IEEE

# AVVC 2027

IEEE International Automated Vehicle Validation Conference

# Sponsor Prospectus

London, UK
April 13-15, 2027

IEEE INSTRUMENTATION & MEASUREMENT SOCIETY

IEEE

# Exhibitor and Sponsor Prospectus

IEEE and IMS (Instrumentation & Measurement Society) are collaborating to implement the IAVVC (International Automated Vehicle Validation Conference) in 2027 as an in-person event, with the goal of expanding global reach, leveraging digital and cyberphysical platforms and to mitigate the risk of pandemic-driven travel restrictions.

IAVVC 2027 will take place in London, UK, bringing together researchers, industry experts, policymakers, and standardization engineers from around the world. This in-person event is designed to offer a unique blend of global and local engagement, where participants can connect both on-site and digitally. With a diverse range of demonstrators from academia and industry, IAVVC will provide an ideal platform to showcase new ideas and innovative approaches. Through virtual and live system demonstrations, participants will experience firsthand the latest advancements, fostering a comprehensive exchange of ideas across disciplines.

IEEE IAVVC 2027 is an event to promote the dialogue between academia, industry and regulators with respect to the connectivity and synergy between automated and electrified vehicles and infrastructure. Industry innovations, results of academic research and new policy frameworks and standards developments will be discussed and showcased at the conference to inspire new product and process developments.

What will set this conference apart from others is the interaction of participants and exhibitors across transportation, technology, and academic sectors. Key opportunities include:

- Combination of virtual and physical technology demonstrations
- Localized exhibition content explained by experts which have regional market knowledge
- Cross-regional dialogue on research and technology trends
- Substantial improved reach to international experts from the support locations

The details of the conference are provided at: **iavvc.org**

## Official Conference Dates

**April 13-15, 2027**

## Conference Location

Imperial College London
Exhibition Rd, South Kensington
London SW7 2AZ, United Kingdom

**London, United Kingdom**

# Sponsoring Opportunities

IEEE IAVVC 2027 offers industry leaders different options for engagin with the conference as a sponsor and exhibitor, depending whether you are thinking more in a global or a regional scope:

| Benefits | Diamond | Platinum | Gold | Silver | Demo |
|---|---|---|---|---|---|
| Conference Dinner Sponsor | ✔ | | | | |
| F1 car display | ✔ | | | | |
| Welcome Reception | | ✔ | | | |
| Coffee Break Sponsor | | | ✔ | | |
| Conference registrations | 10 | 5 | 4 | 1 | |
| Dinner guests | 10 | 5 | 4 | | |
| Speaking Opportunity | Keynote (technical content) | Panel Participation, 2-Minute Pitch | Panel Participation, 2-Minute Pitch | 2-Minute Pitch | 2-Minute Pitch |
| Physical exhibition in conference Exhibit Hall on September 30 to October 2 (6' tabletop space) | ✔ | ✔ | ✔ | ✔ | |
| Dedicated Email distributions to attendee list | 3 | 2 | 1 | | |
| Listed as exhibitor/sponsor on conference website, PDF program, proceeding, marketing, emails | ✔ | ✔ | ✔ | ✔ | |
| | **$50,000** | **$25,000** | **$10,000** | **$5,000** | **$500** |

** All rates are shown in USD*

**Contact Information**

To reserve your spot, email **Liz Davis** at **ldavis@conferencecatalysts.com** by Monday, December 1, 2026.

# Sponsor Application/Contract

Application is hereby made to International Automated Vehicle Validation Conference (IAVVC 2027)(hereinafter termed "Exhibit Management") for sponsor and exhibit options at the above named conference. This Application when accepted by Conference Management, together with the Rules and Regulations as listed on the following pages, will constitute your contract with Conference Management as indicated by the Conference Chair's signature on this Application or acknowledgment by email.

