



**Audio
Engineering
Society**

2024 AES 5th International Conference on Automotive Audio

Vendor Best Practices Guide

UNI3 BY GEELY | GOTHENBURG, SWEDEN | JUNE 26-28, 2024



Table of Contents

Agenda.....Page 3

Important Dates.....Page 4

Sponsor Levels.....Page 5-11

Vendor Booth Staff Registration.....Page 12

Hotel Vendor Blocks.....Page 13

Shipments.....Page 14 - 15

Electrical Orders.....Page 16

Furniture and Audio Visual Orders.....Page 17 - 18

Food & Beverage Orders.....Page 19 - 20

Vehicle Instructions.....Page 21 - 24

Additional Information.....Page 25 - 27

Schedule At A Glance

(as of April 24th, Final Schedule TBD)

Tuesday, June 25		
Vendor Registration Open	TBD	Main Entrance, Pumpgatan 1
Sponsor Load in	8:00 AM – 5:00 PM	Theatre
Vehicle Load In	8:00 AM – 2:00 PM	Theatre
Wednesday, June 26		
All Day: Technology & Car Demos		
Registration	8:00 AM – 9:00 AM	Main Entrance, Pumpgatan 1
Sessions/ Workshops	9:00 AM – 12:00 PM	Auditorium, Meeting Rooms
Lunch	12:00 PM – 2:00 PM	Theatre
Sessions/ Workshops	2:00 PM – 5:00 PM	Auditorium, Meeting Rooms
Happy Hour	5:00 PM – 6:00 PM	Theatre

Thursday, June 27		
All Day: Technology & Car Demos		
Registration	8:00 AM – 9:00AM	Main Entrance, Pumpgatan 1
Sessions/ Workshops	9:00 AM – 12:00 PM	Auditorium, Meeting Rooms
Lunch	12:00 PM – 2:00 PM	Theatre
Sessions/ Workshops	2:00 PM – 5:00 PM	Auditorium, Meeting Rooms
Happy Hour/ Banquet	5:00 PM – 8:00 PM	Theatre/Cafeteria
Friday, June 28		
All Day: Technology & Car Demos		
Sessions/ Workshops	9:00 AM – 12:00 PM	Auditorium, Meeting Rooms
Lunch	12:00 PM – 2:00 PM	Theatre
Sessions/ Workshops	9:00 AM – 12:00 PM	Auditorium, Meeting Rooms
Vendor Load Out	4:00 PM – 9:00 PM	Theatre

Important Dates

Item	Date
Electrical Orders Due	May 20
Food & Beverage Orders Due to Hotel	May 20
Furniture and AV Order Deadline	May 20
Sponsor Videos Due	May 20
Sponsor Staff Registration Due	May 31
Sponsor Attendee Registration	June 7
Advance Shipments accepted	June 17 – June 25
Vehicle Load In	June 25
Vehicle Load Out	June 28

Sponsor Levels – Inclusive of Booths

EMERALD SPONSOR - \$10,000

Main major sponsor of our AES Automotive Audio Event with announcement during opening of the AES Automotive Audio Event

2-minute video to run during breaks in between conference Sessions.

Logo in primary location on the AES Automotive Audio Event website (front page) and in event literature

Company profile, contact details, logo, and link to your website on the specific 'sponsoring partner' tab of the website

Logo on invitations, reminder and follow-up emails (subject to date of agreement)

Space for logo/advert (rollup/poster) during event in the conference room, foyer, or demo/exhibition space

Complimentary 20 sqm (15x15ft) exhibitor space for demo car and booth (excluding standard technical equipment)

First choice of exhibitor space location at the event

Option to have several demo cars for test drive outside the event

A 10-minute speaking slot in the conference room during one of the breaks, included in conference program

Option to include one printed literature or a giveaway in the Automotive Audio gift bag, presented to all delegates

Access for (3) staff members for the conference

Additional staff access offered at a discounted rate

Sponsor Levels – Inclusive of Booths

PLATINUM SPONSOR - \$6,000

Main sponsor of our AES Automotive Audio Event incl. optional announcement during opening of the AES Automotive Audio Event

2-minute video to run during breaks in between conference Sessions.

