

2021 IEEE Standards Association (IEEE-SA) Ethernet & IP @ Automotive Technology Day

Exhibitor & Supporter Prospectus

3-4 November 2021

BMW Research and Innovation Center and Virtual Access

Munich, Germany

Updated 18 August 2021

EXHIBITOR OPPORTUNITIES /INFORMATION

Dear Prospective Exhibitors and Supporters,

The [2021 IEEE-SA Ethernet & IP @ Automotive Technology Day](#) (EIP@ATD) conference and vendor exhibit will be held at the BMW Research and Innovation Center, in Munich, Germany, on November **3rd & 4th 2021**. A virtual component will also be included to accommodate those unable to attend due to the ongoing pandemic-related restrictions, as well as to accommodate participation that exceeds the capacity of the venue. 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 [BMW](#).

Now in its 10th anniversary year, EIP@ATD returns to where it originated in Munich. EIP@ATD is a regular fixture within the calendar of engineers, scientists, educators, and the media. It provides an ideal platform to meet 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 visitors 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 the exhibit and supporting opportunities. If you are interested, please contact us at ecipatd-requests@ieee.org. Visit the conference website for the latest information at www.ethernettechnologyday.com.

Please note that this year's event will be held at a BMW conference facility, rather than a hotel/event center. There will be some differences in the exhibit area based on compliance with BMW facility policies and these are noted in the prospectus.

Exhibitor participation is important for the success and relevance of our conference. We look forward to welcoming you to the **2021 IEEE-SA Ethernet & IP @ Automotive Technology Day**.

Sincerely,

Kirsten Matheus, 2021 IEEE-SA EIP@ATD Chair
BMW

EXHIBITOR OPPORTUNITIES /INFORMATION

SUPPORTER OPPORTUNITIES

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

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

Networking Event Supporter – \$5000 USD (Quantity 1)

- The networking event on day 1 is the favorite place to unwind and network after a long day of presentations.
- 1 complimentary registration to the full conference
- Signs with your logo posted at the buffet stations alerting conference participants to your generous support for dinner.

Lunch Supporter - \$3000 USD (Quantity 2 – One each day)

- 1 complimentary registration to the full conference
- Signs with your logo posted at the buffet stations alerting conference participants to your generous support for lunch.

Morning/Afternoon Break Supporter - \$1500 USD (Quantity 4 – One at each break)

- Each day will include a morning and an afternoon coffee break with beverages and snacks
- Signs with your logo posted at the buffet stations alerting conference participants to your generous support.

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

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Benefit	Gold \$9500 USD	Bronze \$4000 USD	Virtual \$3500 USD
Exhibition Space (tables)	2 booths	1 booth	N/A
Virtual Exhibit Area on Platform	Yes	Yes	Yes
Complimentary full conference registrations (Registration includes full access to the exhibit hall, meals, and the presentation room)	Two (2)	Two (2)	
Complimentary Virtual Registrations	Two (2)	One (1)	Two (2)
25% discounted full conference registrations upon availability	Two (2)	One (1)	One (1)
Live Stream Exhibit Presentation – exhibitors live in the hall will have the opportunity to be scheduled for a 5-minute live stream presentation about their exhibit/company/products to the virtual audience	Yes	Yes	
Attendee list: Includes attendees' name, company, and email address for attendees who opt-in to share their contact information with exhibitors.	yes		
Meeting room (Rooms are limited. Rooms assigned in order of purchase, restricted availability, accessible from 6:00am on conference days)	Included	Room for up to 1 day; per day \$1000	
1 insert in the conference bag given to all attendees	yes	yes	
Ad inside the conference program book	**Full page color ad	Full page black and white ad	½ page black and white ad
Exhibitor's logo on the cover of the printed conference program book	yes	yes	yes
Exhibitor's logo with a link to Exhibitor's website on the conference website	yes	yes	yes
Exhibitor's logo displayed on the conference opening slide and on holding slides during breaks	Logo displayed on opening slides and holding slides	Logo displayed on opening slides	Logo displayed on opening slides
Exhibitor's logo and description (up to N words) in the conference program book	500 words	200 words	200 words
IEEE Tweets announcing the exhibitor's support of the conference.	2 Tweets with exhibitor's logo	1 Tweet, no 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.	500 words plus 2 images		
Exhibitor named as a supporter of the conference in IEEE-SA post-conference social media promotion	yes	yes	yes

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Each booth includes:

- 1 draped table
- 2 chairs and 1 wastebasket
- Electricity – 10A @230V
- Wireless LAN
- Secure area in the exhibit hall from move-in through tear-down

Note – in the event that restrictions associated with the pandemic force the event to go fully virtual rather than the planned hybrid format, all exhibitors will be provided the option to virtually exhibit, and fees/payments will be adjusted to those shown for virtual exhibits

****Exhibit Schedule:**

Tuesday, 2 November

15:00 – 19:00 Exhibitor Setup

Wednesday, 3 November

8:00 – 19:00 Exhibit Hours
Half Hour AM Coffee Break
1.5 Hour Lunch
Half Hour PM Coffee Break
19:00 – 21:30 Networking Event (Exhibition closed)

Thursday, 4 November

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

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

EXHIBITOR OPPORTUNITIES /INFORMATION

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 Booth: Basic booth price \$4000 USD). Booths include: identification sign, 1 table, 2 chairs and a wastebasket. 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 5 October **2021** 90% of the sponsorship cost will be refunded. After 5 October **2021** no refunds will be permitted.

On or before 5 October **2021** 90% of total booth cost will be refunded. After 5 October **2021** 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 staff 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 **15:00, 4 November 2021**. Move-out **must** be completed by **18:00, 4 November 2021**. Exhibitors are responsible for the removal of all materials used in their display. Any exhibitor

EXHIBITOR OPPORTUNITIES /INFORMATION

leaving materials **after 18:00, 4 November 2021** 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.

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

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.