

# international **engine** 11<sup>th</sup> **Congress**

Meeting Place for the Powertrain and Sustainable Fuels Community

27<sup>th</sup> February – 28<sup>th</sup> February 2024

Baden-Baden | Germany and virtual via Live-Stream

Information for  
**Exhibitors & Sponsors**



PKW /  
Passenger Car  
Engine Technology



NFZ /  
Commercial Vehicle  
Engine Technology



Kraftstoffe /  
Sustainable  
Fuels & Energy

## » ABOUT THE CONGRESS

The 11<sup>th</sup> International Engine Congress on February 27 and 28, 2024, in Baden-Baden will again be based on three thematic pillars and will look at passenger car and commercial vehicle engines as well as fuels in the overall system. This creates a technical and thematic depth that clearly differentiates this congress from other events. The aim is to make targeted use of the synergies resulting from the use of tailored fuels, their special properties and the new approaches to powertrain development that they offer.

The passenger car engine program will again focus on the latest aspects of internal combustion engines, such as mechanics, injection, charge exchange and combustion, but also on thermal management and the opportunities of digitalization. Newly included in 2024 are internal combustion engine concepts for motorcycles and non-automotive applications.

The commercial vehicle program will present new engines, concepts for charge cycling and combustion as well as for emission reduction and exhaust gas aftertreatment - as in the passenger car sector expanded by requirements arising from new statutory regulations and specifications. The electrification of powertrains and auxiliary units will also be addressed.

In the area of fuels, in addition to the application and availability of alternative, sustainable fuels, the aspects of life cycle assessment and cradle-to-cradle considerations are also important topics. In addition, the congress also deals with developments in international markets, globally coordinated activities as well as global alliances in the field of fuel production.

## » TARGET GROUP

This event is primarily aimed at engineers and technicians in the industry or persons involved in research and teaching who are engaged in the optimization of the traditional development areas of the combustion engine or the advancement of procedures and systems to produce conventional or renewable fuels and lubricants. The lectures will be equally attractive for chemists and biologists who work in this industry. The focus will be on both diesel and spark-ignition engines (gasoline / gas) for passenger and commercial vehicles and off-highway applications.



## » EXHIBITOR PACKAGES INCLUDE THE FOLLOWING

- Admission for one person to the entire congress (incl. all documentation material, catering and evening event)
- Further exhibitor passes can be purchased for € 350 (exhibitor passes do not entitle the holder to take part in the congress).  
 Exhibition area up to 8 sqm → max. 2 exhibitor passes  
 Exhibition area from 9 to 12 sqm → max. 3 exhibitor passes
- Your company announcement on [www.atzlive.com](http://www.atzlive.com) and [www.motorenkongress.de/en](http://www.motorenkongress.de/en)
- Power outlet (230V, 3kW incl. 3-socket power strip)
- A virtual exhibition stand:
  - ▶ Your logo, company profile and contact details
  - ▶ Embedding images and / or videos
  - ▶ Call to action button
  - ▶ 1:1 Video chat with the participants

Exhibition options:	
■ 6 sqm net stand area	€ 3,650
■ 8 sqm net stand area	€ 4,250
■ 10sqm net stand area	€ 4,850
■ 12sqm net stand area	€ 5,450
or	
■ 6 sqm complete stand	€ 4,700
■ 8 sqm complete stand	€ 5,650
■ 10 sqm complete stand	€ 6,600
■ 12 sqm complete stand	€ 7,550

## » FURTHER EXHIBITOR OPTION

- Special area for passenger car presentation incl. 1 exhibitor pass

€ 2,800

Space for passenger car presentation is limited.

Additional stand construction measures for passenger car presentation are only permitted in exceptional cases and are subject to prior approval.



Valid for Germany: additional VAT applies to all prices listed.

