

# **2018 IEEE Standards Association (IEEE-SA) Ethernet & IP @ Automotive Technology Day**

## **Exhibitor & Supporter Prospectus**

**9-10 October 2018**

**Olympia London**

**London, England**

Dear Prospective Exhibitors and Supporters,

The [2018 IEEE-SA Ethernet & IP @ Automotive Technology Day](#) (EIP@ATD) conference and vendor exhibit will be held at [Olympia London](#), in London, England, on **9-10 October 2018**. EIP@ATD is the number one venue for OEMs, suppliers, semiconductor vendors and tool providers of automotive Ethernet technology to present, exhibit and learn the latest on Ethernet in the automotive environment. This year's host is [Jaguar Land Rover](#).

Now in its 8<sup>th</sup> year, EIP@ATD and will be held for the first time in **London, UK**, and will focus on the '**Evolution of Ethernet-based Automotive Networks: Faster or Cheaper?**' for the next level of challenges in the arena of Automated Driving, Electrification and Vehicular Connectivity. EIP@ATD is a regular fixture within the calendar of engineers, scientists, educators and the media. It provides an ideal platform to share ground breaking ideas along with implementation strategies and applications related to Automotive Ethernet Systems.

The Program Committee will select presentations that will provide insights for novices new to the industry as well as experienced visitors interested in the latest results for extended Ethernet E/E architectures. The topics will include but not be limited to: current automotive use-cases and future perspectives; Ethernet role to facilitate vehicle connectivity; new Ethernet requirements for automated driving applications; safety and reliability of Ethernet communications; markets and strategies; tools and tests methods; physical layer solutions.

Please refer to this prospectus for details on exhibit and supporting opportunities. If you are interested, please contact us at [eipatd-requests@ieee.org](mailto:eipatd-requests@ieee.org). Visit the conference website for the latest information at [www.ethernettechnologyday.com](http://www.ethernettechnologyday.com).

Exhibitor participation is important for the success and relevance of our conference. We look forward to welcoming you at the **2018 IEEE-SA Ethernet & IP @ Automotive Technology Day**.

Sincerely,

Syreeta Bath, 2018 IEEE-SA EIP@ATD Chair  
Jaguar Land Rover – Next Generation Vehicle Networks

## EXHIBITOR OPPORTUNITIES

Purchase Exhibitor Packages at [http://standards.ieee.org/events/automotive/exhibitor\\_supporter.html](http://standards.ieee.org/events/automotive/exhibitor_supporter.html)

For inquiries please contact us at [eipatd-requests@ieee.org](mailto:eipatd-requests@ieee.org)

Benefit	Platinum <b>SOLD OUT!</b> \$18,000 USD	Gold <b>SOLD OUT!</b> \$11,000 USD	Silver \$6,000 USD	Bronze \$3,500 USD
<b>Early-bird Price (before 30 June 2018) →</b>	<b>\$17,000</b>	<b>\$10,000 USD</b>	<b>\$5,000 USD</b>	<b>\$3,000 USD</b>
<b>Exhibition Booth</b>	3m x <b>6m</b>	3m x 3m	3m x 3m	3m x 3m
<b>Complimentary registrations</b> (Registration includes access to the presentation rooms, exhibit hall and meals)	Six (6)	Four (4)	Two (2)	One (1)
<b>Discounted registrations at \$400 USD + VAT per person</b>	Six (6)	Four (4)	Two (2)	One (1)
<b>Attendee list:</b> Includes attendees' name, company, and email address for attendees who opt-in to share their contact information with exhibitors.	yes	yes		
<b>Complimentary meeting room for 1 day</b> (Rooms seat 6-16 people. Rooms assigned in order of booth purchase)	Yes	Yes		
<b>Opportunity to deliver a 5-minute presentation during the general session.</b>	yes			
<b>1 seat drop at the Opening Session</b>	yes			
<b>1 insert in the conference bag given to all attendees</b>	yes	yes	yes	
<b>Ad inside the conference program book</b> <b>** Ad placed on the back of the program book for the first Platinum Exhibitor **</b>	**Full page color ad	Full page black and white ad	½ page black and white ad	
<b>Exhibitor's logo on the cover of the printed conference program book</b>	yes	yes	yes	
<b>Exhibitor's logo with a link to Exhibitor's website on the conference website</b>	yes	yes	yes	yes
<b>Exhibitor's logo displayed on the conference opening slide and on holding slides during breaks</b>	Logo displayed on opening slides and holding slides	Logo displayed on opening slides	Logo displayed on opening slides	
<b>Exhibitor's logo and description (up to N words) in the conference program book</b>	500 words	300 words	200 words	150 words
<b>IEEE Tweets announcing the exhibitor's support of the conference.</b>	2 Tweets with exhibitor's logo	2 Tweets, no logo	1 Tweet, no logo	
<b>Opportunity to write a guest blog post on the IEEE-SA blog site.</b> Posts must be relevant to the conference (e.g., what the exhibitor will demo or present at EIP@ATD.) Content to be approved by IEEE.	500 words plus 2 images	300 words plus 1 image		
<b>Exhibitor named as a supporter of the conference in IEEE-SA post-conference social media promotion</b>	yes	yes	yes	

