



37th

INTERNATIONAL CAE
CONFERENCE
AND EXHIBITION

HYBRID EVENT

VICENZA, ITALY
17-19 NOVEMBER

2021

ORCHESTRATING
DIGITAL
TRANSFORMATION
THROUGH
SIMULATION

Channelling Technology, Processes and People
for Sustainable Competitive Advantage

**EXHIBITION
OPPORTUNITIES**

A zero-emissions event

The 37th edition of the International CAE Conference and Exhibition features an interesting initiative: a collaboration with the organization PHORESTA Onlus to offset the event's CO₂ emissions.

PHORESTA Onlus is a non-profit public benefit organization that strives to achieve the parameters of the Kyoto Protocol. Its main objective is to reduce the atmospheric concentration of CO₂, one of the major causes of global warming.

Offsetting is one of the tools used: it allows CO₂ emitters to calculate their emissions and then purchase carbon credits to that amount from others who have generated them through forestry projects.

This same formula has been adopted by PHORESTA for the International CAE Conference and Exhibition (to be held in Vicenza from 17 to 19 November 2021).

Anyone who participates in the event as a SPONSOR will be compensated for the CO₂ emissions generated by their travel. To this end, PHORESTA will offer the validated carbon credits it has available as a result of the FORESTA Project being undertaken with the Monterano Reserve in Roma (RM), Italy.

After the event, sponsors will receive a certificate demonstrating their adherence to the project as part of the International CAE Conference and Exhibition 2021.



PHORESTA®
PLANTING YOUR BREATH

WHY EXHIBIT?

The hybrid event allows exhibitors to meet with participants in person, while also being able to reach the even **wider engineering and industrial community in the global market** via the virtual component.

- + Participants **can interact with the speakers and exhibitors** both in person and virtually, thus **customizing their attendance** and participation in the most convenient way for them.
- + Exhibitors will have access to different levels of **granular information** about the participants, in respect of the European GDPR regulations.
- + Research consortia can interact both with visitors and with the agencies promoting research.
- + Meet **managers and decision makers** from a **variety of industry sectors** around the world including aerospace, defense, energy, oil&gas, automotive, manufacturing, construction, and consumer goods.
- + Network with the **major industry bodies and associations, research institutions, research consortia and technology competence centers** from across Europe and the globe.
- + **Position your organization** in your country, your region or internationally, according to your business and technology objectives.



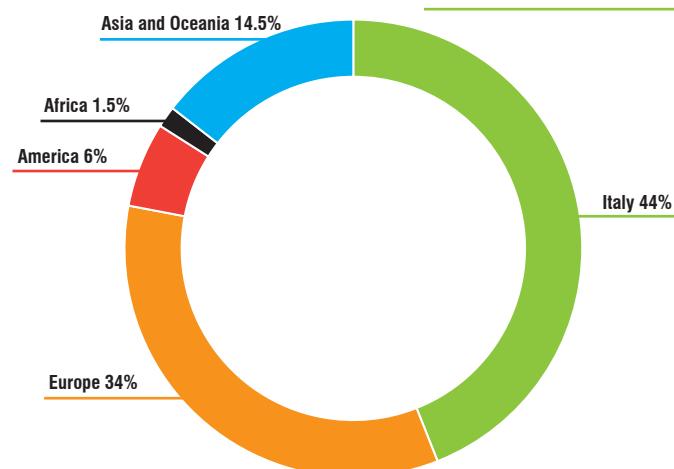
For its 37th edition, the International CAE Conference and Exhibition is becoming a **hybrid event**, so you can finally return to **meeting in person** while simultaneously taking advantage of all the benefits that a remote event offers:

- + greater geographic coverage
- + interaction
- + visibility
- + participation

WHO ATTENDED IN 2020?

