



**EuCAP 2009 Exhibitor and Sponsor Pack**  
**Estrel Convention Center, Berlin, Germany**

**Conference**  
**23 – 27 March 2009**

**Exhibition**  
**23 – 26 March 2009**

**[www.eucap2009.org](http://www.eucap2009.org)**

**In collaboration with AMTA EUROPE**



**Content**

**INTRODUCTION TO EuCAP 2009 ..... 3**

**WHY EXHIBIT AT EuCAP 2009 ..... 3**

**GENERAL EXHIBITION INFORMATION ..... 4**

    Exhibition Location ..... 4

    Exhibition Dates and Times ..... 4

    Set-up and Break-down Dates and Times ..... 4

    Inclusive ..... 4

    Deadlines ..... 5

    Fees ..... 5

    Registration ..... 5

    Sponsorship ..... 5

**BRANDING YOUR COMPANY WITH EuCAP 2009 (Sponsorship) ..... 6**

    PLATINUM SPONSORSHIP ..... 6

    GOLD SPONSORSHIP ..... 7

    SILVER SPONSORSHIP ..... 8

    BRONZE SPONSORSHIP ..... 9

    OTHER SPONSORING PACKAGES ..... 11

**FLOOR PLAN EXHIBITION EuCAP 2009 ..... 12**

**OVERVIEW ESTREL CONVENTION CENTER ..... 13**

**EXHIBITION BOOKING FORM ..... 14**

**SPONSORSHIP BOOKING FORM ..... 15**

## INTRODUCTION TO EuCAP 2009

Following the success of EuCAP 2007 we are pleased to announce EuCAP 2009 to be held in Berlin, Germany. EuCAP has become a regular keystone event on Antennas and Propagation, with a large participation of the world community. EuCAP is supported by the top level Associations in Antennas & Propagation, and will provide the ideal place for the exchange of scientific and technical information and to foster collaboration and cooperation in the Antenna & Propagation domain both at European and global levels.

The third **European Conference on Antennas and Propagation (EuCAP 2009)** is organised by the European Association on Antennas and Propagation (EurAAP), and the Association for Electrical, Electronic & Information Technologies (VDE)

EuCAP 2009 will provide a forum for the European R&D communities in the Antennas & Propagation area, both at academic and industrial levels.

## WHY EXHIBIT AT EuCAP 2009

Because your customers are here!

EuCAP 2009 will attract more than 1000 Antennas, Measurement and Propagation specialists, many of whom are key decision makers in leading companies in the area. This is the largest concentrated gathering of international experts in Europe next year. Last year, in Edinburgh, EuCAP 2007 attracted 36 companies to a very successful exhibition. Next year in Berlin there is space for 50 exhibitors in the same area where the conference catering will take place. Mechanisms have also been put in place to ensure maximum exposure for each and every exhibiting company.

The Antenna Measurement Techniques Association (AMTA) will again participate with special AMTA technical sessions. As part of the EuCAP conference, AMTA now has a “home” for its high quality technical papers that share a common focus with EuCAP conference attendees as related to antenna measurements. AMTA member attendance and presenters include academia, industry, government and foreign agencies. They attend EuCAP to learn the latest technology and methods to perform accurate measurements!

AMTA's traditional exhibitors at the AMTA Annual Meeting and Symposium are encouraged to participate in the EuCAP conference – this will be the **ONLY** AMTA exhibition in Europe in 2009.

Exhibition booths are being sold as 3m x 3m booths. Shell scheme, power, a table and 2 chairs is included in the price of a stand. Free stand space is available; please contact the organisers for details. All stands are sold on a first come first served basis.

Thank you for considering EuCAP 2009. We look forward to seeing you in Berlin.



