

SPONSORSHIP BROCHURE

INVESTING IN ROADS
FOR EUROPE'S
COMPETITIVENESS

ASECAP DAYS



LISBON 2027

19 - 21 May 2027

Portugal



Organized by

ASECAP
Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage

Hosted by

apcap





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ASECAP DAYS 2027 • SPONSORSHIP & EXHIBITION

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Why Partner with ASECAP DAYS 2027?

Europe's Leading Gathering for Road Infrastructure and Sustainable Mobility

ASECAP Days is the annual meeting point for Europe's motorway operators, policymakers, infrastructure experts and industry leaders.

Over three days, the event brings together key decision-makers to exchange knowledge, showcase innovation and discuss the future of safe, resilient and sustainable road mobility across Europe.

As one of the sector's most recognised international conferences, ASECAP Days offers sponsors a unique opportunity to strengthen their visibility, develop valuable business relationships and position their organisation at the heart of the European road infrastructure community.

As a sponsor, you will:

- ✓ Reach senior decision-makers from across Europe.
- ✓ Increase your brand visibility before, during and after the event.
- ✓ Showcase your expertise through premium communication opportunities.
- ✓ Build meaningful relationships with motorway operators, public authorities and industry leaders.
- ✓ Promote your products, services and innovations to a highly targeted audience.
- ✓ Benefit from extensive exposure across ASECAP's communication channels.
- ✓ Strengthen your brand positioning within the European road infrastructure and mobility community.

ASECAP DAYS 2027 AT A GLANCE



400 +
Delegates



20 +
Countries represented



Senior Executives
CEOs & Decision-makers



European Institutions
and Public Authorities



Toll Road Operators
from across Europe



Industry Leaders
and Infrastructure Suppliers



Exhibition Area
and Innovation Showcase



High-level Networking
Opportunities



Welcome Reception
and Networking Dinner



“

Investing together for
safe, resilient and
sustainable mobility.

”

SPONSORSHIP AT A GLANCE

BENEFITS	PLATINUM €15,000 excl. VAT	GOLD €10,000 excl. VAT	SILVER €8,000 excl. VAT	BRONZE €6,500 excl. VAT
Plenary session presentation slot	1	–	–	–
Technical session presentation slot	1	1	–	–
Industry Stakeholder Session slot	1	1	1	1
Free delegate passes	6	4	2	1
Final programme	Full-page advertisement + logo & profile	Logo + profile	Logo + profile	Logo + profile
Logo on ASECAP Days homepage	✓	✓	✓	✓
Sponsors webpage: logo + profile	✓	✓	✓	✓
ASECAP email blasts, newsletters & social media	✓	✓	✓	✓
Acknowledgement during opening speech	✓	✓	✓	✓
Logo on screens between sessions	✓	✓	✓	✓
2-minute sponsor video during breaks	✓	✓	✓	✓
Delegates’ tote bag inserts (flyers / leaflets only)	Up to 4	Up to 3	Up to 2	1
Company roll-ups (outside exhibition area – location TBC)	2	1	–	–
On-site branding opportunity* (see list below)	1 premium	1	1 coffee break	–
Exhibition stand	3 × 2 m	2 × 2 m	2 × 1.50 m	2 × 1.50 m
Exclusive article promoted by ASECAP	2	1	–	–
Participant list – names & companies (GDPR)	✓	✓	✓	✓

SPEAKING SLOTS

Speaking-slot sponsors must submit an abstract through the official Call for Papers. Allocation depends on topic relevance and the organisation of sessions across the two conference days.

ON-SITE BRANDING OPPORTUNITIES*

PLATINUM (1 PREMIUM CHOICE)	GOLD (1 CHOICE)	SILVER (1 COFFEE BREAK)	BRONZE (NO CHOICE)
• Welcome Reception (Wednesday evening) – shared, max. 2 sponsors • Networking Dinner Entertainment • Delegate Lanyards • Delegate Badges • Registration Desk • Conference Bags • Charging Station • Photo Booth (Welcome Reception or Networking Dinner) – max. 2 sponsors • Directional Signage • Main Stage Branding	• Networking Lunch – Thursday – shared, max. 2 sponsors • Networking Lunch – Friday – shared, max. 2 sponsors • Delegate Notepads – shared, up to 3 sponsors • Delegate Pens – shared, up to 3 sponsors • USB Flash Drives • Delegate Welcome Gift • Networking Tables • Session Room Signage	• Morning Coffee Break – Thursday – shared, up to 3 sponsors • Afternoon Coffee Break – Thursday – shared, up to 3 sponsors • Morning Coffee Break – Friday – shared, up to 3 sponsors	• No dedicated on-site branding opportunity included.

