

19th **ITS World Congress**
Vienna, Austria
22 to 26 October **2012**
smarter on the way



AustriaTech – Federal Agency for Technological Measures Ltd.
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Sponsorship for the ITS World Congress Vienna 2012

By hosting the 19th World Congress on ITS Vienna will be the focus of an international discussion on the subject of mobility from 22 to 26 October 2012. The theme of the congress is modern systems for the improvement of traffic flows in a national, as well as transnational context. There are a number of important questions. Which IT solutions will make traffic safer and more efficient? How are the traffic systems to be linked? What are the responsibilities of policy makers? What are the future challenges?

Official partners of the ITS World Congress in Vienna 2012 have the opportunity to present their company to approximately 7,000 international experts and participants who are spearheading innovation in Intelligent Transport Systems. Our sponsorship packages offer a mix of online and offline activities, as described in the enclosed packages. Companies will be able to contact their target group before the congress, at the congress as well as at social events such as the Gala Dinner. The exhibition linked to the congress will attract visitors from all over the world.

It is possible to choose from four sponsorship packages: the Diamond Package (EUR 100,000), the Gold Package (EUR 75,000), the Silver Package (EUR 50,000) and the Bronze Package (EUR 25,000). All prices are exclusive VAT. Additionally interested companies have the opportunity to become a Friend of ITS World Congress Vienna 2012. This package costs EUR 5,000.

The BMVIT (Austrian Federal Ministry of Transport, Innovation and Technology) will host the conference. AustriaTech is responsible for the congress. In particular the committee in AustriaTech works out the main topics for the congress in 2012 and organises the technical tours and demonstrations. Chair of ITS World Congress 2012 is Reinhard Pfliegl, CEO of AustriaTech.

The national committee would be pleased to answer any question you may have.

Contact information

Reinhard Pfliegl

Chair of ITS World Congress Vienna 2012
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Daniela Kraft

Marketing & Cooperation
daniela.kraft@austriatech.org

Organised by



Hosted by



Diamond Sponsor Package: € 100,000 (excl. VAT)

for official partners of the ITS World Congress Vienna, from 22 to 26 October 2012

Please sign and fax (+43 1 2633444 10) or email the scanned order form to rita.michlits@austriatech.org. As soon as you have signed and sent us your order, it is legally binding.

Each payment is a third of the total costs. The described activities of the package will start with the first payment.

Services included:

- 5 passes for selected clients and/or employees of your company for the congress
- Using the company name and logo in press releases
- Sponsorship of a social event (for example the opening ceremony, table banner and logo on the menus)
- Sponsorship of a technical tour
- Alternated content-ad of the diamond partners (linked to the company's website) on www.itsworldcongress.at (format: 468 by 60 pixel)
- Presence in the press corner on the website with your press releases on relevant topics
- Teaser of the latest press release on the homepage of the ITS-Website
- Logo in the monthly newsletter which is linked to the company's website
- Two opportunities to put a text-picture component in the monthly newsletter which is linked to the company's website (limit 500 characters)
- Using the company name and logo in the promotion video for the congress
- Logo in "call for papers"
- Logo in the registration area of the congress
- Using the company name in the opening ceremony
- Logo on the congress badge strap
- Logo, contact information and one page article or advertisement in the congress catalogue
- Logo in congress documents
- Logo on congress bags
- Company information and advertising material in the congress bag
- Logo on advertising material (e.g. head rest, pedometer etc.)
- Report of online and offline activities

All logos and artwork must be transmitted in the form of printable files (pdf, jpg, animated gif, fla-file) in the right resolution (72 dpi online, 300 dpi print). We would kindly ask you to note that there is a surcharge for additional expenses. All prices are excl. VAT.

The national congress committee would be pleased to accommodate any special wishes you may have. We are looking forward to welcoming you as a partner of the ITS World Congress Vienna 2012.

Gold Sponsor Package: € 75,000 (excl. VAT)

for official partners of the ITS World Congress Vienna, from 22 to 26 October 2012

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Each payment is a third of the total costs. The described activities of the package will start with the first payment.

Services included:

- 5 passes for selected clients and/or employees of your company for the congress
- Using the company name and logo in press releases
- Sponsorship of a coffee break (table banner, logo)
- Using the company name on a technical tour
- Alternated skyscraper of the gold partners (linked to the company's website) on www.itsworldcongress.at (format: 160 x 600 pixel)
- Presence in the press corner on the website with your press releases on relevant topics
- Teaser of the latest press release on the homepage of the ITS-Website
- Logo in the monthly newsletter which is linked to the company's website
- One shot text-picture component in the monthly newsletter which is linked to the company's website (limit 500 characters)
- Logo in the promotion video for the congress
- Logo in "Call for papers"
- Logo in the registration area of the congress
- Using the company name in the opening ceremony
- Logo on the congress badge strap
- Logo, contact information and 1/2 page article or advertisement in the congress catalogue
- Logo in congress documents
- Logo on congress bags
- Company information and advertising material in the congress bag
- Logo on advertising material (e.g. head rest, pedometer etc.)
- Report of online and offline activities

All logos and artwork must be transmitted in the form of printable files (pdf, jpg, animated gif, fla-file) in the right resolution (72 dpi online, 300 dpi print). We would kindly ask you to note that there is a surcharge for additional expenses. All prices are excl. VAT.