## GENERAL EXHIBITION INFORMATION

### **Exhibition Location**

The Estrel Convention Center, Berlin, Germany is Europe's largest convention, entertainment and hotel complex, located close to the city center of Berlin

[www.estrel.de](http://www.estrel.de)



### **Exhibition Dates and Times**

Monday, 23 <sup>rd</sup> March	12:00 – 18:30 (includes delegate's drinks reception)
Tuesday, 24 <sup>th</sup> March	09:00 – 18:30 (exhibitors breakfast at 08:00)
Wednesday, 25 <sup>th</sup> March	09:00 – 18:30
Thursday, 26 <sup>th</sup> March	09:00 – 13:30

### **Set-up and Break-down Dates and Times**

#### **Set-up**

Sunday, 22 <sup>nd</sup> March	12:00 – 17:00
Monday, 23 <sup>rd</sup> March	09:00 – 12:00

All stands must be set up by 12:00 on Monday, 23 March.

#### **Break-down**

Thursday, 26 <sup>th</sup> March	13:30 – 18:30
----------------------------------	---------------

All stands must be fully dismantled by 18:30 on Thursday, 26<sup>th</sup> March.

Please note that all times given are subject to changes if the program requires adaptation. The final times will be shown on the webpage at [www.EuCAP2009.org](http://www.EuCAP2009.org) and in the final program.

### **Inclusive**

Included in the space fee are:

- Exhibition shell scheme space in main catering and poster area (to include one table, 2 chairs and a power supply)
- Listing in the exhibition guide on site
- An exhibitor description on the EuCAP 2009 website with a link to your website

- One item of your company marketing material or promotional item to be included in delegate pack
- Free wireless internet access (1 login per stand – more may be purchased)
- Bingo card system encourages delegates to visit all stands

### **Deadlines**

Please submit your exhibition booking form to the organisers as soon as possible to secure the best locations. Payment by credit card is required with the form, or if you are paying via invoice, within 30 days of receipt of an invoice. Full payment **MUST** be received before the date of the exhibition.

The exhibition services vendor (FAIRNET) will forward the Exhibitor's Manual in due course.

### **Fees**

Shell Scheme €1900 + VAT per 9m<sup>2</sup>

Free Space €1500 + VAT per 9m<sup>2</sup> (minimum free space area of 18m<sup>2</sup>)

### **Registration**

Stand personnel wishing to attend the technical sessions at EuCAP 2009 must register and pay for the conference in the usual way. Delegates of all exhibiting companies will be eligible for the member rate for the conference.

### **Sponsorship**

We encourage all industry and organisation participants of EuCAP to be an EuCAP sponsor. Sponsorship will provide your company with greater visibility to the conference delegates and highlight your standing in the Antennas, Measurement and Propagation community. The sponsorship opportunities are listed in the information pack. We are always happy to discuss your sponsorship requirements and tailor packs to suit your own needs.

### **VAT Reimbursement**

For VAT reimbursement of foreign foreign based Value Added Tax please contact an agency like:

VATCOLLECT  
Eisenbahnstraße 34  
D- 82110 Germering  
Germany

Tel. +49 89 1433 7948  
Fax +49 89 1433 7949  
E-Mail: [info@vatcollect.com](mailto:info@vatcollect.com)

## BRANDING YOUR COMPANY WITH EuCAP 2009 (Sponsorship)

Choose from the following options – or contact us to discuss a specific package tailored to your company's individual need. **All prices are subject to 19% local VAT.**

### PLATINUM SPONSORSHIP

#### PLATINUM SPONSORSHIP - (3 available)

€15,000 (+ €2,850.00 = €17,850.00)\*

- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's name will be on all email publicity. Distributed to over 20,000 key industry and academic contacts
- Your company's logo will appear on the conference delegate bag
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- A free **3m x 3m** exhibition space to promote your company, platinum sponsors will have first option on location
- **Two conference delegate places** for representatives of your company or your chosenguests
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