## » THE COMPLETE STAND CONSISTS OF

### ■ Stand construction system

Chrome-plated steel elements (tubes and nodes),  
System Meroform 22 M 12

### ■ Stand walls

19 mm chipboard, coated in white and with concave  
profile all around, inside dimensions of wall 97/197 cm  
with cut corners 5 mm at 45 degrees

### ■ Overall height

Wall panels: 2.00 m + frame: 0.50 m = 2.50 m

### ■ Ceiling grid

Duo grid support 25 cm high, at front only (6 sqm), at  
front and in the center (8 sqm)

### ■ Fascia board

Height 30 cm, length 95 cm / 195 cm

### ■ Lighting

4 x 100 W system spotlights

### ■ Furniture

1 equipment table 100 x 70 x 70 cm (carrying capacity  
max. 80 kg), 1 conference table 50 x 50 x 50 with 2  
chairs (cantilever), 2 transparent DIN A4 brochure  
holders, 1 waste paper basket

### ■ Fascia board lettering

Fascia board height 10 cm, company name, Helvetica  
Normal black font, individual design possible on  
request and for an extra

### ■ Electrics

1 power outlet (230 V/max. 3 kW), 3-outlet power strip  
+ power consumed are included in the price.  
Three-phase current / power current can be provided  
and installed at an extra charge. The power used is  
charged separately

Other services on request!



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## » VIRTUAL ADVERTISING OPTIONS

### Banner advertising (max. 4 sponsors) in the virtual event platform

- Display in the menu above as well as in individual menu items like participant list and program
- Random rotation with banners of other exhibitors / sponsors

€ 2,500

### Widget on the home screen in the virtual event platform

- Size Large 600 px x 500 px
- Size Medium 600 px x 250 px

€ 1,500

€ 950

### Direct message to all participants

- one time sending

€ 1,200



## » FUTHER ADVERTISING ON SITE

### Seat Drop

Exclusive display of your information sheet (flyer, company brochure, or similar) on the seats of the Keynote Session or the Break Out Sessions (max. one seat drop per session)

- Keynote
- Break Out Session

€ 2,800

€ 1,800

### Banner staircases to the ground floor & first floor

- 2 banners
- 4 banners

€ 2,800\*

€ 4,500\*



\* plus production costs

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## » OUR SERVICE FOR YOU

Interested in presenting your own company, products or services to the participants of the 11<sup>th</sup> International Engine Congress in a premium format?

We offer a range of attractive options for sponsors, which we have grouped into convenient service packages. We will be pleased to prepare a tailor-made solution to match your individual preferences.

We look forward to your call or you can contact us by email using the response form below.



**Contact:**

Mr. Alex Woidich, Event- & Salesmanager

phone: +49 (0)611 / 7878-206, alex.woidich@springernature.com

BECOME  
A SPONSOR  
NOW!

### SPONSORSHIP PACKAGES

	GOLD	SILVER	BRONZE
<b>BEFORE THE EVENT</b>			
Your company will be listed as a Gold, Silver or Bronze Sponsor in the program flyer	■	■	■
Your full-colour logo in the program flyer	■	■	■
Your company will be listed as a Gold, Silver or Bronze Sponsor on atzlive.de and motorenkongress.de	■	■	■
Your company profile and contact details on atzlive.de, motorenkongress.de and in the event app with video & pictures	■	■	■
Your full-colour logo, linked to your website	■	■	■
20 % discount for company-owned participants	■	■	■
<b>DURING THE EVENT</b>			
Free tickets to the congress	6	4	2
Your logo on a stage banner	■	—	—
Your logo in the welcome and break-time presentation	■	■	■
Your logo exclusive on A-Boards in the entry area	■	■	■
Logo integration on posters in congress events	■	■	■
Seat-Drop: Exclusive display of your information sheet on the seats	■	—	—
Net stand area in the exhibition area	12 sqm	10 sqm	8 sqm
Exhibitor pass (stand supervision incl. catering and evening event, congress lectures are not included)	2	1	1
Widget on the home screen	Large (600 x 500 px)	Medium (600 x 250 px)	Medium (600 x 250 px)
Company profile in the virtual even platform with video and images	■	■	■
<b>YOUR CONTRIBUTION</b>	<b>€ 12,900</b>	<b>€ 9,500</b>	<b>€ 7,300</b>

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## » SPONSOR OF THE EVENING EVENT

The evening event is a special highlight of the congress and offers your company a number of options for reaching out to participants.

