

# AUTOMOTIVE SerDes CONFERENCE

## Automotive SerDes Conference October 13-14, 2020 | virtual Event



Dear Sir or Madam,

**The only event worldwide especially for Automotive SerDes**

The first **Automotive SerDes Conference** will take place **on October 13-14, 2020**.

The conference will highlight the entire spectrum of topics relating to the **use of SerDes links in automotive applications**.

In vehicles, cameras and displays are often connected to the image-processing ECU via a SerDes connection (serializer/deserializer). Until now, only proprietary solutions are available. But the Automotive SerDes Alliance (ASA), which has started a process of standardizing SerDes in 2019, is

making rapid progress. Beyond this the MIPI Alliance also develops SerDes variants for the automotive sector and asymmetric Ethernet is at least under consideration.

So the situation is quite complex – and the need for information is correspondingly great. The **Automotive SerDes Conference** will provide a comprehensive overview of the current and upcoming situation in the entire SerDes environment – for developers and decision makers. The conference program will be complemented by a Table-Top exhibition with new products and systems as well as interesting demonstrations.

More information at our website  
[www.automotive-serdes-conference.com](http://www.automotive-serdes-conference.com)

We would be very pleased to welcome you at the **only event worldwide especially for Automotive SerDes**.

Feel free to contact me for further details.

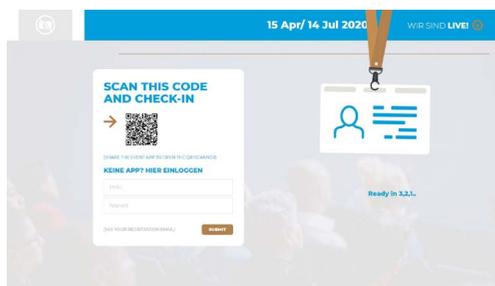
Best regards,

Corina Prell  
Sales Manager Events

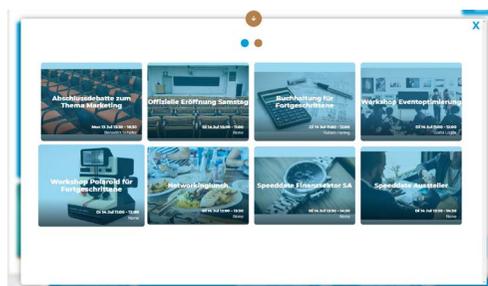


## This is what visitors can expect at the Automotive SerDes Conference

- **Live chats and video calls:** participants can contact partners in real time
- **Virtual industry meeting** with high interactivity
- **Event feeling** – directly and conveniently from your PC and via the app
- **Announcements:** Product news and partner premieres
- **Virtual stage** with exciting and informative webinars
- **Exchange** from participant to participant



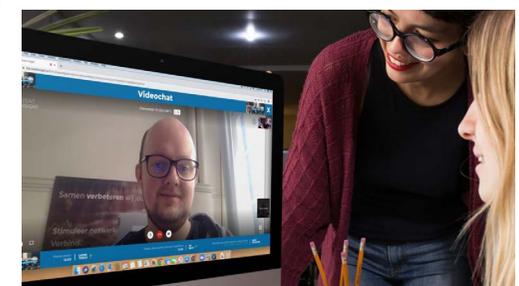
Check-In



Program overview



Lobby



Video chat



Services	Sponsor	Gold Sponsor
<b>On-site</b>	<ul style="list-style-type: none"> <li>■ Your virtual exhibitor stand: Own company page with company profile, download of your brochure, YouTube link and the possibility for participants to make video calls and interact via Q&amp;A Live-Chat with you (stand booth)</li> <li>■ Network functions: Speed dating puts you in direct contact with the participants</li> <li>■ 4 complimentary ticket for own staff</li> <li>■ 25% on extra ticket for your own staff</li> <li>■ 10% on guest tickets for your customers</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Your virtual showroom during the breaks: Show innovations in a 10 minutes speaker slot - participants can show this join and you interact via Q&amp;A Live-Chat with the participants</b></li> <li>■ Your virtual exhibitor stand: Own company page with company profile, download of your brochure, YouTube link and the possibility for participants to make video calls and interact via Q&amp;A Live-Chat with you (stand booth)</li> <li>■ Network functions: Speed dating puts you in direct contact with the participants</li> <li>■ <b>Logo presence before each live speaker slot</b></li> <li>■ 4 complimentary ticket for own staff</li> <li>■ 25% on extra ticket for your own staff</li> <li>■ 10% on guest tickets for your customers</li> </ul>
<b>In the run-up</b>	<ul style="list-style-type: none"> <li>■ Your company logo on event website incl. link</li> <li>■ Your company logo in our newsletters</li> <li>■ Your company logo on event ads in our trade magazines</li> <li>■ Presentation of your company short profile (1 DIN A4 page) on the event website</li> </ul>	<ul style="list-style-type: none"> <li>■ Your company logo on event website incl. link</li> <li>■ Your company logo in our newsletters</li> <li>■ Your company logo on event ads in our trade magazines</li> <li>■ Presentation of your company short profile (1 DIN A4 page) on the event website</li> </ul>
<b>In follow-up</b>	<ul style="list-style-type: none"> <li>■ Event follow-up report by our editors</li> <li>■ <b>NEW</b> Participant addresses (<b>e-mail addresses</b>, name, first name, company, location) as Excel table*1</li> </ul>	<ul style="list-style-type: none"> <li>■ Event follow-up report by our editors</li> <li>■ <b>NEW</b> Participant addresses (<b>e-mail addresses</b>, name, first name, company, location) as Excel table*1</li> </ul>
<b>Price</b>	<b>3,490 Euro</b>	<b>4,990 Euro</b>

