

THE 6TH INTERNATIONAL CONFERENCE ON DRIVER DISTRACTION AND INATTENTION



DDI 2018 GOTHENBURG



SPONSOR INVITATION



Theme: Driver engagement during assisted driving

Welcome

to the 6th International Conference on Driver Distraction and Inattention (DDI 2018) being held on October 15–17, 2018, in Gothenburg, Sweden!

It follows successful conferences in the DDI series held previously in Gothenburg, Sweden (2009, 2011, 2013), Sydney, Australia (2015), and Paris, France (2017).

The DDI2018 theme “Driver engagement during assisted driving” will permeate the whole event.

The International Conference on Driver Distraction and Inattention is the premiere international event on this topic, attracting delegates from more than 20 countries. It is designed to bring participants – from government, industry and academia – up-to-date on current and recent developments and trends in the field of inattention and distraction in driving. Topics include theory, causation, measurement, impacts on driver performance and safety, and options for countermeasure development, e.g. education, training, laws, enforcement, design, licensing, research, etc.

The conference features keynote speakers, plenary and parallel sessions and panel dialogue – focussing on topical issues and designed to cater for the practical needs and interests of government, industry and academic delegates. All papers are peer-reviewed.

DDI2018 is hosted and co-organised by the SAFER Vehicle and Traffic Safety Centre at Chalmers in Sweden, the French Institute of Science and Technology for Transport, Development and Networks (IFSTTAR), and the Australian Road Research Group (ARRB).

We are very pleased to welcome you to this important international road safety event!

Delegate Profile

The International Conference on Driver Distraction and Inattention is the premier international conference on this topic, bringing together all stakeholders – researchers, policy makers, vehicle manufacturers and many others.

Since the inception of this event in 2009, delegates have attended from all around the world, including: Australia, Austria, Belgium, Canada, China, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Israel, Italy, Japan, Netherlands, New Zealand, Norway, Portugal, Republic of Korea, Russia, South Africa, Spain, Sweden, Switzerland, United Kingdom and the United States of America.

Previous delegate attendance:

2016 123 delegates (France)

2015 125 delegates (Australia)

2013 142 delegates (Sweden)

2011 147 delegates (Sweden)

2009 148 delegates (Sweden)

Benefits to sponsors and exhibitors

The conference can provide many benefits including opportunities to:

- **Maximize exposure at a leading industry and research event**
- **Present the latest innovations and new products or services**
- **Showcase your expertise and capabilities**
- **Build brand awareness**
- **Educate the industry and research community**
- **Build and enhance relationships**
- **Network with your industry colleagues**
- **Increase marketing opportunities including visibility on the conference website and associated marketing materials**
- **Affiliate with a strong and unique conference**

You will also contribute to the development and reputation of the DDI Conferences, which are a key mechanism for addressing road safety and help support the overall objective to decrease fatalities and injuries in traffic.

Categories of sponsorship

The DDI Conference offers the 3 categories of sponsorship shown below. All sponsorship packages can be altered if you have other ideas or propositions. Don't hesitate to discuss this with us.

- **Gold Sponsor**
- **Silver Sponsor**
- **Bronze Sponsor**

Sponsorship packages

(All rates excluding VAT)

Gold sponsorship SEK 50 000 Exclusive to 2 sponsors

An exhibition area of 8 square meters (4x2). Priority choice of stand location. When more than one gold sponsor 1st priority falls on first signed contract

- **For Gold sponsors it is also possible to apply for a car display exhibition space**
- **Possibility to buy extra exhibition space at reduced cost, 2000 SEK/sqm**
- **3 full conference delegate registrations**
- **Insert brochure and/or brand item in conference bag**
- **One full page, four colour advertisement in the Final Programme**
- **Acknowledgement as Gold Sponsor with name, logo and hyperlink on website**
- **Acknowledgement as Gold Sponsor in the Welcome Reception**
- **Possibilities of publishing 200 words and an image on the website**
- **Company logotype recognized as Gold sponsor to be shown on a PPT slide in the session rooms between the sessions. To be provided by the conference.**

In addition to this, Gold sponsors can choose to address the delegates in one of the social events during the conference (only one option per sponsor).

Welcome reception

Enjoy an exciting opportunity to theme and brand the bustling welcome reception and officially open our conference.

As a sponsor you will be able to address the attendees with a short 2-3 minute speech.

Location: L'Resto, Lindholmen Science Park

Conference dinner

Make sure the DDI2018 conference dinner is remembered for all the right reasons!

