Reach the most influential decision-makers in braking worldwide

Preliminary & Final Programme
Advertising Information

- **Promote** your company’s solutions for greener, safer, more efficient braking technologies to the world’s most influential engineers and executives.

- **Target** leaders in automotive, rail, CV, aerospace, motorcycle and industrial braking.

- **Reach** up to 40 countries across Europe, Asia and the Americas for the same cost as an advertisement in one national publication.

- **Position** your company alongside more than a hundred ground-breaking technical presentations from the world’s top braking experts, companies and institutes.

- **Benefit** from the prestige of the EuroBrake conference and join regular advertisers such as TMD Friction, Continental, CBI, Link, Meneta, MIRA, Knorr-Bremse, Superior Graphite, Teijin and more.

www.eurobrake.net
EuroBrake 2016 heralds the fifth anniversary of this prestigious and influential conference, which has grown annually in exhibitor and delegate attendee numbers, with over 900 delegates attending EuroBrake 2015 in Dresden, Germany. 2016’s event will take place in Milan, Italy, a thriving hub of design and industry.

This year’s exhibition is already close to capacity, and abstract submissions are being taken from leading authors and experts from the global braking community. An advertisement in the preliminary programme is a powerful, cost effective way of communicating with the world’s key automotive decision-makers and influencers.

The EuroBrake preliminary and final programmes represent a unique opportunity to reach the key engineers and executives in the global braking industry. The programmes contain full details about this year’s panels, plenary and technical sessions featuring 100+ presentations, as well as exhibition information, the social programme, technical visits, registration and general information. Your advertisement can reflect everything your client needs to know about your company, including:

- Your company’s leadership in advanced technologies
- Your latest product or service innovations
- Your booth location if so desired
- Your core values within the braking industry

Preliminary Programme Advertising
The programme is printed in full colour A4, and is circulated to over 6000 targeted engineers and specialists in the braking field throughout FISITA’s 37 member countries in Europe, Asia and the Americas. It will be also available on the EuroBrake website for 4 months before the event.

Final Programme Advertising
The final programme, also printed in full colour A4, provides the primary source of reference throughout the conference to reach even more of the most influential figures in the braking community.

Preliminary and Final Programme Advertising
Advertising in both programmes to receive maximum coverage for your company and enjoy significant savings.

### Advertising Rates

<table>
<thead>
<tr>
<th>Preliminary Programme</th>
<th>Final Programme</th>
<th>Preliminary Programme and Final Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>EUR 1300</td>
<td>EUR 1800</td>
</tr>
<tr>
<td>Inside front/back cover</td>
<td>EUR 1200</td>
<td>EUR 1700</td>
</tr>
<tr>
<td>Full page</td>
<td>EUR 990</td>
<td>EUR 1490</td>
</tr>
<tr>
<td>Half page</td>
<td>EUR 590</td>
<td>EUR 890</td>
</tr>
</tbody>
</table>

VAT will be charged where applicable. Advertising space in the EuroBrake preliminary programme is in great demand, and as a consequence we offer advertisements on a first-come, first-served basis.

### Artwork Specification

<table>
<thead>
<tr>
<th>Full Page Advertisement</th>
<th>Type area: 258mm x 174mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Advertisement</td>
<td>Type area: 127mm x 174mm</td>
</tr>
<tr>
<td>Cover Advertisements</td>
<td>Full page, A4 297mm x 210mm</td>
</tr>
<tr>
<td></td>
<td>Bleed: 3mm (303mm x 216mm)</td>
</tr>
<tr>
<td></td>
<td>Type area: 280mm x 195mm</td>
</tr>
</tbody>
</table>

**Note**
All dimensions are height x width

### Artwork File delivery

**Artwork File Format**
Adobe Acrobat PDF is our preferred file format for advertising material. We can accept composite PDFs of complete advertisements. All fonts must be embedded; graphics and imagery must be in CMYK format; all imagery must be 300dpi.

Please contact Tim Allsopp to arrange delivery of your artwork:

t.allsopp@fisita.com
+44 (0)20 7299 6636

### Artwork Deadlines

**Friday 8 January 2016**
Deadline for Preliminary Programme advertising artwork

**Friday 13 May 2016**
Deadline for Final Programme advertising artwork

www.eurobrake.net