STAND ALLOCATION

Stands are allocated on a first-come, first-served basis. We recommend booking early to secure your preferred location.

IMPORTANT

On-site sponsorship items must be produced and supplied by the sponsor. Production and delivery costs are not included in the package.

VAT

All sponsorship fees are exclusive of VAT. A VAT rate of 20% applies.

EXHIBITOR PACKAGE

Visibility. Access. Networking.

PACKAGE FEE

€6,000

+ 20% VAT

What's included

BOOTH EQUIPMENT

- ✓ 1 booth space (2 m x 1.5 m)
- ✓ 1 table
- ✓ 2 chairs
- ✓ Access to power
- ✓ Signage with your company name & logo
- ✓ Brochure holder available as an add-on
- ✓ TV screen available as an add-on

ON-SITE VISIBILITY

- ✓ Company name & logo displayed on screens in the exhibition area and plenary room
- ✓ Company logo & profile featured in the final programme

DIGITAL PRESENCE

- ✓ Company logo & link on the homepage of the ASECAP Days website
- ✓ Company logo & profile on the Sponsors & Exhibitors webpage

STAFF ACCESS

- ✓ 1 free exhibitor staff pass
- ✓ Access to the exhibition area only
- ✓ Includes access to Welcome Reception, coffee breaks, lunches and Networking Dinner

Why exhibit?

- **Strategic location**
All coffee breaks and the Welcome Reception take place in the exhibition area, maximising attendee flow and networking opportunities.
- **Direct access**
Meet industry leaders, decision-makers and potential clients face-to-face.
- **Brand exposure**
Benefit from on-site and digital visibility before, during and after the event.

OPTIONAL ADD-ONS

Prices exclude VAT (20%).

Brochure holder €100

TV screen €350

Showcase your solutions. Meet key players. Grow your business at ASECAP Days.

SPONSORSHIP APPLICATION FORM

Fill out this form to return it to Carole Défossé (the ASECAP Secretariat) by email at c.defosse@asecap.com

Upon receipt of this sponsorship application form, your company will receive an invoice for the corresponding amount.



19 – 21 MAY 2027 – MARRIOTT HOTEL LISBON



SPONSOR INFORMATION

Company: _____	VAT number: _____
Free Delegate 1* (First Name & Last Name) _____	Email: _____
Free Delegate 2* (First Name & Last Name) _____	Email: _____
Free Delegate 3* (First Name & Last Name) _____	Email: _____
Free Delegate 4* (First Name & Last Name) _____	Email: _____
Free Delegate 5* (First Name & Last Name) _____	Email: _____
Free Delegate 6* (First Name & Last Name) _____	Email: _____
Address: _____	
City: _____	State: _____ ZIP code: _____
Email: _____	Mobile: _____
Website: _____	

*Platinum (6 free delegates), Gold (4 free delegates), Silver (2 free delegates), Bronze (1 free delegate)

Please select one package and, where applicable, tick one sponsorship item.

PACKAGE	SPONSORSHIP ITEM CHOICE (Please tick ONE item)	INVESTMENT (EXCL. VAT)	SELECT
 PLATINUM (6 FREE DELEGATES)	Welcome Reception (Wed.) – shared, max. 2	15,000 €	☐
	Networking Dinner Entertainment		☐
	Delegate Lanyards		☐
	Delegate Badges		☐
	Registration Desk		☐
	Conference Bags		☐
	Charging Station		☐
	Photo Booth (Welcome Reception or Networking Dinner) – max. 2 sponsors		☐
	Directional Signage		☐
	Main Stage Branding		☐
			☐
 GOLD (4 FREE DELEGATES)	Networking Lunch – Thursday – shared, max. 2	10,000 €	☐
	Networking Lunch – Friday – shared, max. 2		☐
	Delegate Notepads – shared, max. 3 sponsors		☐
	Delegate Pens – shared, max. 3 sponsors		☐
	USB Flash Drives		☐
	Delegate Welcome Gifts		☐
	Networking Tables		☐
 SILVER (2 FREE DELEGATES)	Session Room Signage	8,000 €	☐
	Morning Coffee Break – Thursday – shared, up to 3		☐
	Afternoon Coffee Break – Thursday – shared, up to 3		☐
	Morning Coffee Break – Friday – shared, up to 3		☐
BRONZE (1 FREE DELEGATE)	No dedicated sponsorship item included	6,500 €	☐