As a sponsor you will be able to address the attendees with a short 2-3 minute speech.

Location: Imagine, Gothia Towers

Silver sponsorship**SEK 30 000**

- **An exhibition area of 6 square meters (3x2)**
- **Possibility to buy extra exhibition space at reduced cost, 2000 SEK/sqm**
- **2 full conference delegate registrations**
- **Insert brochure or goodie in conference bag**
- **Half page, four colour advertisement in the Final Programme**
- **Acknowledgement as Silver Sponsor with name, logo and hyperlink on website**
- **Possibilities of publishing 100 words and an image on the website**
- **Company logotype recognized as Silver sponsor to be shown on a PPT slide in the session rooms between the sessions. To be provided by the conference.**
- **Acknowledgement as Silver Sponsor in Welcome reception**

Bronze sponsorship**SEK 20 000**

- **An exhibition area of 4 square meters (2x2)**
- **Possibility to buy extra exhibition space at reduced cost, 2000 SEK/sqm**
- **2 full conference delegate registrations**
- **Insert brochure or goodie in conference bag**
- **Half page, four colour advertisement in the Final Programme**
- **Acknowledgement as Bronze Sponsor with name, logo and hyperlink on website**
- **Company logotype recognized as Bronze sponsor to be shown on a PPT slide in the session rooms between the sessions. To be provided by the conference.**
- **Acknowledgement as Bronze Sponsor in Welcome reception**

Other Sponsorship items

The sponsors of the congress have priority in selecting sponsorship items until August 31st 2018. After this date sponsorship items will be booked on a first come first served basis. All rates below are excluding VAT.

Exhibition Space **SEK 2 500 /sqm**

Includes Table, Chair and electricity.

Acknowledgement as an exhibitor with name, logo and hyperlink on website.

One page advertisement in the DDI2018 Final program **SEK 5 000**

Artwork supplied by company.

Half page advertisement in the DDI2018 Final program **SEK 3 000**

Artwork supplied by company.

Lanyards **SEK 10 000**

Provided by sponsor.

Approx. 150 attendees.

Sponsor the lanyards at DDI2018 and be with our delegates every step of the way.

Coffee Breaks **SEK 10 000 /break**

4 coffee breaks in total during 3 days.

Sponsor a coffee break in the morning or afternoon. Sponsor will be acknowledged with signs and in the program.

Lunch Breaks **SEK 30 000 /break**

2 lunches available.

Sponsor one of the lunches. Sponsor will be acknowledged with signs and in the program.

These moments are the ideal opportunity for attendees to mingle in between sessions and for you to be remembered for the much needed refreshment/break.

Exhibition information

Exhibition opening hours

Monday 15/10 13.00 - 18.00
Tuesday 16/10 08.00 - 18.00
Wednesday 17/10 08.30 - 14.30

Moving in

Sunday 14/10 12.00 - 16.00
Monday 15/10 08.00 - 12.00

Moving out

Wednesday 17/6 15.00 - 17.00

Equipment / Exhibition space

1 standing table and standard electricity is included in the exhibition space. No walls or carpet on the floor. Standing table can be switched to a low table with a chair on-site.

Additional orders

For additional orders of furniture etc, please contact the conference venue directly and place your orders before september 3rd by contacting:

Malin Johansson
Project Manager
+46 (0) 31-772 39 38
malin.johansson@chalmerskonferens.se

Conference Venue: Lindholmen Conference Centre

www.chalmerskonferens.se/en/konferensevent/lindholmen-conference-centre/

Shipment TO the conference venue

Deliveries of stand material are possible from
Friday 12 October between 8:30-16:00

Shipment FROM the conference venue

Deliveries from the venue are possible on
Wednesday 17 October between 15.00 – 17.00 or Thursday 18 October between 08.30-15:00

Shipping address

Lindholmen Science Park
Lindholmens Conference centre
Lindholmspiren 5
417 56 Göteborg
Sweden

Contact: Marta Hellberg, +46 (0)31 772 39 92 or +46 (0)31 764 7000

Mark the goods clearly with:
DDI 2018 + your company name

Key contacts

www.ddi2018.se

Congress Secretariat

SWEDEN **MEETX**

Sweden MEETX AB has been appointed the official organiser for the DDI Conference 2018. Please contact MEETX directly for all information regarding registration and hotel accommodation.

For questions and further information please contact:

Congress Secretariat
Sweden MEETX AB
Attn: DDI Conference 2018
Mässans gata 20
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Sweden

Contact person: Jorge Gómez

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