

2017 IEEE Standards Association (IEEE-SA) Ethernet & IP @ Automotive Technology Day

Exhibitor and Sponsor Prospectus

31 October - 2 November 2017

San Jose Convention Center

San Jose, California, USA

2017 IEEE-SA Ethernet & IP @ Automotive Technology Day

Dear Prospective Sponsors and Exhibitors,

The [2017 IEEE-SA Ethernet & IP @ Automotive Technology Day](#) (EIP@ATD) conference and vendor exhibit will be held at the [San Jose Convention Center](#), in San Jose, California, USA, on **31 October - 2 November 2017**. 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 the **United States Council for Automotive Research (USCAR)**. The **Center for Automotive Research at Stanford (CARS)** will be our special Academic Sponsor.

Now in its 7th year, EIP@ATD and will be held for the first time in **Silicon Valley, USA**, and will focus on **how Ethernet supports autonomous driving and connected vehicles**. Up to 600 participants have attended past EIP@ATDs and shared ideas, concepts, strategies, and applications related to automotive Ethernet systems. Participants include engineers, scientists, educators and media.

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. Presentation 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; security aspects.

Please refer to this prospectus for details on exhibit and sponsorship opportunities. If you are interested, please contact us at eipatd-requests@ieee.org. Visit the conference website for the latest information at www.ethernettechnologyday.com.

Exhibitor participation is important for the success and relevance of our conference. We look forward to welcoming you at the **2017 IEEE-SA Ethernet & IP @ Automotive Technology Day**.

Sincerely,

Massimo Osella, 2017 IEEE-SA EIP@ATD Chair
General Motors Research and Development (representing USCAR)

EXHIBITOR INFORMATION

Purchase booths at http://standards.ieee.org/events/automotive/exhibit_sponsorship.html

For inquiries please contact us at eipatd-requests@ieee.org

10 ft. x 10 ft. booth - \$3,500 USD (\$3,000 USD Discounted Rate if purchased before 1 July 2017)

Each 10 ft. x 10 ft. booth includes:

- 8 ft. high back drape & 3 ft. high side rail drape (drapes are blue)
- One (1) booth ID sign
- One (1) 6 ft. x 30 in. table draped in black
- 2 chairs and 1 wastebasket
- 1.2 KW of electricity is provided

Exhibitor Benefits:

- *One (1) complimentary registration with each booth.
- *Two (2) registrations at \$350 per person
- Complimentary listing in the program book
- 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

***NOTE:** Exhibit booths purchased before 1 July 2017 will receive two (2) complimentary registrations. Registration includes access to the presentation rooms, exhibit hall and meals.

Exhibit Schedule**:

Tuesday, 31 October

13:00 - 17:00 Exhibitor Setup

Wednesday, 1 November

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 Dinner/Networking Reception

Thursday, 2 November

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.

SPONSORSHIP OPPORTUNITIES (See next page also)

Purchase sponsorships at http://standards.ieee.org/events/automotive/exhibit_sponsorship.html

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Benefit	*Platinum (Up to 4 Sponsors) \$17,000 USD	*Gold (Up to 5 Sponsors) \$11,000 USD	Silver (Up to 5 Sponsors) \$5,000 USD
Exhibition Space	10 ft. x 20 ft. booth	10 ft. x 10 ft. booth	10 ft. x 10 ft. booth
Complimentary registrations	Six (6)	Four (4)	Two (2)
Discounted Registrations at \$350 per person	Six (6)	Four (4)	Two (2)
IEEE Tweets announcing the sponsor's support of the conference.	2 Tweets with sponsor's logo	2 Tweets, no logo	1 Tweet, no logo
Sponsor's logo with link to sponsor's website on the conference home page	yes	yes	yes
Sponsor named as a sponsor of the conference in IEEE-SA post-conference social media promotion	yes	yes	yes
Sponsor's logo and description (up to N words) in the conference program book	500 words	300 words	150 words
Sponsor's logo displayed on the conference opening slide and on all holding slides between presentations	Logo displayed on opening slides and holding slides	Logo displayed on opening slides	Logo displayed on opening slides
Ad inside the conference program book <i>** Ad placed on the back of the program book for the first Platinum Sponsor **</i>	**Full page color ad	Full page black and white ad	½ page black and white ad
Sponsor's logo displayed on signage at lunches and networking dinner	Logo displayed on table signage and banners at lunches and networking dinner	logo displayed on table signage at lunches	Logo displayed on table signage at lunches
Sponsor's logo on the cover of the printed conference program book	yes	yes	yes
Sponsor's logo displayed at coffee stations during mid-morning and mid-afternoon refreshment breaks.	yes	yes	
Opportunity to write a guest blog post on the IEEE-SA blog site. Posts must be relevant to the conference (e.g., what the sponsor will demo or present at EIP@ATD.) Content to be approved by IEEE.	500 words plus 2 images	300 words plus 1 image	
Announcement of the Sponsor as a Platinum sponsor during the Opening Remarks	yes		
Sponsor's logo on all signage at the conference	yes		
Opportunity to deliver a 5-minute presentation during the general session.	yes		
Opportunity to include a 300-word message in a post-conference email sent to the conference participants.	yes		

