

SPONSORSHIP PROSPECTUS

15th
SUCCESSFUL
YEAR!

VEHICLE ELECTRONICS & CONNECTED SERVICES 2020

GOTHENBURG • MAY 5-6 2020

"The content of the conference and the audience gets better and better every year!"

Niclas Lindström, Regional Manager, Green Hills Software

"It's a very good conference, very high quality of contacts, very nice people and we look forward to next year."

Peter Blume, Head of Sales & Marketing, ViGEM

"It has been a delightful experience here at VECS"

George Mikhail, Field Service Manager, Avelabs

"It was of great value for me, as I am rather new in the automotive sector, and had the opportunity to meet many suppliers over a relatively short time."

Johan Nielsen, Product Manager Connected Car, Volvo Cars



Event Partner:



Organizer:

InsightEvents
sweden

vecs.se
#VECS

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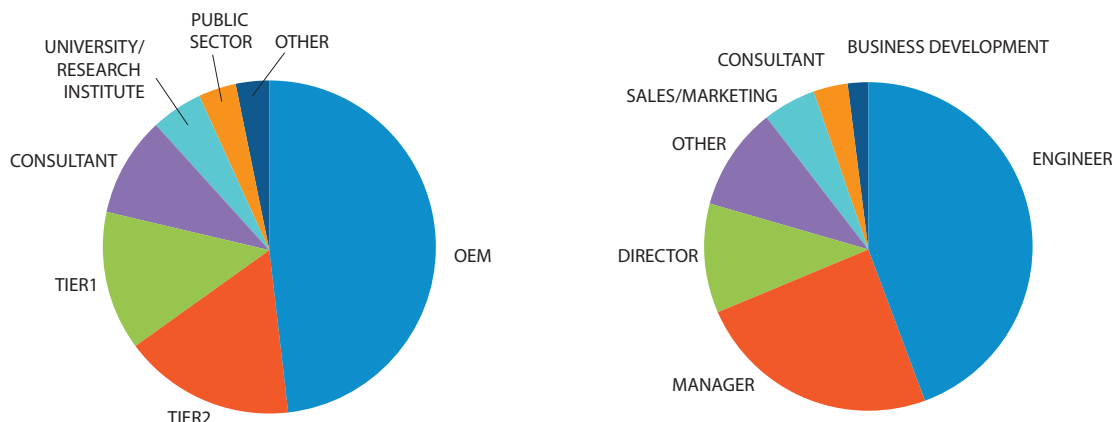
WHY GET INVOLVED AS EVENT PARTNERS?

The event brings together over 1200 delegates, all of which are experts in their field. This event offers you the chance to network with decision makers within the automotive industry and establish relationships for future business.

This is a highly focused forum which attracts very specific delegates offering them an excellent opportunity to debate around the latest trends in the dynamic world of vehicle electronics and to discuss the leading edge development which will be seen in the vehicles of tomorrow.

DELEGATE PROFILE 2019

At Insight Events Sweden we understand that when you invest in our events you want to be sure you will meet the right people. The 2019 once again enjoyed 25% growth in attendees, delegate profile was an excellent mix of industry specialists:



The delegates have titles such as Development Manager, Director, Engineering Manager, Business Developer, Product Test Engineer, Development Engineer, Software Engineer, all working with vehicle automation, electrification and services, and with influence in technology purchase decisions.

FACILITATED MEETING SERVICE

We work hard to ensure that you get the most from the event from the start of the marketing campaign through to the event wrap up. In particular we actively ensure you have engagement with your target audience by organizing pre-booked meeting and facilitating introductions. Our aim is to help you optimize your time at the conference, meaning you can more easily measure and maximize your event ROI. We are at your disposal before, during and after the event!

FACTS & FIGURES FROM VECS 2019

- ▶ +1200 attendees at the event
- ▶ 50 sponsors/exhibitors
- ▶ High level delegates
- ▶ +100 distinguished expert speakers

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PACKAGE HIGHLIGHTS

PRE-EVENT MARKETING

BRANDING ON FRONTPAGE OR INSIDE THE EVENT BROCHURE

Insight Events Sweden conducts a large marketing campaign ahead of the event. During the 4-5 months before the event we use numerous marketing channels including printed event brochure, emails, telemarketing, social media, content marketing and on the event website.