#### PLATINUM ITEM - CONFERENCE DINNER - Wednesday, 25<sup>th</sup> March

€15,000 (+ €2,850.00 = €17,850.00)\*

- Held at the German Technical Museum in Berlin for up to 650 participants
- High profile visibility at this gala dinner with opportunity for giveaways or branded tableware (sponsor to provide gifts or tableware)
- Opportunity to have **short introductory speaker** at dinner (maximum 5 minutes)
- One **complimentary reserved table of 10 guests** at the dinner
- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

\* if applicable an agency like vatcollect ([www.vatcollect.com](http://www.vatcollect.com)) could support regarding VAT issues, see page 5

## **GOLD SPONSORSHIP**

### **GOLD SPONSORSHIP**

**€10,000** (+ €1,900.00 = €11,900.00)\*

- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- A free **3m x 3m** exhibition space to promote your company, gold sponsors will have prime option on location
- **Two conference delegate places** for representatives of your company or your chosen guests
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

### **GOLD ITEM – HISTORICAL STEAM TRAIN TOUR – Wednesday, 25<sup>th</sup> March**

**€10,000** (+ €1,900.00 = €11,900.00)\*

- Historical transportation to the Conference Dinner for up to 500 delegates
- High profile visibility at this event with opportunity for giveaways (sponsor to provide gifts)
- **One reserved table of 10 guests** at the reception
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

*\* if applicable an agency like vatcollect ([www.vatcollect.com](http://www.vatcollect.com)) could support regarding VAT issues, see page 5*

## **SILVER SPONSORSHIP**

### **SILVER SPONSORSHIP**

**€7,500** (+ €1,425.00 = €8,925.00)\*

- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- **One conference delegate place** for a representative of your company or your chosen guest
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

### **SILVER ITEM - WELCOME RECEPTION – Monday, 23<sup>rd</sup> March**

**€7,500** (+ €1,425.00 = €8,925.00)\*

- At the Estrel Convention Center for the delegates
- High profile visibility at the Welcome Reception and exhibition hall
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

### **SILVER ITEM - USB MEMORY STICK SPONSORSHIP**

**€7,500** (+ €1,425.00 = €8,925.00)\*

- Company logo printed on a USB Memory Stick with EuCAP 2009 proceedings to be given to all delegates (EuCAP logo will also be on the USB sticks)
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

*\* if applicable an agency like vatcollect ([www.vatcollect.com](http://www.vatcollect.com)) could support regarding VAT issues, see page 5*

## **BRONZE SPONSORSHIP**

### **BRONZE SPONSORSHIP ITEMS**

#### **BUSINESS PARTNERS with LUNCH**

**€5,000** (+ €950.00 = €5,950.00)\*

- Opportunity for display of promotional material at entrance to catering areas
- The opportunity to place your corporate gift on the tables in the lunch area for delegates to take away (sponsor to provide gifts)
- The opportunity to provide napkins with your company logo (sponsor to provide napkins)
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme
- **One conference delegate place** for a representative of your company or your chosen guest

#### **BUSINESS PARTNERS with COFFEE BREAKS** (Morning and afternoon breaks)

**€5,000** (+ €950.00 = €5,950.00)\*

- Opportunity for display of promotional material at entrance to catering areas
- The opportunity to place your corporate gift on the tables in the refreshment area for delegates to take away (sponsor to provide gifts or tableware)
- The opportunity to provide napkins with your company logo (sponsor to provide napkins)
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme
- **One conference delegate place** for a representative of your company or your chosen guest

#### **BOOK OF ABSTRACTS (Hard Copy)**

**€5,000** (+ €950.00 = €5,950.00)\*

- Company logo printed on the Book of Abstracts front cover (Platinum, Gold and Silver sponsor's logos will also be displayed)
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme

#### **CONFERENCE PROCEEDINGS (CD-ROM)**

**€5,000** (+ €950.00 = €5,950.00)\*

- Company logo printed on the Conference Proceedings CD-ROM front cover (Platinum, Gold and Silver sponsor's logos will also be displayed)
- Advertisement from the sponsor on the back cover
- Advertisement on conference CD-ROM
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme

