

FISITA
2008
World Automotive Congress
14 - 19 September, Munich, Germany



The Future of Automobiles and Mobility

Exhibition Brochure
www.fisita2008.com

Organised by VDI



Welcome Invitation

Dear exhibitor,

The Association of German Engineers (VDI) is proud to host the 32nd FISITA World Automotive Congress in Munich, from 14-19 September 2008. FISITA 2008 is addressing the technology issues which matter most to the auto industry and the engineers who set its agenda. Sessions are carefully designed to cover the most important new developments in specific areas of vehicle technology from across the globe.

A highlight of the FISITA 2008 World Automotive Congress in Munich is the exhibition which will be held in parallel at the International Congress Centre Munich (ICM), where the conference takes place.

Global Coverage - The FISITA World Automotive Congress has been built up over 60 years as the truly international meeting place for experts and decision makers and will be attended by more than 1500 delegates from as many as 50 countries.

Reasons for exhibiting - The exhibition at the FISITA 2008 World Automotive Congress is an attractive opportunity for you to present your products and services to an interested and well-informed specialist public from all over the world. Here you can talk directly to your core target group. Innovative, forward-looking exhibits and system solutions will be brought together in Munich, the heart of Europe, where East meets West. Delegates attending the FISITA World Automotive Congress are mainly senior engineering managers, directly responsible for specifying and purchasing automotive



Dr. Akihiko Saito
2006-2008 FISITA President



Dr. Michael Paul
Congress Chairman

components, systems, engineering design, R&D, testing & measurement services. In short, they are your present and new customers. Over 60% of the delegates attending the two most recent congresses were employed by OEMs.

Your advantages:

- High Significance
- Exclusive Target Group
- Broad Coverage

If you are interested in exhibiting at the FISITA 2008 World Automotive Congress we have interesting packages to offer you. Take the opportunity to have your company represented at the exhibition by booking either floor space for your own stand or a fully equipped solution. INTERPLAN AG, our partner for the exhibition organisation, offers numerous alternatives for you to promote your business. They will work closely with you to create a distinctive package tailored to your company.

We are looking forward to meeting you in Munich in 2008.

Venue

ICM International Congress Centre Munich

Messe München GmbH
Messegelände
D-81823 Munich, Germany
www.icm-muenchen.de

The International Congress Centre Munich – ICM, one of the most modern congress centres in the world, is an integral part of the New Munich Trade Fair Centre. An inviting and friendly atmosphere with the finest equipment offers perfect conditions for you to showcase your company.

The ICM offers everything in terms of state-of-the-art technology which makes a present-day conference centre efficient and comfortable.

Dates to remember

- 26 October 2007
- 30 May 2008
- Spring 2008
- 14-19 September 2008

Deadline for abstract submission

Deadline for final paper submission

Technical exhibition manual published/approval of stands
FISITA 2008 World Automotive Congress in Munich

Exhibition Schedule *

Set up:	Saturday,	Sept. 13, 2008	08:00 – 18:00
	Sunday,	Sept. 14, 2008	08:00 – 18:00
Exhibition Opening Ceremony:	Monday,	Sept. 15, 2008	10:30
Exhibition Opening Times:	Monday,	Sept. 15, 2008	11:00 – 18:00
	Tuesday,	Sept. 16, 2008	08:30 – 18:00
	Wednesday,	Sept. 17, 2008	08:30 – 18:00
	Thursday,	Sept. 18, 2008	08:30 – 12:00
Dismantling:	Thursday,	Sept. 18, 2008	12:15 – 20:00

* All times may be subject to change

Topics

The FISITA 2008 exhibition is inviting companies to show their expertise especially in the following fields:

- Vehicle Concepts
- Man-Machine-Interaction
- Chassis Development for Passenger Cars, Trucks and Buses
- Body Design for Passenger Cars, Trucks and Buses
- Advanced Interior Design
- Electronics in Automotive Engineering
- Components for Future Powertrain Solutions
- Vehicle Safety
- Resources, Economy & Ecology
- Virtual Reality
- Simulation & Testing
- Quality, Reliability and Availability
- Research and Industrial Services



Package A

Exhibition Information

Exhibition stands will be located in the exhibition hall, ensuring maximum interaction with conference delegates. The exhibition area offers a very flexible stand conception either for your own stand (blank space) or booking of a fully equipped solution for 6-15 m² stands. The exhibition area is surrounded by the lecture halls as well as catering areas (e.g. the Pre-October Fest Beergarden) and the FISITA-Lounge. In specialized topic areas next to the exhibition hall milestones in automotive development can be seen as well as leading research projects presented by universities.



The fee for standard-package A includes:

- net stand area
 - technical manual
 - editorial entry into exhibitors guide
 - entry at the FISITA 2008 webpage exhibition area (www.fisita2008.com)
 - coffee breaks for the exhibitors
 - venue security during the opening hours
 - cleaning of general surfaces (aisles)
 - 1 free exhibitor badge per 6 or 9 m² stand, 2 free exhibitor badges per bigger stand.
- Exhibitors are required to register. The exhibitor badges include a ticket for public transportation in the Munich city area. Further exhibitor badges can be purchased for 250 EUR/badge + German VAT.