Your logo will be placed on the front page or inside the event brochures positioning you as an event partner (subject to production deadlines).

BRANDING IN ALL PRE-EVENT MARKETING MATERIAL

In all marketing communication towards the target group your company will be presented as event partner with logo. On the website with logo, web link and company description.

VIP INVITATIONS

To ensure your key target clients attend and to assist with this, we offer you the chance to invite your customers as your guest, free of charge (normal delegate price is 6990 SEK). The guests you choose receive a personalized VIP invitation to the event which can either be sent by Insight Events or we can provide you with your own template to send.

DELEGATE PASSES FOR INTERNAL USE

Included in some of the packages are delegate passes for staff members. Access will be given to the conference although priority will be given to VIP's and paying delegates should the required session be over subscribed.

PERSONALIZED INVITATION TO YOUR CONTACTS WITH A DISCOUNT ON DELEGATE FEE

Your contacts will receive a letter with an invitation to the event and a discount on the delegate fee including a note on your company taking part as partner. This is a very popular way for our partners to raise their profile through our extensive delegate marketing. Again, Insight Events can either this for you or we can provide you with your own template to send.

SPONSOR AND EXHIBITOR CONTACT

Linda Forsberg & Robert Ahlqvist • Direct Lines +46(0)8 587 662 37 & +46(0)8 587 662 68 • Email: sponsor@insightevents.se

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PACKAGE HIGHLIGHTS

AT EVENT PROFILE

PERSONAL MEETINGS

You can choose from a number of target customers on the delegate list that you would like to have a short personal meeting with. We will invite the people you have chosen to a meeting and where possible introduce you onsite.

THOUGHT LEADERSHIP – OPPORTUNITIES TO SPEAK AT THE CONFERENCE

You will have the opportunity to present a speech, either by your company or ideally, a case study including one of your OEM clients at the event. Of course, we like to advise on being positioned as thought leaders in relevant areas rather than giving sales pitches. (We reserve the right to approve the speaker and content)

AT EVENT BRANDING ON ROLL-UPS INSIDE THE CONFERENCE ROOM AND IN THE EXHIBITION ROOM

Your logo will be marketed towards all delegates inside the conference room and the exhibition room on the event signage. *Determined by your level of partnership - see packages below. During the breaks our partners' logos are shown on a screen in the conference rooms.

EXHIBITION SPACE

An exhibition space is at your disposal. The exhibition is just outside the conference rooms and positioned ideally to ensure maximum interaction with delegates during the networking breaks and the lunch periods. round bar table, 2 chairs, a back wall and electricity for the stand is included.

EXHIBITION STAFF

Your exhibition space will of course be manned by your staff. These staff members have access to the content of the event, subject to availability with delegates having priority in the instance of high demand for a session.

CONFERENCE APP

The conference mobile app is available to all delegates in the run up to, during and after the event. Event Partners have the opportunity to scan delegate badges for delegate information, notes etc. Event Partners also have the opportunity to raise their profile through this medium with direct links to your chosen website, social media feeds and a write up of your company with key contact details.

DELEGATE LIST

You will be provided with a list of attendees with contact details after the event which will enable you to effectively follow up leads and continue your dialogue after the event. Please note that this is an opt in list compliant with current GDPR regulations

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GOLD SPONSOR – INVESTMENT: 220 000 SEK

- Your branding on the front page of the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with 100 word company description on the website
- Your branding at the event on a banner inside the conference rooms and exhibition hall
- 15 VIP invitations
- 7 delegate passes for internal use
- Personalized invitation to 500 of your contacts with 30% discount on delegate fee
- 5 personal meetings
- Thought leadership – 30 minute day 1 presentation after lunch
- 4m x 2m exhibition space
- 3 exhibition staff included
- Conference app – branding on home page, 100 words write up – (500 SEK) scan delegate badges and record clients notes
- Delegate list

