

# The Technology of Mobility Conference and Exhibition 2023



12 – 15 September 2023  
International Barcelona Convention Centre, Barcelona, Spain

Organised by





# Technology of Mobility Conference and Exhibition

**The Technology of Mobility Conference & Exhibition incorporating the FISITA World Congress 2023, is the hub for the international mobility systems engineering community. FISITA members and other stakeholders from across the global industry will come together over four days to explore the technology, methodology and strategy of mobility, from design, through to manufacture and use by bringing together the many different disciplines of engineering innovation required for the technology of tomorrow's mobility.**

In a change to previous years, the World Congress will run concurrently with the FISITA World Mobility Summit; EuroBrake; and the inaugural FISITA Intelligent Safety Conference Europe, with all taking place in the Barcelona International Convention Centre in September 2023 at the Technology of Mobility Conference & Exhibition.

In addition to this, throughout the four days FISITA member working groups will share their cutting-edge knowledge through open forum presentations, roundtables and discussions, while FISITA national engineering society members islands of excellence will knowledge-share on climate change.

With more engineers and executives engaged than ever before, join thousands of delegates and hundreds of exhibitors in the technology of mobility dialogue at the single biggest global gathering of its kind in the mobility sector.

## Technology of Mobility Conference & Exhibition overview

12 SEPTEMBER	13 SEPTEMBER	14 SEPTEMBER	15 SEPTEMBER
FISITA WORLD CONGRESS			
EUROBRAKE			
	FISITA INTELLIGENT SAFETY CONFERENCE EUROPE		
		FISITA WORLD MOBILITY SUMMIT	



# Technology of Mobility Conference and Exhibition overview



The 39th FISITA World Congress will explore the technology, methodology and strategy of mobility, from design, through manufacture and use. By bringing together the many different disciplines of engineering innovation required for the technology of tomorrow's mobility, the largest Congress FISITA has ever delivered will create the most significant connection opportunity for the international community of mobility engineers, today. The Congress will deliver technical sessions to thousands of delegates, through high profile keynote speakers and roundtable discussions throughout the week, as well as provide business engagement opportunity within an exhibition featuring the leading mobility systems brands.



The FISITA World Mobility Summit is a unique and exclusive annual meeting of the technology leaders from many of the world's leading automotive and mobility brands. Since 2009, the Summit has continued to be a highly relevant meeting within the global community, delivering thought leadership and engagement at the leadership level within the member-led environment of FISITA. Expect to meet with hundreds of senior industry leader delegates and consider a theme pre-determined by this exclusive group, delivered via a full day strategy session.



The FISITA Intelligent Safety Conference, China was established to bring the world's intelligent safety experts together, deliver thought leadership and knowledge share in this important and fast evolving area of technology. After four successful conferences in China and at the international community's request, the time is now to deliver the inaugural European event. An international speaker line up will consider the most important topics within the safety of future mobility.



EuroBrake is the world's largest annual brake technology conference. Contributors and attendees gather from the major brake industry stakeholders, including passenger car and commercial vehicle component suppliers and manufacturers, raw material suppliers, and leading brands in rail, aerospace, and academia. Shaping the future of braking, whether through impactful debate in design, manufacture or use, EuroBrake will deliver a series of unparalleled technical presentations, panel discussions and keynote addresses.

## STUDENT OPPORTUNITIES PROGRAMME (SOP)

FISITA is committed to supporting the next generation of mobility engineers. As part of this, we deliver a Student Opportunities Programme (SOP) at every event through the year. In Barcelona, this will be a unique chance for 100 students from around the world, with a passion for mobility engineering, to join with their peers as well as industry and academia experts.



# How you can get involved

The four day Technology of Mobility Conference & Exhibition provides the perfect opportunity for your business to engage with thousands of delegates, including some of the world's most influential engineers and executives. You can showcase your innovative products and promote your company's solutions for greener, safer and more efficient mobility technology.

You could be a partner and sponsor any one of the four events : **FISITA World Congress**; **World Mobility Summit**, **Intelligent Safety Conference Europe** or **EuroBrake**, or perhaps support the **Student Opportunities Programme**. You could also take a prime space in the exhibition hall and join hundreds of other like-minded businesses.



**PARTNER**



**EXHIBIT**



# Partners

All sponsors receive significant brand visibility and engagement opportunities with OEMs, engineering companies, suppliers, start-ups and organisations focused on delivering the technology of mobility. There are a range of opportunities to suit any organisation and, as well as benefitting from the specifics of the individual partnership, all sponsors will receive high levels of visibility within the venues during the week of activities, as well as through FISITA's social media networks and other media opportunities.

