



SPONSORSHIP BROCHURE

Bratislava, Slovakia
May 27-29, 2026



+32 2 289 2620



www.asecapdays.com



secretariat@asecap.com

Organized by



Hosted by



NÁRODNÁ
DIAĽNIČNÁ
SPOLOČNOSŤ

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Why Sponsor or Exhibit at ASECAP Days?



Unlock High-Impact Connections

ASECAP Days is the leading annual event for the European tolling and road infrastructure sector. It brings together a unique audience of:

- **High-level Executives & Decision-Makers**
- **Toll Motorway & Concession Companies**
- **Road Operators & Toll Service Providers**
- **ITS Consultants & Technology Experts**
- **Financial Institutions & Insurers**
- **Public Organizations & EU Representatives**

Meet the leaders shaping the future of mobility.

Take Your Place at the Forefront Stand out. Connect. Grow.

Don't miss your chance to be part of the 53rd ASECAP Study and Information Days. Choose to sponsor, exhibit, or both—and unlock new business opportunities in the heart of Europe's tolling industry. Take Your Place at the Forefront
Stand out. Connect. Grow.

Sponsorship Opportunities

Maximize your visibility. Lead the conversation.

Sponsorship Level	Key Benefits
DIAMOND	Elite branding, plenary speaking slot, exclusive VIP meeting room, 2 speaking opportunities in 2 major ASECAP events, premium exhibition space
PLATINUM	Prime branding, plenary speaking slot, exclusive sponsored items, premium exhibition space
GOLD	High-profile branding, parallel session speaking slot, sponsored event items, strategic stand placement
SILVER	Enhanced visibility, industry stakeholder speaking slot, coffee break sponsorship
BRONZE	Strong brand presence, group recognition, standard exhibition space



PREMIUM SPONSORSHIPS AT A GLANCE

DIAMOND

- **Exclusive online visibility:** permanent banner with the sponsor's logo displayed on every page of the official ASECAP Days website, ensuring maximum visibility throughout the event promotion campaign
- **Exclusive VIP meeting room**
- **Speaking slot at both ASECAP Road Safety Event and Sustainability Forum**
- **1 plenary session presentation slot**
- **8 free conference registrations**
- **Exclusive feature in the final programme:** in addition to the standard sponsor listing, Diamond sponsors benefit from a dedicated premium position (inside front cover or back cover) with an extended company profile and editorial spotlight, giving readers deeper insight into your role and achievements as a strategic partner of the event.
- **1–2 minutes exposure in the Industry Stakeholder Session**
- Company logo and profile in the final programme
- Company logo and profile on the ASECAP DAYS website (homepage banner with link, dedicated webpage with logo & company profile)
- Company logo in ASECAP email blasts, weekly newsletters and social media (LinkedIn & X)
- Acknowledgement during the opening speech and photo panel with all sponsors' logos
- Ad insert in delegates' tote bags + 2 company roll-ups (provided by the sponsor)
- **Social media exposure: full premium exposure, including up to 3 dedicated posts & 1 video highlight**
- **Sponsorship of one exclusive item: delegates' tote bags**
- **Exhibition stand (6m x 2m) including:** 1 draped table, 2 chairs, 1 floor-standing brochure holder (optional), 1 TV screen (optional), access to power, 2 free exhibitor staff passes

25,000 € (excl. VAT)

PLATINUM

- **1 plenary session presentation slot**
- **6 free conference registrations**
- **Full-page advertisement in the final programme**
- **1–2 minutes exposure in the Industry Stakeholder Session**
- Company logo and profile in the final programme
- Company logo and profile on the ASECAP DAYS website (homepage banner with link, dedicated webpage with logo & company profile)
- Company logo in ASECAP email blasts, weekly newsletters and social media (LinkedIn & X)
- Acknowledgement during the opening speech and photo panel with all sponsors' logos
- Ad insert in delegates' tote bags + 2 company roll-ups (provided by the sponsor)
- **Social media exposure: up to 2 dedicated posts introducing the sponsor, frequent mentions across the campaign**
- **Sponsorship of one exclusive item (e.g., lanyards, WiFi, power banks, luggage tags, luggage straps, photobooth)**
- **Exhibition stand (4m x 2m) including:** 1 draped table, 2 chairs, 1 floor-standing brochure holder (optional), 1 TV screen (optional), access to power, 2 free exhibitor staff passes

15,000 € (excl. VAT)