These badges entitle exhibitors to attend the Opening Ceremony, Welcome Reception, Farewell Reception and to visit the exhibition area. The badges do not include the participation in the congress.

Prices:

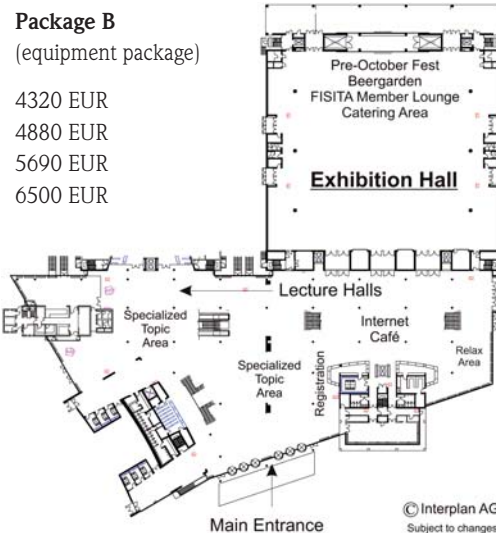
Size of the stand (width x depth)	Package A (standard package)
6 m ² (3 x 2 m)	3375 EUR
9 m ² (3 x 3 m)	3545 EUR
12 m ² (4 x 3 m)	3965 EUR
15 m ² (5 x 3 m)	4385 EUR
> 15 m ²	195 EUR/additional m ²

The minimum area of an exhibition booth is 6 m².

The rental fee does not include:

For package A: Any walls or furniture, partition walls, carpets, telephone and data lines, water supply, electricity, cleaning, exhibitors insurance or any other services.

For package B: Further furniture or additional walls, telephone and data lines, water supply, additional electricity, cleaning, exhibitors insurance or any other services.



Package B

The fee for equipment-package B (6-15 m²) includes in addition to the features of the standard-package described before:

- delivery, set up and dismantling of the stand/equipment
- walls in octanorm system, white, height: 2500 mm (see illustrations)
- wall fittings, 3 mm, white
- corner support if two or three sides open
- design 3-edge cross-beam system above walls
- signboard, 1500 x 300 mm, incl. film labelling (standard Helvetica typeface, bold, VH 100 mm)
- lightning system: 1 spot per 3 m²,
- floor: Carpet Rips grey
- 1 waste bin
- 1 3-socket plug board for electrical power supply incl. energy usage (3kW), further energy usage to be invoiced after the show
- equipment of your choice (equipment no. 1, 2 or 3, see illustrations.)

More detailed information regarding your exhibition stand and its position within the congress centre will be provided in the Exhibition Service Kit. For your convenience this manual will also contain order forms for all requirements you might need for the perfect organisation of your presentation.



Technical Exhibition Conditions

The exhibition conditions of INTERPLAN and the Messe Munich correspond to the standard terms and conditions of German exhibition companies.

How to book an exhibition stand?

The signed exhibition application must be completed using the official application form included in this prospectus. Applications should either be mailed or faxed to INTERPLAN's exhibition department. Please indicate the requested stand size. INTERPLAN will contact you after approval of stands providing a current version of the exhibition plan and the final placement of your stand, which depends on size and overall conception. Space cannot be assigned without a signed application.



Equipment no. 1

1 information counter Berlin,
110 x 60 x 60 cm
1 chair Cocktail



Equipment no. 2

2 tables Moskau,
130 x 70 cm
2 chairs Lunch



Equipment no. 3

1 table Kiev,
70 x 70 cm
3 chairs Lunch

Payment Terms/Cancellation

The total amount will be invoiced in 2008.
All payments must be made in EUR plus German VAT and without any bank or other charges.

- Cancellation and changes to your original booking must be made in writing to INTERPLAN.
- The organisers shall retain the following sum:
Cancellation until December 1, 2007
 - 10% of the costs of each item will be retained
- Cancellation until May 1, 2008
 - 50% of the costs of each item will be retained
- Cancellation later than May 1, 2008
 - 100% of the costs of each item will be retained

For further particulars we refer you to the General Participation Conditions.

Official Currency/VAT regulations

All exhibition costs are quoted in EUR. All mentioned prices are subject to German VAT at the statutory rate (in 2007: 19%). Non-EU based companies will receive a VAT refund on application to the Federal Republic German Finance Ministry. Detailed information for professional support can be found in the exhibition manual. Place of performance and venue of jurisdiction is Munich. The law of the Federal Republic of Germany applies.

