

ASECAP DAYS



BRUSSELS 2020

SPONSORSHIP & EXHIBITION BROCHURE

***Become a sponsor/exhibitor of the
ASECAP Study & Information Days 2020***

29 June - 1 July 2020, The Hotel, Brussels, Belgium

www.asecapdays.com



Organized by

ASECAP
Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage

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Why you should sponsor and exhibit

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Attendees of the ASECAP annual days are Executives, CEO's, Top and Middle level Managers of Toll Motorway Companies, Concession Companies, Road Operators, Toll Service Providers, ITS Consultants, Financial Institutions, Rating Agencies, Brokers and Insurance Companies, Public Organizations, Government Executives, EU Institutional Representatives. There are a number of ways for you to get involved, meet decision-makers and create business opportunities.

Sponsorship

Get the most of the 48th ASECAP Study and Information Days. Take advantage of a sponsorship package and maximize your company's exposure to the tolling industry. Choose from a list of high-profile options that take your brand to centre stage, boost your visibility and show your competitive strength to potential clients. **Become a GOLD, SILVER or BRONZE Sponsor! Or you may decide to place a full-page advertisement in the final printed programme.** Do not wait! Stand out among your competition with an ASECAP Days sponsorship!

Exhibition

The 48th ASECAP Study and Information Days offer substantial exhibition spaces, divided into individual stands of 3m x 2m (6 sqm). **The GOLD Sponsor will get a much bigger exhibition stand.** You will be placed in a strategic location with much exposure.

GOLD, SILVER & BRONZE Sponsorships at a glance

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GOLD SPONSOR*	SILVER SPONSOR*	BRONZE SPONSOR*
4mx3m (12 sqm) stand with: ✓ 1 draped table ✓ 2 chairs ✓ 1 floor standing brochure holder ✓ Access to power	4mx2m (8 sqm) stand with: ✓ 1 draped table ✓ 2 chairs ✓ 1 floor standing brochure holder ✓ Access to power	3mx2m (6 sqm) stand with: ✓ 1 draped table ✓ 2 chairs ✓ 1 floor standing brochure holder ✓ Access to power
5 minutes presentation in plenary session	-	-
Logo of your company and link to your website on the ASECAP Days website's homepage; company logo and profile on ASECAP Days website and in Final Programme		
Acknowledgement about your event's sponsorship during the opening speech		
Ad insert in delegates' tote bags + 2 company roll-ups	Ad insert in delegates' tote bags + 1 company roll-up	Ad insert in delegates' tote bags
3 free delegate registrations	2 free delegate registrations	1 free delegate registration
Sponsorship of: ✓ 1 of the 2 Lunches, or ✓ Welcome Reception, or ✓ Gala Dinner	Sponsorship of: ✓ Delegates' tote bags, or ✓ Lanyards	Sponsorship of: ✓ Refreshment breaks**, or ✓ Internet Café
Price: 10,000 €	Price: 8,500 €	Price: 7,000 €

*See full details of the GOLD, SILVER and BRONZE Sponsorship Packages respectively on pages 5, 6 and 7.

** The sponsorship of the refreshment breaks is no longer available

Main Sponsors

GOLD Sponsor

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➔ 10,000 €

The **Gold Sponsorship** package includes:

- **5 minutes speech in plenary session**
- Sponsorship of:
 - 1 of the 2 lunches, or
 - The Welcome Reception, or
 - the Gala Dinner
- Acknowledgement from the plenary session
- Ad insert in delegate's tote bag
- Possibility to display 2 company roll-ups outside the exhibit booth in areas that will be chosen with the prior consent of the ASECAP Secretariat.
- Preliminary and final attended registration lists
- Depending on your choice, your company will benefit from a high visibility in the sponsored lunch, the Welcome Reception or the Gala Dinner
- Signage featuring company logo & name
- Company name and logo featured on screens in the exhibition area and in plenary room
- Company name, logo & description in final printed programme
- ASECAP Days website: The Gold Sponsor will benefit from a greater visibility on the homepage. Company logo and link to company's website featured on all webpages. Company name, logo & description, and link to company's website featured on the Sponsors & Exhibitors webpage
- 3 free delegate registrations
- 1 free exhibit booth of 4mx3m (12 sqm)
- 1 free exhibit floor only registration

Important note: The Gold Sponsorship package is an exclusive package. Therefore, the allocation of the package is based on a first-come-first-served principle.