- Your company will be presented with your logo in the official program flyer and virtual event platform as sponsor of the official evening event
- Your logo incl. link will be displayed on [www.motorenkongress.de/en/](http://www.motorenkongress.de/en/) and [www.atzlive.de/en/events/international-engine-congress/](http://www.atzlive.de/en/events/international-engine-congress/)
- You can present your company at the evening event with a max. of four of your own roll-ups (format per roll-up: ca. 0.8 x 2 m, design and production by the sponsor, placement will be determined on site).
- Your colour logo on the table standees (on all tables and the buffets)
- Option of distributing your own give-away in the entry area during the evening event (the production costs for the give-away will be borne by the sponsor)
- Two free tickets to the congress incl. the evening event
- Option of inviting up to four additional persons to the evening event, free of charge

Package price:  
€ 6,900

EXCLUSIVE

## » SPONSOR OF THE COFFEE BREAKS / LUNCHES

- Your company will be presented with your logo in the official program flyer and virtual event platform as a sponsor of the coffee breaks
- Your logo incl. link will be displayed on [www.motorenkongress.de/en/](http://www.motorenkongress.de/en/) and [www.atzlive.de/en/events/international-engine-congress/](http://www.atzlive.de/en/events/international-engine-congress/)
- Your company will be promoted during all coffee breaks:
  - Your colour logo on the table standees (on all tables and the buffets)
  - Option of distributing your own give-away in the entry area during the coffee breaks (the production costs for the give-away will be borne by the sponsor)
- Two free ticket to the congress incl. the evening event

Package price:  
each € 4,900

EXCLUSIVE



Valid for Germany: additional VAT applies to all prices listed.

## » SPONSOR OF THE OFFICIAL LANYARDS

- Your logo on the official congress lanyards (keychains) that every participant receives with their badge at the check-in
- Your logo presented in the welcome and break-time presentation in all rooms

Package price:  
€ 4,800

plus production costs

EXCLUSIVE

## » SPONSORING OF THE POWER STATION

- You will present our power station for smartphones and tablets where the participants will find all common charging cables
- Your company is presented with your logo in the virtual event platform as sponsor of the power station
- One roll-up / flying banner next to the power station
- The power station is branded with your logo and a claim

Package price:  
€ 3,200

plus production costs

EXCLUSIVE



Valid for Germany: additional VAT applies to all prices listed.



By e-mail to: alex.woidich@springernature.com

» **YES, WE WOULD LIKE TO TAKE PART AS AN EXHIBITOR IN THE 11<sup>TH</sup> INTERNATIONAL ENGINE CONGRESS (27<sup>TH</sup> – 28<sup>TH</sup> FEBRUARY 2024) IN BADEN-BADEN, GERMANY**

<input type="checkbox"/> Net stand area 6 sqm	€ 3,650	<input type="checkbox"/> Banner virtual event platform	€ 2,500
<input type="checkbox"/> Net stand area 8 sqm	€ 4,250	<input type="checkbox"/> Widget Large virtual event platform	€ 1,500
<input type="checkbox"/> Net stand area 10 sqm	€ 4,850	<input type="checkbox"/> Widget Medium virtual event platform	€ 950
<input type="checkbox"/> Net stand area 12 sqm	€ 5,450	<input type="checkbox"/> 1x direct message	€ 1,200
<input type="checkbox"/> Complete stand area 6 sqm	€ 4,700	<input type="checkbox"/> Seat Drop: Keynote	€ 2,800
<input type="checkbox"/> Complete stand area 8 sqm	€ 5,650	<input type="checkbox"/> Seat Drop: Break Out Session	€ 1,800
<input type="checkbox"/> Complete stand area 10 sqm	€ 6,600	<input type="checkbox"/> 4 banners Staircases	€ 4,500
<input type="checkbox"/> Complete stand area 12 sqm	€ 7,550	<input type="checkbox"/> 2 banners Staircases	€ 2,800
<input type="checkbox"/> Special area car presentation	€ 2,800		

- Fascia board lettering (company name) for complete stand only: (max. 20 characters)  
 ▶ For an additional charge, the fascia can be designed individually, e.g. with company logo.

- Exhibitor passes for booth personnel: \_\_\_\_\_ piece(s) (€ 350 each)

▶ Congress participants do not require an additional exhibitor pass.