Prices exclude VAT (20%).

THANK YOU FOR YOUR SUPPORT!

Subject to availability and event conditions.

Sponsorship Application Form



IMPORTANT INFORMATION FOR SPONSORS



Exhibition Booth Reservation: Sponsors wishing to reserve an exhibition booth are also required to complete the Exhibition Booth Reservation Form.



Additional Passes: Any additional sponsor or exhibitor passes must be purchased at the standard registration rate. This includes access to plenary and technical sessions, the welcome reception, coffee breaks, lunches, and the networking dinner.

Registration is available via the ASECAP DAYS website: www.asecapdays.com.



Exhibit Terms and Conditions: Sponsors reserving a booth are strongly encouraged to carefully read the ASECAP Specific Exhibit Terms and Conditions.



Sponsorship Application Deadline: To ensure inclusion of your company's logo and/or profile in ASECAP's printed materials (final programme, banners, posters, etc.), sponsorship applications must be submitted by **April 20, 2027**, subject to space availability (first come, first served). Applications received after this date may not be included in printed promotional materials.

By signing, I acknowledge that I have read and accepted the General Terms and Conditions as well as the Exhibit Terms and Conditions.



CANCELLATION POLICY

All cancellations or modifications regarding exhibit space and/or sponsorship must be submitted in writing. Refunds will be processed as follows:

- Until **January 29, 2027** (inclusive): 50% of the exhibit or sponsorship fee will be refunded, minus an administrative fee of EUR 75.
- From **January 30, 2027** onwards: No refunds will be issued.



Signature:

Date:



Exhibition Booth Reservation Form

Fill out this form to return it to Carole Défossé (the ASECAP Secretariat) by email at c.defosse@asecap.com. Upon receipt of this reservation form, your company will receive an invoice for the corresponding amount.



19 – 21 May 2027 – Marriott Hotel Lisbon



Company Information

Company: _____ VAT number: _____

Address: _____

City: _____ State: _____ Zip code: _____

Email: _____

Website: _____ Mobile: _____

For any additional pass, sponsors/exhibitors will need to register at regular rate. (Access to the plenary & parallel sessions, welcome reception, lunches & networking dinner included). In order to register, visit the ASECAP DAYS website at www.asecapdays.com.



Please tick the relevant box:

- ☐ 1 exhibit booth at the price 6,000 € (+ 20% VAT) – **to tick if you are exhibitor only**
- ☐ 1 free exhibit booth – **to tick if you are sponsor**



Optional

- ☐ Renting of a TV screen (350 € VAT excl. (20%) for the whole event)
- ☐ Renting of a brochure holder (100 € VAT excl. (20%) for the whole event)



Stand preference (assigned on first-come, first-served basis)

To view the stands that have already been attributed so far, please go to the ASECAP Days website – www.asecapdays.com – and click on the webpage «Sponsors & Exhibitors».

FIRST CHOICE: _____

SECOND CHOICE: _____

By signing, I acknowledge that I have read and accepted the General Terms and Conditions as well as the Exhibit Terms and Conditions.



CANCELLATION POLICY

All cancellations or modifications regarding exhibit space and/or sponsorship must be submitted in writing. Refunds will be processed as follows:

- **Until January 29, 2027 (inclusive):** 50% of the exhibit or sponsorship fee will be refunded, minus an administrative fee of EUR 75.
- **From January 30, 2027 onwards:** No refunds will be issued.



Signature: _____



Date: _____



ASECAP DAYS – EXHIBITOR TERMS & CONDITIONS



1. STANDARD BOOTH SETUP

Each standard exhibition booth includes one table, two chairs, and access to electrical power.



