



AESIN Conference 2022

Championing Champions

Sponsorship Guide



National Motorcycle Museum

1 September 2022

#AESIN22

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www.aesinconference.com



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AESIN

Over the past decade, AESIN has established itself as the UK's network for Automotive Electronics Systems Innovation. AESIN members represent some of UK's most innovative technology companies, as we represent the views of the automotive electronics industry in our collaborations with UK Automotive Council, Zenic, Cenex, and strategic inputs to government.

AESIN's vision is to be an outstanding member-based community committed to create the next generation of UK-centric automotive electronics technologies and supply chains. Leading thought and impact for ingenious, sustainable, efficient, safe, and resilient mobility through the innovative application of electronics systems.

Conference & Proceedings

AESIN Conference 2022 will take place at the National Motorcycle Museum, Solihull, B92 0EJ.

This year is all about celebrating our outstanding members, **Championing Champions**. We will focus on bringing technology to the forefront of AESIN's agenda providing a platform for members to share their expertise and capabilities with those attending. Attendees will benefit by learning about the leading developments in the UK electronics systems industry.

Our goal this year is to invite technology leaders to talk about their innovations on topics including, but not limited to: -

- ADAS & Highly Automated Vehicles
- Automotive Electronics Security
- Clean & Connected Mobility
- Sensors
- User Experience and User Interface Design
- Systems Engineering

An exhibition will complement the conference tracks, providing space for exhibitors. There will be multiple opportunities to network during session break, lunch, the drinks reception and the conference dinner on the day of the conference.

The AESIN conference 2022 has a special treat with a parallel session delivered by the newly launched Techworks community, TechNES. TechNES aims to delve into the design, development and testing of embedded technologies. We will have a parallel session in the afternoon titled "**TechNES Under the Hood**" championing our embedded systems members.



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Promotional Opportunities

Who will I be able to reach with my presence?

The AESIN conference audience attracts a broad audience of technologists, decision makers and influencers, representatives from the insurance industry, government representatives, business development leaders, and cross-sector industry representatives including telecoms, infrastructure, certification and off-highway vehicles.

This year we expect the audience to grow as our affiliations grow with organisations that have complementary activities.

Why should I sponsor or exhibit?

Sponsoring or exhibiting at the AESIN Conference 2022 will bring about several benefits for your organisation whilst aligning with the shared ambition to maintain and grow technology presence for the UK electronics industry through collaboration.

- ❖ **Build Reputation & Increase Brand Visibility** as a prestigious sponsor / exhibitor
- ❖ **Unique access to our AESIN technology community and stakeholders**
- ❖ **Exposure to potential collaborators, suppliers and customers** to develop new business partnerships
- ❖ **Strengthen Relationships with existing customers**
- ❖ **In-conference and post-conference networking** during breaks, at the drink's reception and our interactive standing networking dinner.
- ❖ **A 10-minute speaker slot for our Headline sponsor** at the start of the conference
- ❖ **A 5-minute elevator pitch slot for Gold sponsors** during the main conference proceedings.
- ❖ **Showcase technology or product demonstrators** to conference attendees.



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Conference Sponsorship and Exhibition Options

Each of the packages has been put together to offer significant benefits and is highly competitive. There are a range of sponsorships on offer and an exhibition only option including:

- ❖ Headline Sponsorship (x1)
- ❖ Gold Sponsorship (x5)
- ❖ Silver Sponsorship (x5)
- ❖ Bronze Sponsorship (x10)
- ❖ Drinks and Evening Dinner Sponsorship (x1)

Headline Sponsor x 1, £8,000 AESIN 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 conference room theatres
 - Choice of branded material
 - 10-minute speaker slot

- ❖ 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
 - Company logo presented jointly with the AESIN logo on conference badges and lanyards

- ❖ Tickets
 - Access for six members of staff to attend the conference and conference dinner

Gold Sponsor x 5, £5,500 AESIN 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



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- ❖ 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
 - 5-minute company elevator pitch slot in main conference

- ❖ Tickets
 - Access for three members of staff to attend the conference and conference dinner

Silver Sponsors 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

Bronze Sponsors 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

Drinks Reception & Evening Meal Sponsor x1 £1,200 Members / £1,700 Non-Members

Gain widespread conference exposure with the announcement of sponsorship for the Drinks Reception and Evening Meal. Sponsorship includes:

- ❖ Publicity in pre- and post- conference promotional materials and announcements.
- ❖ 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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Sponsorship Benefits Summary

	HEADLINE	GOLD	SILVER	BRONZE	DRINKS & MEAL
	£8,000 Member £10,500 Non-member	£5,500 Member £6,500 Non-member	£3,000 Member £3,750 Non-member	£1,500 Member £2,000 Non-member	£1,000 Member £1,700 Non-member
	x1	x5	x5	x10	x1
Headline Branding	✓	X	X	X	X
Logo on Badge Lanyards	✓	X	X	X	X
Speaking Slot (subject to committee approval)	✓	X	X	X	X
5 minute elevator pitch	X	✓	X	X	X
Track Session Sponsor	✓	✓	X	X	X
Press Release Announcing Sponsorship	✓	X	X	X	X
Social Media Announcing Sponsorship	✓	✓	✓	✓	X
Exhibition Staff Allowance	6	3	2	1	2
Conference and Dinner Tickets for Staff	6	3	2	1	2
Exhibition Space	2 Tables Pop-up display/ 4 roller banners 240V socket	2 Tables Pop-up display/ 3 roller banners 240V socket	1 Table 2 roller banners 240V socket	1Table 1 roller banners	X
Sponsor Webpage	✓	✓	✓	✓	X
Logo on Proceedings Booklet Front Cover	✓	X	X	X	X
Logo on Venue & Stage Branding	Prominent	✓	✓	✓	X
Advert in Proceedings Booklet	Full page & Logo	Full page & Logo	Half page & Logo	Logo Only	X
Visual & Verbal Recognition at the Conference	✓	✓	✓	✓	✓
Drinks Reception & Networking Meal Sponsor	X	X	X	X	✓

Tailored packages are available – enquiries welcome

All prices are exclusive of VAT

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

General Enquiries

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