



Organised by **FISITA** 

17 – 19 June 2024
Rheingoldhalle, Mainz Congress Centre, Germany

Sponsorship and exhibition opportunities





EuroBrake 2024



EuroBrake was established in 2012, creating a high profile, annual technical conference and leadership event for the brake and friction technical community.

EuroBrake is the annual opportunity for the world's brake and friction technology community to come together in the pursuit of technological advancement, knowledge share, corporate visibility and networking with its international peer group.

Now entering its twelfth year EuroBrake is now established as the world's largest technical event of its kind, attracting 1,000 delegates, a significant technical programme of more than 100 technical presentations and 100 exhibitors representing the entire value chain the last time.

EuroBrake 2024 will take place on 17 - 19 June 2024 at Rheingoldhalle, Mainz Congress Centre, Germany.

Why sponsor/exhibit?

- Position your company in front of an active, targeted, relevant and highly engaged audience.
- Gain a competitive edge over your competitors and engage with suppliers, OEMs and industry peers to expand your database of warm and hot sales leads.
- Gain global exposure and access to new markets by networking with peers from more than 35 countries.
- Enhance brand recognition and strengthen your company position within the industry while associating with market insight and knowledge leaders.
- Create an exciting and unique space to showcase your innovative technology, products and services and be recognised as a forward-thinking company.

Who should sponsor/exhibit?

Organisations in the key areas of the braking industry, including passenger car, commercial vehicle, rail, aerospace and academia associated with:

- Brake companies.
- Components and systems.
- Engineering support.
- Environmentally friendly approaches.
- EV and hybrid brake system technologies.
- Friction materials.
- Future and alternative brake technologies.
- Manufacturing.
- Modelling and simulation technologies.
- Raw materials.
- Testing.



Sponsorship opportunities

All prices shown exclude VAT and copy / information requirement deadlines are applicable.



Diamond Sponsor – EUR 28,000

- 15 sqm exhibition booth (either shell scheme or floor space only) in prominent location.
- Speaking opportunity available (format and time to be made available mid-March).
- Exclusive sponsorship of the EuroBrake water bottle.
- Diamond sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Full page colour advert in both preliminary (electronic) and final (printed) programmes.
- Mobile and website app banner advert (rotating with other applicable sponsor/s) and a dedicated push notification.
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- 6 exhibitor passes.
- 6 all access conference tickets.
- Discounted Gala Dinner tickets.
- Promotion of your brand in our post wrap-up communications.

Platinum Sponsor – EUR 23,000

- 10 sqm exhibition booth (either shell scheme or floor space only) in prominent location.
- Exclusive sponsorship of the 6 coffee breaks.
- Platinum sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Full page colour advert in both preliminary (electronic) and final (printed) programmes.
- Mobile and website app banner advert (rotating with other mobile app sponsor/s) and a dedicated push notification.
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- 5 exhibitor passes.
- 5 all access conference tickets.
- Discounted Gala Dinner tickets.
- Promotion of your brand in our post wrap-up communications.

Gold Plus Sponsor – EUR 17,850

- 10 sqm exhibition booth with shell scheme (either shell scheme or floor space only) in prominent location.
- Exclusive sponsorship of custom hotel key card with partner hotel (full details to be confirmed mid-March).
- Gold plus sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Full page colour advert in both preliminary (electronic) and final (printed) programmes.
- Mobile and website app banner advert (rotating with other mobile app sponsor/s) and a dedicated push notification.
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- 4 exhibitor passes.
- 4 all access conference tickets.
- Discounted Gala Dinner tickets.
- Promotion of your brand in our post wrap-up communications.



Sponsorship opportunities

All prices shown exclude VAT and copy / information requirement deadlines are applicable.



Gold Sponsor (4 available) – EUR 14,000

Choose one of the following sponsorship options:

- Exclusive sponsorship of the EuroBrake Lunch.
- EuroBrake bag.
- Conference stationery.
- Lanyard.

Plus:

- Gold sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Discount for exhibition space and advertising packages.
- 3 exhibitor passes.
- 3 all access conference tickets.
- Discounted Gala Dinner tickets.

Silver Sponsor – EUR 8,000

- Silver sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Discount for exhibition space and advertising packages.
- 2 exhibitor passes.
- 2 all access conference tickets.

Bronze Sponsor – EUR 6,000

- Bronze sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and FISITA website).
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Discount for exhibition space and advertising packages.
- 1 exhibitor pass.
- 1 all access conference ticket.

Gala Dinner Sponsor – EUR 25,000

- Exclusive sponsorship of the gala dinner and gala dinner drinks reception.
- Reserved table to be in a prominent position.
- Prominent branding in the gala dinner room, including branding on menu and tables.
- Opportunity to put a gift on each table.
- Gala dinner sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Mobile and website app banner advert (rotating with other mobile app sponsor/s) and a dedicated push notification.
- Discount for exhibition space and advertising packages.
- 10 all access conference and gala dinner passes.



Sponsorship opportunities

All prices shown exclude VAT and copy / information requirement deadlines are applicable.



Welcome Drinks Sponsor – EUR 15,000

- Exclusive sponsorship of the welcome drinks reception.
- Opportunity to give a welcome speech at the reception.
- Welcome drinks sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and FISITA website).
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Mobile and website app banner advert (rotating with other mobile app sponsor/s) and a dedicated push notification.
- Discount for exhibition space and advertising packages.
- 2 exhibitor passes.
- 2 all access conference tickets.

