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Sponsorship Opportunities 2012

ECG is the Association of European Vehicle Logistics which brings together around 100 of the leading European vehicle logistics operators in the field of finished vehicle transport - via road, rail, deep sea, short sea, inland waterways - also vehicle storage, handling and value-added workshop activities (from PDI to refurbishing, from fitting out to fleet preparation) as well as quality control and damage inspection.

With an aggregate direct turnover in excess of 16.2 billion euros, an overall fleet numbering 373 car carrying ships, 13,000 rail wagons, 17,600 road car transporters, 22 river barges and more than 1.2 billion square metres in port and inland compounds, ECG members directly employ more than 64,700 people in the wider geographical region of Europe. The indirect turnover generated by the sector stands at more than 34 billion euros.

ECG was founded in 1997 as a non-profit making organisation and over the years has developed to become a common platform for the entire outbound Automotive Logistics sector. The primary role of ECG is to represent the interests of the sector on the European scene and to work with all interested parties including Logistics Service Providers (LSPs), Original Equipment Manufacturers (OEMs), other associations and anyone with an interest in the sector to improve efficiency through harmonisation, standardisation and the application of technology.

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SPONSORSHIP BENEFITS

Sponsorship opportunities with ECG give you access to key decision makers across the vehicle logistics industry. We organise major European events, more local regional events and have other communication opportunities such as the weekly newsletter 'ECG News'. This is read by some 1,500 people across the industry from LSPs to OEMs to suppliers to the industry as well as other interested parties. If your interest is in reaching people in the finished vehicle logistics sector tell us what you are trying to achieve and we will work with you to create a sponsorship package that meets your requirements.

PERMANENT SPONSORSHIP

For a small annual fee you can become a 'permanent' sponsor of ECG. If you are not entitled to join the Association but want to become 'one of the family' then this is a great place to start. It is a rolling agreement that renews each year and the benefits include:

- your company logo on the ECG website www.ecgassociation.eu with a click through to your own company's website
- you are able to join the Spring Congress & General Assembly (only open to members, guests and sponsors) and pay only the 'members rate'
- you pay the 'members rate' to attend the annual ECG Conference
- your company will be given the opportunity to publish articles and press releases (max. 150 words) in the weekly newsletter 'ECG News', which is circulated to the ECG members, Sponsors, LSPs, OEMs and others. You can use this medium to explain your business policies and services. Your company can include a maximum of one article every two months unless otherwise agreed. (ECG retains the right to edit the articles as we feel is appropriate)
- you get the opportunity to join appropriate Working Groups organised by ECG
- ECG will work with you to develop other opportunities to enhance your visibility in the marketplace
- All this for €3,500 per year



ECG SPRING CONGRESS & General Assembly

The Spring Congress is based around the formal annual meeting of the members of the Association and in 2012 will take place in Copenhagen, Denmark in May. (Full details not available at the time of going to press). Attendees comprise senior people from the member companies of ECG, sponsors (of course!), invited guests who are often senior politicians relevant to our sector and journalists who cover the industry. The format comprises a formal session on the Thursday afternoon before a dinner in the evening. On Friday morning the Congress takes place. There are lots of excellent networking opportunities throughout the event.

On the following pages you will find details of the 3 standard sponsorship packages we offer, but we are happy to discuss with you tailoring these to your exact requirements.

Day One

- General Assembly in the afternoon
- Cocktail reception and welcome dinner including the graduation ceremony of the ECG Academy

Day Two

- Spring Congress
- Lunch concludes the formal proceedings
- Many stay on for a social programme and informal dinner

ECG SPRING CONGRESS - PACKAGES

Premium Sponsor - Main Sponsor - Co-Sponsor

All sponsorship packages include the following branding:

Sponsor logo credits at events on signage, banners and in related publicity material and publications

- Your company's logo will feature prominently on our website. www.ecgassociation.eu is popular with the membership and viewed regularly by industry, journalists and your potential customers
- Pre-event e-mail marketing opportunities
- Your company's logo will be on the front page of the Conference brochure
- ECG will provide you with space for an exhibition stand in the main foyer outside the conference room.
- Your company will be given the opportunity to submit articles for publication in the weekly ECG News, which is circulated to the ECG Membership, Sponsors, LSPs, OEMs and clients. You can use this medium to explain your business policies and services. (ECG retains the right to edit the text).