\*1 only contact data after approval of Data Protection Basic Regulation



## Reservation Form - Exhibition

Please return to:

**Corina Prell**

**Fax: +49 (0) 89/255 56-0393**

**cprell@weka-fachmedien.de**

Yes, we are interested in an exhibitor package and wish to make a firm booking:

**Sponsor**

**Gold-Sponsor**

We present your company in our targeted advertising. Send us your corporate logo in at least 300 dpi resolution to [cprell@weka-fachmedien.de](mailto:cprell@weka-fachmedien.de) (at latest 1 week after booking).

## Contact Details (Main Exhibitor):

Company: \_\_\_\_\_

First Name, Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Street, No: \_\_\_\_\_

Post Code, City, Country: \_\_\_\_\_

**(Co-Exhibitor: 1. \_\_\_\_\_ 2. \_\_\_\_\_)**

## Billing address (if different from above):

Company: \_\_\_\_\_

First Name, Last Name: \_\_\_\_\_

Street, No: \_\_\_\_\_

Post Code, City, Country: \_\_\_\_\_

**PO Number:** \_\_\_\_\_

**VAT Number:** \_\_\_\_\_

\_\_\_\_\_  
Place, Date

\_\_\_\_\_  
Company stamp and signature



## **GENERAL TERMS AND CONDITIONS OF BUSINESS of WEKA FACHMEDIEN GmbH**

### **for booking exhibition space, sponsorship and advertising at seminars, workshops, congresses, conventions, conferences and other such events**

#### **§ 1 Scope of application**

The following general terms and conditions of business regulate the booking of exhibition space, sponsorship or advertising by exhibitors and sponsors [hereinafter referred to as „exhibitor/sponsor“] at trade shows, seminars, workshops, congresses, conventions, conferences and other events [hereinafter referred to as „event“] of WEKA FACHMEDIEN GmbH [hereinafter referred to as „organizer“]. Participation in events as an exhibitor/sponsor is ruled solely by the following terms and conditions of business. Terms and conditions proposed by the customer, other than these, will not be recognized by the organizer, which is unless the latter has expressly confirmed their application in writing.

In addition to the general terms and conditions of business (including stipulations specific to a particular event) for exhibitors/sponsors, the contractual framework for participation in events as an exhibitor/sponsor includes the house rules of the operator of the locality of an event, the organizational (e.g. exhibitor information), technical and other stipulations received by an exhibitor/sponsor before the commencement of an event.

#### **§ 2 Registration, confirmation of registration**

Registration for events as an exhibitor/sponsor is possible by letter, fax or e-mail. A registration becomes legally binding through a written online or offline confirmation of registration on the part of the organizer. A registration becomes binding for an exhibitor/sponsor upon its receipt by the organizer. Should events have limited exhibiting/sponsorship capacity, registrations will be ordered by their date of receipt.

#### **§ 3 Services rendered**

The terms and conditions for exhibiting, sponsorship and advertising at a particular event and the services included are regulated in the conditions specific to the event. The fees are in euros per event plus value-added tax.

The exhibitor/sponsor is responsible for the punctual delivery of correct copy, enclosures or for the punctual delivery of materials required for exhibiting, sponsorship or advertising. In the case of digital copy the exhibitor/sponsor undertakes to deliver orderly copy, corresponding in particular to the format or technical requirements of the organizer, in due time before the closing deadline for copy. All services on the part of the organizer are rendered subject to due fulfillment and performance of obligations and assistance on the part of the exhibitor/sponsor.

The organizer reserves the right to substitute other speakers for those announced, and to make necessary amendments to the program while maintaining the overall character of an event. The organizer reserves the right to alter the date, scale and location of an event for due cause.

Should it not be possible to conduct an event for reasons of force majeure (strike, lockout, business disruptions, etc), because of the cancellation of an important part of an event,

because of disturbance at the location of an event or because of an inadequate number of participants, exhibitors/sponsors will be informed immediately. In such cases the ready paid fee for exhibiting, sponsorship or advertising will be refunded, that is unless the organizer has already rendered advance performance for exhibiting, sponsorship or advertising. Further claims, e.g. for the reimbursement of traveling expenses, cost of overnight accommodation and non-productive time, are excluded, that is unless they stem from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

Travel to and from an event and overnight accommodations are to be organized, booked and paid for by the exhibitor/sponsor.