Mobile and Website App Sponsor – EUR 15,000

- Headline sponsor of mobile and website app.
- Screen advertisement as the app launches on each device.
- Mobile app banner ad (rotating with other mobile app sponsor/s).
- Up to 3 push notifications through mobile app (pre, during and post conference).
- Mobile and website app sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Discount for exhibition space and advertising packages.
- 2 exhibitor passes.
- 2 all access conference tickets.

Wi-fi Sponsor – EUR 10,000

- Logo will appear when signing into the venue wi-fi.
- Wi-Fi sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Discount for exhibition space and advertising packages.
- 2 exhibitor passes.
- 2 all access conference tickets.



Sponsorship opportunities

All prices shown exclude VAT and copy / information requirement deadlines are applicable.



Plenary Sessions Sponsor – EUR 8,500

- Logo will appear on sessions listing(s) wherever its promoted.
- Logo recognition on PPT slide(s) in plenary sessions.
- Submit a 2-minute video(s) to be played before each plenary session starts.
- Opportunity to provide collateral on seats (first plenary session only) – printing / shipping at sponsor's expense.
- Push notifications through mobile app with logo for each plenary session.
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Plenary sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Discount for exhibition space and advertising packages.
- 2 all access conference tickets.

Technical Session Sponsors (up to 23 available) – EUR 3,000

- Sponsor of your choice of session, pending availability.
- Logo will appear on session listing(s) wherever its promoted.
- Logo recognition on PPT slide(s) in session.
- Submit a 2-minute video(s) to be played before each plenary session starts.
- Opportunity to provide collateral on seats in selected session – printing / shipping at sponsor's expense.
- Push notifications through mobile app with logo for each plenary session.
- Quote, testimonial or announcement or your participation in EuroBrake via the Braking News e-newsletter and FISITA's social media channels.
- Technical session sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and X activities and EuroBrake website).
- Discount for exhibition space and advertising packages.
- 2 all access conference passes.

Video Showcase – multiple opportunities – EUR 500

- 2-minute video to showcase your product or service solution.
- Looped on the video monitor, along with other sponsor content, for the entire conference in key locations (to be confirmed in mid-March).



Exhibition opportunities

All prices shown exclude VAT and deadlines are applicable.



Packages

6sqm

Floor space only **EUR 3,800**

Shell scheme **EUR 5,200**

Includes:

- 1 full all access conference pass
- 1 exhibitor staff pass

8sqm

Floor space only **EUR 4,600**

Shell scheme **EUR 6,400**

Includes:

- 1 full all access conference pass
- 2 exhibitor staff pass

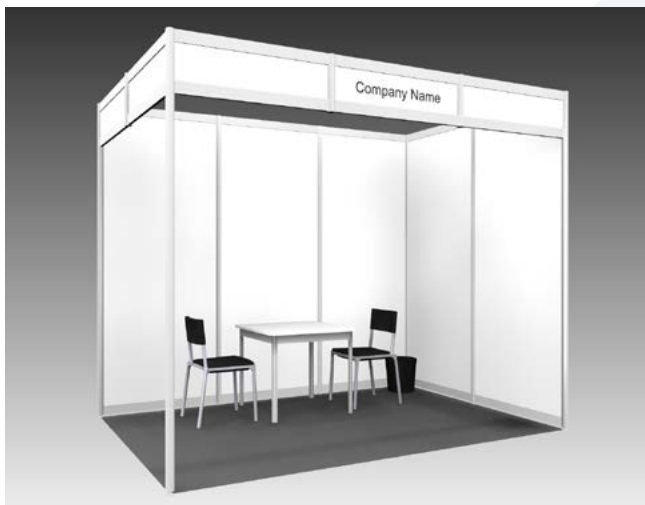
10sqm

Floor space only **EUR 5,900**

Shell scheme **EUR 7,700**

Includes:

- 1 full all access conference pass
- 3 exhibitor staff pass



All packages include:

- Single stand power supply.
- Lunch & refreshments for staff with passes.
- Listing in the preliminary and final programmes, Mobile and website app and EuroBrake website.

Shell scheme packages include:

- White modular system height 2m.
- Set up and dismantling of shell stand.
- Signage with company name.
- Table, 2 chairs, wastepaper bin.



Advertising opportunities



Preliminary programme only	Rates
Inside front cover	EUR 1,600
Inside back cover	EUR 1,350
Outside back cover SOLD	EUR 1,750
Full page	EUR 995
Half page	EUR 495

Final programme only	Rates
Inside front cover	EUR 1,800
Inside back cover	EUR 1,550
Outside back cover SOLD	EUR 2,000
Full page	EUR 1,195
Half page	EUR 695

Both preliminary and final programme	Rates
Inside front cover	EUR 2,500
Inside back cover	EUR 2,100
Outside back cover SOLD	EUR 3,000
Full page	EUR 1,500
Half page	EUR 850

Please enquire for a list of venue advertising sites to include:

- Main entrance door vinyls.
- Interior free-standing posters/towers.
- Car park branding.
- Floor stickers.

For all enquiries and bookings please contact Kerry McDiarmid,
Head of Sales: k.mcdiarmid@fisita.com

Follow us