### **DELEGATE BADGE LANYARDS**

**€5,000** (+ €950.00 = €5,950.00)\*

- Company logo printed on the neckband (lanyard) which will be attached to the event badge
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme

### **WIFI INTERNET ACCESS**

**€5,000** (+ €950.00 = €5,950.00)\*

- Company logo printed on WIFI login given to all delegates (EuCAP logo will also be on the wifi login)
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme

### **DELEGATE PADS AND PENS**

**€5,000** (+ €950.00 = €5,950.00)\*

- Pad and pen with company logo inserted in each delegate bag (sponsor to supply items)
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme

*\* if applicable an agency like vatcollect ([www.vatcollect.com](http://www.vatcollect.com)) could support regarding VAT issues, see page 5*

## **OTHER SPONSORING PACKAGES**

### **EXHIBITION BINGO PRIZE**

**€1,500** (+ €285.00 = €1,785.00)\*

- Company to become official sponsor of the 'Exhibition Bingo' and present prize (sponsor to provide) to a delegate at the conference closing ceremony
- Your company's logo to be printed on the bingo cards which will be given to all delegates
- Your company's logo will feature on the EuCAP 2009 website with a link to your own site
- Acknowledgement in the conference programme

### **DELEGATE PACK INSERTS**

**€1,000** (+ €190.00 = €1,190.00)\*

- One piece of your company's marketing literature will be given to each conference delegate as part of the delegate pack (size restrictions apply and sponsor to provide item)

### **ADVERTISEMENT IN CONFERENCE PROGRAMME**

**€1,000** (+ €190.00 = €1,190.00)\*

- Full page advert in the EuCAP 2009 programme

### **MEDIA PARTNER**

- Promote EuCAP 2007 via a media newsletter, magazine or website and gain a logo and web link on the EuCAP 2009 website

### **EXHIBITION SPACE – 3m x 3m Shell scheme**

**€1,900** (+ €361.00 = €2,261.00)\*

- Exhibition shell scheme space, (3m x 3m) to include one table, 2 chairs and a power supply
- Exhibition located in main catering and poster area to maximise delegate participation
- Listing in the exhibition guide on site
- Free wireless internet access (1 login per stand – more may be purchased)
- Bingo card system encourages delegates visit all exhibition stands
- Lunch and refreshments included for two stand personnel