## ADDITIONAL SUPPORTER OPPORTUNITIES

Purchase Supporter Packages at [http://standards.ieee.org/events/automotive/exhibitor\\_supporter.html](http://standards.ieee.org/events/automotive/exhibitor_supporter.html)

For inquiries please contact us at [eipatd-requests@ieee.org](mailto:eipatd-requests@ieee.org)

### Conference Tote Bag Supporter - \$3,500 USD (Quantity 1) – Exclusive!

- Get the most visible presence at the conference with a prominent display of your corporate logo on the conference bag given to each attendee, exhibitor, speaker and press representative.
- Conference bags will display the corporate logo of the supporter, IEEE-SA logo, conference title, date, and location.

### Networking Dinner Supporter – \$2,000 USD (Quantity 4)

- The networking reception on day 1 is the favorite place to unwind and network after a long day of presentations.
- Your corporate logo will be prominently displayed on large posters at the entrance to the reception room and throughout the reception alerting participants to your generous support for the reception.

### Lunch Supporter - \$1,600 USD (Quantity 4 at each lunch)

- A delicious buffet lunch will be provide each day.
- Your corporate logo will be prominently displayed on large posters at the buffet stations alerting conference participants to your generous support for lunch.

### Morning Coffee Break Supporter or Afternoon Coffee Break Supporter - \$1,200 USD (Quantity 4 at each break)

- Each day will include a morning and afternoon break that includes coffee, tea, and delicious snacks.
- Your corporate logo will be prominently displayed on large posters at the break stations alerting conference participants to your generous support for the break.

Please contact us at [eipatd-requests@ieee.org](mailto:eipatd-requests@ieee.org) to discuss other supporter ideas!

## EXHIBIT INFORMATION

Purchase Exhibitor Packages at [http://standards.ieee.org/events/automotive/exhibitor\\_supporter.html](http://standards.ieee.org/events/automotive/exhibitor_supporter.html)

For inquiries please contact us at [eipatd-requests@ieee.org](mailto:eipatd-requests@ieee.org)

### Each 3 x 3 meters booth includes:

- 3m x 3m Sodem Shell Scheme (2.5m high)
- 1 booth ID sign
- 1 large table
- 2 chairs and 1 wastebasket
- 500 watts of electricity
- Comprehensive exhibitor service kit containing all necessary forms and information regarding booth furnishings, electrical/utility service, customs and shipping instructions
- 24-hour security in the exhibit hall from move-in through tear-down

