congress and has a very positive vibe as delegates come together to network.

The sponsorship includes:
- Company info and logo on event website
- Up to 4 Roll up 250X100 cm in area of the Welcome reception
- Table tents with your logo

Price: EUR 8,500

Congress Dinner (Exclusive Opportunity)

The Social Highlight of the IFAC 2020 World Congress is the official Congress Dinner on the second congress evening in the Arena Berlin. As sponsor of this exclusive event your company will be visible in all media pronouncing this event and on site in different ways. Together with the congress chairman a high ranked executive of your company has the opportunity to welcome the guest with an opening address.

Price: Starting at EUR 22,500

Fare Well Reception (Exclusive Opportunity)

The Farewell Sponsoring offers excellent branding and networking whilst delegates reflect and celebrate the successful congress week.
- Company info and logo on event website
- Up to 4 Roll up 250X100 cm in area of the Welcome reception
- Table tents with your logo

Price: EUR 8,500

Is recruiting of specialists for research your main target at the congress? This option is for you! Reach the leading international scientists, postgraduates and high educated professionals who are looking for new career opportunities.

Speed Dating

On Tuesday and Wednesday we invite the congress delegates to get in contact with your company for a HR-speed dating. You have the opportunity to book a 90 min slot for your company. In five minutes meeting slots you can get in contact with potential new employees.

Price: EUR 3,000

Recruiting and Networking Lounge Sponsoring

Recruiting & Networking Lounge offers ideal conditions for networking and business development. Comfy couches, stronger Wi-Fi, extra catering and more.
- Logo on the website’s main page
- Company info and logo on Sponsors page
- Company info and logo on event website
- Roll up 300x245 cm at lounge entrance
- Branded signs on all tables
- Branded seating cubes (production cost beared by sponsor)

Price: EUR 8,500

Job Wall

Place up to 20 job advertisements on our job wall and get highly attention of the postgraduates delegates.

Price: EUR 1,000
To minimize your costs and optimize your outcome you can choose between a full presence during the six days congress or just a presence for 3 days. To choose the right exhibition period the topics days of the congress could be a hint for you: Digitalization & Industry 4.0, Mobility & Transport Systems, Clean Energy & Resource Efficiency and Quality of Life and Health are the topics. The days will defined as soon as the speakers have been fixed.

You can choose between two exhibition periods:
Monday, Tuesday, Wednesday (July 13-15, 2020)
Wednesday, Thursday, Friday (July 15-17, 2020)

**Regular stand options** (for 3 days)

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<thead>
<tr>
<th>Size</th>
<th>Net Price</th>
<th>Complete Price</th>
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<tbody>
<tr>
<td>6 m²</td>
<td>EUR 3,500.00</td>
<td>EUR 4,400.00</td>
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<tr>
<td>8 m²</td>
<td>EUR 4,100.00</td>
<td>EUR 5,200.00</td>
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<tr>
<td>10 m²</td>
<td>EUR 4,700.00</td>
<td>EUR 6,000.00</td>
</tr>
<tr>
<td>12 m²</td>
<td>EUR 5,300.00</td>
<td>EUR 6,800.00</td>
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</tbody>
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+20% for the full congress-period

Regular exhibitor packages include the following:
- Admission for one person to the entire congress
- Named as exhibitor in the context of the congress announcement on www.ifac2020.org
- Catalogue entry incl. full colored logo
- Entry in the event app
- Power outlet (230 V, 3 kW incl. 3-socket power strip)
- Further exhibitor passes can be purchased for EUR 250.00 (exhibitor passes do not confer the right to participate in the lectures)

Order of exhibitor passes for stand supervision is limited as follows:
Exhibition area up to 8 m²: max. 2 exhibitor passes
Exhibition area from 9 to 12 m²: max. 3 exhibitor passes
Exhibition area from 12 to 20 m²: max. 5 exhibitor passes

**Placement of Roll-up Banners**
- Placement of two roll-up banners in the area of the exhibition (full congress period) – max 4sqm
- Incl. 1 full congress pass

Price: EUR 3,000

**Demonstrator Exhibitors**
Demonstrator Exhibitors will participate in the onsite demonstrator exhibition organized in conjunction with the scientific demonstrator sessions.

It will provide your company with an easy, affordable opportunity to present your products via demonstrators, contests or any other participative feature.

Please call us should you have attractive and innovative exhibits which could be an eye catcher and technical benefit for the congress delegates. Platinum and Gold Sponsors have included a 20sqm area in their package. Depending on the space the price is upon request.
Reply Form – Please send via fax to +49-211 6214-167 or via email to sponsoring@ifac2020.org

We would like to appear as a sponsor/exhibitor and herewith officially book the sponsorship/service as following.

- Sponsoring package platinum    EUR 25,000
- Sponsoring package gold            EUR 17,500
- Sponsoring package silver EUR 13,000
- Sponsoring package bronze EUR 9,000
- Sponsoring at Lunchtime 1-day EUR 5,000  
  - Lunch 2-day EUR 8,500  
  - Lunch 6-days EUR 12,500
- Coffee 1-day EUR 5,000  
  - Coffee 2-day EUR 8,500  
  - Coffee 6-days EUR 12,500
- Lanyard EUR 8,000
- Event-App EUR 9,500
- Delegate bags EUR 8,500
- Bookmark Exhibitor Catalogue EUR 4,000
- Steps at Stairs EUR 8,500
- Banner EUR 2,000-8,000
- Speed Dating EUR 3,000
- Job Wall EUR 1,000
- Networking Lounge EUR 8,500
- Welcome Reception EUR 8,500
- Congress Dinner EUR Starting at 22,500
- Farewell Reception EUR 8,500

We have read and herewith agree to the Conditions for Sponsorship at Events of VDI e.V. (host).

Agreement of the sponsor / exhibitor: