



HEAVY-DUTY DIESEL EMISSIONS CONTROL SYMPOSIUM

16-17 October 2018 | Gothenburg, Sweden

hddec18.org



SPONSORSHIP AND EXHIBITION MANUAL

SAE 2018 HEAVY-DUTY DIESEL EMISSIONS CONTROL SYMPOSIUM

16-17 OCTOBER 2018, GOTHENBURG, SWEDEN

CONTACT DETAILS

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OVERVIEW OF DEADLINES

Logo (.eps) and description for website	16 August
Event guide advertisement	3 September
Sponsor/ Exhibitor conference registration	16 September
Exhibition space setup	15 October as of 15:00

CONFERENCE VENUE

Quality Hotel 11
 Maskingatan 11
 417 64 Goteborg
 Sweden
 Tel: +46 31 779 11 11



CONFERENCE REGISTRATION

As an exhibitor/ sponsor, you will receive a number of free registrations depending on the chosen package. To register for the conference as exhibitor/ sponsor, please follow these steps:

1. Go to: <https://b-com.mci-group.com/Registration/SAEHDD18.aspx>
2. Create your profile (username & password) – one for each registration
3. Register as member/ non-member using the allocated registration code(s)

No additional fee will be asked for the registration allocated to your company according to the level of sponsorship.

For any additional registration, regular fees are applied. The registration will have to be processed through the same platform.

ACCOMMODATION

SAE has negotiated reduced rates at the conference hotel – Quality Hotel 11. All attendees are responsible for their own lodging and travel arrangements. To benefit from the contracted sleeping room rate, reservations must be made by calling **+46 31 779 11 11** or by emailing g.11@choice.se with the reservation code “**003657**”.



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Rates & Availability

Rooms available from 16-17 October (pre/ post nights available upon request)

Single room: 1200 SEK per night

Double room: 1250 SEK per night

The above fees include breakfast and Wi-Fi.

All reservations should be processed before **16 September**.

EXHIBITION HOURS

MONDAY, 15 OCTOBER

Setup	15:00-18:00
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TUESDAY, 16 OCTOBER

Exhibition	10:30-19:00*
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WEDNESDAY, 17 OCTOBER

Exhibition	08:30-15:30*
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WEDNESDAY, 17 OCTOBER

Dismantling	16:00-18:00
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** Coffee and lunch breaks, as well as the Welcome Reception are scheduled in the exhibition area according to the official programme.*

TUESDAY, 16 OCTOBER

Welcome coffee	08:00-08:45
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Coffee Break	10:30-11:00
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Lunch	12:30-14:00
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Coffee Break	15:30-16:00
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Networking Reception	17:30-19:00
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WEDNESDAY, 17 OCTOBER

Welcome Coffee	8:00-8:45
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Coffee Break	10:30-11:00
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Lunch	12:00-13:30
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Coffee Break	15:30-16:00
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**The above break timings are subject to change.*

DISPLAY AT THE CONFERENCE VENUE

Signposting at the conference venue is strictly forbidden.

In all cases, companies are responsible for ensuring that their promotion during the conference is legally and ethically acceptable.



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Setup and Dismantling

- Companies must adhere to the indicated start and end times. Extensions beyond the assigned timings are not allowed under any circumstances.
- The exhibit space should be completely vacated immediately after the end of the Symposium. Companies are responsible for removing all materials, waste, etc. from their space.

Exhibition space specifications

- The display area will include one table (180x70 cm) with 2 chairs and it will account for approximately 250x250 cm.
- The height of your booth is not to exceed 150 cm above the table with a 250 cm maximum from floor to the top of the tabletop exhibit.
- An electricity plug and a cord are included with your space. Converters and adaptors will NOT be provided. Wireless internet is available in the Foyer area.
- If your display requires more space than the provided display area, you may purchase a second space prior to the event if one is available.
- You may have your table removed to put a piece of machinery or furniture in its place if that piece of machinery or furniture is manufactured or sold by the company. **It must conform to the dimension of the table and be approved prior to the conference hence please do let us know at your earliest convenience regarding any material/ equipment you are planning to display.**
- No tapes, adhesives, or any items are to be used to hang or attach signs to or display materials on the hotel/ facility walls.
- The hotel doors are 80 cm wide and the hotel elevator is 200 cm high. Nothing can exceed these measurements.
- Tabletop displays are considered “static displays” and do not require booth staffing at all times.