2. EXHIBITOR INFORMATION

Some detailed Exhibitor Services Guidelines will be provided by the ASECAP Secretariat a few weeks prior to the event. They will contain all essential logistical and practical information for your participation



3. SET-UP & DISMANTLING

Booth installation and dismantling are permitted only during the designated time slots outlined in the Exhibitor Services Guidelines.



4. NOISE POLICY

The use of music or any form of loud audio within the exhibition area is strictly prohibited.



5. BOOTH ALLOCATION

Booths will be assigned on a first-come, first-served basis, upon receipt of full payment and a completed, signed reservation form.



6. EXHIBITOR STATUS

Your organization will be officially recognized as an Exhibitor once full payment has been received by ASECAP



7. ADDITIONAL PASSES

For any additional passes, sponsors and exhibitors must register at the standard rate. This includes access to all plenary and parallel sessions, the welcome reception, lunches, coffee breaks, and the networking dinner. Registration is available via the official website: www.asecapdays.com.



IMPORTANT

By submitting the Exhibition Booth Reservation Form, the exhibitor agrees to abide by all ASECAP General Terms and Conditions as well as these Exhibitor Terms and Conditions; ASECAP reserves the right to interpret and amend these terms if necessary.



GENERAL TERMS AND CONDITIONS

1 DEFINITIONS

“Conference” shall mean the event, ASECAP Study Days, which will take place 19 – 21 May 2027 at the Marriott Hotel Lisbon, Portugal. “Organiser” shall mean ASECAP. “Exhibitor or Sponsor” shall mean any person, firm or organization allocated a space by the Organisers in the above-said conference, or with a confirmed sponsorship as outlined in this document. “Co-exhibitor” shall mean any person, firm or organization exhibiting their own products or services on the stand space of an Exhibitor.

2 APPLICATION FOR PARTICIPATION & ACCEPTANCE

All applications for participation shall be made on the prescribed form overleaf. The application shall be submitted to the Organiser. Upon receipt of the invoice, the exhibitor or sponsor will promptly transfer the required deposit equivalent to 30% of the total charges and sponsor package. Submission of the application form constitutes acceptance of these Terms & Conditions.

3 RENTAL OF STAND FITTING, DESIGN & SIGNS

The individual design of the stand, if in excess of the services indicated in the offer, is the concern of each Exhibitor and shall be carried out by the official contractor. It must comply with the venue construction regulations and the guidelines set by the Organiser.

4 CO-EXHIBITORS & INDIRECTLY REPRESENTED COMPANIES

Exhibition spaces are, in principle, allocated as a whole and exclusively to a single contractual entity referred to as the Main Exhibitor.

Should another company wish to be present at the stand with its own promotional material (i.e., as a co-exhibitor), this must be explicitly requested and is subject to prior written approval from the Organiser. The acceptance of co-exhibitors is subject to the same criteria outlined in Section 2.

Co-exhibitors and any indirectly represented companies must also formally acknowledge and comply with the general terms and conditions of participation.

The transfer or sharing of stand rights and obligations—whether in full or in part—is strictly prohibited without prior written consent from the Organiser.

The Main Exhibitor remains fully responsible for any misconduct or negligence on the part of their co-exhibitors, indirectly represented companies, or any other personnel, as if it were their own. This also applies to any auxiliary staff involved.

In cases where co-exhibitors are present, the Main Exhibitor and all co-exhibitors shall be jointly and severally liable to the Organiser for all obligations arising from the exhibition contract.

5 TERMS OF PAYMENT

- A non-refundable deposit of 30% of total stand rental charges as well as the co-exhibitors fee.
- The balance shall be paid within 4 months before the commencement of the conference.
- For other additional services, payments must be made in full, in advance, when placing orders for services.
- Payment by the stipulated date is a prerequisite condition for the Exhibitor's participation in the conference and use of the stand.
- In the event of default of payment by the stipulated date in (a), the Exhibitor's or sponsor's application shall be deemed to be cancelled and the 30% deposit forfeited; and (b), the Organiser shall reserve the right to claim all payment due from the defaulting Exhibitor or sponsor.