ECG SPRING CONGRESS Premium Sponsor - € 29,000

- Limited to one premium sponsor at any event to ensure exclusivity
- ECG will work closely with you to provide the maximum possible exposure for your company
- The company logo will be printed on all relevant event documents and signs
- You will be host of the gala dinner with the option to deliver a short welcome message
- Corporate identity within dinner venues (to be supplied by sponsor)
- Prime locations for exhibition stand space
- Acknowledgement of the sponsorship in the ECG President's opening and closing remarks
- The company logo printed on the delegates bags
- Possibility to have a formal presentation in one of the sessions
- 1 - 2 pages about your company inserted in all delegates bags
- Three complimentary delegate places
- Additional delegates pay only the ECG member rate
- Full page advertisement in the event brochure
- One advertisement per month in ECG News circulated to a mailing of 1,500 readers
- Permanent advertising on the ECG website, starting two weeks after signing the agreement, until the end of the year

ECG SPRING CONGRESS

Main Sponsor - € 12,000

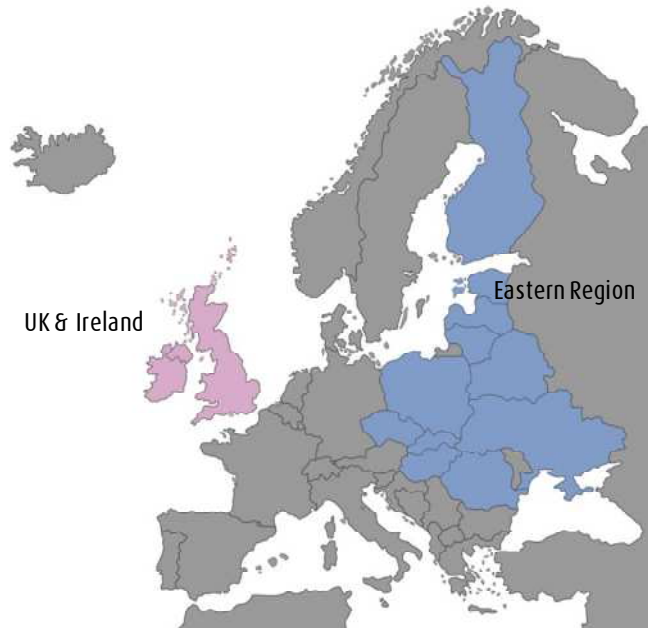
- Limited to an absolute maximum of four main sponsors per event
- The company logo will be printed on all relevant event documents
- Sponsor can be linked to supporting items and events such as: transportation, lunches, conference materials, gifts
- Prime location for exhibition stand space
- Insert in delegate bags
- Two complimentary delegate places
- Additional delegates pay only the ECG member rate
- Half page advertisement in the event brochure

- Exhibition stand space
- The company logo will be printed on all relevant event documents
- One complimentary delegate place
- Additional delegates pay only the ECG member rate
- 50 word company profile in the conference brochure



The annual ECG Conference is held each October and will be in Prague in 2012, 11/12th October. This is the largest gathering of finished vehicle logistics professionals in Europe and is an event not to be missed.

Management of the **ECG Conference** is outsourced to Ultima Media, the publishers of Automotive Logistics and Finished Vehicle Logistics magazines, and a professional organiser of automotive logistics conferences around the globe. If you are interested in sponsorship opportunities please go to www.ecgconference.com

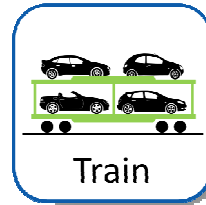
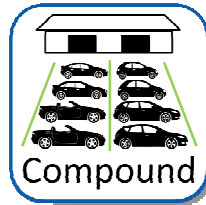
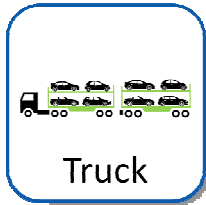


At present ECG hosts **Regional Meetings** 2/3 times per year in each of two regions – these are ‘UK & Ireland’ and the ‘Eastern Region’ which principally comprises Poland and the Baltic states. In addition we envisage starting regional meetings in Russia during the course of 2012. These are always well attended events from the companies in these areas and provide cost-effective opportunities to network with, and make presentations to, those present.

The U.K. & Ireland meeting format is normally a meeting held from 11.00 – 15.30 at a hotel near Birmingham airport. We start with a one hour sponsor ‘slot’ then break for an informal lunch when discussions can continue. The formal part of the meeting then starts after lunch.

The Eastern meetings typically start with lunch and are then held during the afternoon with a dinner in the evening. These are normally held somewhere in Poland or the Baltic states – we are always open to suggestions – though attendees come from further afield. Both are fairly informal and are normally structured around presentations by sponsors who may join for the entire event. Typically one sponsor hosts the lunch and another hosts the evening dinner.

If you have specific interests in developing business in these areas then we will be happy to discuss with you how you can best achieve your goals.



ECG WORKING GROUPS & COMMISSIONS

Our members and other interested parties including OEMs and industry suppliers frequently come together on a wide range of topics. Often held in Brussels but sometimes elsewhere in Europe these groups drive ECG strategy and can be a great opportunity to get a message across to your target audience.