Main Sponsors

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SILVER Sponsor

➔ **8,500 €**

The **Silver Sponsorship** package includes:

- Sponsorship of:
 - Delegate's tote bags, or
 - Lanyards
- Acknowledgement from the plenary session
- Ad insert in delegate's tote bag
- Possibility to display 1 company roll-up outside the exhibit booth in an area that will be chosen with the prior consent of the ASECAP Secretariat
- Depending on your choice, your company logo will be highly visible on delegate bags or on lanyards
- Signage featuring company logo & name
- Company name and logo featured on screens in the exhibition area and in plenary room
- Company name, logo & description in final printed programme
- ASECAP Days website: Company logo and link to company's website featured on all webpages. Company name, logo & description, and link to company's website on the Sponsors & Exhibitors webpage
- 2 free delegate registrations
- 1 free exhibit booth of 4mx2m (8 sqm)
- 1 free exhibit floor only registration

Important note: The Silver Sponsorship package is an exclusive package. Therefore, the attribution of the package is based on a first-come-first-served principle.

Main Sponsors

BRONZE Sponsor

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→ **7,000 €**

The **Bronze Sponsorship** package includes:

- Sponsorship of:
 - Refreshment breaks, or
 - Internet Café
- Acknowledgement from the plenary session
- Ad insert in delegate's tote bag
- Depending on your choice, your company will benefit from high visibility during the refreshment breaks or at the Internet Café
- Signage featuring company logo & name
- Company name and logo featured on screens in the exhibition area and in plenary room
- Company name, logo & description in final printed programme
- ASECAP Days website: Company logo and link to company's website featured on all webpages. Company name, logo & description, and link to company's website on the Sponsors & Exhibitors webpage
- 1 free delegate registration
- 1 free exhibit booth of 3mx2m (6 sqm)
- 1 free exhibit floor only registration

Important note: The Bronze Sponsorship package is an exclusive package. Therefore, the attribution of the package is based on a first-come-first-served principle.

Specific Sponsorship

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Full-page Advertisement in Final Programme

The company will have several options to choose from:

- ➔ Full-page advertisement on external back cover: **2,500 €**
- ➔ Full-page advertisement on first or last inner page: **2,000 €**
- ➔ Full-page advertisement inside the programme: **1,000 €**

The package also includes:

- Acknowledgement from the plenary session
- Ad insert in delegate's tote bag
- Signage featuring company logo & name
- Company name and logo featured on screens in the exhibition area and in plenary room
- ASECAP Days website: Company logo and link to company's website featured on all webpages. Company name, logo & description, and link to company's website on the Sponsors & Exhibitors webpage

[Download the Technical Specifications for the full-page advertisement](#)

Exhibition only

An exhibition area will be hosted during the 48th ASECAP Study and Information Days at the Hotel Brussels. All refreshment breaks will take place in the exhibition area.

Exhibition Package

➔ **5,000 € + 20 % VAT**

The Exhibitor's package includes:

- Booth equipment:
 - 1 booth space measures 3m x 2m (6 sqm)
 - 1 draped table
 - 2 chairs
 - 1 floor standing brochure holder
 - Access to power
- Signage featuring company logo / name
- Company name & logo featured:
 - on screens in the plenary room and in the exhibition area
 - on all ASECAP Days' printed material
- Company name, logo & a description featured in final printed programme
- ASECAP Days website: Company logo and link on the advertising banner featured on all webpages. Company name, logo, description and link on the Exhibitors' webpage
- 1 free delegate registration
- 1 free exhibit floor only registration