Logo on the AES Automotive Audio Event website (front page) and in event literature

Company profile, contact details, logo, and link to your website on the specific 'sponsoring partner' tab of the website

Logo on invitations, reminder and follow-up emails (subject to date of agreement)

Space for logo/advert (rollup/poster) during event in the conference room, foyer, or demo/exhibition space

Complimentary 12 sqm (11x11ft) exhibitor space for demo car or booth (excluding standard technical equipment)

Option to have two demo cars for test drive outside event for conference participants to experience

A 10-minute speaking slot in the conference room during one of the breaks, included in conference program

Option to include one printed literature or a giveaway in the Automotive Audio gift bag, presented to all delegates

Access for (2) staff members for the conference

Additional staff access offered at a discounted rate

Sponsor Level – Inclusive of Booths

GOLD SPONSOR - \$5,000

Logo on the AES Automotive Audio Event website (front page) and in event literature

Logo on reminder and follow-up emails (subject to date of agreement)

2-minute video played during breaks. These are limited to first in sponsors (3 videos per session)

Space for logo/advert (rollup/poster) during event in the conference room, foyer, or demo/exhibition space

Complimentary 10 sqm (10x10ft) exhibitor space for demo car or booth (excluding standard technical equipment)

Option to have one demo car for test drive outside event

Option to include one printed literature or a giveaway in the AES Automotive Audio gift bag, presented to all delegates

Access for (2) staff members for the conference

Additional staff access offered at a discounted rate

Sponsor Level – Inclusive of Tabletop

SILVER SPONSOR - \$3,000

Logo on the AES Automotive Audio website (front page) and in event literature

Space for logo/advert (rollup/poster) and small table 2 sqm (3x6 ft) during event in the conference room, foyer or demo/exhibition space

Logo on reminder and follow-up emails (subject to date of agreement)

Option to include one printed literature or a giveaway in the AES Automotive Audio gift bag, presented to all delegates

Access for (1) staff member for the conference

Sponsor Level – Inclusive of Tabletop

BRONZE SPONSOR - \$1,000

Logo on the AES Automotive Audio website (front page) and in event literature

Space for logo/advert (rollup/poster) and small table 2 sqm (3x6 ft) during event in the conference room, foyer or demo/exhibition space

Logo on reminder and follow-up emails (subject to date of agreement)

Option to include one printed literature or a giveaway in the AES Automotive Audio gift bag, presented to all delegates

Sponsor Level – No Product Display

SOCIAL HOUR SPONSOR - \$10,000

Sponsoring stage for live music and meet and greet cocktail hour

Banners and marketing, giveaways at the banquet evening

Short announcement at the banquet

Logo on the AES Automotive Audio website (front page) and in event literature

Logo on reminder and follow-up emails (subject to date of agreement)

Option to include one printed literature or a giveaway in the AES Automotive Audio gift bag, presented to all delegates

Access for (2) staff members for the conference

Additional staff access offered at a discounted rate

Sponsor Level – No Product Display

BANQUET EVENING SPONSOR - \$10,000

Sponsoring the banquet dinner menu choices

Banners and marketing, giveaways at the banquet evening

Short announcement at the banquet

Logo on the AES Automotive Audio website (front page) and in event literature

Logo on reminder and follow-up emails (subject to date of agreement)

Option to include one printed literature or a giveaway in the AES Automotive Audio gift bag, presented to all delegates

Access for (2) staff members for the conference

Additional staff access offered at a discounted rate

Sponsor Booth Staff Information

- **Registration** – Please register all sponsor staff by May 31st
 - **Form:** [AES Sponsor Registration](#)
 - Complete form to submit attendee information. Please do this by May 31st to ensure your attendees are confirmed.
 - Please register all vendor booth staff through the form linked above
 - Sponsor descriptions listed in Pages 5-11 include the number of people you may register.
 - If you would like to purchase an additional passes for sponsor booth staff, please reach out to **Amanda Pomerantz** at amanda.pomerantz@hq.aes.org.

