

2020 IEEE Standards Association (IEEE-SA) Ethernet & IP @ Automotive Technology Virtual Event Week

Exhibitor & Supporter Prospectus

14-18 September 2020

Virtual Technical Conference & Exhibition

Updated 23 July 2020

Dear Prospective Exhibitors and Supporters,

The [2020 IEEE-SA Ethernet & IP @ Automotive Technology Day](#) (EIP@ATD) conference and vendor exhibit has transitioned to a Virtual Event due to COVID19. A new format has been designed to span the week of **September 14-18, 2020**, with technical presentations and virtual exhibits delivered via a commercial platform specializing in virtual events. 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 event steering committee is chaired by [BMW](#).

EIP@ATD plans to return to where it originated in Munich in 2021 for its normal in-person event, and with the steady stream of innovation in automotive Ethernet, the 2020 Virtual event will provide a venue for industry experts and companies to showcase their latest information and products until we can gather in person again. EIP@ATD is a regular fixture within the calendar of engineers, scientists, educators and the media. It provides an ideal platform to engage with key implementers, share ground breaking ideas along with strategies and applications related to Automotive Ethernet Systems.

The Program Committee has selected presentations that will provide insights for novices new to the industry as well as experienced participants interested in the latest updates for automotive Ethernet E/E architectures. The topics will include but not be limited to:

- Current automotive use-cases and future perspectives
- Ethernet's role to facilitate cloud connectivity
- Ethernet network design and specification
- Ethernet requirements for automated driving applications
- Safety, security and reliability of Ethernet communications
- Markets and strategies
- Tools and tests methods
- Present and future physical layer and protocol 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. 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 in a new way, at the **Virtual 2020 IEEE-SA Ethernet & IP @ Automotive Technology Week**.

Sincerely,

Kirsten Matheus, 2020 IEEE-SA EIP@ATD Chair
BMW

EXHIBITOR OPPORTUNITIES

Purchase Exhibitor Packages at http://standards.ieee.org/events/automotive/exhibitor_supporter.html

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

Benefit	Gold \$3,000 USD	Silver \$1,500 USD
Complimentary full conference registrations	Five (5)	Two (2)
50% discounted exhibition space registration	Three (3)	One (1)
Attendee list: Includes attendees' name, company, and email address for attendees who opt-in to share their contact information with exhibitors.	yes	
Acknowledgement inside the conference program book	Full page color ad	Half page black and white ad
Exhibitor's logo on the cover of the conference program book	yes	yes
Exhibitor's logo with a link to exhibitor's website on the conference website	yes	yes
Exhibitor's logo displayed on the conference opening slide and on holding slides during breaks	Logo displayed on opening slides	
Exhibitor's logo and description (up to N words) in the conference program book	500 words	200 words
IEEE SA Tweets announcing the exhibitor's support of the conference.	2 Tweets, with exhibitor's logo	1 Tweet, no logo
Opportunity to write a guest blog post on the IEEE-SA blog site. 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.	300 words plus 1 image	
Exhibitor named as a supporter of the conference in IEEE-SA post-conference social media promotion	yes	yes

EXHIBIT INFORMATION

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

Each Virtual Exhibit space includes:

- Dedicated web platform area where registrants may engage with exhibitor representatives directly, as well as browsing exhibitor literature and videos

****Exhibit Schedule (all times Central European Time):**

Monday, 14 September

13:00 – 18:00 Virtual Exhibit open

Tuesday, 15 September

13:00 – 18:00 Virtual Exhibit open

14:00 – 17:00 Exhibitors required to be available to attendees

Wednesday, 16 September

13:00 – 18:00 Virtual Exhibit open

14:00 – 17:00 Exhibitors required to be available to attendees

Thursday, 17 September

13:00 – 18:00 Virtual Exhibit open

14:00 – 17:00 Exhibitors required to be available to attendees

Friday, 18 September

13:00 – 18:00 Virtual Exhibit open

****NOTE:** We will keep all exhibitors updated via email on any changes/variations to the platform and schedule as event planning evolves.

Custom supporter options are available if desired. Please contact us at eipatd-requests@ieee.org to discuss your supporter ideas!

General Terms and Conditions

This application, properly executed by Applicant (“exhibitor/supporter”) shall, upon written acceptance constitute a valid and binding contract.

Application Acceptance

IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY will continue to receive applications until shortly before the show opening date. In all cases, total payments must be received prior to show opening.

Subletting Virtual Space

No exhibitor will assign, sublet, or apportion the whole or any part of the virtual space allotted to such exhibitor, 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 such exhibitor’s business except upon prior written consent of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY management.

Payment Requirements and Cancellation Charges

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

On or before **21 August 2020**, 50% of virtual exhibit/sponsorship cost will be refunded. After **21 August 2020**, no refunds will be permitted. “No-show” exhibitors will not receive a refund.

In the event that, in the sole discretion of IEEE, a technological or other such type of failure, not reasonably within the control of IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY, substantially interferes with the transmission of any part of the virtual event, this agreement may be terminated by IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY. Should IEEE-SA ETHERNET & IP @ AUTOMOTIVE TECHNOLOGY DAY terminate this agreement pursuant to the provision of this paragraph the Applicant 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 Applicant a portion or all of the fees paid by such Applicant. as the total refundable amount.

Representations and Warranties

Each Applicant represents and warrants that (i) its performance under these terms and conditions will comply with all applicable

laws, rules and regulations; (ii) any information Applicant provides about itself will be accurate; (iii) it is solely responsible for the content sent or transmitted by such Applicant; and (iv) it will not knowingly or negligently use the services offered in the virtual event that in a way that abuses, interferes with or disrupts the virtual services provided.

Indemnification

Applicant agrees to indemnify, defend and hold harmless IEEE, its affiliates, officers, directors, employees, consultants and agents from any and all third party claims, liability, damages and/or costs (including but not limited to, reasonable attorneys’ fees) arising from its participation in the virtual conference.

Photography

Attendance at, or participation in, this virtual conference constitutes consent to the use and distribution by IEEE of the attendee’s image or voice for informational, publicity, promotional and/or reporting purposes in print or electronic communications media. Recording by participants and other attendees during any portion of the virtual conference is not allowed without special prior written permission of IEEE. Photographs of copyrighted PowerPoint or other slides are for personal use only and are not to be reproduced or distributed. Applicants agree to not photograph any images that are labeled as confidential and/or proprietary.

Non-discrimination

IEEE is committed to the principle that all persons shall have equal access to programs, facilities, services, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by IEEE policy and/or applicable laws.

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 virtual event.

Data Protection

The exhibitor shall comply with all applicable requirements of the [General Data Protection Regulation](#) in its collection, use, processing and storage of personal data from attendees to the Event or otherwise. The parties acknowledge that, in respect of such personal data, for the purposes of the General Data Protection Legislation, the exhibitor is the Data Controller. Without

prejudice to the generality of this clause, the exhibitor shall ensure that it has all necessary appropriate consents and notices in place.

Miscellaneous

This agreement shall be governed by the laws of the State of New York. This agreement contains the entire agreement between the parties and supersedes all prior and contemporaneous agreements, arrangements, negotiations and understandings between the parties relating to the subject matter hereof. There are no other understandings, statements, or promises of inducement, oral or otherwise, contrary to the terms of this agreement. The failure of either party to require strict performance by the other party of any provision hereof shall not affect the full right to require such performance at any time thereafter, nor shall the waiver by either party of a breach of any provision hereof be taken or held to be a waiver of the provision itself. This agreement shall be binding upon, and inure to the benefit of, IEEE and its successors and assigns.