

SafetyWeek

The Future of Automotive Safety

May, 24 - 27, 2011

City Hall Aschaffenburg, Germany

Information for Exhibitors and Sponsors

SafetyUpDate

Knowledge Congress for Automotive Safety



SafetyExpo

Trade Show for Active and Passive Safety



Cooperation Forum Driver Assistance Systems

Sensors - Data Fusion - Applications



PAM-CRASH Forum 2011

Virtual Performance Solutions



Human Modelling and Simulation in Automotive Engineering



CrashTesting 2011

Learn from the Leaders in Crash and Safety Testing



Humanetics Dummy Forum

Advances in Dummy Technology



Welcome

SafetyWeek 2011 - Knowledge, Innovations and Networks

Like nowhere else the **SafetyWeek** is the place where the full spectrum of active and passive automotive safety is presented. The unique combination of knowledge congress, thematic events and trade show brings participants and visitors up-to-date in the latest developments and technologies. Both on safety products and systems as well as on enabling technologies for development.

Moreover, **SafetyWeek** is the ideal place to establish and maintain your network. Experts from all over the world use the **SafetyWeek** since 2003 for their discussions and the exchange of information.

SafetyWeek 2011 in Aschaffenburg will again feature many highlights:

- the 9th Knowledge Congress **SafetyUpDate**
- the **Cooperation Forum Driver Assistance System** - organized by Bayern Innovativ
- new in 2011: **PAM-CRASH Forum**
- new in 2011: **Crash Testing Forum**
- the 3rd **Humanetics Dummy Forum**
- the international Symposium on **Human Modelling in Automotive Development**
- the Trade Show **SafetyExpo**
- the networking event **SafetyXchange** with a keynote by K. Kompaß, Head of vehicle safety at BMW Group

Be part of the **SafetyWeek** 2011 and benefit from the significance of this meeting point for the automotive safety world. With your sponsoring or display you will reach the top experts of the global automotive safety industry.



Rainer Hoffmann
CEO & President carhs.training gmbh



Susanne Großkopf
General Manager Seminars & Events

The Success Strategy

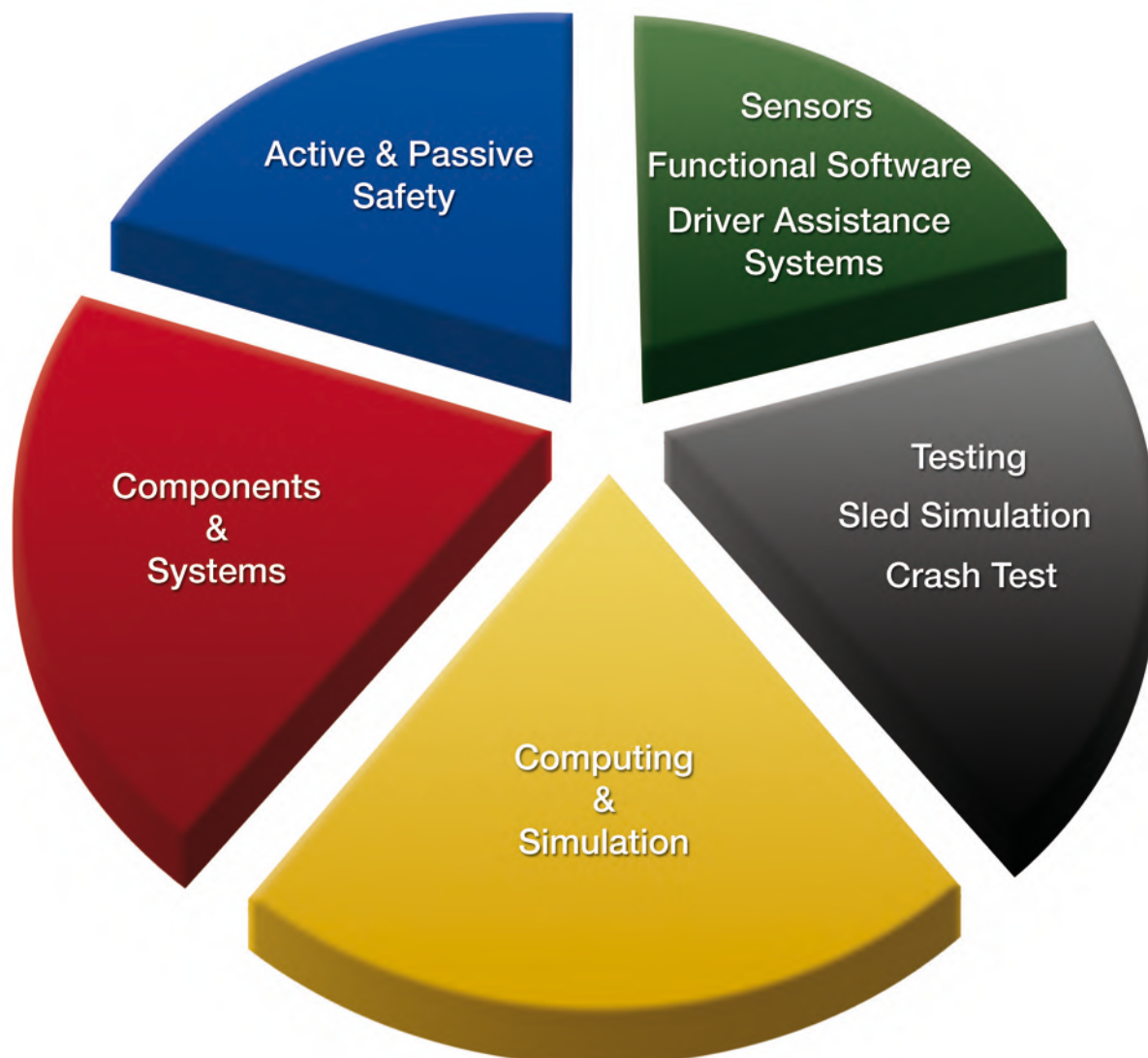
Active and passive automotive safety with depth