The national congress committee would be pleased to accommodate any special wishes you may have. We are looking forward to welcoming you as a partner of the ITS World Congress Vienna 2012.

Silver Sponsor Package: € 50,000 (excl. VAT)

for official partners of the ITS World Congress Vienna, from 22 to 26 October 2012

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Each payment is a third of the total costs. The described activities of the package will start with the first payment.

Services included:

- 5 one day passes for selected clients and/or employees of your company for the congress
- Using the company name and logo in press releases
- Sponsorship of a coffee break (table banner, logo)
- Alternated banner of the silver partners (linked to the company's website) on www.itsworldcongress.at (format: 160 x 600 pixel)
- Presence in the press corner on the website with press releases on relevant topics
- Teaser of the latest press release on the homepage of the ITS-Website
- One opportunity to put a banner in the monthly newsletter which is linked to the company's website
- Logo in the promotion video for the congress
- Logo, contact information and ¼ page article or advertisement in the congress catalogue
- Logo on the congress badge strap
- Logo in congress documents
- Company information and advertising material in the congress bag
- Logo on advertising material (e.g. head rest, pedometer etc.)
- Report of online and offline activities

All logos and artwork must be transmitted in the form of printable files (pdf, jpg, animated gif, fla-file) in the right resolution (72 dpi online, 300 dpi print). We would kindly ask you to note that there is a surcharge for additional expenses. All prices are excl. VAT.

The national congress committee would be pleased to accommodate any special wishes you may have. We are looking forward to welcoming you as a partner of the ITS World Congress Vienna 2012.

Bronze Sponsor Package: € 25,000 (excl. VAT)

for official partners of the ITS World Congress Vienna, from 22 to 26 October 2012

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Each payment is a third of the total costs. The described activities of the package will start with the first payment.

Services included:

- 5 passes for selected clients and/or employees of your company for the exhibition
- Logo in press releases
- Sponsorship of a coffee break (table banner, logo)
- Alternated banner of the bronze partners (linked to the company's website) on www.itsworldcongress.at (format: 468 x 60 pixel)
- One opportunity to put a banner in the monthly newsletter which is linked to the company's website
- Logo and contact information in the congress catalogue
- Logo in congress documents
- Report of online and offline activities

All logos and artwork must be transmitted in the form of printable files (pdf, jpg, animated gif, fla-file) in the right resolution (72 dpi online, 300 dpi print). We would kindly ask you to note that there is a surcharge for additional expenses. All prices are excl. VAT.

The national congress committee would be pleased to accommodate any special wishes you may have. We are looking forward to welcoming you as a partner of the ITS World Congress Vienna 2012.

Friends of ITS Vienna 2012: € 5,000 (excl. VAT)

for official partners of the ITS World Congress Vienna, from 22 to 26 October 2012

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The described activities of the package will start with the entrance of the invoice.

Services included:

- 5 one day passes for selected clients and/or employees of your company for the exhibition
- Logo (linked to the company's website) and short text (limit 80 characters) in the Friends area on www.itsworldcongress.at
- Logo and contact information in the congress catalogue
- 100 key fobs with logos of the Friends as an advertising gift

All logos and artwork must be transmitted in the form of printable files (pdf, jpg, animated gif, fla-file) in the right resolution (72 dpi online, 300 dpi print). We would kindly ask you to note that there is a surcharge for additional expenses. All prices are excl. VAT.

We are looking forward to welcoming you as a Friend of the ITS World Congress Vienna 2012.

Confirmation form: Sponsor Package ITS World Congress Vienna 2012

We confirm taking a Sponsor Package for the ITS World Congress Vienna from 22 to 26 October 2012. In return we receive the services defined in the assigned package. The following contact information corresponds to the billing address.

Company	
Contact person	
Address	
Telephone	
Fax	
Email	
VAT-number	

Yes, we confirm

- a Diamond Sponsor Package amounting to € 100,000 (excl. VAT)
- a Gold Sponsor Package amounting to € 75,000 (excl. VAT)
- a Silver Sponsor Package amounting to € 50,000 (excl. VAT)
- a Bronze Sponsor Package amounting to € 25,000 (excl. VAT)
- a Friends Sponsor Package amounting to € 5,000 (excl. VAT)

Terms and conditions of payment: The invoice for the first payment of the Sponsor Packages Diamond, Gold, Silver or Bronze will be after the receipt of confirmation. The other payments will be on 1 September 2011 and on 1 January 2012. The three payments each of which is a third of the total costs are to be made to AustriaTech and transferred to the account 50662 009 513, Sort Code 12000, Bank Austria.

The invoice for the Friends Sponsor Package will be after the receipt of confirmation and are to be made to the mentioned account.

Cancellation: Please note that there is a 30 % cancellation fee.

Place and date

Company stamp and legally binding signature