



SPONSORSHIP OPPORTUNITIES

8th MIRA International Vehicle Aerodynamics Conference
October 2010

The items listed below are just some of the sponsorship opportunities available at the 8th MIRA International Vehicle Aerodynamics Conference. All sponsorship packages are suggestions and new ideas are welcome. All packages include, in addition to the benefits shown, acknowledgement in the final programme. Please note that prices are exclusive of VAT.

To discuss any sponsorship opportunities please contact:

Tanya Davidson, Event Organiser Tel: + 44 (0)24 7635 5290
Fax: +44 (0)24 7635 8290
Email: tanya.davidson@mira.co.uk

Conference Delegate Pack

An enduring method of reaching all delegates, whilst also capturing the important after sales readership.

The papers and final information for delegates are contained within a branded folder and circulated to all delegates at the event. A lasting reminder of the event, which will be used time and time again. Conference proceedings are sold through MIRA's Automotive Information Centre and outlets worldwide with access to the ISBN database. This is a joint branding opportunity with MIRA Ltd.

Price: £2,000 (€2900)

Benefits: Logo and statement of support on the front cover of the folder
Acknowledgement of sponsorship in opening and closing address of the conference
One free exhibition space

Stage Set

Promote your brand to specialised audience

A stage set will be provided and erected in conference area where all the conference sessions will be held. Sponsors will enjoy high profile branding for the duration of the event. This is a joint branding opportunity with MIRA Ltd.

Price: £3000 (€4350)

Benefits: Logo included on the set
Acknowledgement of sponsorship in opening and closing address of the conference
One free exhibition space
One complimentary delegate place



SPONSORSHIP OPPORTUNITIES

8th MIRA International Vehicle Aerodynamics Conference
October 2010

Conference Banquet –13th October

Sponsor the most high profile and prestigious aspect of the conference

All delegates are invited to attend the banquet free of charge, ensuring maximum participation in this memorable aspect of the conference. Drinks and canapés are served to delegates in the comfort of the exclusive function room, followed by dinner. Hosting the evening is an ideal opportunity to network and develop business relationships. Additionally, one of your senior colleagues may wish to attend the conference dinner to highlight your organisations support. Transport home will be provided to ensure everyone can relax and enjoy the evening.

Price: £2,500 (€3625)

Benefits: Logo on the invitations & menus
Opportunity to provide a speaker to say a few words of welcome
Acknowledgement of sponsorship in opening and closing address of the conference
One free exhibition space
Two complimentary places for the evening

Lunches

Raise the profile of your company whilst delegates relax over lunch

A buffet lunch will be served to all attendees in the exhibition area on both days. Hosting lunch is ideal for networking informally and developing business relationships.

Price: £1,000 per day (€1450)

Benefits: Logo on the lunch tickets
Acknowledgement of sponsorship in opening and closing address of the conference
One complimentary delegate place

Refreshments

Reach the delegates throughout the duration of the conference

On both days refreshments will be served to all delegates in the exhibition area. You may wish to utilise corporate branded sugar, or serviettes.

Price: £1,000 to cover all refreshment breaks (€1450)

Benefits: Branding at the serving points
Acknowledgement of sponsorship in opening and closing address of the conference
One complimentary delegate place



SPONSORSHIP OPPORTUNITIES

8th MIRA International Vehicle Aerodynamics Conference
October 2010

Signage

Highlight your brand from the very outset, because first impressions count.

Directing delegates in the conference centre requires clear signage. Sponsors will enjoy high profile branding for the duration of the event.

This is a joint branding opportunity with MIRA Ltd.

Price: £500 (€725)

Benefits: Logo on all signs

Acknowledgement of sponsorship in opening and closing address of the conference

Two complimentary Evening Reception & Dinner places.

Display Advertising in Conference Proceedings

An enduring method of reaching all delegates, whilst also capturing the important aftersales readership.

The conference proceeding will carry a small number of advertisements from participating companies relevant to the aerodynamics community.

Price: £400 (€580) per page.

Benefits: A cost effective clear channel to convey your message to a highly select international audience. The proceedings are issued with an ISBN and registered with the British lending library. The proceedings are actively sold to an international audience after the event, enabling advertisers to extend the reach of their message beyond the conference delegation to a wider audience. To connect with an equivalent number of key decision makers using general automotive trade press would require insertions in key magazines around the world, costing many tens of thousands of pounds.