Only at the **SafetyWeek** everything is centered around automotive safety.

Protecting the human body in an accident: This has been at the center of the safety developments during the last 50 years and it will continue to dominate automotive safety engineering in the future.

Technologies, which avoid accidents or reduce their severity have the potential to make the **vision of accident free mobility** a reality. Already today, the progress in sensors and functional software enables solutions which could not even be dreamt of a few years ago and the speed of development is further increasing.

The **SafetyWeek** is the platform for the full spectrum of technologies and products for the future automotive safety and its engineering.



The Events of the SafetyWeek

The meeting point for the automotive safety world

The thematic events of the **SafetyWeek** are visited by more than 1.000 experts every year. The events are grouped by themes to allow the visitors to get the most benefit out of their time at the SafetyWeek.

Tuesday May, 24	Wednesday May, 25	Thursday May, 26	Friday May, 27
	SafetyUpdate	SafetyUpdate	
	PAM-CRASH Forum	PAM-CRASH Human. Model.	Human Modelling
CrashTesting Forum	Humanetics Dummy Tech.		
	ISO 26262	Coop. Forum Driv. Assist. Syst.	
	SafetyExpo		

* subject to change

This is what our customers have to say:

„I value the SafetyUpDate Knowledge Congress for its continuity and its concept: important expert knowledge relevant and concise. There is no other place where I can get such expert knowledge so fast and in high quality. The SafetyUpDate is ‚must‘ for all specialists in automotive safety.“

„It was a great SafetyWeek!
Congratulations and stay with the concept.“

„Passive Safety short and concise,
everything you need to know - simply great!“



The Networking Platform

The meeting point for the automotive safety industry

Automotive Safety is of worldwide relevance. The negative sides of growing mobility are showing up in particular in the emerging markets. The interest and the need for improving automotive safety is significant. Meet the experts of the worldwide automotive safety industry at the **SafetyWeek**.

After the big success of a Malaysian delegation participating at the **SafetyWeek** 2010, we are planning a visit of a group of **Brazilian** safety experts for 2011. Brazil has a high demand for safety knowledge and technologies due to the new safety legislation and the introduction of Latin NCAP in 2010.



partner country 2011: Brazil

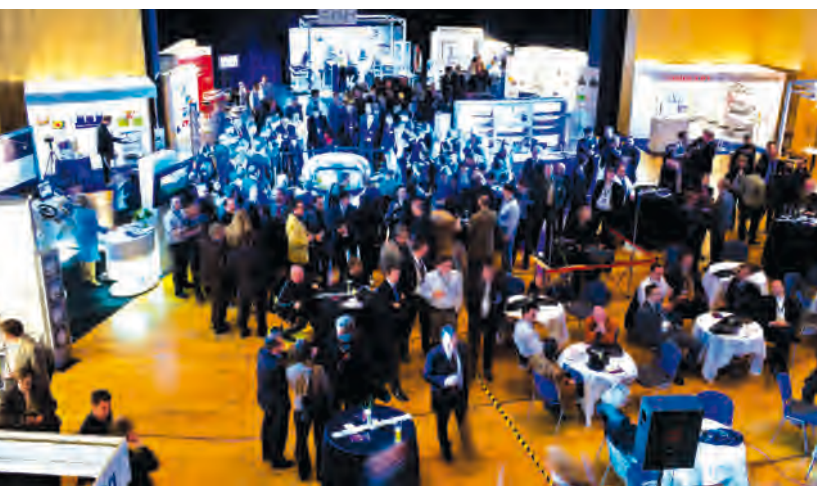
SafetyXchange

Infotainment and Networking

SafetyXchange is the common and central evening event at SafetyWeek. It is open to all participants of the thematic events with whom you will be able to talk and to interact.

Mr. Klaus Kompass, Head of Safety at BMW Group will deliver a keynote address to open the evening and spark interesting discussions.

Seating tables, bistro tables, multiple buffets as well as beer and cocktail bars allow for movement and exchange of the participants and make the **SafetyXchange** the yearly highlight of the **SafetyWeek**.