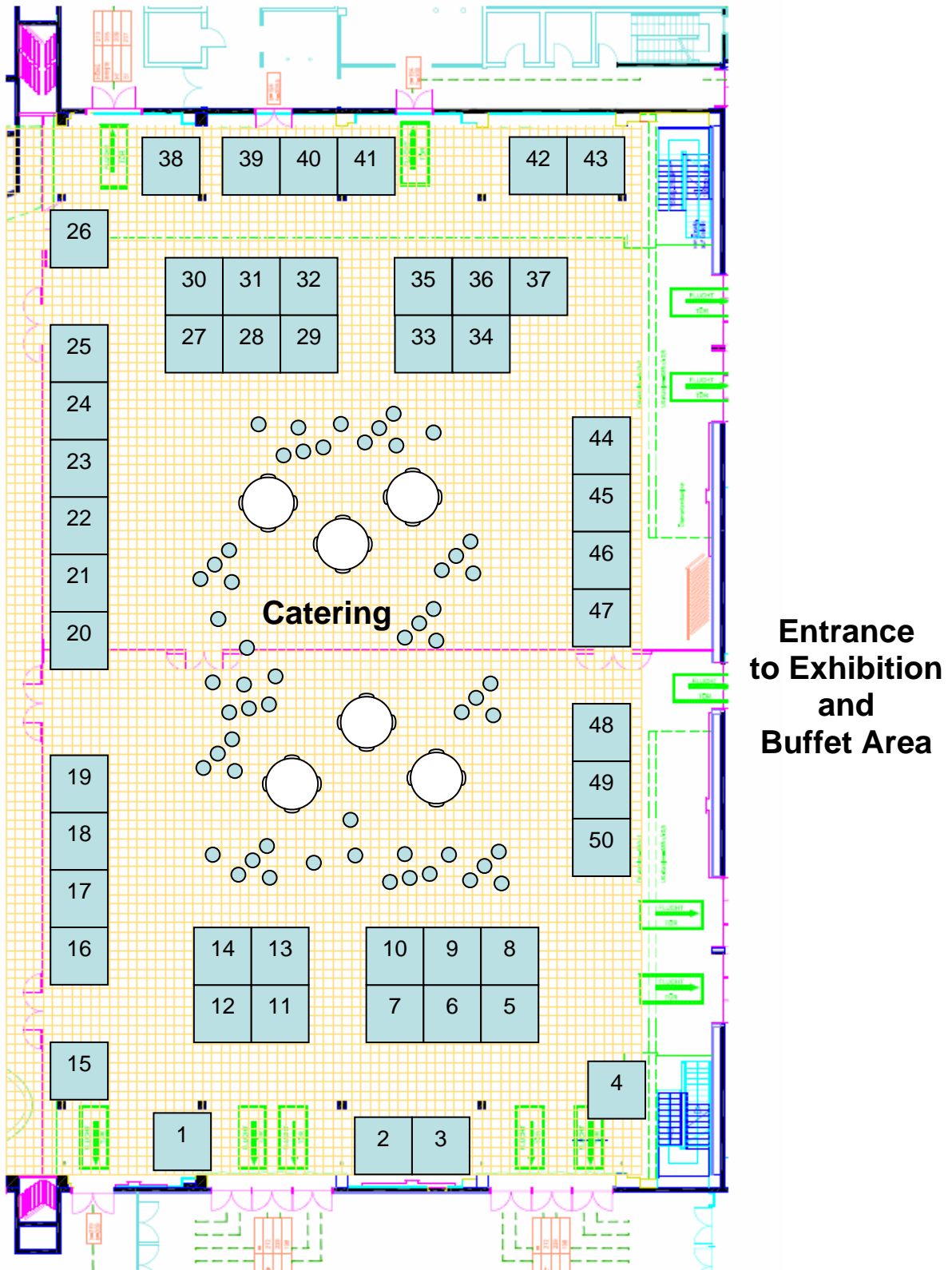
### **FREE BUILD EXHIBITION SPACE – minimum 6m x 3m area**