SOLD OUT

SILVER SPONSOR – INVESTMENT: 185 000 SEK

- Your branding on the front page of the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with 100 word company description on the website
- Your branding at the event on a banner inside the conference rooms and exhibition hall
- 15 VIP invitations
- 6 delegate passes for internal use
- Personalized invitation to 500 of your contacts with 30% discount on delegate fee
- 3 personal meetings
- Thought leadership – 20 minute day 1 presentation afternoon
- 4m x 2m exhibition space
- 3 exhibition staff included
- Conference app – branding on home page, 100 words write up – (500 SEK) scan delegate badges and record clients notes
- Delegate list

AVAILABILITY LIMITED

BRONZE SPONSOR – INVESTMENT: 173 000 SEK

- Your branding on the front page of the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with 100 word company description on the website
- Your branding at the event on a banner inside the conference rooms and exhibition hall
- 10 VIP invitations
- 5 delegate passes for internal use
- Personalized invitation to 500 of your contacts with 30% discount on delegate fee
- 3 personal meetings
- Thought leadership – 20 minute day 1 presentation in the afternoon
- 3m x 2m exhibition space
- 3 exhibition staff included
- Conference app – branding on home page, 100 words write up – (500 SEK) scan delegate badges and record clients notes
- Delegate list

AVAILABILITY LIMITED

LANYARD SPONSOR – INVESTMENT: 170 000 SEK

- **EXCLUSIVE** – Maximize your brand exposure with your logo on our event lanyards which delegates will use with their badge holders throughout the two days of the conference
- Your branding on the front page of the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with 75 word company description on the website
- Your branding at the event on a banner inside the conference rooms and exhibition hall
- 5 VIP invitations
- Personalized invitation to 500 of your contacts with 20% discount on delegate fee
- Thought leadership – 20 minute day 2 track Afternoon Presentation
- 3m x 2m exhibition space
- 2 exhibition staff included
- Conference app – branding on home page, 75 words write up – (500 SEK) scan delegate badges and record clients notes
- Delegate list

LIMITED TO ONE

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Lead Track Sponsor – Investment 126 500 SEK

- Your branding on the front page of the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with logo and a 75 word company description on the website
- Your branding at the event on a banner inside the conference rooms and exhibition hall
- 10 VIP invitations
- 3 delegate passes for internal use
- Personalized invitation to 500 of your contacts with 20% discount on delegate fee
- 3 personal meetings
- Thought leadership – 25 minutes day 2 presentation before lunch – you will be the first sponsor presentation positioned on the track
- 3m x 2m exhibition space
- 2 exhibition staff included
- Conference app – branding on home page, 75 words write up- (500 SEK) scan delegate badges and record clients notes.
- Delegate list

AVAILABILITY
LIMITED

TRACK SPONSOR – INVESTMENT: 116 000 SEK

- Your branding inside the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with 75 word company description on the website
- Your branding at the event on a banner inside the conference rooms and exhibition hall
- 10 VIP invitations
- 3 delegate passes for internal use
- Personalized invitation to 500 of your contacts with 20% discount on delegate fee
- 2 personal meetings
- Thought leadership - 20 minutes presentation day 2 -before lunch or in the afternoon
- 2m x 2m exhibition space
- 2 exhibition staff included
- Conference app – branding on home page, 75 words write up- (500 SEK) scan delegate badges and record clients notes
- Delegate list

SPONSOR – INVESTMENT: 94 000 SEK

- Your branding inside the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with 75 word company description on the website
- At event branding on a roll-up inside the exhibition hall
- 5 VIP invitations
- Personalized invitation to 500 of your contacts with 20% discount on delegate fee
- Thought leadership - your representative to take part on an expert panel discussion day 2
- 2m x 2m exhibition space
- 2 exhibition staff included
- Conference app – branding on home page, 75 words write up- (500 SEK) scan delegate badges and record clients notes
- Delegate list

EXHIBITOR – INVESTMENT: 58 500 SEK

- Your branding inside the event brochure (if booking before the brochure has gone to print)
- Branding in all pre-event marketing with logo and a 50 word company description on the website
- At event branding on a roll-up in the exhibition area
- 2 vip invitations
- Personalized invitation to 500 of your contacts with 20% discount on delegate fee
- 2m x 2m exhibition space
- 2 exhibition staff included
- Conference app – branding on home page, 50 words write up- (500 SEK) scan delegate badges and record clients notes
- Delegate list

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