Hotel Information

Clarion Hotel The Pier

5 Pumpgatan, 41755, Gothenburg
200 m from AES Event Location
Walking Distance: 2min

Radisson Blu Riverside Hotel

Lindholmspiren 4, 41756, Gothenburg
700 m from AES Event Location
Walking Distance: 10min

Public Transport (door to door): 6min

[Book here](#) and use promo code "705470"
for a discount

Quality Hotel 11

Maskingatan 11, 41764, Eriksberg
3 km from AES Event Location
Public Transport (door to door): 14min

Scandic Goteborg Central

Vikingsgatan 7, 41104, Goteborg
3.2 km from AES Event Location

Public Transport (door to door): 17min

Use promo code "PRO10SE" when booking
for a 10% discount off flex rate

Dialog Hotel Villan

Sjoportsgatan 2, 41764, Eriksberg
2.9 km from AES Event Location

Public Transport (door to door): 15min

Email info@dialoghotels.se and
mention promo code "AES"

Direct to Show Shipments

Direct to Uni3 Shipments

- Please note you may be responsible for tracking down your own shipments upon arrival
- Shipments cannot arrive before Friday June 17
- Packages shipped to Uni3 must go to the loading dock and should be addressed as follows:

AES Automotive Audio
Attention: Uni3 Conference & Events
Uni 3
Planet Street 4
417 55 Gothenburg

Hold For: (Your Organization's On-Site Representative Name)

- Shipping Contact: Conference & Events +46 10-204065

Return Shipments

- Please note you will be responsible for managing any shipments that must go out from Uni3 post-conference
- Shipments must depart from Uni3 BEFORE Monday, July 1.
- Packages must be clearly marked with a return label. Please connect with a representative from Uni3 to confirm the drop off location.

Electrical Orders

- Once you've finalized your electrical needs, please email the order to **Ashleigh Yelovich** at Ashleigh.Yelovich@hq.aes.org.
 - Please include the following information:
 - Electrical Requirements with the quantity needed
 - Any special instructions
 - **Orders must be made through AES. AES will share the charges with each sponsor and will create an invoice to billback all rental charges. Prior to ordering any rentals, AES will need written acknowledgement that the sponsor understands they will be responsible for ALL additional rental charges incurred within their booth space.**
- Special electrical orders will **NOT** be accepted after **May 20, 2024**.
- Important Information: [Travel Adaptors for Sweden](#)

Furniture and Audio Visual Orders

Special Furniture and AV orders will **NOT** be accepted after **May 20, 2024**.

Exhibition	Price SEK excl VAT
Sponsor kit (including 1 standing table, 2 chairs, and a power strip)	425
Conference table 120 cm x 70 cm	200
Standing table including sock	300
Chair	200
Bar chair	200
Power strip (includes taping)	150
Laptop	1440
TV-screen 55"	4200

Furniture and Audio Visual Orders

- Once you've finalized your selections, please email the order to **Ashleigh Yelovich** at Ashleigh.Yelovich@hq.aes.org.
 - Please include the following information:
 - Furniture OR AV Item with the quantity needed
 - Date and Time needed for **EACH** order
 - Any special instructions or requests
 - **Orders must be made through AES. AES will share the charges with each sponsor and will create an invoice to billback all rental charges. Prior to ordering any rentals, AES will need written acknowledgement that the sponsor understands they will be responsible for ALL additional rental charges incurred within their booth space.**
- Special furniture and AV orders will **NOT** be accepted after **May 20, 2024**.

Food & Beverage Orders

Special Food and Beverage orders will **NOT** be accepted after **May 20, 2024**.

Food & beverages	Price SEK excl VAT
Drink coupon (alcohol including beer, wine, sparkling wine)	84
Sparkling water 33 cl can	30
Still water 33 cl can	30
Coca cola 33 cl can	30
Coca cola zero 33 cl can	30
Coffee/tea	30 (per person)
Candy wrapped in paper, 1 kilo	200
Chips	320 (different flavors in small bags)
Cinnamon bun	42
Cheese sandwich	42
Homemade smoothie	46

Food & Beverage Orders

No outside food and beverage will be allowed in the venue.