* Meeting space is available for Platinum and Gold sponsors on a first-come first-served basis.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Purchase sponsorships at http://standards.ieee.org/events/automotive/exhibit_sponsorship.html

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Wi-Fi Sponsor - \$10,000 USD (1 Available)

- Sponsor's logo on Wi-Fi landing page
- Sponsor's logo on Wi-Fi instruction board in presentation room and exhibition hall
- One (1) complimentary registration
- IEEE Tweet announcing the sponsor's support of the conference
- Sponsor's logo with link to sponsor's website on the conference home page
- Sponsor's logo displayed on the conference opening slides
- Sponsor's logo and description (up to 150 words) in the conference program book
- Sponsor's logo on the cover of the printed conference program book

Conference Tote Bag Sponsor - \$3,500 USD (1 Available)

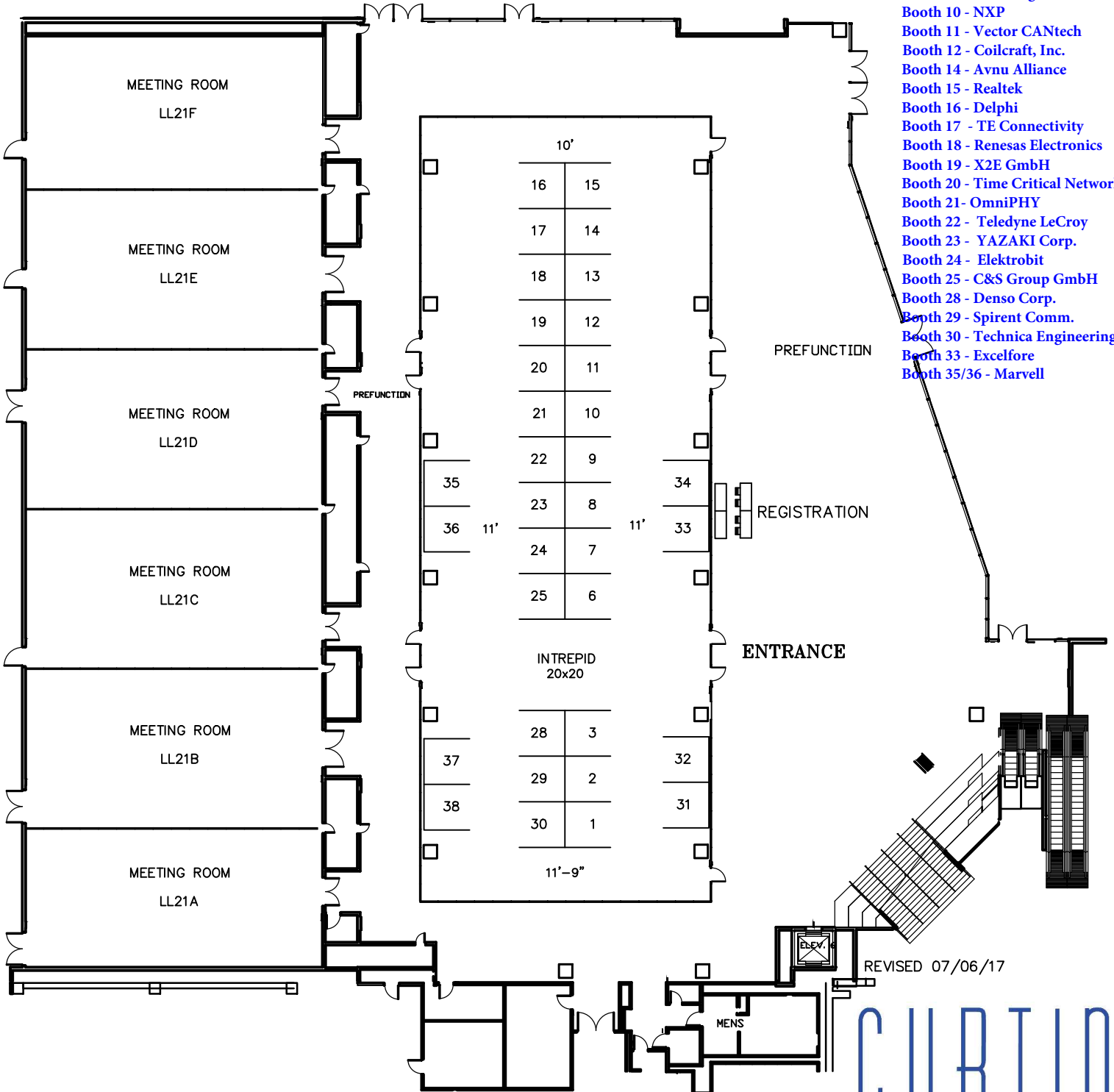
- Each participant, exhibitor, speaker and press representative receives upon registering a conference bag with the corporate logo of the sponsor
- This sponsorship provides visible presence and brand awareness during and long after the conference