Please be informed that tables will be set up when you arrive. Hence please set up your display in the area that has been assigned to your company.

Storage (in open space) will be provided, but organizers will not take responsibility for any valuables. You may place items under your skirted table display if preferred.

We kindly inform you that there is no security guard service provided with this event. Please do not leave anything of extreme value in your display area such as laptops, briefcases, cameras, giveaways, etc.

SHIPMENT INFORMATION

Should you wish to arrange to have your items couriered in advance of the event, the Quality Hotel 11 in Gothenburg can accept these as of 9 October and will arrange for these to be signed for and stored until the event date.

The hotel will not accept responsibility for any missing or undelivered parcels hence **please use the delivery tag available on the last page of the exhibitor manual.**



PROMOTE YOUR PRESENCE AT HDDEC 2018

How would you like your exhibition space to look like?



EMAIL SIGNATURE

Add a call-out regarding the SAE 2018 Heavy-Duty Diesel Emissions Control Symposium (HDDEC) Exhibition to your email signature (including the HDDEC icon below, and the URL: <https://hddec18.org/>).



VISIT US AT SPACE #XXX!
[SAE 2018 HDDEC Symposium](https://hddec18.org/)
16-17 October 2018
Gothenburg, Sweden

SOCIAL MEDIA

Post blurbs in your social media channels to help promote your participation, sponsorship, or exhibition.



Further information can be found in the promotional toolkit available on the conference website.



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COMPANY RECOGNITION

As a SPONSOR the following exposure is offered:

- Recognition in all pre-event, onsite and post-event marketing and promotional materials (event guide/handout, mobile app, website, etc)
- Company logo on the event website homepage
- Leaderboard banner on e-communications (Platinum package only)

As an EXHIBITOR, the following exposure is offered:

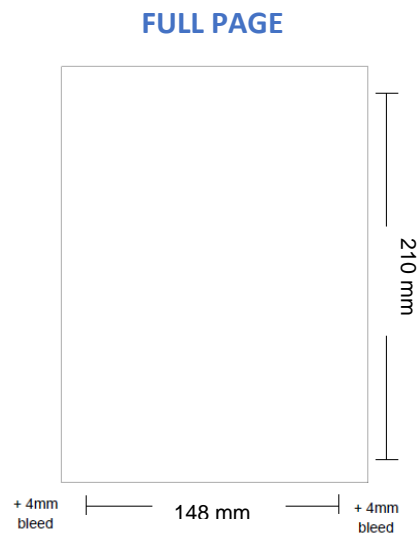
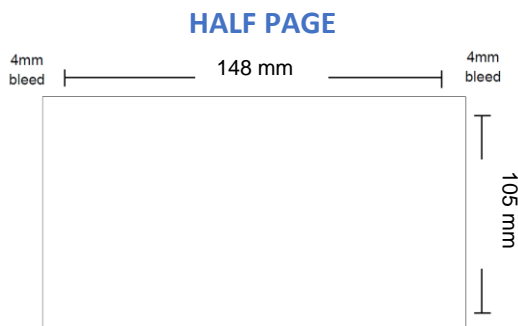
- Recognition and profile in the symposium handout/ app/ website
- Recognition onsite

EVENT GUIDE ADVERTISEMENT

Please note that the below specifications apply for the event guide advertisements (**only if included in your package or purchased additionally**)

	HALF PAGE	FULL PAGE
Size	105 x 148 mm (A6) + 4 mm bleed	148 x 210 mm (A5) + 4 mm bleed
Resolution	300 dpi	300 dpi

All advertisements should be provided by **3 September 2018** the latest.