Participants by:

geographic region



industrial sector

| | |
|-----|------------------------------------------|
| 19% | Automotive and Transport |
| 14% | Aerospace and Defense |
| 11% | Energy and Utilities |
| 11% | Industrial Machinery and Heavy Equipment |
| 8% | Process Industries |
| 7% | Medical Devices |
| 6% | Consumer Products and Retail |
| 6% | Electronics and Semiconductors |
| 6% | Marine |
| 5% | Service Industries |
| 7% | Other |

role

| | |
|-----|--------------------------|
| 34% | CAE Analyst |
| 15% | University Professor/PhD |
| 12% | R&D |
| 10% | Design Engineer |
| 6% | Technical Director |
| 5% | Executive |
| 5% | Project Manager |
| 2% | Owner |
| 2% | Production Staff |
| 2% | Quality Manager |
| 1% | Supply Chain Manager |
| 6% | Other |



EXHIBITION OPPORTUNITIES

The hybrid format offers interesting new opportunities for sponsors to reach and engage with customers and prospects, and new partners and collaborators across the world. There are physical stands of different dimensions combined with virtual booths and there are some virtual-only packages for exhibitors unable to travel or physically participate due to Covid restrictions or infections.

We have listed some “vanilla” suggestions for sponsorships, but because we know how important it is to stand out from the crowd at an exhibition, we encourage you to think big and make your exhibition stand as dynamic, interesting, and interactive as you wish to capture the attention and engagement of visitors by letting them try out your technologies and offer them opportunities to get hands on or test drive and experience the possibilities.

For any special requirements you have regarding space, equipment or fittings, or connectivity to make your exhibition area interactive, original, and captivating, the organizers are happy to be of assistance. Talk to the exhibition organizers to design a unique package that meets your particular marketing objectives and wow the participants.

PLATINUM EXHIBITOR

10.500 € | Early Bird (deadline July 30th, 2021) **9.500 €**



→ Logo visibility

and recognition as a **Platinum Exhibitor** on all communication channels (website, newsletters, press releases, social media)

→ 8x8 Platinum stand including:

- + Booth with logo graphics
- + Electrical material
- + Furniture: 1 desk, 1 stool, 9 chairs, 3 tables
- + 1 x 55" Monitor

→ Virtual Platinum Booth

on Swapcard platform:

- + Content: logo, description, products/services, video
- + Easily collect and gather leads' contact details.
- + Direct chat and video call
- + Analytics

→ Your own event:

- + 2-hour event (1 hour, 55 minutes actual presentation time)
- + A venue for 80 people with:
 - + a LED wall
 - + video controls
 - + sound system
 - + technical assistance
- + Live stream on the Swapcard platform
- + Replay on demand on the Swapcard platform

The allocation of booths will take place upon receipt of a signed contract and purchase order, or full payment. The Organizers reserve the right to limit requests from exhibitors, for any reason.

To discuss your requirements, contact us at:

exhibition@caeconference.com
+39 049 7705 311 | +39 345 599 7814

GOLD EXHIBITOR

7.500 € | Early Bird (deadline July 30th, 2021) **6.500 €**



→ Logo visibility

and recognition as a **Gold Exhibitor** on all communication channels (website, newsletters, press releases, social media)

→ 8x4 Gold stand including:

- + Booth with logo graphics
- + Electrical material
- + Furniture: 1 desk, 1 stool, 6 chairs, 2 tables
- + 1 x 55" Monitor

→ Virtual Gold Booth

on Swapcard platform:

- + Content: logo, description, products/services, video
- + Easily collect and gather leads' contact details.
- + Direct chat and video call
- + Analytics

→ Your own event:

- + 1-hour event (1 hour, 55 minutes actual presentation time)
- + A venue for 80 people with:
 - + a LED wall
 - + video controls
 - + sound system
 - + technical assistance
- + Live stream on the Swapcard platform
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SILVER EXHIBITOR

4.500 € | Early Bird (deadline July 30th, 2021) **3.500 €**



→ Logo visibility

and recognition as a **Silver Exhibitor** on all communication channels (website, newsletters, press releases, social media)

→ 4x4 Silver stand including:

- + Booth with logo graphics
- + Electrical material
- + Furniture: 1 desk, 1 stool, 3 chairs, 1 table
- + 1 x 40" Monitor

→ Virtual Silver Booth

on Swapcard platform:

- + Content: logo, description, products/services, video
- + Easily collect and gather leads' contact details.
- + Direct chat and video call
- + Analytics

The allocation of booths will take place upon receipt of a signed contract and purchase order, or full payment. The Organizers reserve the right to limit requests from exhibitors, for any reason.

