

IAVSD

August 21-25
Ottawa
Canada

2023



SPONSORSHIP
OPPORTUNITIES

The 28th International Association for Vehicle System Dynamics Symposium
August 21-25, 2023 | Ottawa, Canada

2023 Sponsorship Opportunities

Sponsor at IAVSD 2023

Move your organization into the spotlight and promote your brand at IAVSD's 28th Symposium!

The **International Symposium on Dynamics of Vehicles on Roads and Tracks** is the industry's leading event. It brings together researchers, scientists, and engineers from academia and industry in the field of ground vehicle dynamics to present and exchange their latest ideas and breakthroughs.

Biennial in-person IAVSD Symposia have been held in internationally renowned locations. In 2023, the 28th Symposia will take place in-person and for the first time in Ottawa, Canada. Over 400 Canadian and international delegates are expected to attend this gathering at Ottawa's Shaw Centre, located in the heart of Ottawa's downtown business, federal government, shopping, and tourist precinct.

Symposium delegates will influence the products and technologies that are adopted and used by their companies and organizations. As we expect a large proportion of international delegates, sponsorship is an opportunity for you to influence both national and international adoption of your products, technologies, and services.

Symposium Program

The Symposium program will include:

- Welcome reception
- Five day technical program
- Trade exhibition
- Technical tours
- Symposium dinner
- Ottawa river dinner cruise
- Closing awards luncheon

Each day will start with an invited state-of-the-art paper and two plenary presentations. Oral and poster presentations in four parallel streams will present the latest findings of researchers from universities and industry around the world.

Who will attend?

- On-road, off-road, and rail transportation engineering professionals
- Research and design engineers and technologists
- Academics
- Industry leaders
- Consultants

Benefits of Sponsoring IAVSD 2023

As a sponsor of IAVSD 2023, you will:

- Gain wide audience exposure through:
 - Pre-Symposium email notes and advisories
 - Visibility on the IAVSD 2023 website
 - Booth visibility as an exclusive IAVSD 2023 exhibitor
 - Sponsor recognition onsite at the event
- Enhance your image through your association with a leading international industry event geared to your target market(s)
- Expose your brand to notable Symposium participants who influence the products, technologies, and services their companies and organizations adopt and use

You can use your sponsorship opportunity at the Symposium to:

- Build relationships with your key target audience
- Develop new business directly with top decision-makers and influential researchers attending the Symposium
- Maintain existing business relationships with Symposium attendees
- Network with speakers and delegates at the leading edge of your industry
- Use the event as a training/information seminar for selected internal staff
- Launch new products or incentives directly to your target market(s)

Custom Sponsor Opportunities

This sponsorship offering includes a range of conveniently pre-packaged sponsor opportunities developed to accommodate an assortment of budgets and marketing objectives. The IAVSD 2023 team is also open to developing individual custom sponsor opportunities with benefits to better suit your needs. Please contact us with your ideas and objectives to discuss a sponsorship package that would work for you.

To discuss the development of a custom sponsor package, please contact IAVSD 2023 Organizing Committee at IAVSD2023@nrc-cnrc.gc.ca.

Please Note—All prices in this document are in Canadian dollars (CDN). Harmonized sales tax (HST) is not applicable on sponsorship.

Sponsor Opportunities Snapshot

Opportunity	Number of Opportunities	Value
Platinum Sponsor	2	\$20,000
Gold Sponsor	3	\$15,000
Silver Sponsor	Limited by available exhibition booths	\$10,000
Gala Dinner Sponsor <i>Thursday, Aug 24</i>	2	\$20,000
Cocktail Function Sponsor <i>Monday, Aug 21 and Thursday, Aug 24</i>	2	\$12,000
Coffee Breaks / Refreshments Sponsor <i>Monday, Aug 21 to Friday, Aug 25</i>	1	\$9,000
Connected & Automated Vehicles Workshop Sponsor <i>Tuesday, Aug 22 and Wednesday, Aug 23</i>	1	\$8,000
ICRI / IAVSD Rail Workshop Sponsor <i>Thursday, Aug 24</i>	1	\$8,000
Ottawa River Dinner Boat Cruise Sponsor <i>Wednesday, Aug 23</i>	1	\$15,000

Note: All sponsorship opportunities are secured on a first-come, first-served basis, upon receipt of payment.