Insert in the delegate's tote bag: an additional 1,000 €

Foyer & Congress Hall Floorplan / Exhibition Floorplan

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EXHIBIT BOOTHS DIMENSIONS:

GOLD SPONSOR: 4M x 3M

SILVER SPONSOR: 4M x 2M

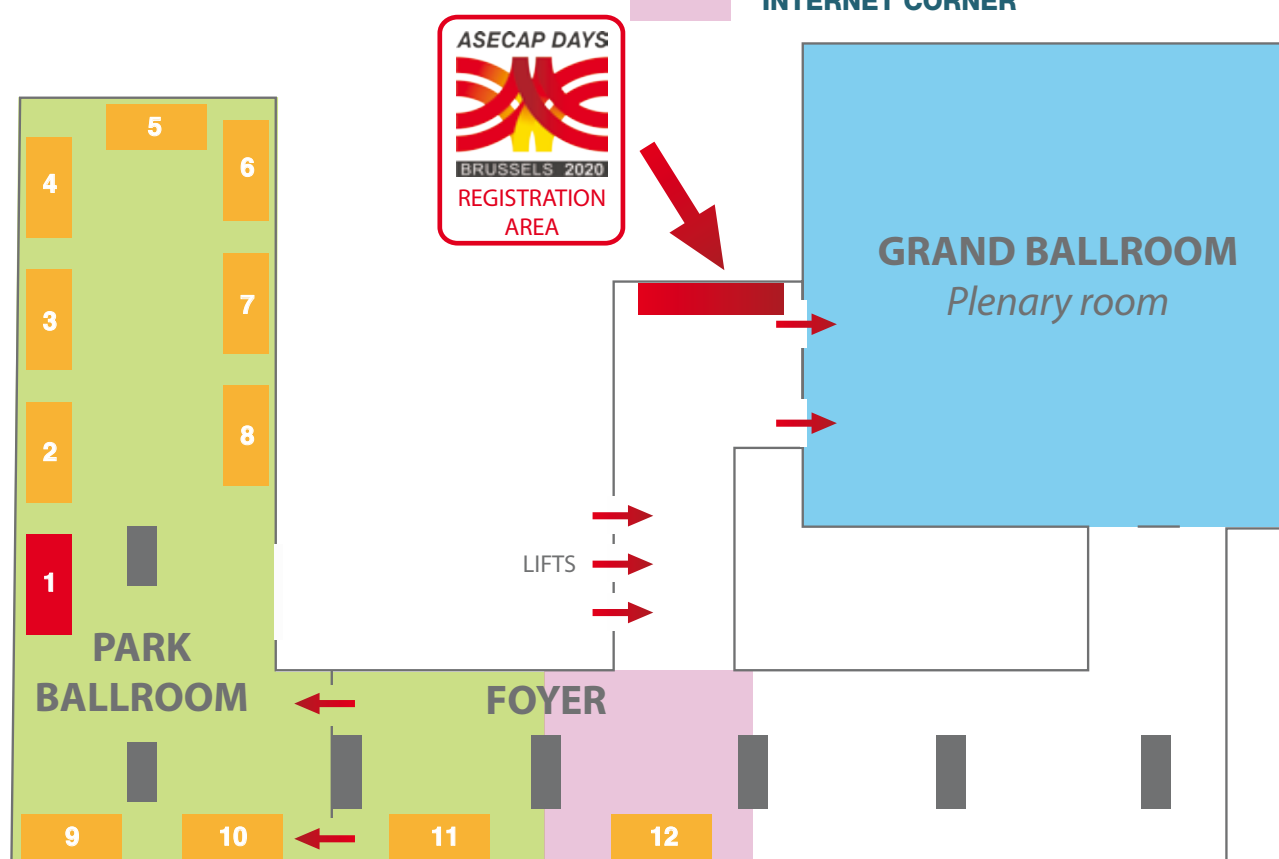
BRONZE SPONSOR & EXHIBITOR ONLY: 3M x 2M

