

**AESIN Conference 2021**

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**Sponsorship Guide**

**National Motorcycle Museum  
16 September 2021**



**#AESIN21  
@UKAESIN**

**[www.aesinconference.com](http://www.aesinconference.com)**

## Introduction

### *Conference & Proceedings*

Now in its eighth year, [AESIN \(Automotive Electronic Systems Innovation Network\)](#) is established as an active specialist group to facilitate world-beating Electronic Systems (ES) market leaders from a UK base. Aligned with the UK Automotive Council strategy, AESIN aims to accelerate UK derived ES innovation into automotive markets through collaborative project based work.

The AESIN Conference 2021 will take place at the National Motorcycle Museum, Solihull, B92 0EJ.

Senior Industry representatives will cover topics such as:-

- ADAS & HAV
- Automotive Electronics Security
- Lean & Connected Mobility
- More Electric Powertrain

An exhibition will complement the conference tracks, providing space for exhibitors whilst a conference dinner takes place on the evening of 16<sup>th</sup> September.

### *Audience*

Join the leading minds in driving innovation in Vehicle Electronics at AESIN 2021 – The UK's Premier Automotive Electronics Conference.

The Government launched the “Road to Zero” strategy of having zero emissions from cars and vans by 2040, and the AESIN Network is helping organisations which will develop the enabling technologies achieve this goal. In addition to electrification technology the ways in which ADAS & HAV, Connectivity & Security play a key role in achieving greener, safer and secure transport will also be a focus.

*All sponsorship packages are sold on a first come first serve basis*

*\*Prices shown are exclusive of VAT*

## ***Promotional Opportunity***

The exhibition frames the conference themes and will be frequented throughout – most notably in the Session Breaks and Lunch. Exhibitors are encouraged to show off technology or product demonstrators to conference goers.

Sponsoring or exhibiting at the **AESIN 2021 Conference** will bring about a number of benefits for your organisation and will be aligned to the wider health of the UK industry. Each of the packages that we have put together has significant benefits and is highly competitive.

## **Conference Sponsorship & Exhibition Options (2019 PRICES FROZEN FOR 2021)**

### ***Headline Sponsorship Package x 1***

***\*£8,000 Members / £10,500 Non-Members***

- **Exhibition Area**
  - The most prominent exhibition space in the hall
  - Two 6ft exhibition tables and space for a pop-up display or 4 roller banners
  - Customize your exhibition space layout and position in the hall
  - Access to power
  
- **Conference**
  - Press release announcing sponsorship
  - Headline company feature in newsletters & social media promotions
  - Special mention in the opening session
  - Banner in each of the 3 lecture theatres
  - Choice of branded material (except delegate folder)
  
- **Proceedings and Promotion**
  - A full-page advert in the electronic Conference Proceedings Booklet
  - Company logo will feature on the conference website and on all promotional activity
  
- **Tickets**
  - Access for six members of staff to attend the conference and conference dinner

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*\*Prices shown are exclusive of VAT*

## ***Gold Sponsorship Package x 5***

***\*£5,500 Members / £6,500 Non-Members***

- Exhibition Area
  - A prominent space in the exhibition hall
  - Two 6ft tables and space for a pop-up display or 3 roller banners
  - Access to power
  
- Proceedings and Promotion
  - A full-page advert in the electronic Conference Proceedings Booklet
  - Company logo will feature on the conference website and on all promotional activity
  
- Tickets
  - Access for three members of staff to attend the conference and conference dinner

## ***Silver Sponsorship Package x 5***

***\*£3,000 Members / £3,750 Non-Members***

- Exhibition Area
  - A single 6ft table in the exhibition hall and space for 2 roller banners
  - Access to power
  
- Proceedings and Promotion
  - A half-page advert in the electronic Conference Proceedings Booklet
  - Company logo will feature on the conference website and on all promotional activity
  
- Tickets
  - Access for two members of staff to attend the conference and conference dinner

*All sponsorship packages are sold on a first come first serve basis*

*\*Prices shown are exclusive of VAT*

## **Bronze Sponsorship Package x 10**

**\*£1,500 Members / £2,000 Non-Members**

- Exhibition Area
  - A single 6ft table in the exhibition hall and space for 1 roller banner
- Proceedings and Promotion
  - Company logo in the electronic Conference Proceedings Booklet
  - Company logo will feature on the conference website and on all promotional activity
- Tickets
  - Access for one member of staff to attend the conference and conference dinner

## **Delegate Folders**

**\*£3,000 Members / £3,750 Non-Members**

Gain widespread Conference exposure with your logo branded on the Conference delegate folders - given to all attendees at registration.

The exclusive sponsorship of the delegate folders allows your logo to be prominently displayed on the folders housing all conference materials.

The sponsor may also include marketing materials / literature in the folders



The Delegate Folder Sponsorship also includes:

- Access for two members of staff to attend the conference and conference dinner
- Space for one roller banner to be displayed within the main networking area or registration area

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## BENEFITS: SUMMARY TABLE

	HEADLINE	GOLD	SILVER	BRONZE
	£8,000 Members £10,500 Non-Members	£5,500 Members £6,500 Non-Members	£3,000 Members £3,750 Non-Members	£1,500 Members £2,000 Non-Members
Exhibition Staff Allowance	6	3	2	1
Conference Dinner Allowance	6	3	2	1
Power Socket	240v power socket	240v power socket	240v power socket	Not guaranteed
Table	2 x tables	2 x tables	1 x table	1 x table
Space For	Pop up display / 4 roller banners	Pop up display / 3 roller banners	2 roller banners	1 roller banner
Layout	Customised	Standard	Standard	Standard
Electronic Proceedings Listing	Full Page & Logo	Full Page & Logo	Half Page & Logo	Logo Only

£3,000 Members / £3,750 Non-Members

2x Conference Tickets

1x Roller banner displayed within networking / registration area

Sponsors logo printed on front of delegate folders

Sponsors marketing collateral / Literature placed within folders

## DELEGATE FOLDERS

### Other options

If your preferred sponsorship package is not available, we are happy to discuss alternative options.

Please contact Angela Tansey [angela.tansey@techworks.org.uk](mailto:angela.tansey@techworks.org.uk) / 01506 401215 for further details.

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