**€1,500** (+ €285.00 = €1,785.00)\* **per 9m<sup>2</sup>**

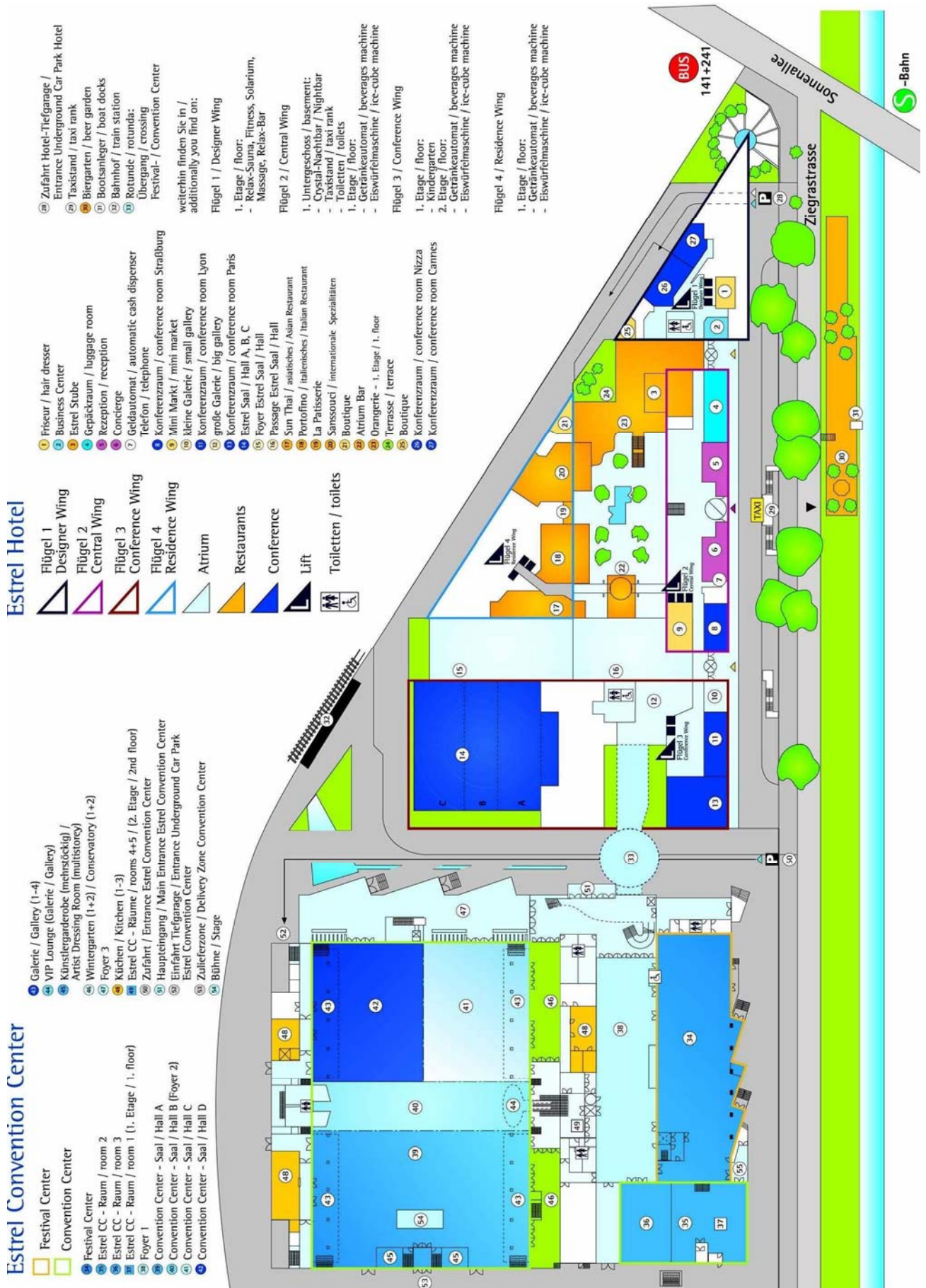
- Exhibition free space (minimum 6m x 3m) to include one table, 2 chairs and a power supply
- Additional space available in multiples of 9m<sup>2</sup> (subject to space)
- Exhibition located in main catering and poster area to maximise delegate participation
- Listing in the exhibition guide on site
- Free wireless internet access (1 login per stand – more may be purchased)
- Bingo card system encourages delegates visit all exhibition stands
- Lunch and refreshments included for two stand personnel

*\* if applicable an agency like vatcollect ([www.vatcollect.com](http://www.vatcollect.com)) could support regarding VAT issues, see page 5*