As a Permanent Sponsor of ECG you may join appropriate events which are otherwise open only to members or by invitation. Sponsorship opportunities sometimes arise at these events - perhaps hosting lunch in exchange for an opportunity to present to the meeting.

Call us for a chat if this is something that might be of interest.



EUROPEAN PARLIAMENT DINNER DEBATES

Normally held in March each year but heavily dependent on the calendars of the European Parliament and the European Commission, ECG hosts an annual dinner debate in Brussels. The dinner is held within the main building of the parliament.

Taking a topical subject that is relevant to the industry as our theme, we invite a maximum of 100 people to join us for the evening to hear from MEPs, senior members of the European Commission and industry heavyweights. In a relaxed atmosphere those present can gain an insight into the thinking of the people who are responsible for shaping our lives and the environment in which we live and work and challenge them on particular issues.

Always a fascinating event it offers an opportunity (normally to a single sponsor) to brand the evening to their company. Invites to these dinners are hard to come by, but as sponsor you may bring personal guests to an event they will not forget.

The planned date for 2012 is 20th March.

Exact details, including sponsorship costs, should be discussed directly with ECG.




This weekly newsletter is widely read by all sorts of people across the industry. With a circulation list of some 1,500 it is required reading. Simply put, it is the best way to stay abreast of news in the sector as well as the wider automotive industry. As such it is read by a huge variety of people and in the coming months we will be working hard to expand our circulation list

Opportunities range from simply branding with your logo through to publishing 'advertorial' type articles for you. Branding packages are available on a quarterly or annual basis. A popular way to increase your profile you should talk to us well in advance about tailoring a package to your requirements.

Not receiving ECG News already? Just let us know and we will gladly add you to the circulation list. Better still you will find it on our website at www.ecgassociation.eu

Members Log In
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The Association of European Vehicle Logistics

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IN CASE YOU ARE STILL USING THE OLD ONE PLEASE NOTE OUR NEW DOMAIN NAME:

www.ecgassociation.eu

ECG ACADEMY Course 6 2011/2012



COURSE 6
2011/2012

Certified Automobile Logistics

A 30-hour online distance course for innovative logistics professionals

Congratulations to the 5th course who graduated in Warsaw!

Registration for the 6th course is open now!

[Find out more here](#)



ECG Carbon Calculator
CO2 calculation software for logistics providers

[Download](#) →

Register now for our 2011 ECG conference. 13-14 October
Disney's New York Hotel - Paris



[Find out more](#) →

Please note that you may experience some minor technical problems if you use Internet Explorer as your browser but are not running the latest version. [Please click here](#) if you would like to download the latest version of Internet Explorer.



See it at www.ecgassociation.eu

Newly developed during 2011 this website now forms the focal point of all of ECG's communication. Permanent sponsors will already find their logos here with click through links to their own websites. Of course this now offers unique sponsorship opportunities to our sponsors. Will you be the first to sponsor this site? Call us now and make a proposal, we are open to any ideas you may have!



Want to meet the ECG Board members? Dine with us – a cost-effective way to reach the top management of many of the largest LSPs.

Some 6 or 7 times a year the ECG Board come together and occasionally opportunities arise to sponsor a dinner and spend the evening with the President, Vice-President and Board members of the association. Sometimes in Brussels, but often elsewhere in Europe, this gives an opportunity for you and your colleagues to spend an evening with some of the industry's key decision makers.

Interested? Call for a chat and we will try to accommodate you.

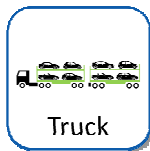
BIENNIAL SURVEY

The ECG Survey of Vehicle Logistics in Europe is a unique scientific publication produced by ECG. It is a biennial publication with a genuine 2 year shelf life. The next edition is due to be published in October 2012. It represents the reality of the industry in each single country across Europe, plus Russia, Ukraine and Turkey. Free copies are distributed to ECG members and OEMs with additional copies available for purchase. We sell this publication worldwide to all sorts of interested parties.

It combines global and European data on the automotive industry in general and the finished vehicle logistics sector in particular. We have sourced external data from industry experts including global forecasting company IHS Automotive and internal data comes directly from our members. The result is the only reference work on the outbound vehicle logistics market in Europe and as such is an essential tool for anyone working in the sector.

Full page advertisements will once again be available in the next edition although rates have yet to be decided at the time of going to press (the 2010/2011 edition rates were €1000 and €2000 for members and non-members respectively).

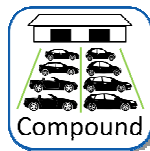
The ECG Survey will also be made available in an electronic format.
If you would be interested in advertising in the 2012/2013 edition please let us know.



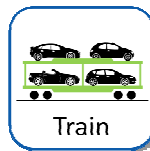
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To discuss any of these sponsorship opportunities, or if you have alternative ideas, please contact Mike Sturgeon at info@ecgassociation.eu or call him on +32 479 94 82 82

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