

# Battery Congress 2012



[www.gamcinc.org](http://www.gamcinc.org)

***Michigan League  
University of Michigan  
Ann Arbor, Michigan  
USA***

***April 23-24, 2012***

[www.batterycongress.org](http://www.batterycongress.org)

# Battery Congress

## Announcements & Call for Papers

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

# 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 October 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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# Battery Conference 2012

## Scope

### Battery Congress 2012 Ann Arbor

**APRIL 23-24, 2012**

[www.batterycongress.org](http://www.batterycongress.org)

**University of Michigan – Michigan League  
Ann Arbor, Michigan, USA**

### Battery Congress 2012 Call For Abstracts

The Battery Congress 2012 Program Committee seeks original papers and presentations that demonstrate advances in technologies, processes, systems and applications of battery in the transportation and other industries. Submissions from institutes, universities and industries are welcome. A 100-word abstract along with biography in Word file, not a PDF, should be submitted, by email to [info@gamcinc.org](mailto:info@gamcinc.org)

### **ALL SUBMISSIONS MUST BE NON-COMMERCIAL.**

Abstracts will be received from the following, but, not limited to the disciplines:

- Energy, environment, and decarbonization
- Electric, Plug-in Hybrid Propulsion Vehicles
- Body Engineering/CAE/Battery Vehicle Integrations
- Extended Range EV
- 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
- Safety and Regulations
- Testing
- Global/National Battery Programs

## Exposition Details

June 12: 10:00 am - 5:00 pm

June 13: 10:00 am - 3:00 pm

*Located at the Michigan League, University of Michigan in Ann Arbor, Michigan.*

Exhibit options range from Table Top displays priced at \$985 to Full Custom Sized Exhibit booths

(min. 8ft x 10ft) starting at \$2,500.

See the registration form on the last page of this brochure for further details.

# Battery Conference 2012 Conference and Exposition

## Conference Objectives

To provide a forum for, engineers, managers, scientists, academic researchers, and industry executives to exchange advances in battery technology and applications and management systems. This forum will address key topics and issues related to OEMs, Suppliers (all Tiers), Component Manufacturers, Governmental and Non-Governmental agencies. It also will provide a network to support educational research and publish technical findings in conference proceedings and technical magazines. This forum would provide a conference, exposition, and publication dedicated to the research integration of new battery technologies in vehicular and other energy system applications.

## Conference Management and Organization:

Global Automotive Management Council (GAMC), a non-profit organization

## Governing Body:

Battery Congress 2012 Leadership; Executive Council, Board of Directors and will be governed by senior management representatives from major OEMs and Suppliers and representatives from Academia and other not-for-profit research organizations.

## Exposition Details

April 23: 10:00 am - 5:00 pm

April 24: 10:00 am - 3:00 pm

*Located at the Michigan at the University of Michigan in Ann Arbor Michigan.*

Exhibit options range from Table Top displays priced at \$985 to Full Custom Sized Exhibit booths (min. 8ft x 10ft) starting at \$2,500.

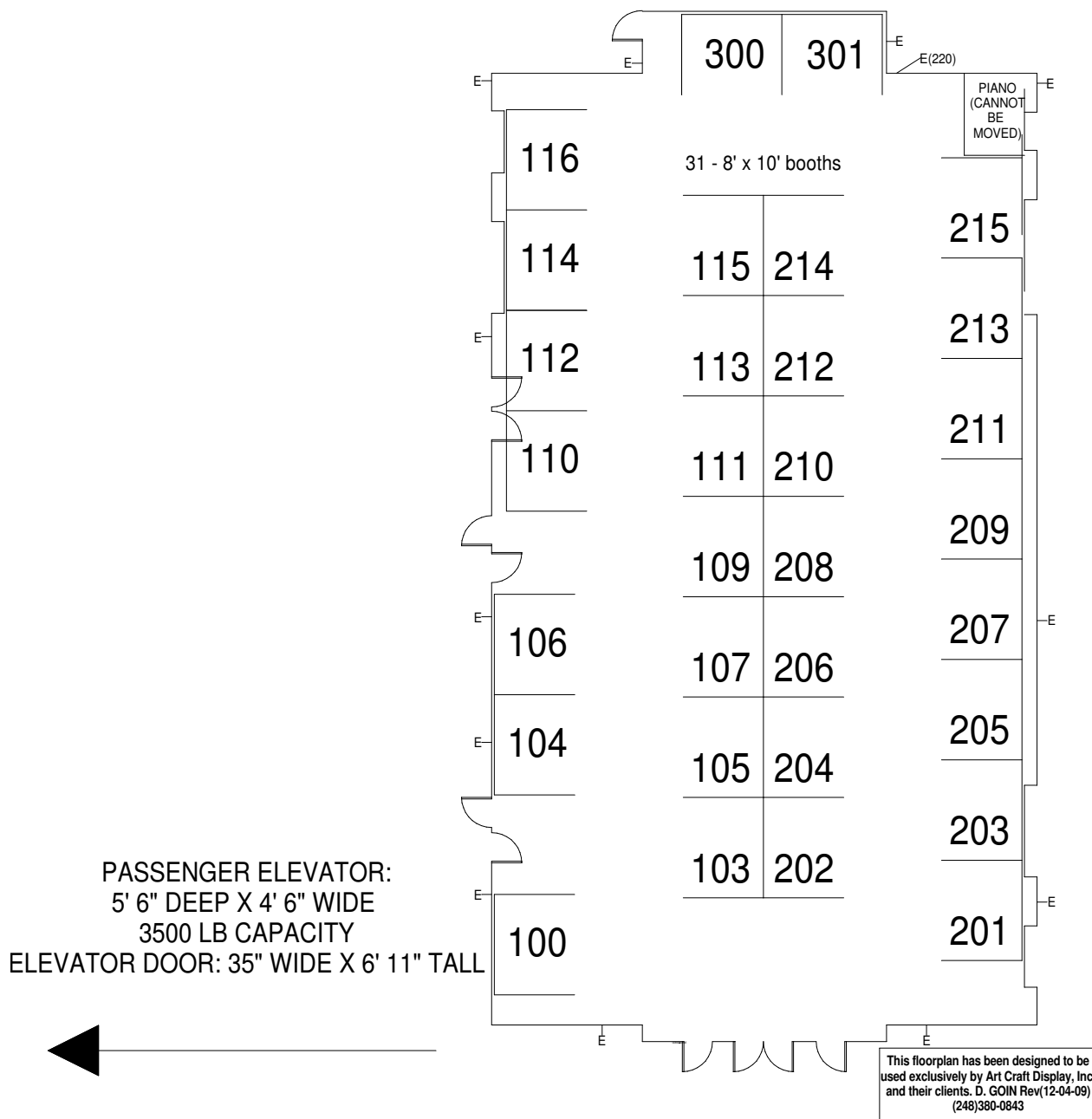
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# Battery Congress Exhibit Floorplan

