Ladies and Gentlemen,

The pace of development in automotive Ethernet continues to race. Hardly, as it seems, have 100-Mbit/s and 1-Gbit/s variants been standardized, preparations are already under way for the next generation. In the coming fall we are likely to see rollout of the standardization process for multi-gigabit Ethernet with an IEEE call for interest. At the same time the market shows a continuous increase in the number of series produced vehicles with onboard Ethernet. It is no longer a question, by any means, of converting a single link to the new technology – what is at stake now is newly creating the entire onboard network architecture from bottom up.

Ethernet is the key to closing ranks between the automotive and IT domains as never before. That means entirely new applications and business models. But also a need to develop effective and secure concepts for safety-relevant automotive aspects. In turn, en route to half-automated driving, solutions for deterministic reaction like AVB and TSN play a major role. Here in particular we need to find and implement the right elements from the numerous standards for a concrete application.

The Automotive Ethernet Congress on February 7-8, 2017 in Munich comes with a comprehensive survey of the many and diverse technical innovations. Plus, you can experience practically oriented contributions that offer important assistance for concrete implementation of Ethernet projects.

You can find further information at www.automotive-ethernet-congress.com or get in touch with us direct.

I would be very pleased to welcome you at the Automotive Ethernet Congress 2017.

Please feel free to contact me for further details!

Best regards,

Corina Prell
Sales Manager Events
Our offer for exhibitors

- Placement of your corporate logo in the printed congress program if registered before September 30, 2016 (approx. 25,000 copies)
- Placement of your corporate logo in selected ads in our trade magazines
- Placement of your corporate logo on the web page and in our newsletters including links
- Corporate profile on our event website
- Printed congress programs to send to customers and partners

Table-Top Booth

- 6 sqm (approx.) joint show space to present your companies, products and services
- (facilities: table, chairs, pinboard, electricity connection, WLAN access)
- Free congress participation by 2 persons of your company (= booth staff including catering)
- Participant list in electronic form
- Conference proceedings

Additional Services (on request)

- Additional booth space (regular booth space approx. 6m²)
- Additional booth equipment (additional tables, displays, extended power connection)
- Co-exhibitor (1 person, logo + link and company profile)
- Tickets at reduced fees for further employees of your company
Reservation Form – Exhibition

Please return to:
Corina Prell | Fax: +49 (0) 89/255 56-0393 | cprell@weka-fachmedien.de

☐ Yes, we are interested in an exhibitor package and wish to make a firm booking:

☐ Early Booking Price valid until September 30, 2016 2.690,00 €

☐ Regular Booking Price effective from October 1, 2016 2.990,00 €

☐ ________ Co-exhibitor at the price of each 890 €

All prices plus VAT

We present your company in our targeted advertising. Send your corporate logo also in at least 300 dpi resolution to cprell@weka-fachmedien.de (at latest 1 week after booking).

Contact Details (Main Exhibitor):

Company: __________________________________________________________

First Name, Last Name: _____________________________________________

Phone: __________________________________________________________

Email: __________________________________________________________

Street, No: _______________________________________________________

Post Code, City, Country: __________________________________________

(Co-Exhibitor: 1. ______________________ 2. ______________________)

Billing Address (if different from above):

Company: _________________________________________________________

First Name, Last Name: _____________________________________________

Street, No: _______________________________________________________

Post Code, City, Country: __________________________________________

PO Number: _______________________________________________________

VAT Number: _____________________________________________________

_________________________ _________________________________________

Place, Date Company stamp and signature
**Sponsoring Information**

Sponsoring means investing in your corporate image. Make use of the Automotive Ethernet Congress for a customized marketing launch and present yourself as a sponsor.

**Sponsoring Possibilities**

- Congress shoulder bags — exclusive
- Brochure in congress shoulder bags
- **Special Offer:** Congress shoulder bags & advertising material
- Pens or notepads — exclusive
- Lanyards — exclusive
- Coffee cups – exclusiv
- BannerUp
- Sponsoring coffee or lunch break – exclusiv
- Online Banner

**Your benefits**

As a sponsor your company is:

- **published in our printed event program (approx. 25,000 copies) if you register before September 30, 2016**
- mentioned in selected advertising campaigns in our trade magazines
- shown on our event home page including web link before and during our event
- named with corporate logo and company profile on the event home page
- mentioned in our event newsletters including a link to your home page

- and your company receives printed advertising flyers to send to customers and partners

**Further benefits you enjoy as a sponsor**

- direct contact and access to your branch community
- placement of your company in a circle of front-ranking decision-makers
- increased awareness of your company by sponsoring the Automotive Ethernet Congress
- greater attention before, during and after the event

**Register now for the sponsoring that matches your needs.**
Sponsoring Possibilities

CONGRESS SHOULDER BAGS — EXCLUSIVE  € 2,950

Each participant, exhibitor, speaker and press representative receives upon registering a congress shoulder bag with the corporate logo (2c) of the sponsor. This sponsoring ensures your maximum visible presence and brand awareness during and long after the event.