All product must be ordered and purchased through the venue.

- Once you've finalized your selections, please email the order to **Ashleigh Yelovich** at Ashleigh.Yelovich@hq.aes.org.
 - Please include the following information:
 - Food & Beverage Item with the quantity needed
 - Date and Time needed for **EACH** food & beverage order
 - Any special instructions or requests
 - **Orders must be made through AES. AES will share the charges with each sponsor and will create an invoice to billback all rental charges. Prior to ordering any rentals, AES will need written acknowledgement that the sponsor understands they will be responsible for ALL additional rental charges incurred within their booth space.**
- Swedish Alcohol Laws are slightly different. If you were hoping to have a bar in your booth space, please let Ashleigh know as soon as possible to discuss additional costs and options.
- Special Food and Beverage orders will **NOT** be accepted after **May 20, 2024**.

Vehicle Transport

- Each sponsor is responsible for transporting their vehicle to and from the university. Below are a couple options that you can reach out to for assistance and/or guidance on transporting your vehicle.
 - Innofleet - www.innofleet.de
 - Richard Ruff - mail@innofleet.de
 - Car Advance - <https://www.caradvance.de/>
- Please send the following transport information to Ashleigh Yelovich at Ashleigh.Yelovich@hq.aes.org
 - Arrival Date/Time
 - Onsite Contact Name, email, phone number
 - Shipment Information
 - Will you require parking?

Vehicle Load In Instructions

Load In Schedule

- AES will create and send out a timeline for vehicle load in. Each sponsor will receive their load-in timeslot and instructions by the end of May.
 - It will take approximately 30 minutes to move a vehicle from the loading dock to the assigned booth space

Load In Location

- Vehicles must arrive at the below location 15 minutes prior to their scheduled vehicle load-in timeslot. Maps can be found on Page 23.

Uni 3, Planetgatan 4

Planet Street 4

417 55 Gothenburg

Vehicle Load In Instructions

The **red circle** below is where you will need to go for vehicle load in.



Vehicle Load In Instructions

Transferring Vehicles

- Once the vehicle has arrived to the facility, it must be moved by Uni3 staff within the building
- Electric Vehicles may be driven within the facility.
- Hybrid vehicles may be driven on electricity within the facility
- Gas powered vehicles will need additional specifications. Please share the type of gas the car runs on with Ashleigh Yelovich at Ashleigh.Yelovich@hq.aes.org.

Load Out

- Load Out will begin promptly after the conference ends on June 28th. The Uni3 staff will assist with getting the vehicles out of the building.

Additional Information

Load In

- Small items, that can be hand carried, that are needed for your booth or tabletop may be brought through the main entrance, Pumpgatan 1.
- Note: You cannot park here; unload quickly and move the vehicle away.

Booth Setup

- Signage and booth décor may not be higher than 8 ft tall
- All booth décor, product sampling, games, etc. must stay within the designated booth space. Items may not extend into the aisle.
- Please keep the aisle in front of and to the side of your booth clear.

Additional Information

- **For Sponsor Packages that get a 2-Minute Video:**
 - Materials are due by **5/20/24**
 - **Resolution:** 1920x1080 HD, 16:9 ratio
 - **Video duration:** 2 minutes
 - Video can have sound
- We strongly recommend videos be recorded and submitted in **MP4 encoding (with H.264 compression)**. We will accept other typical video formats and resolutions (M4V, MOV, AVI).
- Email the video file to amanda.roman@wearemci.com
 - If needed, we can provide our file transfer uploading information if unable to send the file via email.

Additional Information

- **Table Dimensions for Booths and Tabletops**
 - **Table 1**
 - Length: 120 cm
 - Width: 70 cm
 - Height: 73,5 cm
 - **Table 2**
 - Length: 140 cm
 - Width: 70 cm
 - Height: 73,5 cm