## Sponsoring Options

☐ Diamond ☐ Platinum ☐ Silver ☐ Gold ☐ Demo

## Additional Options

☐ Full-Page ad ☐ Half-Page ad

1. Please read this contract carefully and print or type all information requested.
2. Complete, sign and send to:

**Liz Davis**
Conference Manager
IEEE IAVVC 2027
ldavis@conferencecatalysts.com
+1 (352) 872-5544 Ext 158
+1 (352) 835-0680

## Company Information

Company Name

Mailing Address

City State Zip Code Country

Phone Web

**I have read and agree to the terms and conditions of this contract.**

Print Name Title

**SIGNATURE** Date

## Contact Information

Name Email

Phone Fax

Mailing Address
*(If different from above)*

City State Zip Code Country

# Exhibit Space & Sponsor Application/Contract (continued)

## Payment Information

☐ Bank Transfer ☐ American Express ☐ Visa ☐ MasterCard

☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ ☐☐☐☐ ☐☐/☐☐

Card Number Security Code* Expiration Date

* The Credit Card Security Code, or Card Code, is a three- or four-digit security code that is printed on the back of credit cards (or on the front for American Express cards) in reverse italics in the card's signature panel.

Billing Address

City State Zip Code Country

## Exhibitor

We prefer **NOT** to be located near the following companies:

Above positioning cannot be guaranteed.

**SIGNATURE** Date

All payment information will be kept strictly confidential. Credit card payment will be used only once and destroyed after processing. Contact **Liz Davis** (Conference Catalysts, LLC) at **ldavis@conferencecatalysts.com** for complete payment info.

# Terms and Conditions

## Exhibit Space Assignment and Allocations

It is understood that Exhibit Management reserves the right, in the interests of optimum traffic control and exhibit exposure, to relocate those exhibits which may be affected by a change in the floor plan. Such change would not be made unless deemed absolutely necessary. Exhibit Management also agrees to advise exhibitors and service contractors if such change is necessary. Exhibit Management determination with respect to assignment of exhibit space is to be binding on all parties.

## Allocations and Cost

The cost of individual exhibits is indicated on the contract. Exhibit management will assign exhibits according to the date the application was received and to applicant's sequence of choices, in the event applicant's choices of exhibit spaces is not available. Exhibit management will assign other space, with the understanding that applicant may accept or refuse in writing this assignment, immediately afterward. If desired, the applicant may provide Exhibit Management with a list of competitors whose assignment should not be near that of the applicant. Exhibit Management will observe such requests, within the bounds of reason.

## Exhibitors

Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Exhibit Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturer's representatives and/or distributors must list their participating principals as the exhibitors of record.

## Personnel and Attire

Exhibit Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of exhibitors and the exhibition. Further, exhibitors expressly agree that they and their personnel will not entertain in the private rooms in the official venue during business hours of the conference and exhibition.

## Employment Exhibits

Exhibits for the purpose of soliciting prospective employees, or employee-recruiting activity of any kind is specifically prohibited.

## Exhibits and Appliances

Common sense governs the kind of exhibits permitted at the Exhibition. Attractive, informative and attention-getting exhibitions are encouraged. Exhibition dimensions shall generally conform to exhibit practices of the country in which the Exhibition is held, and specific dimensions and restrictions shall be specified in the Official Exhibitors' Kit supplied by Exhibit Management. In no event however, shall any exhibit interfere with any neighboring exhibit in the judgment of Exhibit Management. The exhibitor shall not display in his exhibit any products not described on the Application for exhibit space.

## Sound Level and Odors

Mechanical or electrical devices, which produce sound and/or objectionable odors, must be operated so as not to prove disturbing to other exhibitors. Exhibit Management reserves the right to determine the acceptable sound level and odors in all such instances.

## Electrical & Decoration Services

Electrical wiring or power and decorator services are available only through the Official Electrician (as designated by Exhibit Management) and the Official Decorator (as designated by Exhibit Management). Further information will be issued later.