1 TO 12 EXHIBITION BOOTHS

EXHIBIT BOOTH RESERVED

EXHIBITION & COFFEE BREAK AREA

INTERNET CORNER



Link to view in 3D the location of exhibit stands 1 to 10 (1st floor, PARK BALLROOM):

<https://vr.visrez.com/the-hotel-brussels/park-ballroom/> → open the link with Google Chrome or Microsoft Edge

Link to view in 3D the location of exhibit stands 11 & 12 will be (1st floor, FOYER):

<https://vr.visrez.com/the-hotel-brussels/floor-plus-one/> → open the link with Google Chrome or Microsoft Edge

Sponsorship Application Form

Fill out this form to return it to Carole Défossé (the ASECAP Secretariat) by email at c.defosse@asecap.com or by fax at +32 2 514 66 28.

Upon receipt of this sponsorship application form, your company will receive an invoice for the corresponding amount.

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Sponsor information

COMPANY:.....	VAT NUMBER:
CONTACT <u>FREE DELEGATE 1</u> (FIRST NAME & LAST NAME):	TITLE:
CONTACT <u>FREE DELEGATE 2</u> (FIRST NAME & LAST NAME)*:	TITLE:
CONTACT <u>FREE DELEGATE 3</u> (FIRST NAME & LAST NAME)**:	TITLE:
ADDRESS:	
POST CODE:	CITY: COUNTRY:
PHONE: +.....	MOBILE PHONE: +
FAX:	EMAIL:
WEBSITE:	
* to fill out if your company is Gold Sponsor or Silver Sponsor	
** to fill out if your company is Gold Sponsor	

Main Sponsors			Tick the box(es) of your choice
Gold Sponsorship	Lunch on Tuesday 30 June 2020	10,000 €	
	Lunch on Wednesday 1 July 2020	10,000 €	
	Welcome Reception	10,000 €	
	Gala Dinner	10,000 €	
Silver Sponsorship	Delegates' tote bags	8,500 €	
	Lanyards	8,500 €	
Bronze Sponsorship	Refreshment breaks no longer available	7,000 €	
	Internet Café	7,000 €	
Specific Sponsorship			
Full-page Advertisement in Final Programme		2,500 €	
		2,000 €	
		1,000 €	

All prices are VAT excluded (20%).

Sponsorship Application Form

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VERY IMPORTANT NOTES:

- The sponsors who shall reserve an exhibit booth shall fill out the **Exhibition Booth Reservation Form** on page 13.
- For any additional stand personnel, sponsors shall fill out the **Additional Exhibit Personnel Form** on page 14.
- The sponsors who shall reserve an exhibition space are kindly invited to read very carefully the **ASECAP SPECIFIC EXHIBIT TERMS AND CONDITIONS** on page 15.

By signing, I declare that I agree with the General Terms and Conditions, and the Exhibit Terms and Conditions.

Signature: Date:



Exhibition Booth Reservation Form

(to be filled out by all exhibitors AND by any sponsor who reserves a booth)

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Fill out this form to return it to Carole Défossé (the ASECAP Secretariat) by email at c.defosse@asecap.com or by fax at +32 2 514 66 28. Upon receipt of this reservation form, your company will receive an invoice for the corresponding amount.

29 June - 1 July 2020 – The Hotel, Brussels, Belgium

Company information

COMPANY: VAT NUMBER:
ADDRESS:
POST CODE: CITY: COUNTRY:
PHONE: + FAX: +
EMAIL: WEBSITE:
CONTACT (FIRST NAME & LAST NAME)*: TITLE:
EMAIL:
PHONE: + MOBILE: +

***Indicate the name of the person who will take the free exhibit floor only registration that is automatically included in the Exhibition Package.**

Any additional booth personnel will need to register at the fee 150 € +20% VAT: in order to register, please fill out the separate *additional exhibit personnel form* you will find on next page.

If you do not wish to have exhibit booth personnel, please let us know as well.

