

SIXTH INTERNATIONAL CONFERENCE ON DRIVER BEHAVIOUR AND TRAINING

19 – 20 August 2013

University of Helsinki
Siltavuorenpenger 1A, Helsinki 00014, Finland

EXHIBITOR AND SPONSORSHIP INFORMATION

Cranfield University is hosting the Sixth International Conference on Driver Behaviour and Training (ICDBT6) in Helsinki on 19-20 August 2013. In association with the University of Helsinki and the Institute of Ergonomics & Human Factors (IEHF) Cranfield University is offering you the opportunity to take an exhibition stand and/or sponsor this conference. This information pack will give you all the necessary details of this exciting and not to be missed opportunity.

The ICDBT will be held in collaboration with the Institute of Behavioural Sciences at the University of Helsinki in Finland. The Institute is home to the Traffic Research Unit, which is headed by Professor Heikki Summala, Conference Co-Host. The conference venue is located on the Helsinki waterfront and is within easy walking distance of the city centre.

This document covers details for exhibitors first and then information relating to sponsorship opportunities from page 6.

WHY YOU SHOULD EXHIBIT

We are committed to bringing you the best opportunity to meet and network with many practitioners in the road safety field. The presenters, keynote speakers and delegates are attending with a common aim of hearing about the latest developments in the field and will be keen to learn about your technology and services. The conference has received more submissions than usual and is therefore expected to exceed the 150 delegates who have attended the previous events. This will ensure that the conference has the buzz you need to generate interest in your products and services.

There are two exhibition areas, the first is on the same level as the presentation rooms and opens on to the main conference room, the "Plaza", which will be the location for: the welcome speech, all keynote speeches and the streams with the largest delegate numbers. The two available rooms on this level are perfect for simulators and are glass walled. Delegates will need to walk past to get to and from their sessions. The second exhibition area is one floor up and is the location where registration, the evening drinks reception and the morning and afternoon refreshment breaks will take place. As there is limited space, allocation to either will come on a first-come-first-served basis. Finally, all exhibitors will have the opportunity to network with the delegates over the morning and afternoon breaks, plus a one hour buffet lunch time. A floor plan is available on request and a booking form is provided within this document. Please complete and return to the address at the end of this document.

PUBLICITY

The ICDBT6 conference will be widely publicised via national and international road safety websites. All exhibitors will have their logo included on the Exhibitor page of the

conference website, on the delegate bags and in all marketing publicity leading up to the conference.

Package Cost includes:-

An approximately 3m x 2m space
Electricity to your stand
WiFi access
Tables and chairs
Day time refreshments
One person on the stand for the 2 days
One person to attend the conference dinner
A leaflet in the delegate bags

Total Cost **£800 plus vat**

Not included:-

Extra helpers on the stand
Accommodation
Evening meals prior to or following the conference
A copy of the proceedings

Any extra helpers needed on the stand must register as a delegate and a charge of £150 for each day is made to cover attendance and catering. The exhibitor package does not include the conference proceedings but one can be purchased for £60 (a reduction of £20 on the list price) by indicating on the exhibitors registration form. Your leaflets for the delegate bags should be sent to the following address no later than 12 August 2013.

Professor Heikki Summala
Traffic Research Unit
Institute of Behavioural Sciences
University of Helsinki
Siltavuorenpenger 1A,
Finland 00014.

TIMETABLE

Set up day is Monday 19th August 2013 from 8am. Unloading will be from outside the main entrance. Parking can also be arranged in a nearby car park.

Registration has yet to be timetabled, but will take place near the Exhibition Hall (room K116). At the end of the first day's sessions, at approximately 5pm, delegates will be encouraged to assemble in the Exhibition Hall where there will be a drinks reception provided prior to the conference dinner. This will continue until 7.00pm when all delegates will be picked up from the wharf opposite the University and taken on a cruise through the stunning Helsinki archipelago, during which the conference dinner will be served.

On the second day of the conference, the morning and afternoon coffee breaks and the buffet lunch will again be served in the Exhibition Hall. This is to give you the maximum amount of exposure to the delegates. At the end of the second day, Tuesday, you are free to dismantle their exhibition after the last afternoon break.

CONFERENCE DINNER

On the first evening all exhibitors are welcome to join the delegates for the conference dinner and cruise. This applies to the main stand attendee. Any helpers that are attending the conference will need to register separately for the dinner on the booking form below. Aside from the stunning surrounds of the Helsinki archipelago you will also receive traditional Finnish food complemented with wine.

BOOKING TERMS & CONDITIONS

Please read these terms and conditions carefully. Payment is by invoice, credit card or cheque to Cranfield University. Please note that only cheques in £ Sterling can be accepted. Payment by invoice is not accepted after 28 July 2013 and will incur a £20 +VAT charge. Please ensure all invoices are paid in full by 28 July 2013. A VAT receipt will be issued upon receipt of payment.

Please note that exhibitors are responsible for the delivery, setting up, maintenance, dismantling and security of their own exhibits at the conference. Exhibitors are also responsible for ensuring the arrival at the venue of any materials sent by courier or post.

CANCELLATION POLICY

If you wish to cancel your booking before 1 June 2013, there will be no charge. If you wish to cancel your booking between 2 July and 1 August 2013 there will be a charge of 50% of your invoice. If you wish to cancel your booking after 2 August 2013 there will be no refund.

For further information, please contact

Dr Lisa Dorn,
Conference Chair,
Driving Research Group,
School of Engineering,
Cranfield University,
Cranfield,
Bedfordshire.

UK

Tel +44 1234 758229

email l.dorn@cranfield.ac.uk.

Visit the conference website at www.icdbt.com

Please use the booking form over page to reserve your space.

BOOKING FORM

CONTACT DETAILS

Name of company/organisation:

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Name and title of attendee(s):

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Mailing address:

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Telephone:

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Email:

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REQUIREMENTS

Please reserve (insert no. of spaces)exhibition space(s) at £800 +VAT per space which includes: one exhibition space, electricity, and conference attendance for one person.

Preferred space number(s):

Day delegate rate at £150 for additional helpers (insert no. required):on 19 August on 20 August

Conference Dinner at £55 + VAT per person (insert no. required):

A copy of the proceedings, "Driver Behaviour Training Volume 6" at £60 (no VAT) (tick box if required): []

PAYMENT

Method of payment (please circle and provide relevant details for the following):

Cheque Visa Mastercard Switch Invoice

Card number:

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Expiry date: Security number (last 3 digits):

..... Issue number (Switch only):

Card holder's name:

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Card holder's address (if different from above):

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Amount: £ Please charge my credit card

I acknowledge responsibility for ensuring that the charges shown above are paid to Cranfield University before 28 July 2013 and accept that if they do not receive payment before that date, the booking will be cancelled.

SignatureDate

Print name
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Please send this completed booking form to:

Lesley Jellis
Short Course Office
Cranfield University, Cranfield, Bedfordshire, MK43 0AL, UK
Tel: +44 (0)1234 754176
Fax: +44 (0)1234 751206
E mail: shortcourse@cranfield.ac.uk

Visit the conference website at www.icdbt.com