## Electrical Fittings and Electricity Supply

Lighting, lighting mains, power plugs, power mains and motors are available at charges listed in the exhibitor kit. The exhibitor may provide his own electrical fittings, and they shall be installed by the Official Contractors (as designated by Exhibit Management) at reasonable charges, an estimate of which shall be give to the exhibitor beforehand.

## Photography

The photographic rights for the Exhibition are reserved to Exhibit Management, and photography in the Exhibition required by exhibitors can be farmed out at moderate charges by the Official Photographers (as designated by Exhibit Management) if desired. Exhibitors wishing to make their own arrangement for the photographing of their exhibit must apply to the Exhibit Management, whose permission shall not be unreasonably withheld.

## Advertising Matter

The Exhibitor may, at his discretion, distribute handbills or other printed advertising matter from his exhibit. In the event of any complaint resulting from such distribution, the matter shall be referred to Exhibit Management for disposition.

# Terms and Conditions (continued)

## Cancellations

It is agreed that in event of cancellation, Exhibit Management shall have the right to retain as a cancellation fee all amounts then paid by exhibitor (and due from him) up to the time of cancellation pursuant to the "Billing and Schedule of Payments" section of the Application for Exhibit Space.

## Shell Scheme or Rental Display Cancellations

In the event of a cancellation for the construction of a shell scheme structure or rental display, full refund of any monies paid for such construction shall be made, provided the cancellation is filed with Exhibit Management at least ten (10) business days prior to the first day of the Exhibition.

## Exhibitors Management Responsibility

Exhibit Management agrees to render reasonable assistance to exhibitors, to keep them informed, to provide them with available promotional material for their own use, including complimentary exhibit passes, to present a technically competent program of events, and to promote attendance of the Exhibition through accepted means of advertising, public relations, publicity, direct mail, etc. Each exhibitor will receive application blanks for exhibitor badges for his own qualified personnel in attendance at the exhibit.

## Liability

Exhibit Management and all organizations and individuals who are employed by or associated with it in connection with this Exhibition will not be responsible and shall be held harmless by all exhibitors for damage or loss resulting from fire, theft or any other cause whatsoever, including accident or injury to exhibitors, their employees and agents, the public and others. The exhibitor agrees to pay promptly for any and all damages to the exhibition building or its equipment incurred through carelessness or otherwise of exhibitor or his employees or agents.

## Electrical Safety

All wiring on displays or display features must conform to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and or such other seals of official approving agencies as may be required at the site of the exhibition.

## Safety and Fire Laws

Exhibitors must strictly observe all applicable fire and safety laws of the venue. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits is forbidden. Crowding will be restricted. Exhibits may not block aisles and fire exits. No decorations of paper, pine boughs, leafy decorations or tree branches are allowed. Acetate and most rayon drapes are not flameproof, and may be prohibited. No storage behind exhibits is provided or permitted.

## Losses

Exhibit Management cannot take responsibility for damage to exhibitor's property or lost shipments either coming in or going out nor for moving costs. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for exhibit space rental. Exhibitors are advised to insure against these risks.

## Termination and Exhibition

In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Exhibit Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Exhibit Management under the application (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Exhibit Management, said Application and/or the Exhibition or any part thereof, may be terminated by Exhibit Management. Exhibit Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Exhibition (or any part thereof) as aforesaid, then Exhibit Management shall not be liable to the exhibitor other than for a prorated refund of such exhibitor's space price payment determined on the basis of the number of exhibit days remaining. For purposes hereof, the phrase "cause or causes not reasonably within the control of Exhibit Management " shall include, but not by way of limitation, fire casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, government restraints, restraints or orders of civil defense or military authorities, act of public enemy, not of civil disturbance, strike, lockout, boycott or other labor disturbances, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain or condemnation, requisition or commandeering of necessary supplies of equipment, local, state or Federal law, ordinances, rule, order, decree or regulation, whether legislative, executive or judicial and whether constitutional or unconstitutional, or Act of God.