PLATINUM SPONSOR	\$20,000
(2 opportunities)	
Exclusivity benefits to two Platinum Sponsors include:	
<ul style="list-style-type: none">• Exhibition booth 20 ft x 20 ft = 400 ft² (6.1 m x 6.1 m = 37.2 m²), including 1 table and 2 chairs• Both booths are located in the middle of the hall at locations that give excellent access. The choice of which of the two Platinum Booth locations will be made by the Sponsor on a first-come, first-served basis• 4 complimentary full registrations to the Symposium including Cocktail Welcome Reception, City Tour, and Gala Dinner tickets• 3 additional complimentary Gala Dinner tickets• Presented as a Platinum Sponsor at the Opening of the Symposium• Acknowledgement by Symposium Chair as Platinum Sponsor at regular intervals throughout the Symposium• Presented as a Platinum Sponsor on Symposium website with company logo, 300-word profile, and website link• One banner advertisement on the Symposium website with link to company website• Advertisement in the on-line Final Program, including: company logo and recognition as the Platinum Sponsor; one full-page, 4-colour advertisement in the Final Program (ad to be provided by the sponsor); included in the List of Sponsors & Exhibitors in the Final Program• Company logo on sponsor signage at Symposium venue• Company logo on PowerPoint holding slide on screens prior to sessions• Company logo and link in the Proceedings• Company logo in logo-loops	

GOLD SPONSOR	\$15,000
(3 opportunities)	
<p>Exclusivity benefits to three Gold Sponsors include:</p> <ul style="list-style-type: none">• Exhibition booth 15 ft x 10 ft = 150 ft² (4.6 m x 3 m = 13.9 m²), including 1 table and 2 chairs• Exhibition space allocation will be made by the Symposium organizer on a first-come, first-served basis• 3 complimentary full registrations to the Symposium including Cocktail Welcome Reception, City Tour, and Gala Dinner tickets• 2 additional complimentary Gala Dinner tickets• Presented as a Gold Sponsor at the Opening of the Symposium• Presented as a Gold Sponsor on Symposium website with company logo, 100-word profile, and website link• Advertisement in the on-line Final Program, including: company logo and recognition as a Gold Sponsor; one half-page, 4-colour advertisement in the Final Program (ad to be provided by the sponsor); included in the List of Sponsors & Exhibitors in the Final Program• Company logo on sponsor signage at Symposium venue• Company logo on PowerPoint holding slide on screens prior to sessions• Company logo and link in the Proceedings• Company logo in logo-loops	

SILVER SPONSOR	\$10,000
(Limited by available exhibition booths)	
<p>Benefits to Silver Sponsors include:</p> <ul style="list-style-type: none">• Exhibition booth 10 ft x 10 ft = 100 ft² (3 m x 3 m = 9.3 m²), including 1 table and 2 chairs• Exhibition space allocation will be made by the Symposium organizer on a first-come, first-served basis• 1 complimentary full registration to the Symposium including Cocktail Welcome Reception, City Tour, and Gala Dinner tickets• Presented as a Silver Sponsor on Symposium website with company logo, 50-word profile, and website link• Advertisement in the on-line Final Program, including: company logo and recognition as a Silver Sponsor; one-quarter page, 4-colour advertisement in the Final Program (ad to be provided by the sponsor); included in the List of Sponsors & Exhibitors in the Final Program• Company logo on sponsor signage at Symposium venue• Company logo on PowerPoint holding slide on screens prior to sessions• Company logo and link in the Proceedings• Company logo in logo-loops	

