

# Battery Congress

5305 Plymouth Road  
Ann Arbor, Michigan 48105 USA  
P 734 418 2365  
F 734 418 2356  
info@batterycongress.org  
www.batterycongress.org  
www.gamcinc.org

## Announcements & Call for Papers

# Battery Congress

Ann Arbor, Michigan, USA

University of Michigan - Michigan League

April 23-24, 2012

### Programs

Plenary  
Batteries and Advanced Propulsion Vehicles  
Design, Engineering, and Manufacturing  
NiMH and Li-Ion Battery Applications  
Powertrain Electrification  
Body Design Complementing EV, HEV  
Advanced Storage Systems  
EV, HEV Subsystems Design and Engineering  
Infrastructure

### Abstracts

Due by September 20, 2011

### Papers

Due by December 8, 2011

### Presentations

Due by February 9, 2012

### Program Chairs

Yi Ding, PhD  
Ground Vehicle Power & Mobility Engineer  
US Army RDECOM-TARDEC

Kimihiro Nisimura  
Director  
Nissan

Christian Mohrdieck, PhD  
Director of Fuel Cell & Battery Drive Development  
Daimler AG

Chi Paik, PhD  
Technical Leader  
Ford

Warren Parsons  
Group Manager  
General Motors

Don Siegel, PhD  
Professor  
University of Michigan

Sharon Xiao, PhD  
Professor  
Michigan State University

Please visit [www.batterycongress.org](http://www.batterycongress.org) for Author's kit, Registration forms, Sponsorship form, and Exhibitor form.

## Technical Program/Session Topics

- Energy, environment, and decarbonization
- Electric, Plug-in Hybrid Propulsion Vehicles
- Extended range EV vehicles
- Micro hybrids
- Lithium-ion battery systems
- NiMH battery systems
- Energy storage
- Field data
- Energy storage for micro hybrids
- Charging systems and electric drive components
- Battery thermal management
- Underbody structure and energy storage
- Safety and Regulations
- Global/National Battery Programs

## Who Should Exhibit

Companies and companies specializing in:

- OEMs
- Suppliers
- Governmental Agencies
- Controls
- Components & Systems
- Body and Powertrain Engineering
- Manufacturing
- Materials
- Powertrain and Body Design
- Powertrain Electronics
- Testing
- Engine Transmission Components
- Engine Transmission Suppliers

## Who Should Attend

The three day conferences and exhibits will be of particular benefit and interest to:

- Educators
- Engineering & Manufacturing
- Scientists, Engineers, Managers & Executives
- Media
- Plant Engineers, Superintendents & Managers
- Powertrain, Body Product Design, Materials, and Manufacturing Engineers
- Purchasing, Marketing, & Financial Personnel
- Representatives from Government & Educational Institutions
- Testing

# Other Sponsorship Opportunities

### Conference Bags

1 Available - US \$5,000

You can have your company logo on one side and the GAMC logo will be on the other. Bags will be distributed at the event.

### Lanyards

2 Available - US \$3,500

Lanyards are handed out at our registration counters, your company name can be displayed around the necks of our attendees.

### Coffee Breaks

4 Available - US \$2,000

Sponsor one of two morning or one afternoon coffee breaks either day. Your company logo will be displayed on 8 oz. cups and napkins provided to attendees. Promotional materials may also be displayed.

### Internet Pavilion

1 Available - US \$1,000

Computer stations are a must-have for every conference, sponsor ours and enjoy the name recognition among attendees of our company.

### Evening Reception

3 Available - US \$3,000

Our evening reception is a highlight of the conference for all attendees. Sponsor's name and logo are displayed on cups and napkins.

### Technical Program

2 Available - US \$2,000

Advertise in our technical program! Sure to reach researchers, design and development professionals, while providing an outline of the conference.

### Registration Bag Inserts

6 Available - US \$1,000

Your materials can be inserted into our conference bags, providing additional exposure for your company. Materials must be approved by GPC and be no more than 8" x 11" in size.

### Exhibition Directory/Calendar of Business

Printed and distributed worldwide-US \$2,500

Place an ad in our Exhibition Guide distributed to all attendees, and enjoy marketing year-long.

### Technical Group Refreshments

4 Available - US \$1,000

Sponsor one of our breakout sessions, and your logo will be displayed on cups and napkins distributed with refreshments.

### General Refreshments

Unlimited - US \$300

Provide a snack table and display your company logo.

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