

# AEF Conference Day

**Date:**  
10th May, 2017, 09:00 – 13:00

**Place:**  
Embassy Suites Lincoln,  
1040 P Street  
Lincoln Nebraska, USA

**Fee:**  
130 € / 137 \$ without Plugfest dinner  
165 € / 175 \$ with Plugfest dinner on May, 10th  
Free of charge for Plugfest visitors/ participants

## Schedule for AEF Conference Day

Start Time	Topic	Details	Speaker
9.00	What is ISOBUS	<ul style="list-style-type: none"><li>→ Explanation of ISO11783</li><li>→ Reasons the AEF was formed</li><li>→ Overview of the AEF structure and the project teams</li></ul>	Peter van der Vlugt  Norbert Schlingmann
9.45	How to Market your ISOBUS Products	<ul style="list-style-type: none"><li>→ What are the AEF ISOBUS Functionalities?</li><li>→ Explanation of the AEF Certified sticker</li><li>→ Rules on using the Functionalities and the Certified Logo</li></ul>	Andrew Olliver
10.30	Coffee Break		
10.45	What can I find inside my tractor/ implement	<ul style="list-style-type: none"><li>→ Demonstration of the AEF ISOBUS Database</li><li>→ Overview of the different roles</li><li>→ Marketing Benefits</li></ul>	Jan-Hendrik Wölker
11.30	AEF Conformance Test	<ul style="list-style-type: none"><li>→ How does your company certify products</li><li>→ In house testing, Test Lab certification, link to product information.</li><li>→ Conformance Test road map</li></ul>	Jaap van Bergeijk
12.15	Visit the Conformance Test station	<ul style="list-style-type: none"><li>→ Demonstration of the Conformance Test</li></ul>	Jan-Hendrik Wölker
13.00	Lunch	End of Conference Day	