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VIRTUAL-ONLY GOLD EXHIBITOR *

5.000 € | Early Bird (deadline July 30th, 2021) **4.000 €**



→ Logo visibility

and recognition as a **Gold Exhibitor** on all communication channels (website, newsletters, press releases, social media)

→ Virtual Gold Booth

on Swapcard platform:

- + Content: logo, description, products/services, video
- + Easily collect and gather leads' contact details.
- + Direct chat and video call
- + Analytics

→ On-site remote booths

- + On-site remote booths with monitors and tablets where participants physically present at the event can visit the virtual exhibitor booths, make video calls and chat with the virtual exhibitors.

→ Your own event

- + 1-hour event (1 hour, 55 minutes actual presentation time)
- + A venue for 80 people with:
 - + a LED wall
 - + video controls
 - + sound system
 - + technical assistance
- + Live stream on the Swapcard platform
- + Replay on demand on the Swapcard platform

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VIRTUAL-ONLY SILVER EXHIBITOR *

2.500 € | Early Bird (deadline July 30th, 2021) **2.000 €**



→ Logo visibility

and recognition as a **Silver Exhibitor** on all communication channels (website, newsletters, press releases, social media)

→ Virtual Silver Booth

on Swapcard platform:

- + Content: logo, description, products/services, video
- + Easily collect and gather leads' contact details.
- + Direct chat and video call
- + Analytics

→ On-site remote booths

- + On-site remote booths with monitors and tablets where participants physically present at the event can visit the virtual exhibitor booths, make video calls and chat with the virtual exhibitors.

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ADDITIONAL EQUIPMENT



CHAIR 1
15,00 € + VAT



STOOL 1
20,00 € + VAT



CHAIR 2
15,00 € + VAT



STOOL 2
20,00 € + VAT



CHAIR 3
15,00 € + VAT



STOOL 3
20,00 € + VAT



CHAIR 4
15,00 € + VAT



TABLE 1
50,00 € + VAT



ARMCHAIR
100,00 € + VAT



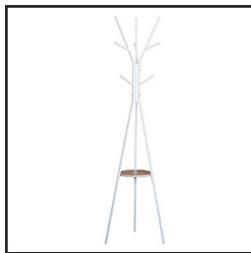
TABLE 2
50,00 € + VAT



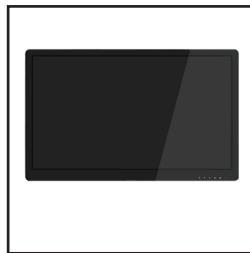
COUCH - 2 SEATER
150,00 € + VAT



COFFEE TABLE
40,00 € + VAT



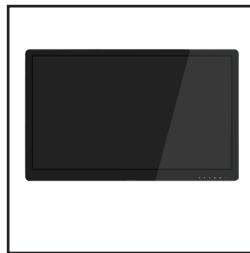
COAT RACK
35,00 € + VAT



TV MONITOR – 40"
250,00 € + VAT



BROCHURE HOLDER
20,00 € + VAT



TV MONITOR – 55"
400,00 € + VAT



150W LED HEADLIGHT
30,00 € + VAT



LED WALL 2,5 x 1,5 meters
2.000,00 € + VAT



BIN
10,00 € + VAT



LED WALL 3,5 x 2 meters
2.500,00 € + VAT



POWER STRIP
25,00 € + VAT



LED WALL 4 x 2,50 meters
3.200,00 € + VAT





INFOLINE

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www.caeconference.com