Hotel Reservation

Munich has a wide range of hotel capacities and can offer accommodation from 5 star deluxe hotels to lower budget accommodation. INTERPLAN has made reservations for the industry and participants with special rates and conditions in several hotels. All hotels are located near the congress venue or in the city centre and are well connected with the congress venue. To benefit from these rates, you are invited to contact

INTERPLAN for further information:

INTERPLAN Congress, Meeting & Event Management AG

Contact person for hotel reservation:
Fatima Rama, Albert-Rosshaupter-Str. 65,
81369 Munich, Germany
Phone: +49 (0) 89 54 82 34-0
Fax: +49 (0) 89 54 82 34-42
e-mail: fisita2008@interplan.de

Please note, that there will be a special offer for extending your stay in Munich and visiting the Oktoberfest.

Information on Advertising and Sponsorship

The FISITA 2008 World Automotive Congress provides a range of opportunities for sponsorship. We invite you to take advantage of this event to promote your company among automotive engineers and related specialists from around the world. We are offering a wide range of sponsorship packages to suit your wishes.

There are also multiple opportunities for advertising at the FISITA 2008 World Automotive Congress: The preliminary or final programme, the abstract proceedings, the congress publications containing all manuscripts or the exhibitors guide.

For advertising and sponsorship opportunities please contact:

VDI – The Association of German Engineers
Society for Automotive and Traffic Systems Technology
Graf-Recke-Str. 84, 40239 Duesseldorf, Germany
Phone: +49 (0) 211 6214-445
Fax: +49 (0) 211 6214-163
e-mail: fisita2008@vdi.de
www.fisita2008.com/sponsorship

Please complete and return this form as soon as possible (first-come, first-served basis) to the Exhibition Organisers either by mail or fax:

INTERPLAN

Congress, Meeting & Event Management AG

Mr. Thomas Hohenester
Albert-Rosshaupter-Str. 65
81369 Munich, Germany

Phone: ++49 (0) 89 54 82 34 52
Fax: ++49 (0) 89 54 82 34 45
e-mail: exhibition@interplan.de

Stand-Application Form

- ☐ We hereby request a fully equipped exhibition stand (Package B) at FISITA 2008
- | | | | | |
|---|---|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 6 m ² (w: 3m, d: 2m) | 4320 EUR incl. 1 exhibitor badge and equipment no. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 9 m ² (w: 3m, d: 3m) | 4880 EUR incl. 1 exhibitor badge and equipment no. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 12 m ² (w: 4m, d: 3m) | 5690 EUR incl. 2 exhibitor badges and equipment no. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 15 m ² (w: 5m, d: 3m) | 6500 EUR incl. 2 exhibitor badges and equipment no. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
- Prices per package (as per description on page 4f.).
- ☐ We hereby request blank exhibition space without equipment or walls (Package A) at FISITA 2008
- | | |
|---|-----------------------------------|
| <input type="checkbox"/> 6 m ² (w: 3m, d: 2m) | 3375 EUR incl. 1 exhibitor badge |
| <input type="checkbox"/> 9 m ² (w: 3m, d: 3m) | 3545 EUR incl. 1 exhibitor badge |
| <input type="checkbox"/> 12 m ² (w: 4m, d: 3m) | 3965 EUR incl. 2 exhibitor badges |
| <input type="checkbox"/> 15 m ² (w: 5m, d: 3m) | 4385 EUR incl. 2 exhibitor badges |
- ☐ From 15 m² on: We hereby request ____ m² (w: ____ m x d: ____ m) blank exhibition space incl. 2 exhibitor badges.
Price per additional blank m² = 195 EUR
- ☐ We hereby request ____ additional exhibitor badge(s) for 250 EUR/badge.
All prices plus statutory VAT (19% in 2007).

Our stand should have the following conditions (e.g. corner stand, closed left side or other special requirements etc.):

We would like to be placed ☐ not directly beside ☐ directly beside the following companies:

- ☐ We intend to sponsor the conference and hereby we request further information.
☐ We are interested in advertising in the conference media (e.g. in the exhibition catalogue) and hereby we request further information.

Company:			
Contact person:			
Main activities/Company focus:			
Address:			
Invoice-Address:			
Postcode:	City/County:		
Phone.:	Fax:	Order number:	
E-Mail:			
Date:	Stamp/Signature:		

This application is a binding agreement depending on exhibition space and availability and according to the INTERPLAN exhibition conditions. INTERPLAN has the right to adjust the requested stand size according to the overall conception. A corresponding invoice will be sent out together with the Exhibition Service Kit.

We are proud to host the
FISITA 2008 World Automotive Congress
in Munich – the heart of Europe.

Exhibition Liaison and Organisation Contact

INTERPLAN

Congress, Meeting & Event Management AG
Albert-Rosshaupter-Str. 65
81369 Munich
Germany
www.interplan.de

Industry Liaison Officer

Sabine Müller
Phone: +49 (0) 89 54 82 34-34
Fax: +49 (0) 89 54 82 34-45
e-mail: s.mueller@interplan.de

Head of exhibition and technical support

Thomas Hohenester
Phone: +49 (0) 89 54 82 34-52
Fax: +49 (0) 89 54 82 34-45
e-mail: exhibition@interplan.de



FISITA 2008 World Automotive Congress, Sponsorship and Advertising

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