» **WE ARE INTERESTED IN A SPONSORSHIP OF THE 11<sup>TH</sup> INTERNATIONAL ENGINE CONGRESS (27<sup>TH</sup> – 28<sup>TH</sup> FEBRUARY 2024) IN BADEN-BADEN, GERMANY**

<input type="checkbox"/> Gold-Sponsor	€ 12.900,-	<input type="checkbox"/> Sponsor Evening event	€ 6.900,-
<input type="checkbox"/> Silber-Sponsor	€ 9.500,-	<input type="checkbox"/> Sponsor Coffee breaks / Lunches	€ 4.900,-
<input type="checkbox"/> Bronze-Sponsor	€ 7.300,-	<input type="checkbox"/> Sponsor Lanyards	€ 4.800,-
		<input type="checkbox"/> Sponsor Power Station	€ 3.200,-

- Please prepare an individual offer for us, taking into account the following preferences / additional services:

**Do you still have questions? We will assist you.**

Mr. Alex Woidich  
 E-Mail: alex.woidich@springernature.com  
 phone: +49 611 7878 206

PLEASE ALSO  
 COMPLETE PAGE 2

By e-mail to: [alex.woidich@springernature.com](mailto:alex.woidich@springernature.com)

## Company information

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Title /first name / name

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Company / Institute

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Street, nr.

---

ZIP code, city

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Country

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Phone

---

E-mail

## Billing address (if different to above address)

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Company

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Street, nr.

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ZIP code, city

---

Country

With our registration, we agree to accept the general terms and conditions of Springer Fachmedien Wiesbaden GmbH.

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Place/ date

Signature / company stamp

Our general terms and conditions apply (please see appendix).

**Do you still have questions? We will assist you.**

Mr. Alex Woidich  
E-Mail: [alex.woidich@springernature.com](mailto:alex.woidich@springernature.com)  
phone: +49 611 7878 206

**Springer Fachmedien Wiesbaden GmbH**  
Abraham-Lincoln-Str. 46  
65189 Wiesbaden, Germany

**General terms and conditions for exhibitors and sponsors of the International Engine Congress hosted by ATZlive and VDI Wissensforum GmbH (hereinafter referred to as “the organizer”)**

## 1. CONTRACT

### 1.1. Contractual partner

The contractual partner (hereinafter referred to as “the organizer”) is Springer Fachmedien Wiesbaden GmbH (ATZlive), which organizes the International Engine Congress in cooperation with VDI Wissensforum GmbH.

### 1.2. Admission

Companies and institutions whose exhibits contribute to the illustration or completion of the subject matter involved are admitted. The organizer decides on the admission of companies, institutions and exhibits. There is no legal entitlement to admission.

### 1.3. Conclusion of contract

Admission as an exhibitor is confirmed in writing. It is only valid for the exhibitor named. The contract between the exhibitor and the organizer is concluded when confirmation of admission is sent by post.

## 2. WITHDRAWAL AND NON-PARTICIPATION

### 2.1. Right of the organizer to withdraw

The organizer is entitled to withdraw from the contract if admission was given on the basis of false assumptions or incorrect information or the basis for admission is later no longer the case.

### 2.2. Withdrawal and non-participation of sponsor

A sponsor is entitled to withdraw from the contract before the first services are performed by the organizer. If cancellation occurs at a later date, the participation fee must be paid in full. The same applies if the sponsor uses services from the sponsoring package, regardless of the reasons for this.

### 2.3. Withdrawal and non-participation of exhibitor

An exhibitor is not entitled to withdraw from the contract or reduce the stand area. If the exhibitor fails to occupy the stand area allotted to him and the organizer is not able to rent it to another exhibitor, the exhibitor shall pay 50 % of the participation fee. If the exhibitor announces his non-participation 30 or less working days before the date of the event, he shall pay the full participation fee nevertheless.

## 3. SUBJECT MATTER OF CONTRACT

### 3.1. Scope of contract

The services performed by the organizer and the services expected of the exhibitor in return are described in detail for the exhibitor / sponsoring package involved.

### 3.2. Exclusivity

The organizer is entitled to conclude further contracts with sponsors unless the exclusivity of a service included in the sponsoring package is explicitly confirmed by the organizer.

### 3.3. Handing services on to third parties

It is not permitted to hand on individual or all services in the sponsoring package performed by the organizer to third parties, either for a charge or free of charge.

## 4. USE OF THE STAND AREAS

### 4.1. Allocation and change of stand area

If the area allocated is not available for a reason for which the organizer is not responsible and another equivalent area can be provided, the exhibitor is not entitled to a refund or a reduction of the participation fee.