OTHER SPONSORSHIPS AT A GLANCE

GOLD

- 1 parallel session presentation slot
- 1–2 minutes exposure in the Industry Stakeholder Session
- 4 free conference registrations
- Company logo and profile in the final programme
- Company logo and profile on the ASECAP DAYS website (homepage with logo & link, dedicated webpage with logo & company profile)
- Company logo in ASECAP email blasts, weekly newsletters and social media (LinkedIn & X)
- Acknowledgement during the opening speech and photo panel with all sponsors' logos
- Ad insert in delegates' tote bags + 1 company roll-up (provided by the sponsor)
- Sponsorship of one item (e.g., welcome reception, lunches, USB keys, pens, notepads – some items exclusive, some not)
- **Exhibition stand (3m x 2m)**
including: 1 draped table, 2 chairs, 1 floor-standing brochure holder (optional), 1 TV screen (optional), access to power, 1 free exhibitor staff passes

10,000 € (excl. VAT)

SILVER

- 1–2 minutes exposure in the Industry Stakeholder Session
- 2 free conference registrations
- Company logo and profile in the final programme
- Company logo and profile on the ASECAP DAYS website (homepage with logo & link, dedicated webpage with logo & company profile)
- Company logo in ASECAP email blasts, weekly newsletters and social media (LinkedIn & X)
- Acknowledgement during the opening speech and photo panel with all sponsors' logos
- Ad insert in delegates' tote bags
- Sponsorship of one coffee break (Thursday or Friday, morning or afternoon, not exclusive)
- **Exhibition stand (2m x 2m)**
including: 1 draped table, 2 chairs, 1 floor-standing brochure holder (optional), 1 TV screen (optional), access to power, 1 free exhibitor staff passes

8,000 € (excl. VAT)

BRONZE

- 1–2 minutes exposure in the Industry Stakeholder Session
- 1 free conference registration
- Company logo and profile in the final programme
- Company logo and profile on the ASECAP DAYS website (homepage with logo & link, dedicated webpage with logo & company profile)
- Company logo in ASECAP email blasts, weekly newsletters and social media (LinkedIn & X)
- Acknowledgement during the opening speech and photo panel with all sponsors' logos
- Ad insert in delegates' tote bags
- **Exhibition stand (2m x 2m)**
including: 1 draped table, 2 chairs, 1 floor-standing brochure holder (optional), 1 TV screen (optional), access to power, 1 free exhibitor staff passes

6,500 € (excl. VAT)

Additional Visibility and Benefits



Social Media Exposure



- Diamond Sponsor: Full premium exposure, including up to 3 dedicated posts & 1 video highlight
- Platinum Sponsor: up to 2 dedicated posts introducing the sponsor, frequent mentions across the campaign
- Other Sponsors (Gold, Silver, Bronze): Progressive visibility through multiple posts (1 dedicated post for GOLD), individual mentions, or grouped acknowledgements, depending on the level



Newsletter/Email Marketing

- Logo and/or company profile featured in all attendee communications.
- Option for a dedicated sponsor block or mention in newsletters, depending on the sponsorship level (Diamond & Platinum).



Other Visibility Opportunities



- Logo on event banners, flyers, and digital materials.
- Mention in press releases and media communications for Diamond and Platinum packages.
- Featured in post-event reports or recap communications (Diamond & Platinum).



Important Notes



- All prices are exclusive of VAT (20%).
- Sponsored items must be produced and shipped by the sponsor (this cost is not included in the sponsorship package).
- Roll-ups are the responsibility of the sponsor.





Exhibitor Only Package

€6,000 + 20% VAT

What's included?

Booth Equipment

- 1 booth space (2m x 2m)
- 1 table
- 2 chairs
- 1 floor-standing brochure holder (Optional)
- TV screen (Optional)
- Access to power
- Signage with your company name & logo

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 ASECAP Days homepage
- Company logo & profile with link on the Sponsors & Exhibitors webpage

Staff Access

1 free exhibitor staff pass (*Access to the exhibition area only. Includes Welcome Reception, Lunch, and Networking Dinner*)

Why Exhibit?

- Strategic Location: All coffee breaks and the Welcome Reception take place in the exhibition area, maximizing attendee flow and networking opportunities.
- Direct Access: Meet industry leaders, decision-makers, and potential clients face-to-face.
- Brand Exposure: Benefit from both on-site and digital visibility before, during, and after the event.

Optional Add-ons:

- Brochure holder: €100 (excl. VAT)
- TV screen: €250 (excl. VAT)

Showcase your solutions, connect with key players, and grow your business at ASECAP Days!



Exhibition Floorplan

The final floor plan, including the dedicated sponsor exhibition areas, will be available soon.