## FLOOR PLAN EXHIBITION EuCAP 2009

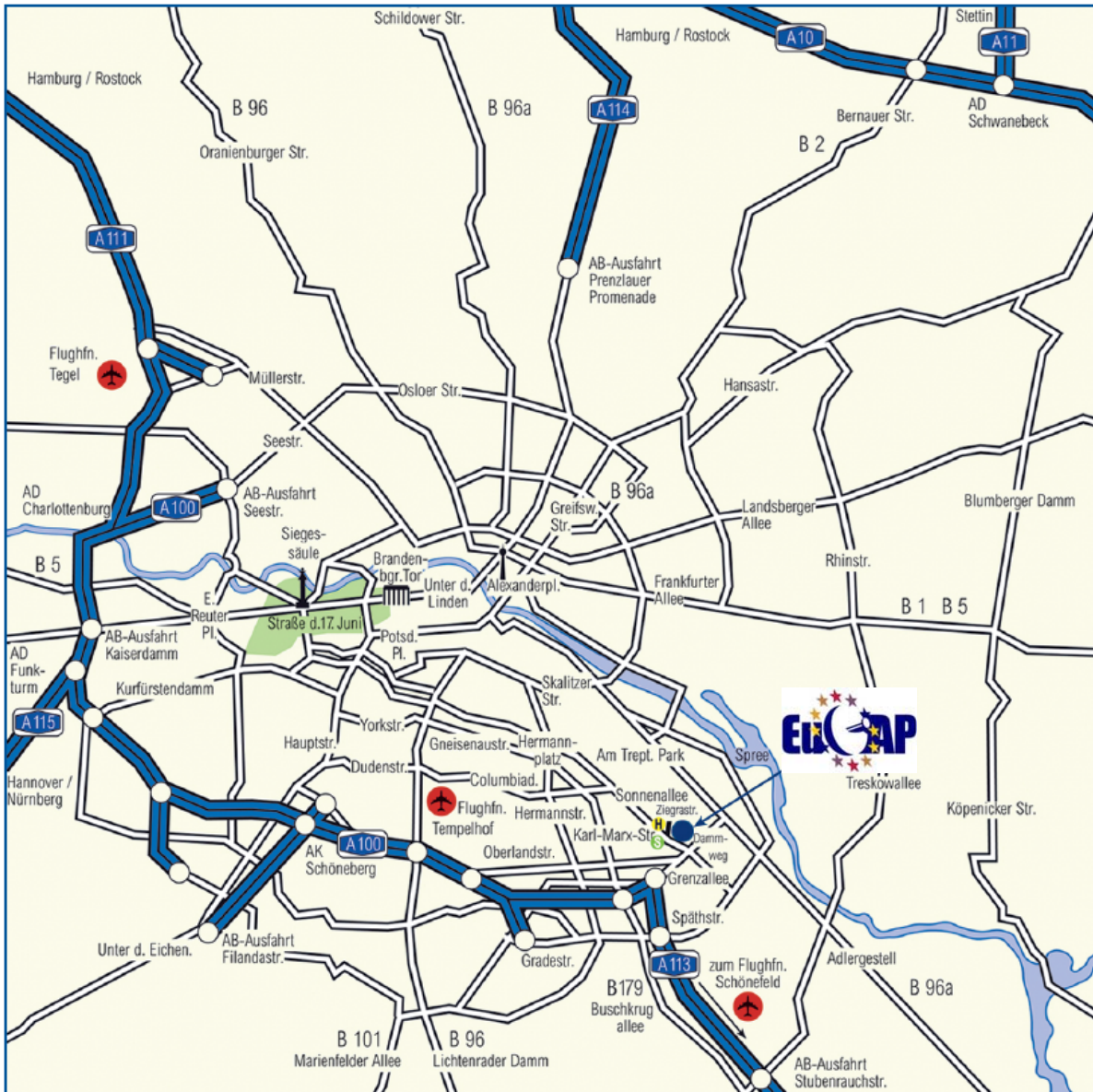


# OVERVIEW ESTREL CONVENTION CENTER









## Contacts:

VDE Conference Services  
Stresemannallee 15  
60596 Frankfurt/M.  
GERMANY

Peter Neu / Jacqueline Born / Hatice Altintas  
Tel: +49 (0)69 6308-345 / -229 / -477  
Email: [vde-conferences@vde.com](mailto:vde-conferences@vde.com)