### 4.2. Co-exhibitors and joint stands

It is not permitted to hand over an allotted stand or parts of it to third parties, either for a charge or free of charge.

### 4.3. Setup and design of stands

Setup and design of the accompanying specialist exhibition are subject to the binding specifications for stand placing, overall height of stands, setting up times etc. of which the organizer notifies the exhibitor/sponsor. These specifications are communicated approx. 4 to 6 weeks before the event and are part of the contract. The relevant legal provisions and administrative regulations are binding for the exhibitor.

### 4.4. Technical services

All technical installations must be coordinated with the organizer. It is not permitted for installations to be carried out by the exhibitor's own technicians. If the exhibitor/sponsor does not comply with this clause, he will be held responsible for any damage caused. Connections, machines and equipment which are not permitted or do not comply with the relevant provisions can be removed at the exhibitor's expense.

### 4.5. Setup and dismantling

The setting up and dismantling of the exhibits as well as the equipping and designing of the stand must be carried out by the exhibitor unless specified otherwise in the information on the accompanying specialist exhibition. If no other agreements are made in individual cases, the exhibits must be set up, dismantled and transported away before the date specified in the contract. In certain cases, the organizer is entitled to provide for the dismantling of the stand and the storage of the exhibits at the exhibitor's expense. The stand rented by the exhibitor must be returned in its original condition. Passenger car presentations are always made without stand construction or other advertising measures in the immediate surroundings of the vehicle. Exceptions are only permitted in coordination with the organizer and must be applied for in writing.

## 5. INSURANCE

Insurance against damage and theft of objects exhibited must be taken out by the exhibitor himself.

## 6. VISITORS

During the event, visitors are only permitted to attend the accompanying specialist exhibition if they are wearing a name badge issued by the organizer. Name badges are issued for all participants, company spokesmen, stand personnel, sponsors and accredited press representatives following the necessary booking procedure. Exceptions are only permitted in coordination with the organizer and must be applied for in writing.

## 7. CONDITIONS OF PAYMENT

Invoicing is carried out after the event. Invoices shall be paid at the latest 14 days after receipt of the invoice. After this, the exhibitor/sponsor is considered to be in default of payment without a reminder on our part being required.

## 8. CANCELLATION OR ALTERATION OF AN EVENT

### 8.1. Cancellation

If the organizer cannot hold the exhibition due to force majeure or for any other reasons, he shall inform the exhibitor/sponsor of this immediately. This removes the entitlement to payment of the stand rental fee, but the organizer can send an invoice for the expense entailed by work he was commissioned to carry out.

### 8.2. Postponement

If the organizer is in a position to hold the event at a later date, he shall inform the exhibitor/sponsor of this immediately. The exhibitor/sponsor is entitled to cancel his attendance on the altered date within one week after receiving this notification; in this case he is entitled to a refund of the stand rental fee.

## 9. LIABILITY

The organizer is liable for damage, including damage caused by the cancellation or abbreviation of an event provided that the damage is deliberate or is based on gross negligence. If cardinal obligations are infringed (i.e. essential obligations whose infringement endangers the achievement of the purpose of the contract or whose fulfillment makes the correct performance of the contract possible in the first place and in the fulfillment of which the exhibitor/sponsor regularly puts his trust), the organizer is also liable for slight negligence; then, however, the liability is limited to the foreseeable damage typical for the contract. Moreover, the organizer is liable, even in the case of slight negligence, for loss of life, physical injury or damage to health or if he gave a guarantee. Liability in accordance with product liability law remains unaffected by this. If the liability is ruled out or restricted (see above), this also applies for the personal liability of employees, representatives and assistants.

## 10. FINAL PROVISIONS

### 10.1. Assertion of claims

Claims of the exhibitor/sponsor against the organizer must be made within 3 months and must be made before a court of law within a maximum of a further 3 months.

### 10.2. Written form

All additional agreements, individual permits and special arrangements require written confirmation on the part of the organizer. Withdrawal from the contract must be declared in writing. Waiver of the requirement of the written form is only possible via an express written declaration.

### 10.3. Place of performance, legal venue, applicable law

If the exhibitor/sponsor is a merchant, the legal venue for all mutual obligations is Wiesbaden. The laws of the Federal Republic of Germany apply.