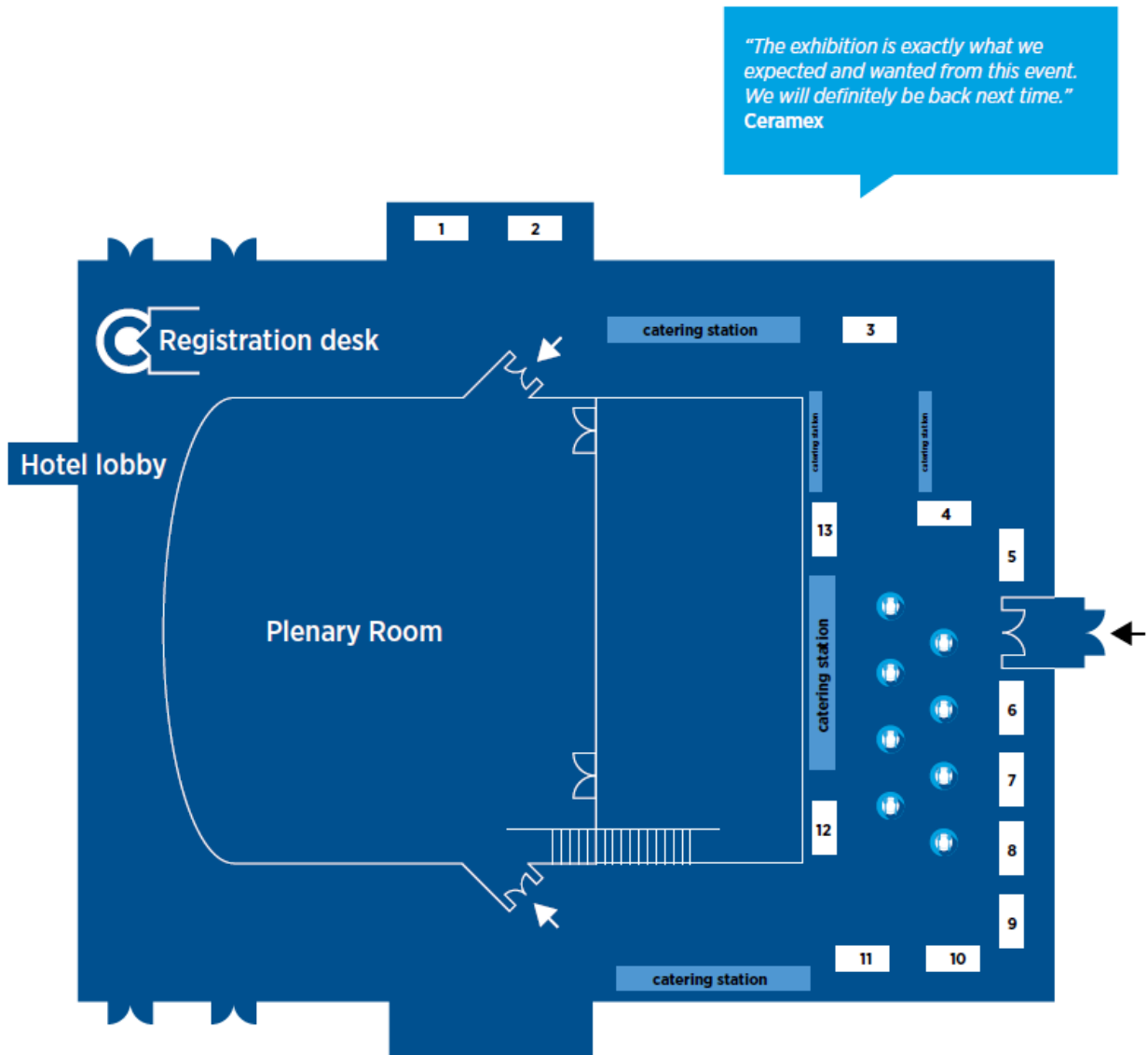
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FLOORPLAN





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SHIPMENT TAG

Name of Event: HDDEC 2018

Date of Event: 16-17 October 2018

Name of Contact Onsite: Nathalie Aguilar Guerra (+32 495388658)

Hotel Address :

**Quality 11 Hotel
for **Booth N° - Company**
Propellergången 9
417 64 Göteborg
Sweden
#HDDEC2018**

Hotel Contact:

**Lotta Fahlén
Tel: **+46 31 779 11 04****

Shipper name and organisation:

Box No:

Content:

Purpose: Booth materials/ bag insert/ etc