Please contact us at eipatd-requests@ieee.org to discuss your sponsoring ideas!

IEEE - SA Ethernet & IP @ Automotive Technology Day

October 31 - November 2, 2017
 San Jose Convention Center - LL20
 San Jose, California

- Booth 1 - ViGEM GmbH
- Booth 2 - Microchip
- Booth 3 - KDPOF
- Booth 4,5,26,27 - Intrepid
- Booth 6 - Broadcom
- Booth 7 - Rohde & Schwarz
- Booth 8 - Telemotive AG
- Booth 9 - Rosenberger
- Booth 10 - NXP
- Booth 11 - Vector CANtech
- Booth 12 - Coilcraft, Inc.
- Booth 14 - Avnu Alliance
- Booth 15 - Realtek
- Booth 16 - Delphi
- Booth 17 - TE Connectivity
- Booth 18 - Renesas Electronics
- Booth 19 - X2E GmbH
- Booth 20 - Time Critical Networks
- Booth 21 - OmniPHY
- Booth 22 - Teledyne LeCroy
- Booth 23 - YAZAKI Corp.
- Booth 24 - Elektrobit
- Booth 25 - C&S Group GmbH
- Booth 28 - Denso Corp.
- Booth 29 - Spirent Comm.
- Booth 30 - Technica Engineering
- Booth 33 - Excelfore
- Booth 35/36 - Marvell



REVISED 07/06/17

NOTE:

- (34) 10'x10' BOOTHS
- (1) 20'x20' BOOTH

Terms and Conditions of Exhibits

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.

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 10 ft. X 10 ft. Booth: Basic booth price \$3,000 USD (\$3,500 USD after 30 June 2017). Booths include: Exhibit Space side rails; identification sign, 1 table, 2 chairs, and a wastebasket. 1.2 KW 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 **1 August 2017** 90% of total booth cost will be refunded. After **1 August 2017** 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, 2 November 2017**. Move-out **must** be completed by **18:00, 2 November 2017**. Exhibitors are responsible for removal of all materials used in their display. Any exhibitor leaving materials **after 18:00, 2 November 2017** will be charged for the materials' removal.

Failure to observe this rule, including early dismantling, will result in a \$1,000 (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.

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.

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