This exclusive sponsoring opportunity is limited to one company.
Note: The offer includes manufacture of shoulder bags. For technical reasons we consequently request booking of this sponsoring at the latest by November 15, 2016.

BROCHURE IN CONGRESS SHOULDER BAGS  € 890 each

Each participant, exhibitor, speaker and press representative receives upon registering a congress shoulder bag with your product brochure. If there will be no bag available, we will place your brochure in the congress rooms and/or at the newspaper stand.

This sponsoring opportunity is limited to 5 companies.
Note: The offer does not include manufacture of brochures. These must be delivered by the sponsoring company at the latest by January 10, 2017.

SPECIAL OFFER:
CONFERENCE SHOULDER BAGS & ADVERTISING MATERIAL  € 3,390

Book these two sponsoring opportunities together and save money!

Along with the congress shoulder bag with the corporate logo (2c) of the sponsor, each participant, exhibitor, speaker and press representative receives the sponsor’s advertising material (product brochure, give away). This sponsoring ensures you maximum visible presence and brand awareness during and long after the event.

Note: The offer includes manufacture of shoulder bags. For technical reasons we consequently request booking of this sponsoring at the latest by November 15, 2016.

PENS OR NOTEPADS — EXCLUSIVE  € 690 each

Each participant, exhibitor, speaker and press representative is handed a pen and/or notepad (please no smaller than DIN A5) together with the congress material.

Pens  € 690
Notepads  € 690

This exclusive sponsoring opportunity is limited to one company.
Note: The offer does not include manufacture of pens and/or notepads. These must be delivered by the sponsoring company at the latest by January 10, 2017.
Sponsoring Possibilities

LANYARDS — EXCLUSIVE € 990

Each participant, exhibitor, speaker and press representative receives upon registering a lanyard with a name label. Place your company name, logo or web link on each lanyard and you are bound to make a lasting impression during and after the event. Sponsoring includes printing of the company name, logo or web link (1c) on the lanyards.

This exclusive sponsoring opportunity is limited to one company.
Note: The offer includes manufacture of lanyards. For technical reasons we consequently request booking of this sponsoring at the latest by November 15, 2016.

COFFEE CUPS — EXCLUSIVE on request

Each participant, exhibitor, speaker and press representative receives a coffee cup with a name label. Place your company name, logo or web link on each coffee cup and you will leave a unique impression during and after the event. Sponsoring includes printing of the company name, logo or web link (3c) on the coffee cup.

This exclusive sponsoring opportunity is limited to one company.
Note: The offer includes manufacture of coffee cups. For technical reasons we consequently request booking of this sponsoring at the latest by November 15, 2016.

CATERING € 1,190 upwards

Coffee breaks (twice daily) and lunch are included for all participants, exhibitors, speakers and press representatives. Cards with the wording "Sponsored by ..." are placed on tables in the entire catering area. It is also possible to have 2 Banner Up stationed in the catering area.

Sponsoring of coffee break € 1,190
Sponsoring of lunch € 1,990

Note: This sponsoring offer does not include production of banner up. For technical reasons we consequently request booking at the latest by January 19, 2016.

BANNER UP € 390 upwards

Present your company, products or individual advertisement to all attendees, speakers and press representative during the event. Banner Up will be stationed in the catering and reception area.

Banner Up € 390
Banner Up with production € 690

Note: The offer includes manufacture of Banner Up. For technical reasons we consequently request booking of this sponsoring at the latest by November 15, 2016.
Sponsoring Possibilities

ONLINE BANNERS € 1,990 upwards

With an online banner on the website of the event you are always a click ahead:

<table>
<thead>
<tr>
<th></th>
<th>468 x 60 pixels</th>
<th>€ 990</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full banner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>€ 2,490</td>
</tr>
</tbody>
</table>

Note: Banners run from the date of submission until the end of March 2017.

All exclusive sponsoring works on a *first-come first-served* basis.
All prices plus VAT.

