



# **EXHIBITORS' and SPONSORS' MANUAL**

**5-8 October - Lecce (Italy)**

## WHY BE THERE?

TCN CAE 2005 is the most important European meeting focused on CAE, virtual prototyping and associated technologies. The event follows previous CAE conferences that enjoyed notable success, including the 2002 meeting in Stezzano (Bergamo) dedicated to “Virtual prototyping today: industrial impact and future trends’ and the 2003 meeting held at the splendid Forte Village Resort in Sardinia in the form of the First International Conference on CAE and Computational Technologies for Industry. The 2005 event is therefore the second International conference in a prestigious series of proven standing.

The success of the previous conferences and the high expectations they have raised ensures a significant return on investment for both exhibitors and exhibitors in 2005.

### Ten Good Reasons for Being There

1. **High profile:** TCN CAE 2005 is the CAE event of the year in Italy and your company can benefit from the high media profile it will enjoy.
2. **Visibility:** TCN CAE 2005 is a four-day event, but its impact will be felt well beyond the conference itself thanks to the distribution of the Proceedings and the influence of the event over time
3. **International stature:** the TCN CAE 2005 exhibition is an international shop window for the leaders in the field. A TCN CAE 2005 exhibitor is a synonym of quality.
4. **Know and be known:** make immediate contact with the representatives of Italian and European organisations operating in numerous industrial sectors. Command a visibility that until now has been unknown to your organisation.
5. **Win new clients:** TCN CAE 2005 is an opportunity to touch base with clients, companies and partners you already know, but it is also a golden opportunity to meet new potential clients and present your products and services.
6. **Buying opportunities:** visitors can test products and talk directly to your experts throughout the conference: a valuable opportunity for hands-on evaluation and purchase decisions.
7. **Read the market:** the conference sessions deal with various CAE sectors, illustrating existing technologies and comparing industrial needs with the development trends in numeric technologies and software and hardware products. This provides a fundamental knowledge base to meet the your customers needs and direct your company’s marketing efforts.

8. **Build strategic partnerships:** TCN CAE 2005 is the ideal place to meet new organisations, compare resources and objectives and initiate new strategic partnerships.
9. **Enjoy maximum cost/benefit:** being at TCN CAE 2005 extends your market reach while reducing your promotional spend. Make the most of the medium that delivers a highly selected audience and enjoy much higher returns on your investment than from conventional advertising.
10. **Explore other opportunities...** in addition to the exhibition, TCN CAE 2005 offers you other interesting forms of promotion and sponsorship for you company.

Exhibition booking details and sponsorship information is given below.

---

## EXHIBITION

---

### BOOKING YOUR STAND

The exhibition will take place in the entrance to the Convento di San Domenico fuori le mura, the conference centre.

The entrance area is the natural meeting point for both delegates and visitors, and will be used for coffee breaks and pre-lunch drinks, as well as for serving refreshments.

The standard stand area is 9 square metres and may be rented ready dressed or without dressing.

#### Exhibition space rental costs

**Exhibition space only: Euro 3.000 + VAT at 20 %.**

**Exhibition space with complete stand, one table and three chairs: Euro 5.000 + VAT at 20 %.**

Electricity supply is included in both types of exhibition space rental.

Each exhibitor will have one free pass to the conference and one copy of the Proceedings

### BOOKING AND PAYMENT

The booking deadline is 1st September 2005. The Booking Form is to be presented together with a copy of the bank transfer attesting the full payment of the rental due. The TCN Consortium reserves the right to close bookings prior to 1st September 2005 in the case of all the exhibition space being sold before that date.

## Payment details

### Payment is to be made to:

Account name: TCN S. Cons. s.r.l.

Address: Via Malfatti, 21, 38100 Trento, Italy

### Bank:

Name of bank: CASSA RURALE DI TRENTO

Address : Via Don Sordo 3, Trento

Curent account number: 03/304330

IBAN: IT35 S 08304 01804 000003304330

BBAN: S 08304 01804 000003304330

Swift code CCRTIT2T6A

ABI 08304, CAB 01804

Please send a copy of the bank transfer document to:

Mr. Carlo Madaschi

Consorzio TCN

Fax: (0039) 035 362970

Tel: (0039) 035 368711

[tcncae@consorziotcn.it](mailto:tcncae@consorziotcn.it)

## **EXHIBITION BOOKING FORM**

Exhibitors and sponsors are invited to post their company profile directly on the conference site. A copy of this text, which should not be longer than 250 characters and should be in English and Italian, is to be sent together with any logo/images to the conference organiser together with the bank transfer document.

## SPONSORSHIP AND OTHER PROMOTIONAL OPPORTUNITIES

---

The following forms of sponsorship are available:

- Promotional page on the conference site (max 250 words, company logo, 1 image)
- Logo on the conference note pad
- Logo and short profile (200 words) in the final conference programme
- Logo and live links to the company site plus a company html page published in the CD-rom containing the Proceedings
- Full page advertisement in the paper edition of the Proceedings
- Logo printed on the conference banner.

Other advertising and sponsorship opportunities and advertising media are available, as well as coffee breaks, working lunches, dinners, etc. and these can be agreed with the conference organisers.

**The cost of sponsorship is Euro 2.500 + VAT at 20 %**

### BOOKING AND PAYMENT

Bookings have to be received by 1st September 2005 together with a copy of the bank transfer attesting the full payment of the rental due. The TCN Consortium reserves the right to close bookings prior to 1st September 2005 in the case of all sponsorship opportunities being taken before that date.

### Payment details

Payment is to be made to:

Account name: TCN S. Cons. s.r.l.

Address: Via Malfatti, 21, 38100 Trento, Italy

Bank:

Name of bank: CASSA RURALE DI TRENTO

Address : Via Don Sordo 3, Trento

Current account number: 03/304330

IBAN: IT35 S 08304 01804 000003304330

BBAN: S 08304 01804 000003304330

Swift code CCRTIT2T6A

ABI 08304, CAB 01804

Please send a copy of the bank transfer document to:

Mr. Carlo Madaschi

Consorzio TCN

Fax: (0039) 035 362970

Tel: (0039) 035 368711

[tcncae@consorziotcn.it](mailto:tcncae@consorziotcn.it)

## **SPONSORSHIP BOOKING FORM**

---

### **CONFERENCE ORGANISER**

Mr. Carlo Madaschi

Consorzio TCN

Via Galimberti, 1

21124 Bergamo

Italy

Tel. (0039) 035 368711

Fax 0039) 035 362970

[tcncae@consorziotcn.it](mailto:tcncae@consorziotcn.it)