FLOOR MAPS KEY

- Meeting / Conference Rooms
- Amenities / Service Areas
- Foyer / Public Space

Sponsorship Application Form

Fill out this form to return it to Carole Défossé (the ASECAP Secretariat) by email at c.defosse@asecap.com or by fax at +32 2 514 66 28.

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

27 – 29 May 2026 – DoubleTree by Hilton Bratislava

Sponsor Information

Company: _____ VAT number: _____

Contact Free Delegate 1 (First Name & Last name)* _____ Title _____

Contact Free Delegate 2 (First Name & Last name)* _____ Title _____

Contact Free Delegate 3 (First Name & Last name)* _____ Title _____

Contact Free Delegate 4 (First Name & Last name)* _____ Title _____

Contact Free Delegate 5 (First Name & Last name)* _____ Title _____

Contact Free Delegate 6 (First Name & Last name)* _____ Title _____

Contact Free Delegate 7 (First Name & Last name)* _____ Title _____

Contact Free Delegate 8 (First Name & Last name)* _____ Title _____

Address: _____

City: _____ State: _____ ZIP _____

Email: _____ Cell Phone: _____

Website: _____

**Diamond (8 free delegates), Platinum (6 free delegates), Gold (4 free delegates), Silver (2 free delegates), Bronze (1 free delegate)*

PACKAGE			SELECT
DIAMOND	Exclusive VIP meeting room	25,000 €	
	Delegates' tote bag		
PLATINUM	Lanyard	15,000 €	
	Photo Booth		
	Dedicated WiFi		
	Power Bank		
	Luggage tag		
GOLD	Welcome reception – Wednesday 27 May 2026	10,000 €	
	Lunch on Thursday 28 May 2026		
	Lunch on Friday 29 May 2026		
	USB key		
	Pens		
	Notepads		
SILVER	Morning Coffee Break – Thursday 28 May 2026	8,000 €	
	Afternoon Coffee Break – Thursday 28 May 2026		
	Morning Coffee Break – Friday 29 May 2026		
BRONZE	No item	6,500 €	



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 on page 11.
- **Additional Passes:** Any additional sponsor or exhibitor passes must be purchased at the standard registration rate. This includes access to plenary and parallel sessions, the welcome reception, lunch, 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 review the ASECAP Specific Exhibit Terms and Conditions outlined on page 12.
- **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 29, 2026, 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 30, 2026 (inclusive): 50% of the exhibit or sponsorship fee will be refunded, minus an administrative fee of EUR 75.
- From January 31, 2026 onwards: No refunds will be issued.

Signature:Date:

Exhibition Booth Reservation Form

Fill out this form to return it to Carole Défosse (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.

27 - 29 May 2026 – DoubleTree by Hilton Bratislava

Company Information

Company: _____ VAT number: _____

Address: _____

City: _____ State: _____ ZIP _____

Email: _____

Website: _____ Cell Phone: _____

Exhibitor Staff Pass 1 (FIRST NAME & LAST NAME)*: _____

Exhibitor Staff Pass 2 (FIRST NAME & LAST NAME)*: _____

**Diamond & Patinum (2 exhibitors pass), Gold, Silver, Bronze & Exhibitor Only (1 exhibitor pass)*

For any additional pass, sponsors/exhibitors will need to register at regular rate. (Access to the plenary&Parallel sessions, welcome reception, lunch & 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 (250€ VAT excl. for the whole event)

☐ Renting of a brochure holder (100€ VAT excl. 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 30, 2026 (inclusive): 50% of the exhibit or sponsorship fee will be refunded, minus an administrative fee of EUR 75.*
- *From January 31, 2026 onwards: No refunds will be issued.*

Signature: Date:



ASECAP DAYS – Exhibitor Terms & Conditions

- **Standard Booth Setup:** Each standard exhibition booth includes one table, two chairs, and access to electrical power.
- **Exhibitor Information:** A detailed Exhibitor Services Guide will be provided by the ASECAP Secretariat a few weeks prior to the event. This document will contain all essential logistical and practical information for your participation.
- **Set-Up & Dismantling:** Booth installation and dismantling are permitted only during the designated time slots outlined in the Exhibitor Services Guide.
- **Noise Policy:** The use of music or any form of loud audio within the exhibition area is strictly prohibited.
- **Booth Allocation:** Booths will be assigned on a first-come, first-served basis, upon receipt of full payment and a completed, signed reservation form.
- **Exhibitor Status:** Your organization will be officially recognized as an Exhibitor once full payment has been received by ASECAP.
- **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, and the networking dinner. Registration is available via the official website: www.asecapdays.com.