*We will gladly discuss your individual sponsoring ideas and wishes — just call us!*
Reservation Form – Sponsoring

Please return to:
Corina Prell | Fax: +49 (0) 89/255 56-0393 | cprell@weka-fachmedien.de

☐ Yes, we are interested in sponsoring and wish to make a firm booking:

☐ Congress shoulder bags                      sold Catering
☐ Brochure in congress shoulder bags 890 €   ☐ Coffee breaks / day ________ 1,190 €
☐ Special offer                                sold ☐ Lunch break / day ________ 1,990 €
☐ Congress bags & advertising material
☐ Notepads (at least 148x210 mm) 690 € ☐ Full Banner 468 x 60 Pixel 990 €
☐ Pens                                           ☐ Skyscraper 160 x 600 Pixel 1,950 €
☐ Lanyards                                       sold ☐ Leaderboard 728 x 90 Pixel 2,490 €
☐ Coffee cups                             on request

Banner Up
☐ Banner Up 390 €
☐ Banner Up plus production 690 €

We present your company in our targeted advertising. Send your corporate logo also in at least 300 dpi resolution to cprell@weka-fachmedien.de (at latest 1 week after booking).

Billing Address:

Company: ____________________________________________
First Name, Last Name: ____________________________________________
Phone: ____________________________________________
Email: ____________________________________________
Street, No: ____________________________________________
PLZ, Ort: ____________________________________________
PO Number: ____________________________________________
VAT Number: ____________________________________________

Place, Date Company stamp and signature
GENERAL TERMS AND CONDITIONS OF BUSINESS of WEKA FACHMEDIEN GmbH

for booking exhibition space, sponsoring and advertising at seminars, workshops, congresses, conventions, conferences and other such events

§ 1 Scope of application
The following general terms and conditions of business regulate the booking of exhibition space, sponsoring or advertising by exhibitors and sponsors [hereinafter referred to as “exhibitor/sponsor”] at trade shows, seminars, workshops, congresses, conventions, conferences and other events [hereinafter referred to as “event”] of WEKA FACHMEDIEN GmbH [hereinafter referred to as “organizer”]. Participation in events as exhibitor/sponsor is ruled solely by the following terms and conditions of business. Terms and conditions proposed by the customer, other than these, will not be recognized by the organizer, which is unless the latter has expressly confirmed their application in writing.

In addition to the general terms and conditions of business (including stipulations specific to a particular event) for exhibitors/sponsors, the contractual framework for participation in events as exhibitor/sponsor includes the house rules of the operator of the locality of an event, the organizational (e.g. exhibitor information), technical and other stipulations received by an exhibitor/sponsor before the commencement of an event.

§ 2 Registration, confirmation of registration
Registration for events as an exhibitor/sponsor is possible by letter, fax or e-mail. A registration becomes legally binding through a written online or offline confirmation of registration on the part of the organizer. A registration becomes binding for an exhibitor/sponsor upon its receipt by the organizer. Should events have limited exhibiting/sponsoring capacities, registrations will be ordered by their date of receipt.

§ 3 Services rendered
The terms and conditions for exhibiting, sponsoring and advertising at a particular event and the services included are regulated in the conditions specific to the event. The fees are in euros per event plus value-added tax.

The exhibitor/sponsor is responsible for the punctual delivery of correct copy, enclosures or for the punctual delivery of materials required for exhibiting, sponsoring or advertising. In the case of digital copy, the exhibitor/sponsor undertakes to deliver the copy in a file format specifically designed for the content. The exhibitor/sponsor agrees to the format or technical requirements of the organizer, in due time before the closing deadline for copy. All services on the part of the organizer are rendered subject to due fulfillment and performance of obligations and assistance on the part of the exhibitor/sponsor.

The organizer reserves the right to substitute other speakers for those announced, and to make necessary amendments to the program while maintaining the overall character of an event. The organizer reserves the right to alter the date, scale and location of an event for due cause.

Should it not be possible to conduct an event for reasons of force majeure (strike, lockout, business disruptions, etc.), because of the cancellation of an important part of an event, because of disturbance at the location of an event or because of an inadequate number of participants, exhibitors/sponsors will be informed immediately. In such cases the ready paid fee for exhibiting, sponsoring or advertising will be refunded, that is unless the organizer has already rendered advance performance for exhibiting, sponsoring or advertising. Further claims, e.g. for the reimbursement of traveling expenses, cost of overnight accommodation and non-productive time, are excluded, that is unless they stem from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

Travel to and from an event and overnight accommodations are to be organized, booked and paid for by the exhibitor/sponsor.

§ 4 Exhibition space, exhibits, advertising
The organizer puts exhibition or advertising space at the disposal of the exhibitor/sponsor; further services are regulated from event to event. The exhibition floor plan is created according to given technical and space factors, otherwise placement is in the order in which bookings are received. The registration of co-exhibitors is possible in exceptional cases and only with the written approval of the organizer.