### \*\*Exhibit Schedule:

#### Monday, 8 October

13:00 - 17:00            Exhibitor Setup

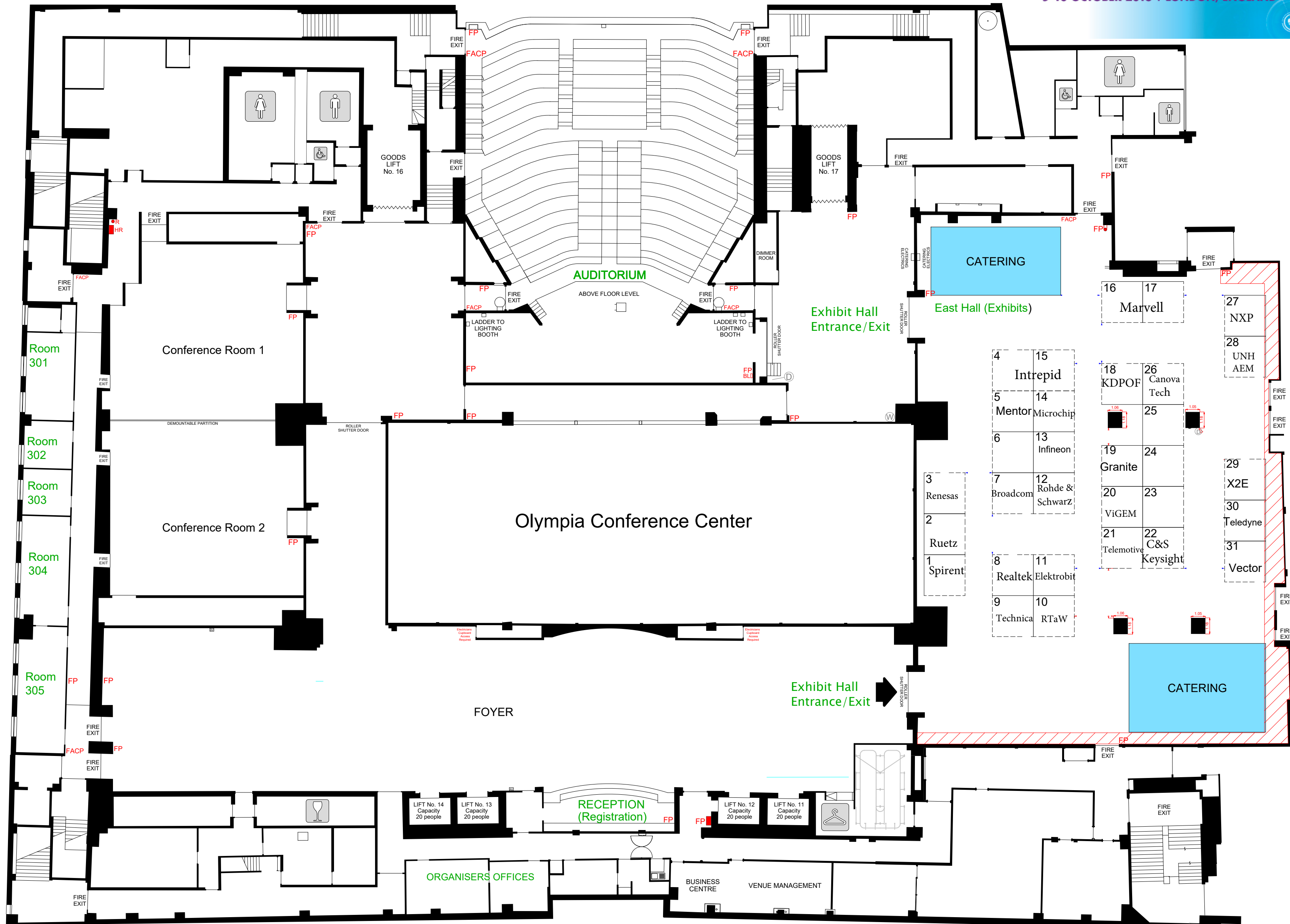
#### Tuesday, 9 October

8:00 – 19:00            Exhibit Hall Hours  
Half Hour                AM Coffee Break in the Exhibit Hall  
1.5 Hour                 Lunch  
Half Hour                PM Coffee Break in the Exhibit Hall  
19:00 – 21:30           Networking Reception

#### Wednesday, 10 October

8:00 – 16:00            Exhibit Hall Hours  
Half Hour                AM Coffee Break in the Exhibit Hall  
1.5 Hour                 Lunch  
Half Hour                PM Coffee Break in the Exhibit Hall  
16:00 – 18:00           Exhibit Hall Tear Down

**\*\*NOTE:** This is only a tentative schedule and subject to change as the program is built. We will keep all exhibitors updated via email.