Our Exhibition Offering

SafetyExpo in the middle of all events

SafetyExpo is the exhibition and exchange platform for the **SafetyWeek**. The catering for all thematic events and the common evening event are staged in the central exhibition area.



All-inclusive Exhibition Price without hidden costs

Already included in the booth price are:

- Stall (2 x 3 m) with table and 2 chairs
- Banner with your company name
- Floor carpet in the color of your choice
- all marketing costs (Flyer, internet presence, poster etc.)
- Floor plan and your company profile on www.safetyweek.de (with link to your homepage)
- Free exhibition tickets for your customers
- Paid parking for one car per day in the city hall
- Electricity costs for your booth (230 V/ 400 V) / W-LAN
- Garbage collection and cleaning
- 2 tickets for the evening event SafetyXchange

all for only **1.900.- Euro** plus VAT.

Optionally:

- only floor space (without booth) 1.500.- Euro plus VAT.
- larger spaces on demand



Our Sponsor Offering

More value for your company and your employees

Our sponsor offering is different! Because your employees will benefit, too. Our sponsoring packages place your company into the right spotlight and create a knowledge margin for your employees to get them prepared for the future challenges in automotive safety.

Offering	Platinum	Gold	Silver	Bronze
Your Logo on all marketing material	x	x	x	x
Your Logo and Link on www.safetyweek.de & www.carhs.de	x	x	x	x
Your company portrait with logo on the SafetyUpDate	1 page	1/2 page	1/4 page	-
Your logo in a presentation during breaks of SafetyUpDate & SafetyXchange	x	x	x	-
Free seats at SafetyUpDate (incl. SafetyXchange) each valued at <u>1.290,-</u> EUR	4	2	1	-
Additional free tickets for SafetyXchange valued at 95,- EUR each	4	2	1	1
Discount for further tickets for SafetyUpDate & SafetyXchange	15%	10%	5%	-
Discount on exhibition booth	15%	10%	5%	-
Package Price in EUR (plus VAT.)	6.900,-	4.900,-	3.700,-	2.500,-

More Sponsorship Offering	Price in EUR (plus VAT)
Supplement in the presentations folder of SafetyUpDate 1 CD or a flyer up to 10 pages	800,-
Your Logo on the speaker's desk during SafetyUpDate	800,-
Flag Sponsor - Your own flag on the square in front of the city hall (max. 2 sponsors)	800,-
Host Sponsor for SafetyXchange Official host sponsor for the evening event, 10 min speech time, your logo on menue, 5 tickets to SafetyXchange	2.900,-

Further sponsoring offerings upon request.

Your contact person for exhibition / sponsoring:
 Susanne Großkopf
 Tel. 06023-964063
 susanne.grosskopf@carhs.de

Registration

Fax +49 6023 96 40 70

We hereby order the following exhibition / sponsoring packages for SafetyWeek 2011:

Company	<input type="text"/>
Name	<input type="text"/>
Department	<input type="text"/>
Street / P.O. Box	<input type="text"/>
City, ZIP, State Country	<input type="text"/>
Telephone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>
P.O. No.	<input type="text"/>
Date, Signature	<input type="text"/>

Offering	Package				Exhibition	
	Platinum	Gold	Silber	Bronze	Booth complete	Booth only floor space
Price in EUR (plus VAT)	6.900,-	4.900,-	3.700,-	2.500,-	1.900,-	1.500,-
Please tick the appropriate package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other sponsoring offerings	Price in EUR (plus VAT)	
Supplement in the presentations folder of SafetyUpDate 1 CD or a flyer up to 10 pages	800,-	<input type="checkbox"/>
Your Logo on the speaker's desk during SafetyUpDate	800,-	<input type="checkbox"/>
Flag Sponsor - Your own flag in the square in front of the city hall (max. 2 sponsors)	800,-	<input type="checkbox"/>
Host Sponsor for SafetyXchange Official host sponsor for the evening event, 10 min speech time, your logo on menue, 5 tickets to SafetyXchange	2.900,-	<input type="checkbox"/>
Please tick the appropriate package		<input type="checkbox"/>

Terms & Conditions:

We reserve the right to cancel or to postpone the event. In the event of cancellation we will reimburse all paid fees. The exhibitor/sponsor commits to pay the fees within 30 days after invoicing. The Sponsor supplies its logos in printable resolution in due time before printing of the program flyers and proceedings of the conference. If the sponsor fails to deliver the material requested in due time then carhs.training is not obliged to include the material. In this case carhs.training will not refund the sponsoring fee or any part of it. The sponsor also supplies the necessary information to link its home page to conference announcements on the web site of carhs.training. The sponsor names the persons who can participate to the conference free of charge as agreed in this offer no later than 10 days before the start of the conference. It is not permitted to transfer the exhibition space or any part of it to third parties against payments or for free without the agreement of carhs.training. carhs.training can not be held liable for damage or theft. Insurance against damage or theft has to be taken by the exhibitor.