Exhibitors/sponsors may only set up, show and use their exhibits, advertising material and printed material in or on the exhibition or advertising space allocated to them by the organizer. All exhibits and advertising material must clearly indicate in a particular event. Exhibits violating German regulations on protection of industrial property (unlicensed copies) are prohibited. All exhibits shown must satisfy technical, in particular fire protection requirements, and accident prevention regulations.

§ 5 Time to erect and dismantle
The times to erect and dismantle for exhibits are binding, and are indicated for the particular event in the exhibitor information. Costs incurred through non-adherence to the times to erect and dismantle will be charged to the exhibitor.

§ 6 Due date and payment, default, compensation
The fee for exhibiting, sponsoring, advertising is due for payment, in full and with no deductions, within ten (10) days of the date of the invoice. If the customer is in default of payment, the organizer is entitled to demand a late fee per annum of 5% above the prime lending rate issued by the European Central Bank. Should the organizer verifiably suffer higher damages through late payment, they are entitled to claim them for them. Payment is made on account. The invoice must be paid before the commencement of an event. No claim may be made to allocated space until an invoice is paid in full. It is the responsibility of the exhibitor to produce evidence of payment.

§ 7 Cancellation
In as much as the exhibitor/sponsor is not entitled to a mandatory legal right of withdrawal or right of termination, cancellation of participation free of charge is possible up to ten (10) days after receipt of confirmation of registration. The entire fee for exhibiting, sponsoring or advertising is due upon later cancellation or non-appearance. Should the organizer succeed in otherwise renting a cancelled exhibition, sponsoring or advertising space, the exhibitor/sponsor will be invoiced 50% of the fee. Cancellation is to be in writing, and is not valid unless confirmed in writing by the organizer.

§ 8 Copyright
The printed and electronic material of an event is protected by copyright. Said material may not be reproduced, passed on to others or used in any other way without the express written approval of the organizer and the particular author. The organizer assumes no responsibility or liability of any kind for any incorrectness in the content of papers, presentations and documentation.

The organizer is entitled to take photographs, film and sound recordings produced of an event, of exhibition booths and the exhibits, and to use them as advertising or for press releases without requiring the approval of an exhibitor/sponsor. This also applies to recordings produced by the press or television direct with the approval of the organizer. Photography, film and sound recordings require the express approval of the organizer.

§ 9 Liability
The exhibitor/sponsor occupies and uses the exhibition space at their own risk. The organizer accepts no liability for damage, loss, accidents, costs or expenses caused by the representatives of the exhibitor, by exhibition objects or by event participants, or caused by the exhibitor.

The exhibitor/sponsor is responsible for supervision and security of their exhibition booth. This also applies during the times of erection and dismantling, pauses and interruptions in an event.

The exhibitor/sponsor is responsible for the organizer for any damage to rental furniture or loaned items (exhibition booth walls, etc).

§ 10 Limitations of liability
In as much as events take place in the rooms and on the premises of third parties, the organizer cannot be held liable by the exhibitor/sponsor for accidents, loss of or damage to property, that is unless the claim results from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

§ 11 Data protection
The organizer will protect the personal data of exhibitors/sponsors and undertakes all necessary measures for their security. Data will be collected by the organizer in observance of the regulations of the Federal Data Protection Act (BDSG), the Federal Broadcaster Media Act (TMG) and other applicable data protection regulations and used to manage, support, assess and optimize the events that are offered, but not made known to third parties. Exhibitors, sponsors and joint organizers do not rate as third parties. Exhibitors, sponsors and joint organizers do not rate as third parties but are nevertheless also subject to the above regulations. An exhibitor/sponsor can revoke the use of their data for purposes of information at any time in writing with WEKA FACHMEDIEN GmbH, department Events, Richard-Reitzner-Allee 5, 85540 Haar, Germany, events@weka.fachmedien.de, or require changes of address to be made.

§ 12 Court of jurisdiction
The court of jurisdiction is the place of business of the organizer if the customer is a merchant in the sense of the German Commercial Code, a legal person under public law or a special fund under public law. The same applies in as much as the customer, upon taking legal action, has a place of business or habitual residence in the Federal Republic of Germany.

§ 13 Severability clause
Should the provisions for exhibitors/sponsors be or become unenforceable, in whole or in part, the validity of the remaining provisions as well as the contract shall remain unaffected. In such a case the parties to the agreement shall endeavor to replace the unenforceable or inadequate provision by one that best reflects the economic purpose of the parties to the agreement.
A big thank you to all exhibitors & sponsors of the Automotive Ethernet Congress 2016

www.automotive-ethernet-congress.com
Automotive Ethernet Congress
February 7-8, 2017 | Hilton Park Munich