BATTERY CONGRESS

APRIL 23-24, 2012

MI LEAGUE BALLROOM



For details on the registration, exhibits and sponsorships, please visit,  
[www.batterycongress.org](http://www.batterycongress.org) or call 1 734 418 2365  
To submit your abstract send an email to the following address:  
Email: [submissions@batterycongress.org](mailto:submissions@batterycongress.org)

# Sponsorship & Exposition

## Forms & Information

### Sponsorship Form

Company		Division	
Salutation			
Contact Name		Title	
Address			
City	State/Province	Zip	Country
Phone	Fax	E-mail	
Sponsorship Amount (Minimum \$10,000)			
Preferred Method of Contact	Phone	Fax	E-mail
Payment by fax: Please fill out all forms and fax credit card information along with a printout of this page to GAMC at: (734) 418 2356			
Card Type	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express
Card Number			
Name on Card		Expiration	
Payment by check: Make all checks payable to: Global Automotive Management Council 5305 Plymouth, Ann Arbor, MI 48105			

The Following Additional Sponsorship Opportunities are Available:

For more information call or email the Battery Congress 2011 office at: (734) 418 2365 or info@batterycongress.org

Conference Bags 1 Available - \$10,500	Lanyards 2 Available - \$7,500	Coffee Breaks 6 Available - \$7,000	Internet Pavilion 4 Available - \$6,000	Evening Reception 5 Available - \$5,000
Technical Program 4 Available - \$5,000	Registration Bag Inserts 6 Available - \$4,000	Exhibition Directory Over 2,000 printed and distributed worldwide-\$2,500	Technical Group Refreshments 8 Available - \$1,000	General Refreshments Unlimited - \$300

### Exhibit Space Contract

Company		Division	
Address			
City	State/Province	Zip	Country
Phone	Fax	E-mail	Website
Name	Signature	Date	
INFO (if different from above) of person in charge of exhibit and to whom all relevant communication should be made			
Name			
Phone	Fax	E-mail	
Address			
City	State/Province	Zip	
EXHIBIT SPACE ASSIGNMENT TERMS: (Standard 8ft. x 10ft. booth: \$2,500 US)			
Exhibitor requests exhibit space by meter/ft. with preference given to the following locations:			
1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____			
Exhibitor agrees to enclose 50% along with this agreement.			
Payment by fax: Please fill out all forms and fax credit card information along with a printout of this page to GAMC at: (734) 418-2356			
Card Type	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express
Card Number			
Name on Card		Expiration	
Payment by check: Make all checks payable to: Global Automotive Management Council, 5305 Plymouth, Ann Arbor, MI 48105			

### Sponsorship Details

Minimum Sponsorship \$10,000 U.S.

### Sponsorship Includes

- One 8ft x 10ft Exhibit Space
- One Conference Registration
- Company Name Printed on all Battery Congress 2012 promotional materials; as well as Internet links on the Battery Congress 2012 Website, (www.batterycongress.org) and the Powertrain International (PTI) journal Website, www.gpc-icpem.org
- 30% Discount on Ads Placed in Powertrain International Journal
- Two Complimentary Full Conference Registrations

### Exhibit Space

The minimum exhibit space is a 8ft x 10ft . Exhibit space can be configured to multiples of 10ft x 10ft to meet company specifications. Please call the Battery Congress 2011 office for details, Phone (734) 418 2365.

### Rental Rate

\$2500 U.S. per 8ft x 10ft (minimum)

### Rental Rate Includes

- Company ID sign
- Complete Exhibitor Service Manual
- Removal, storage and return of empty crates
- 24-hour peripheral security
- Company/Product Listing in the Exhibitors Directory
- Listing in issues/ show of Powertrain International Magazine Buyer's Guide