Please tick the relevant box:

- ☐ 1 exhibit booth at the price 5,000 € (+ 20% VAT) – to tick if you are exhibitor only
☐ 1 free exhibit booth - to tick if you are sponsor.

OPTIONAL (tick the relevant box):

Renting of a TV screen (350 € + 20% VAT for a 3-day use) Yes ☐ / No ☐

Stand preference (assigned on first-come, first-served basis)

To view the stands that have already been attributed so far, please go to the ASECAP Days website - www.asecapdays.com - and click on the webpage «Sponsors & Exhibitors», or you go on page 10 to view the exhibition floorplan

FIRST CHOICE:
SECOND CHOICE:
THIRD CHOICE:

By signing, I declare that I agree with the Exhibit Terms and Conditions, as well as with General Terms and Conditions.

Signature: Date:

Additional Exhibit Personnel Form*

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***Additional booth personnel** have to fill out the form below.

Is not concerned here the exhibit staff that already benefits from the free exhibit floor only registration (see appropriate form on previous page).

Any additional exhibition booth personnel will register at **150 € + 20% VAT**

Please fill out this form to return it to the ASECAP Secretariat by email at c.defosse@asecap.com or by fax at +32 2 514 66 28. Upon receipt of this reservation form, your company will receive an invoice for the corresponding amount.

PLEASE COMPLETE ONE FORM PER REGISTRANT

FIRST NAME LAST NAME) :
TITLE:
COMPANY:
ADDRESS:
POST CODE: CITY: COUNTRY:.....
PHONE: + MOBILE PHONE: +
FAX: + EMAIL:
WEBSITE:

By signing, I declare that I agree with the Exhibit Terms and Conditions, as well as with General Terms and Conditions.

Signature: Date:

ASECAP specific exhibit terms and conditions

- A **standard exhibition stand** measures 3mx2m (6 sqm) and includes 1 draped table, 2 chairs, 1 floor standing brochure holder and access to power. Any additional furnishings or modular exhibits may be ordered through the hotel. These extra expenses shall be assumed by the exhibitor who has made this specific request. **Before bringing your stand material, please note that the height of the ceiling in the whole exhibition area is 3.30 m.**
- An **Exhibitor Services Manual** shall be sent to all Exhibitors by the ASECAP Secretariat a few weeks before the event. This manual shall include all practical information Exhibitors need to know before exhibiting at the ASECAP Days.
- **Exhibit Set-Up / Tear Down:** installation and dismantling of exhibits may only be conducted with the time that will be set out in the Exhibitor Services Manual.
- **Specific considerations:** the playing of music or loud noises within the exhibit or display area is strictly prohibited.
- **Booth assignment** shall be made by ASECAP on a first-come, first-served basis upon receipt of payment and a completed, signed copy of the exhibit reservation form.
- Your organization shall be recognized as an Exhibitor when full payment is received by ASECAP.
- A free exhibit floor only registration is included with each exhibit booth. Additional booth personnel will need to register at € 150 + 20% VAT per person (exhibit floor only). All exhibit personnel **MUST** register using the relevant exhibit personnel forms on pages 13 & 14.
- The exhibitor floor only staff has access to all activities in the exhibition area as well as to refreshment breaks, lunches and the Welcome Reception. However, the “booth only” staff does not have access to sessions in the plenary room and the ASECAP Days Dinner on Tuesday 30 June. An exhibitor staff wishing to attend all functions and activities shall register as Full Delegate.

General terms and conditions

1. Definitions

“Conference” shall mean the event, ASECAP Study Days, which will take place 29 June - 1 July 2020 at The Hotel Brussels. “Organiser” shall mean ASECAP. “Exhibitor or Sponsor” shall mean any person, firm or organization allocated a space by the Organisers in the above-said conference, or with a confirmed sponsorship as outlined in this document. “Co-exhibitor” shall mean any person, firm or organization exhibiting their own products or services on the stand space of an Exhibitor.