GENERAL TERMS AND CONDITIONS

1. Definitions

“Conference” shall mean the event, ASECAP Study Days, which will take place 27 - 29 May 2026 at the DoubleTree by Hilton Bratislava, Slovakia. “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. The submission of the application form shall be deemed to be confirmation of participation and full acceptance of the ‘Terms & Conditions for Participation’ as stated herein. The application shall become a valid contract upon the Organiser accepting the application. The application and confirmation of its receipt do not constitute grounds for any claim to approval, or to any specific location or site of stand. In particular, the Organiser is entitled to implement reductions in the number of square meters applied for if the conference area available is oversubscribed.

3. Rental of stand fitting, design and signs

The individual design of the stand, if in excess of the services indicated in the offer, is the concern of each individual Exhibitor who shall apply with the official contractor for furniture, fittings, fixtures and Utilities. The nature of the design shall, however, be subjected to the construction regulations applicable to the event venue and to the construction guidelines set by the Organiser.

4. Co-Exhibitors and 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 of their 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) A non-refundable deposit of 30% of total stand rental charges as well as the co-exhibitors fee.
- b) The balance shall be paid within 4 months before the commencement of the conference.
- c) For other additional services, payments must be made in full, in advance, when placing orders for services
- d) Payment by the stipulated date is a prerequisite condition for the Exhibitor's participation in the conference and use of the stand.

e) 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. The Exhibitor or Sponsor shall not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

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 30 January 2026 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 31 January 2026 onwards, no refund will be granted.

7. Movement of exhibits

- a) The Exhibitor shall bear the responsibility and expenses for transport of exhibits to the conference venue.
- b) The Exhibitor shall make their own arrangements for the storage and ware housing of the exhibits, subject to the approval of the Organiser.
- c) The Exhibitor shall submit a list of exhibits to the Organiser at least ten days prior to the start of the conference.
- d) No exhibits or other goods will be permitted to leave the conference venue. The Exhibitor shall indemnify the Organiser against any loss or damages due to delay or damage to the conference venue.

8. Security & Insurance

The Organiser, its directors, trustees, offices, employees, agents and representations, will not be responsible for the safety of articles of any kind brought into the conference by the Exhibitor or Sponsor, their employees, agents or contractors, members of the public or any person whosoever. Exhibitors shall ensure that they are fully covered by Insurance and take out public liability and comprehensive protection. The period of Insurance shall be from the time the Exhibitor first enters the conference hall until all his exhibits have been properly removed to the satisfaction of the Organiser. The Exhibitor shall indemnify and hold the Organiser, its directors, trustees, offices, employees, agents and representations, harmless with respect to all costs, claims, liabilities, losses, demands, proceedings and expenses to which the Organiser, its directors, trustees, offices, employees, agents and representations may in any way be subject (including but not limited to members of the public, the staff of the local authorities, or the Organiser of Exhibitors' staff, agents or contractors) caused as a result of any act of omission of the Exhibitor, co-exhibitor, sponsor, representatives, employees, agents, contractors or invitees. If the Organiser so demands, the Exhibitor shall provide proof to the Organiser that the Exhibitor has adequate insurance coverage. The Organiser shall not in any event be held responsible for any loss or damages whatsoever (including loss of profits suffered by the exhibitor) as a result of any restrictions or conditions which prevent construction, completion, alteration or dismantling, or for the failure of any service normally provided at the listed conference ground, for the cancellation or part-time opening of the conference either as a whole or in part, or for amendments or alterations to all or any of the ‘Terms & Conditions for Participation’ caused by any circumstance not within their control.



GENERAL TERMS AND CONDITIONS

9. 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 person incurred.

10. 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.

11. 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.

12. 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 the 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.

Without prejudice to the powers of the parties to enter into a general or limited arbitration agreement, all disputes arising from the Exhibitor's participation, from the enforcement of these regulations, or from any other contracts relating to the conference, including the Terms & Conditions for Participation' stated herein, or by virtue of regulations or stipulations laid down or prescribed by the Organiser, shall be governed and construed accordingly and the Exhibitor hereby submits to the non-exclusive jurisdiction of the courts. Where disputes arise concerning interpretation, the English text of these 'Terms & Conditions for Participation' shall be deemed to be final.

13. 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.

14. Infringement of 'Terms & Conditions for Participation

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.

15. Unforeseen Occurrences

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

Our Team



Malika Seddi

Secretary General & CEO

m.seddi@asecap.com



Carole Défossé

Communication Manager

c.defosse@asecap.com



Romina Conti

Office Manager

r.conti@asecap.com

CONTACT US

Rue Guimard 15
B-1040B Bruxelles



+32 2 289 26 20



secretariat@asecap.com