#### **§ 4 Exhibition space, exhibits, advertising**

The organizer puts exhibition or advertising space at the disposal of the exhibitor/sponsor; further services are regulated from event to event. The exhibition floor plan is created according to given technical and space factors, otherwise placement is in the order in which bookings are received. The registration of co-exhibitors is possible in exceptional cases and only with the written approval of the organizer.

Exhibitors/sponsors may only set up, show and use their exhibits, advertising material and printed matter in or on the exhibition or advertising space allocated them by the organizer. All exhibits and advertising material must clearly relate in subject to the particular event. Exhibits violating German regulations on protection of industrial property (unlicensed copies) are prohibited. All exhibits shown must satisfy technical, in particular fire protection requirements, and accident prevention regulations.

#### **§ 5 Time to erect and dismantle**

The times to erect and dismantle for exhibitors are binding, and are indicated for the particular event in the exhibitor information. Costs incurred through non-adherence to the times to erect and dismantle will be charged to the exhibitor.

#### **§ 6 Due date and payment, default, compensation**

The fee for exhibiting, sponsoring, advertising is due for payment, in full and with no deductions, within ten (10) days of the date of the invoice. If the customer is in default of payment, the organizer is entitled to demand a late fee per annum of 5% above the prime lending rate issued by the European Central Bank. Should the organizer verifiably suffer higher damages through late payment, they are entitled to claim them for them. Payment is made on account. The invoice must be paid before the commencement of an event. No claim may be made to allocated space until an invoice is paid in full. It is the responsibility of the exhibitor to produce evidence of payment.

#### **§ 7 Cancellation**

In as much as the exhibitor/sponsor is not entitled to a mandatory legal right of withdrawal or right of termination, cancellation of participation free of charge is possible up to ten (10) days after receipt of confirmation of registration. The entire fee for exhibiting, sponsorship or advertising is due upon later cancellation or non-appearance. Should the organizer succeed in otherwise renting a cancelled exhibition, sponsorship or advertising space, the exhibitor/sponsor will be invoiced 50% of the fee. Cancellation is to be in writing, and is not valid unless confirmed in writing by the organizer.

#### **§ 8 Copyright**

The printed and electronic material of an event is protected by copyright. Said material may not be reproduced, passed on to others or used in any other way without the express written approval of the organizer and the particular author. The organizer assumes no responsibility or liability of any kind for any incorrectness in the content of papers, presentations and documentation.

The organizer is entitled to have photographs, film and sound recordings produced of an event, of exhibition booths and the exhibits, and to use them as advertising or for press releases without requiring the approval of an exhibitor/sponsor. This also applies to recordings produced by the press or television direct with the approval of the organizer. Photography, film and sound recordings require the express approval of the organizer.

#### **§ 9 Liability**

The exhibitor/sponsor occupies and uses the exhibition space at their own risk. The organizer accepts no liability for damage, loss, accidents, costs or expenses caused by the representatives of the exhibitor, by exhibition objects or by event participants, or caused the exhibitor.

The exhibitor/sponsor is responsible for supervision and security of their exhibition booth. This also applies during the times of erection and dismantling, pauses and interruptions in an event.

The exhibitor/sponsor is responsible to the organizer for any damage to rental furniture or loaned items (exhibition booth walls, etc).

#### **§ 10 Limitations of liability**

In as much as events take place in the rooms and on the premises of third parties, the organizer cannot be held liable by the exhibitor/sponsor for accidents, loss of or damage to property, that is unless the claim results from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

#### **§ 11 Data protection**

The organizer will protect the personal data of exhibitors/sponsors and undertake all necessary measures for their security. Data will be collected by the organizer in observance of the regulations of the Federal Data Protection Act (BDSG), the Federal Broadcast Media Act (TMG) and other applicable data protection regulations and used to manage, support, assess and optimize the events that are offered, but not made known to third parties. Exhibitors, sponsors and joint organizers do not rate as third parties but are nevertheless also subject to the above regulations. An exhibitor/sponsor can revoke the use of their data for purposes of information at any time in writing with WEKA FACHMEDIEN GmbH, department Events, Richard-Reitzner-Allee 2, 85540 Haar, Germany, events@weka-fachmedien.de, or require changes of address to be made.

#### **§ 12 Court of jurisdiction**

The court of jurisdiction is the place of business of the organizer if the customer is a merchant in the sense of the German Commercial Code, a legal person under public law or a special fund under public law. The same applies in as much as the customer, upon taking legal action, has a place of business or habitual residence in the Federal Republic of Germany.

#### **§ 13 Severability clause**

Should the provisions for exhibitors/sponsors be or become unenforceable, in whole or in part, the validity of the remaining provisions as well as the contract shall remain unaffected. In such a case the parties to the agreement shall endeavor to replace the unenforceable or inadequate provision by one that best reflects the economic purpose of the parties to the agreement.