6 CANCELLATION POLICY

All exhibit space & sponsorship cancellations or changes must be made in writing.

Refunds are calculated as follows:

- Cancellation of exhibit space or sponsorship until 29 January 2027 included, a refund of 50% of exhibit space or sponsorship cost will be granted minus a EUR 75 administration fee.
- Cancellation of exhibit space or sponsorship from 30 January 2027 onwards, no refund will be granted.

7 SECURITY RESPONSIBILITY

During all periods, security of exhibits, stands and furniture is wholly the responsibility of the Exhibitor, his agent or contractor and the Organiser, its directors, trustees, offices, employees, agents and representations shall not be responsible for any losses, damages to property or injuries to persons incurred.

8 DAMAGE TO VENUE

The exhibitor shall take good care of and shall not cause any damage or permit or suffer any damage to be done to the conference venue or to any part or parts thereof or to any fittings, equipment or other property therein, and shall make good and pay for damages thereto (including accident damage and damage by fire) caused by act or omission of himself, employees, co-exhibitors, agents, representatives, contractors or persons by reason of the use of the conference venue by the Exhibitor. If the Organiser so demands, the Exhibitor shall insure the venue for any damage and send the insurance documents to the Organiser.

9 INDEMNITY OF THE ORGANISER / SHOW MANAGER

Under no circumstances shall the Organiser make good or accept any responsibility or liability however arising with respect to damage, theft or loss of any property, goods, articles or things however placed, deposited, brought into or left upon the premise either by the Exhibitor for his use or purpose or by any other person, and the Exhibitor must indemnify the Organiser, its employees, agents and offices in respect thereof.

10 COMPLIANCE WITH LAWS

Exhibitors shall comply with all the rules, regulations and laws imposed or laid down or prescribed in the future by the government, public authorities and owners or managers of the conference venue for all purposes concerned with implementation of these regulations, of the regulations and stipulations laid down or prescribed in the future by the Organiser by virtue thereof, and of all other contracts relating to the conference the Exhibitor shall be deemed to be domiciled at the office of the Organiser in Brussels.

11 SUPPLEMENTARY CLAUSES

Whenever necessary to ensure the smooth management of the conference, the Organiser shall have the right to issue Supplementary regulations and instructions in addition to those in the Terms & Conditions for Participation'. All such additional written instructions form a part of the 'Terms & Conditions for Participation' and are binding on all Exhibitors.

12 INFRINGEMENT OF TERMS & CONDITIONS

The infringement of the above-mentioned Terms & Conditions for Participation', and any other future rules and regulations determined by the Organiser, will result in the exclusion of the Exhibitor from the conference, and the Exhibitor shall have no right to claim compensation or demand refund on any payments already processed, losses or expenses, nor shall the Exhibitor be released from their contractual obligation to pay.

13 UNFORESEEN OCCURRENCES

In the event of any occurrence not foreseen in these Terms & Conditions for Participation', the decision of the Organiser shall be final.



PLEASE NOTE

These Terms & Conditions for Participation shall be governed by and construed in accordance with French law. Any dispute arising out of or in connection with the interpretation, validity or enforcement of these Terms & Conditions shall be submitted to the exclusive jurisdiction of the competent courts of Paris, France, unless otherwise required by applicable law.

The English version of these Terms & Conditions shall prevail.



CALL FOR PAPERS & ABSTRACT SUBMISSION

ASECAP DAYS 2027 • LISBON • 19-21 MAY 2027

Platinum and Gold sponsors benefiting from a speaking slot must submit an abstract through the official ASECAP Days 2027 Call for Papers.

SUBMISSION DEADLINE

5 NOVEMBER 2026

CALL FOR PAPERS

Explore all conference themes and submission guidelines.



SCAN TO VIEW THE CALL FOR PAPERS

[Download the Call for Papers](#)

SUBMIT YOUR ABSTRACT

Access the official online form and submit your abstract.



SCAN TO SUBMIT YOUR ABSTRACT

[Submit your abstract HERE](#)

SPEAKING SLOT ALLOCATION

Speaking slots will be allocated according to topic relevance and the organisation of the conference sessions across the two conference days.

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*Association Européenne des
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BUILDING EUROPE'S FUTURE