**Exhibitors & Booth #s**

- 1 - Spirent
- 2 - Ruetz Systems
- 3 - Renesas Electronics
- 4, 15 - Intrepid
- 5 - Mentor A Siemens Business
- 6 -
- 7 - Broadcom
- 8 - Realtek
- 9 - Technica Engineering
- 10 - RTaW
- 11 - Elektrobit
- 12 - Rohde & Schwarz
- 13 - Infineon
- 14 - Microchip
- 16, 17 - Marvell
- 18 - KDPOF
- 19 - Granite River Labs
- 20 - ViGEM
- 21 - Telemotive
- 22 - C&S / Keysight
- 23 -
- 24 -
- 25 -
- 26 - Canova Tech
- 27 - NXP Semiconductors
- 28 - UNH / AEM
- 29 - X2E GmbH
- 30 - Teledyne LeCroy
- 31 - Vector

**OLYMPIA CENTRAL LEVEL 3**

**FIRE EQUIPMENT**  
 FP Fire Point  
 FACP Fire Alarm Call Point

**NO STAND BUILD WITHIN THIS AREA**  
 EAST HALL COLUMNS HAVE A 25mm SKIRTING AROUND BASE

**MAXIMUM STAND CONSTRUCTION HEIGHTS**  
 CONFERENCE ROOMS 1&2 3.1m  
 EAST HALL 3.5m  
 FOYER 2.5m/3.3m

**FLOOR LOADING INFORMATION**  
 EAST HALL 732 kg/sq m  
 OTHER AREAS 391 kg/sq m  
 WASTE POINT (Ⓜ) WATER POINT (Ⓜ)

- Available - 279m<sup>2</sup>
- Shell - 0m<sup>2</sup>
- Space - 0m<sup>2</sup>
- Feature - 0m<sup>2</sup>
- Catering - 112.5m<sup>2</sup>
- Seating - 0m<sup>2</sup>

**Issue Number:** 7  
**Issue Date:** 17 May 2018  
**Updated by:** Lina  
**Scale:** N.T.S.  
**Hours allowance:** 5  
**Hours used:** 1 hrs 57 mins  
**Hours remaining:** 3 hrs 3 mins

## General Terms and Conditions

This application, properly executed by Applicant (Exhibitor/Supporter) shall, upon written acceptance and notification of booths assigned by IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management, constitute a valid and binding contract.

### **Space Assignments**

Assignment of space to exhibitors is **made on a first come/first served basis**. IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY will continue to receive applications and assign Exhibit space, as it remains available, until shortly before the show opening date. In all cases, total booth payments must be received prior to show opening. **IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY's** assignment of booths is final and shall constitute an acceptance of the Exhibitor's offer to occupy space. After assignment, space location may not be changed, transferred or cancelled by the Exhibitor except upon written request and with the subsequent written approval of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management. **IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management reserves the right to reassign Exhibitor space or to modify floor plan for overall benefit of the show.**

### **Subletting Space**

No exhibitor will assign, sublet, or apportion the whole or any part of the space allotted to him, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc. not manufactured or distributed by the Exhibitor in the regular course of his business except upon prior written consent of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management.

### **Exhibit Space Rental Fee**

Exhibit space rental includes materials and services described herein.

**Show Price Per 3 m X 3 m Booth:** Basic booth price \$3,500 USD (\$3,000 USD before 30 June 2018). Booths include: Exhibit Space side rails; identification sign, 1 table, 2 chairs, and a wastebasket. 500 watts of electricity is also provided.

### **Payment Requirements and Cancellation Charges**

Applications require 100% payment before final booth assignment is confirmed in writing. **All cancellations must be made in writing and will be based on the following schedule of refunds:**

On or before **10 July 2018** 90% of Supporter's cost will be refunded. After **10 July 2018** no refunds will be permitted.