GALA DINNER SPONSOR	\$20,000
(2 opportunities)	
<p>The Gala Dinner will take place on Thursday, Aug 24.</p> <p>Benefits to Gala Dinner Sponsors include:</p> <ul style="list-style-type: none"> • Co-naming rights of the Gala Dinner • One of two words-of-welcome remarks at the Gala Dinner • Branding opportunity at the Gala Dinner • Acknowledgment as a Gala Dinner Sponsor • Access to the Gala Dinner for 6 persons • Exhibition booth 10 ft x 10 ft = 100 ft² (3 m x 3 m = 9.3 m²), including 1 table and 2 chairs • 3 complimentary full registrations to the Symposium • 2 complimentary registrations to the Connected & Automated Vehicles Workshop • 2 complimentary registrations to the ICRI / IAVSD Rail Workshop 	

COCKTAIL FUNCTION SPONSOR	\$12,000
(2 opportunities)	
<p>There will be two cocktail events that will take place – one on Monday, Aug 21 and one on Thursday, Aug 24.</p> <p>The first will be a Networking Cocktail to welcome all delegates. The second will be a Gala Dinner Reception that will be held prior to the Gala Dinner itself. Both events will take place at the Symposium venue.</p> <p>Benefits to both sponsors include:</p> <ul style="list-style-type: none"> • Exclusive naming rights for that day's event • Branding opportunity at the event • Acknowledgment as a Cocktail Function Sponsor • 1 complimentary registration to the Symposium 	

COFFEE BREAKS / REFRESHMENTS SPONSOR	\$9,000
(1 opportunity)	
There will be two coffee breaks per day on Monday, Aug 21, Tuesday, Aug 22 and Thursday, Aug 24 and one coffee break per day on Wednesday, Aug 23 and Friday, Aug 25 .	
Benefits to the sponsor include:	
<ul style="list-style-type: none">• Exclusive naming rights to the Coffee Breaks / Refreshments• Branding opportunity at the event• Acknowledgment as a Coffee Breaks / Refreshments Sponsor• Opportunity to address the guests	

CONNECTED & AUTOMATED VEHICLES WORKSHOP SPONSOR	\$8,000
(1 opportunity)	
The exact agenda for this workshop is yet to be finalized. It is currently scheduled to start on the morning of Tuesday, Aug 22 and finish at noon on Wednesday, Aug 23 .	
Benefits to the sponsor include:	
<ul style="list-style-type: none">• Short address at the Technical Workshop opening ceremony• Input into the programme for the Technical Workshop• Acknowledgement as Technical Connected & Automated Vehicles Workshop Sponsor• Presentation at the workshop dependent on technical committee• 3 complimentary registrations for this Technical Workshop	

ICRI / IAVSD RAIL WORKSHOP SPONSOR	\$8,000
(1 opportunity)	
<p>This workshop will take place in the morning and afternoon of Thursday, Aug 24.</p> <p>Benefits to the sponsor include:</p> <ul style="list-style-type: none"> • Short address at the Technical Workshop opening ceremony • Input into the programme for the Technical Workshop • Acknowledgement as the Technical ICRI / IAVSD Rail Workshop Sponsor • Presentation at the workshop dependent on technical committee • 3 complimentary registrations for this Technical Workshop 	

OTTAWA RIVER DINNER BOAT CRUISE SPONSOR	\$15,000
(1 opportunity)	
<p>On Wednesday, Aug 23 at 7:00 pm the Ottawa River Queen will depart from the Hull Marina in Jacques Cartier Park, Gatineau for a private 3 hour tour for IAVSD 2023 attendees. Dinner will be provided to all passengers on board. The boat will return to the same dock at 10:00 pm and a shuttle will take people back to the Symposium venue and the main hotel.</p> <p>Benefits to the sponsor include:</p> <ul style="list-style-type: none"> • Exclusive naming rights to the event • Branding opportunity at the event • Acknowledgment as the Ottawa River Boat Cruise Sponsor • Opportunity to address the guests 	

IAVSD 2023 Topics

IAVSD 2023 will focus on the following topics related to on-road, off-road, and rail vehicles:

- Dynamics and stability
- Vehicle noise, vibration, and comfort
- Vehicle mobility
- Ride quality
- Passive, semi-active, and active suspensions
- Steering, traction, and braking
- Active safety systems
- Advanced driver assistance systems
- Advanced control systems
- Connected vehicles
- Autonomous on-road vehicles
- Autonomous off-road vehicles
- Autonomous railway vehicles
- Adhesion and friction
- Wheel-rail contact
- Wheel and rail surface damage
- Tyre-road interaction
- Vehicle-track and train-track interactions
- Aerodynamics and crosswinds
- Pantograph-catenary dynamics
- Multi-discipline modelling and simulation
- Driver-vehicle interaction
- Driver-in-the-loop simulator
- Hardware-in-the-loop
- Software-in-the-loop
- Digital twin
- Field and laboratory testing
- Vehicle dynamics testing technology and assessment method
- Vehicle control and mechatronics
- Performance evaluation and optimization
- Instrumentation and condition monitoring
- Environmental considerations
- Vehicle and environment interaction
- Special trackwork such as switches, crossings, bridges, and culverts
- Track structure and modelling
- Track geometry

Sponsor Recognition Requirements

- Sponsor recognition in printed Symposium material is subject to sponsorship confirmation and receipt of payment prior to printing deadlines.
- Sponsor logos must be full vector EPS files, or high-resolution JPG, TIFF or PNG files optimized for both print and electronic output, and suitable for placement in printed material, for enlargement on signage, for placement on the IAVSD 2023 Symposium website, and on screens at the Symposium venue. Full specifications for logo and ad artwork will be supplied upon sponsorship confirmation.

Sponsorship Terms and Conditions

Payment

Sponsorship

Payments will be made to Carleton University. In order to confirm your sponsorship, we will require a completed 2023 Sponsorship Contract form and full payment using a credit card or bank

IAVSD 2023 Sponsorship Opportunities

transfer/electronic funds transfer (EFT) to be made at the time of your booking. Early payment ensures full benefits from your sponsorship.

There is a sponsorship contract form on page 12 which can be completed and sent to us at iavsd2023@nrc-cnrc.gc.ca. Alternatively, one of the following two on-line sponsorship forms can be used:

1. On-line sponsorship form for credit card payment method

<https://payments.carleton.ca/iavsd/iavsd-2023-symposium-sponsorship/>

2. On-line sponsorship form for check or EFT payment method

<https://payments.carleton.ca/iavsd/iavsd-2023-symposium-sponsorship-cheque-eft/>

Exhibition

Early booking is necessary, as space is limited and booths will be offered strictly in order of sponsorship level and date the application form is received. In order to confirm your exhibition space, we will require the completed 2023 Sponsorship Contract form and full payment to be made at the time of your booking.

Cancellation Policy

In the event of a withdrawal of sponsorship or booth booking, please be advised that, unless that particular area of sponsorship or booth is resold, the Symposium Manager will reserve the right to retain sponsorship monies received. In the case of a cancellation of a booth(s) please be advised that unless the Symposium Manager is able to resell the booth(s) there will be no refund on monies paid.

The 28th International Association for Vehicle System Dynamics Symposium

2023 Sponsorship Contract

Contact Person: _____

Organization: _____

P.O. Number (if required): _____

Street Address: _____

City: _____ Province/State: _____

Country: _____ Postal Code: _____

Telephone: _____ Mobile: _____

E-mail: _____

**Please choose one of the Sponsorship Opportunities listed below.
HST is not applicable on sponsorship.**

"X" to select	Opportunity	Number of Opportunities	Value
	Platinum Sponsor	2	\$20,000
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	Ottawa River Dinner Boat Cruise Sponsor <i>Wednesday, Aug 23</i>	1	\$15,000

Having signed below, we hereby agree to be a Sponsor of the IAVSD 2023 Symposium in accordance with the choices made above and the descriptions, terms and conditions stipulated in the IAVSD 2023 Sponsorship Opportunities package.

 Date

 Signature by Authorized Signatory

Please return this form to: IAVSD2023@nrc-cnrc.gc.ca