2. Application for participation & acceptance

All applications for participation shall be made on the prescribed form overleaf. The application shall be submitted to the Organiser. Upon receipt of the invoice, the exhibitor or sponsor will promptly transfer the required deposit equivalent to 30% of the total charges and sponsor package. The submission of the application form shall be deemed to be confirmation of participation and full acceptance of the ‘Terms & Conditions for Participation’ as stated herein. The application shall become a valid contract upon the Organiser accepting the application. The application and confirmation of its receipt do not constitute grounds for any claim to approval, or to any specific location or site of stand. In particular, the Organiser is entitled to implement reductions in the number of square meters applied for if the conference area available is oversubscribed.

3. Rental of stand fitting, design and signs

The individual design of the stand, if in excess of the services indicated in the offer, is the concern of each individual Exhibitor who shall apply with the official contractor for furniture, fittings, fixtures and Utilities. The nature of the design shall, however, be subjected to the construction regulations applicable to the event venue and to the construction guidelines set by the Organiser.

4. Co-exhibitors and firms indirectly

represented Stand areas are in principle made available solely as whole entries and only to one contracting party, the ‘main Exhibitor’. The use of the stand area by another company represented by its own conference goods (coexhibitor), shall require a special application and written approval from the Organiser. Approval of co-exhibitors is likewise based on the criteria listed under paragraph 2 above, apart from this. Such companies shall also be subject to the terms & conditions for participation, which are to be acknowledged by those companies in writing. The assignment of the rights and obligations to other parties, even if only in part, is not permissible except with the written approval of the Organiser in advance. The Main Exhibitor shall be liable for any fault on the part of his co-exhibitor or indirectly represented company and their agents, in the same manner as his own faults and for the faults of his own agents. The same shall apply to auxiliary staff. If paragraph 4 above applies, the main Exhibitor and all co-exhibitors shall be jointly and severally liable to the Organiser for the obligation arising from this rental contract.

5. Terms of payment

- a) A non-refundable deposit of 30% of total stand rental charges as well as the co-exhibitors fee.
- b) The balance shall be paid within 4 months before the commencement of the conference.
- c) For other additional services, payments must be made in full, in advance, when placing orders for services
- d) Payment by the stipulated date is a prerequisite condition for the Exhibitor’s participation in the conference and use of the stand.

- e) In the event of default of payment by the stipulated date in (a), the Exhibitor’s or sponsor’s application shall be deemed to be cancelled and the 30% deposit forfeited; and (b), the Organiser shall reserve the right to claim all payment due from the defaulting Exhibitor or sponsor. The Exhibitor or Sponsor shall not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

6. Cancellation policy

All exhibit space cancellations or reductions must be made in writing.

Refunds are calculated as follows:

- Cancellation or reduction of exhibit space prior until 27 April 2020 included, a refund of 100% of exhibit space cost will be granted.
- Cancellation or reduction of exhibit space from 15 May 2020 onwards, a refund of 30% will be granted.
- Cancellation or reduction of exhibit space from 29 May 2020 onwards, no refund will be granted.

7. Movement of exhibits

- a) The Exhibitor shall bear the responsibility and expenses for transport of exhibits to the conference venue.
- b) The Exhibitor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the Organiser.
- c) The Exhibitor shall submit a list of exhibits to the Organiser at least ten days prior to the start of the conference.
- d) No exhibits or other goods will be permitted to leave the conference venue. The Exhibitor shall indemnify the Organiser against any loss or damages due to delay or damage to the conference venue.

