



## DSC 2015 Europe <sup>Germany</sup> – Sponsorship opportunities

The **DSC** conference attracts driving simulation professionals from industry and commercial organizations as well as research and academic environments. The **DSC** is a well-known and well established international conference. With its 14 editions it has become the most important event for the driving simulation community in Europe.

In the last edition the **DSC** conference has attracted more than 200 participants from more than 90 research institutions and companies in 19 countries. The interest in our conference is continuously growing and we expect between 200 – 300 attendees in Tübingen, Germany. We have limited sponsorship opportunities available on a first-come, first-served basis.

### Different types of sponsoring

#### Platinum Conference Sponsor

**Costs: 9,000 €(already sold)**

The platinum sponsorship package is the premier sponsorship package for the **DSC 2015**. The sponsor logo will be featured prominently on all conference materials, and the Platinum Sponsor will be referred to in all press releases and communication prior to the event. This is an excellent way to align your company closely with the **DSC** mission and ensure that your brand reaches tens of thousands of individuals prior to the event.

Benefits include:

- Recognized as Platinum Sponsor on all marketing material of the conference
- Official sponsor of the conference dinner, including speaking opportunity
- Descriptive paragraph of the company profile in the conference program
- Company logo on conference bag
- Official sponsor of one of the Best Paper Awards
- Inclusion in e-mail promotions to attendees in advance of the conference
- Featured during the opening/closing speeches
- Full page advertisement in the **DSC** program
- Official sponsor on the website, with company logo and link to your website
- Company logo in prominent position on the conference marketing materials that will be mailed to the key people involved with **DSC**
- Contact details of all attendees (subject to opt-in requirements)
- Stand area 3x3m
- Attendance of five staff members at the **DSC 2015** and the conferences
- Company promotional material: As a Platinum conference sponsor we offer you the opportunity to include your company's brochure and/or other advertising material in the attendee pack, which will be distributed to all attendees upon their registration at the conference.
- Acknowledgements: As a platinum sponsor you will be thanked during the opening and closing conference sessions.

## Gold Conference Sponsor

**Costs: 5,000 €(one available)**

The gold sponsorship package combines marketing and branding before the event and extensive exposure during the conference. Only one sponsorship is available at this level. Benefits include:

- Signage rights: A gold sponsor is entitled to provide appropriate signage in the conference registration area. Only the platinum conference sponsor's signage will feature more prominently than those of the gold sponsors.
- Conference projection backdrop: As a gold sponsor your company logo will appear on the default projection backdrop in the main conference hall. This backdrop will be used during general announcements, in between sessions and at all other times during the proceedings when the projector is not in use by presenters. Only the **DSC 2015** conference logo and Platinum sponsor logo will feature more prominently.
- Attendee passes: Each gold sponsor will receive four attendee passes with the option to purchase eight (8) more at a 20% discount off the applicable full conference registration fee.
- **DSC 2015** gold sponsor logo: As a gold conference sponsor your company is entitled to use the **DSC 2015** gold sponsor logo to place on your website to promote your company's commitment to the **DSC**.
- Pre-conference promotional material and conference brochures: As a gold conference sponsor your company's name and logo will appear more prominently than those of any silver or individual conference sponsor and will be featured (within productions schedule) in the conference program, on the **DSC** website and on a display board in the conference registration area and in any other pre-conference promotional material.
- Company promotional material: As a gold conference sponsor we offer you the opportunity to include your company's brochure and/or other advertising material in the attendee pack, which will be distributed to all attendees upon their registration at the conference.
- Acknowledgements: As a gold conference sponsor you will be thanked during the opening and closing conference sessions.

## Silver Conference Sponsor

**Costs: 3,000 €(five available)**

The silver sponsorship package combines marketing and branding before the event and exposure during the conference. Only five sponsorships at this level are available. Benefits include:

- Attendee passes: Each silver sponsor will receive two attendee passes with the option to purchase four (4) more at a 10% discount off the applicable full conference registration fee.
- **DSC 2015** silver sponsor logo: As a silver conference sponsor your company is entitled to use of the **DSC 2015** silver sponsor logo to place on your website to promote your company's commitment to the **DSC 2015**.
- Pre-conference promotional material and conference brochures: As a silver conference sponsor your company's name and logo will appear more prominently than those of any individual conference option sponsor and will be featured (within productions schedule) in the conference program, on the **DSC** website and on a display board in the conference registration area and in any other pre-conference promotional material.
- Company promotional material: As a silver conference sponsor we offer you the opportunity to include your company's brochure and/or other advertising material in the attendee pack, which will be distributed to all attendees upon their registration at the conference.
- Acknowledgements: As a silver sponsor you will be thanked during the opening and closing conference sessions.

## Individual Sponsorship Packages

- Descriptive paragraph in the conference program: 200 €  
The sponsor provides the organizer with a short description (max 400 words) of their company profile, products, and services as well as high resolution logo.
- E-mail promotion: 500 €  
The sponsor's logo will be included in the footer of e-mails which will be sent to the attendees in advance of the conference
- Full page advertisement in the conference program: 400 €  
The sponsor provides the organizer with the camera-ready advertisement. Further details will be available upon registration.
- Company promotional material in attendee pack: 900 €  
The sponsor provides material (e.g. booklets, flyers, postcards, pens, give-aways, etc.)



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