On or before **10 July 2018** 90% of total booth cost will be refunded. After **10 July 2018** no refunds will be permitted. "No-show" exhibitors will not receive a refund. *Space reductions are considered cancellations and are subject to cancellation fees.* It is understood that IEEE-SA ETHERNET

& IP @ AUTOMOTIVE TECHNOLOGY DAY reserves the right, at its option, to reassign a cancelled booth regardless of the cancellation rate assessed.

In the event that the premise in which the IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY show is conducted shall become, in the sole discretion of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY, this agreement may be terminated by IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY. For this purpose, the term "cause or causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, governmental restraints, restraints or orders of civil defense, or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, state or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive, or judicial, and whether constitutional, or act of God. Should IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY terminate this agreement pursuant to the provision of this paragraph the Exhibitor waives any and all claims for damages and agrees that IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY may, after computing the total amount of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY cost and expenses in connection with its preparation for and conducting of the IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY Show, (including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as and for complete settlement and discharge of all said Exhibitor's claims and demands, an amount which bears the same relationship to the fee paid by said Exhibitor as the total refundable amount as computed above bears to the total amount of fees paid by all exhibitors.

This application, properly executed by Applicant (Exhibitor) shall, upon written acceptance and notification of booths assigned by IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management, constitute a valid and binding contract.

### **Exhibit Booth Management and Dismantling Schedule**

A representative must man exhibit space during all times when Exhibition is officially open. Exhibit space must be maintained in a neat and orderly manner throughout the Exhibition. Exhibitors may begin dismantling only after **16:00, 10 October 2018**. Move-out must be completed by **18:00, 10 October 2018**. Exhibitors are responsible for removal of all materials used in their display. Any exhibitor



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leaving materials **after 18:00, 10 October 2018** will be charged for the materials' removal.

**Failure to observe this rule, including early dismantling, will result in a \$5,000 (U.S. Currency) fine and may jeopardize the exhibitor's space assignments or right to exhibit at future conferences sponsored by IEEE.**

## ***Loss or Damage***

Exhibitor agrees with IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY that IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Exhibitor or any person thereof with the consent of Exhibitor, and that Exhibitor will defend, indemnify and save harmless, IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence or breach of an obligation by Exhibitor or its employees or representatives. Exhibitor will be liable for all damages or liability of any kind or for any loss, damage or injury to persons or any property during the show from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space.

## ***Security***

The exhibit area may not be locked. The conference does not guarantee exhibitors against loss; neither does it assume liability for exhibitor's property. Any equipment removed from the exhibit area during the conference must be authorized by the Management.

## ***DISPLAY REQUIREMENTS AND RESTRICTIONS***

All displays or exhibited materials must be fireproof to conform to National and City fire laws. Displays must be self-supporting; nails or screws are not permitted in the building floors or walls. Displays must be wholly confined within the exhibitor's area and must not obstruct the clear view of nearby exits or other exhibits. All display fixtures must conform to local fire department regulations. Any displays not conforming to the exhibit specifications outlined here must be approved by conference management and local fire marshal prior to the conference.

## ***Demonstrations***

No demonstrations or solicitations shall be permitted outside of the Exhibitor's assigned space, and no signs or placards may be displayed on persons or otherwise outside exhibit spaces except upon prior written consent of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management..

## ***Compliance***

The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, State and federal governing bodies

concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the Show is held. The Exhibitor agrees to comply with the Olympia London Rules and Regulations as set out in the eGuide which is currently available at [www.aev.org.uk/eguide](http://www.aev.org.uk/eguide) and the A-guide for production elements currently available at [www.nationalarenasassociation.com](http://www.nationalarenasassociation.com) .

## ***Unions***

It is further agreed that the Exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY Show Facility or with authorized contractors employed by IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY.

## ***Management***

The Exhibitor further agrees that the conditions, rules and regulations of the IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management are made a part of this contract and that said Exhibitor agrees to be bound by each and all of these rules and regulations, and that the management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the Show