8. Security & Insurance

The Organiser, its directors, trustees, offices, employees, agents and representations, will not be responsible for the safety of articles of any kind brought into the conference by the Exhibitor or Sponsor, their employees, agents or contractors, members of the public or any person whosoever. Exhibitors shall ensure that they are fully covered by Insurance and take out public liability and comprehensive protection. The period of Insurance shall be from the time the Exhibitor first enters the conference hall until all his exhibits have been properly removed to the satisfaction of the Organiser. The Exhibitor shall indemnify and hold the Organiser, its directors, trustees, offices, employees, agents and representations, harmless with respect to all costs, claims, liabilities, losses, demands, proceedings and expenses to which the Organiser, its directors, trustees, offices, employees, agents and representations may in any way be subject (including but not limited to members of the public, the staff of the local authorities, or the Organiser of Exhibitors’ staff, agents or contractors) caused as a result of any act of omission of the Exhibitor, co-exhibitor, sponsor, representatives, employees, agents, contractors or invitees. If the Organiser so demands, the Exhibitor shall provide proof to the Organiser that the Exhibitor has adequate insurance coverage. The Organiser shall not in any event be held responsible for any loss or damages whatsoever (including loss of profits suffered by the exhibitor) as a result of any restrictions or conditions which prevent construction, completion, alteration or dismantling, or for the failure of any service normally provided at the listed conference ground, for the cancellation or part-time opening of the conference either as a whole or in part, or for amendments or alterations to all or any of the ‘Terms & Conditions for Participation’ caused by any circumstance not within their control.

General terms and conditions

9. Security Responsibility

During all periods, security of exhibits, stands and furniture is wholly the responsibility of the Exhibitor, his agent or contractor and the Organiser, its directors, trustees, offices, employees, agents and representations shall not be responsible for any losses, damages to property or injuries to person incurred.

10. Damage to venue

The exhibitor shall take good care of and shall not cause any damage or permit or suffer any damage to be done to the conference venue or to any part or parts thereof or to any fittings, equipment or other property therein, and shall make good and pay for damages thereto (including accident damage and damage by fire) caused by act or omission of himself, employees, co-exhibitors, agents, representatives, contractors or persons by reason of the use of the conference venue by the Exhibitor. If the Organiser so demands, the Exhibitor shall insure the venue for any damage and send the insurance documents to the Organiser.

11. Indemnity of the Organiser/ show manager

Under no circumstances shall the Organiser make good or accept any responsibility or liability however arising with respect to damage, theft or loss of any property, goods, articles or things however placed, deposited, brought into or left upon the premise either by the Exhibitor for his use or purpose or by any other person, and the Exhibitor must indemnify the Organiser, its employees, agents and offices in respect thereof.

12. Compliance with laws

Exhibitors shall comply with all the rules, regulations and laws imposed or laid down or prescribed in the future by the government, public authorities and owners or managers of the conference venue for all purposes concerned with the implementation of these regulations, of the regulations and stipulations laid down or prescribed in the future by the Organiser by virtue thereof, and of all other

contracts relating to the conference the Exhibitor shall be deemed to be domiciled at the office of the Organiser in Brussels. Without prejudice to the powers of the parties to enter into a general or limited arbitration agreement, all disputes arising from the Exhibitor's participation, from the enforcement of these regulations, or from any other contracts relating to the conference, including the Terms & Conditions for Participation' stated herein, or by virtue of regulations or stipulations laid down or prescribed by the Organiser, shall be governed and construed accordingly and the Exhibitor hereby submits to the non-exclusive jurisdiction of the courts. Where disputes arise concerning interpretation, the English text of these 'Terms & Conditions for Participation' shall be deemed to be final.

13. Supplementary clauses

Whenever necessary to ensure the smooth management of the conference, the Organiser shall have the right to issue Supplementary regulations and instructions in addition to those in the Terms & Conditions for Participation'. All such additional written instructions form a part of the 'Terms & Conditions for Participation' and are binding on all Exhibitors.

14. Infringement of 'Terms & Conditions for Participation'

The infringement of the above-mentioned 'Terms & Conditions for Participation', and any other future rules and regulations determined by the Organiser, will result in the exclusion of the Exhibitor from the conference, and the Exhibitor shall have no right to claim compensation or demand refund on any payments already processed, losses or expenses, nor shall the Exhibitor be released from their contractual obligation to pay.

15. Unforeseen Occurrences

In the event of any occurrence not foreseen in these Terms & Conditions for Participation', the decision of the Organiser shall be final.

ASECAP DAYS



BRUSSELS 2020

Contact

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