## Partner Opportunities

	World Congress	Intelligent Safety Conference Europe	World Mobility Summit	EuroBrake
<b>Prime</b>	■			
<b>Theme</b>	■			
<b>Diamond</b>	■			■
<b>Headline</b>		■	■	
<b>Platinum</b>	■			■
<b>Gold +</b>	■	■	■	■
<b>Gold</b>	■	■	■	■
<b>Silver</b>	■	■	■	■
<b>Bronze</b>	■	■	■	■
<b>Coffee station</b>	■	■	■	■
<b>Lanyard</b>	■	■	■	■
<b>Welcome drinks</b>				■
<b>Farewell reception</b>	■			

### WHOLE EVENT OPPORTUNITIES

- Networking lounge
- Knowledge share lounge
- Gala dinner
- Conference app
- WiFi

### STUDENT OPPORTUNITIES PROGRAMME (SOP)

- Lead sponsor
- Lunch
- Promo pack
- Refreshment station
- Student gift
- Premium gift
- Phone charging station



# Partner opportunities

## Prime Partner – EUR 100,000 – Limited to 3 PRIME Partners

Unique visibility and the highest recognition. This is an ongoing platform to promote your brand, showcase new products and increase exhibition exposure to all attendees and contributors to the event both on-site and beyond including the significant build up, post event and legacy activity.

### Prime title rights

Own one of three principal event topics: design, manufacture or use

### Long term exposure

Prominence in pre, live and post event activity

### Tailor made programme

Prime activity options include topic selection, opening and keynote speaker slots, branding, demonstration and display

### Exhibition space

Up to 30sqm exhibition booth with shell scheme at a central location to attract maximum attendance. Bookable meeting room, boardroom style for 16 people\*

### Media awareness

Preferred treatment in media/partner channels and content recordings

### Attendance

12 delegate passes plus 12 exhibitor passes

### Branding

Significant in-venue sites plus lead on website and programme event materials

### Gala dinner

Company table with invitations for leaders and important guests

### Industry talent

Lead involvement with the next generation of mobility engineers via student activities

## Theme Partner – EUR 50,000

Prestigious benefits including association with foremost industry themes that span the event and high-level showcase branding over an extended period.

### Theme title rights

Align with any one of universal theme: safety & cybersecurity; sustainability, circular economy & lifecycle assessment; digitalisation; regulatory environment or automotive disruption

### Long term exposure

Visibility in pre, live and post event activity

### Tailor made programme

Theme activity options include technical speaker slots or demo plus branding of high traffic areas

### Exhibition space

Up to a 20sqm exhibition booth with shell scheme at a central location to attract attendees, Bookable meeting room, boardroom style for 16 people\*

### Media awareness

Guaranteed coverage in media/partner channels and content recordings

### Attendance

7 delegate passes with gala dinner plus 7 exhibitor passes

### Branding

In-venue sites plus website and programme event materials

### Industry talent

Contributor support of next generation of mobility engineers via student activities



## Partner opportunities

### Diamond – EUR 28,000

- 15 sqm exhibition booth with shell scheme in prominent location
- 5 delegate passes with gala dinner
- 5 exhibitor passes without gala dinner
- Speaking opportunity (1-hour open seminar)
- Bookable meeting room, boardroom style for 16 people\*
- Exclusive sponsorship of Congress or EuroBrake water bottle distributed to all attendees
- Diamond sponsor recognition on all marketing materials
- Full page colour advert inside front cover in both preliminary and final programme
- One email communication to all attendees post event, organised with FISITA

### Platinum – EUR 23,000

- 10 sqm exhibition booth with shell scheme
- 5 delegate passes with gala dinner
- 5 exhibitor passes without gala dinner
- Bookable meeting room, boardroom style for 16 people\*
- Platinum sponsor recognition on all marketing materials
- Full page colour advert inside back cover for both preliminary and final programme
- Opportunity to include giveaway in delegate bag

### Headline sponsor – EUR 25,000

- 15 sqm exhibition booth shell scheme
- Speaking opportunity
- 5 delegate passes with gala dinner
- 5 exhibitor passes without gala dinner
- Bookable meeting room, boardroom style for 16 people\*
- Exclusive sponsorship of Intelligent Safety Conference Europe or World Mobility Summit water bottle distributed to all attendees
- Headline sponsor recognition on all marketing and communication materials
- Full page colour advert inside front cover in printed programme



## Partner opportunities

### Gold Plus – EUR 17,850

- 10sqm exhibition booth with shell scheme
- 3 delegate passes with gala dinner
- 3 exhibitor passes without gala dinner
- Branding at refreshment station needs to come out as it's a separate package
- Bookable meeting room, boardroom style for 16 people\*
- Gold plus sponsor recognition on all marketing materials
- Half page colour advert in printed programme

### Gold – EUR 14,000

#### Choose one of the following sponsor options

- Conference bag - branding on bag given to all relevant conference attendees
- Conference stationery - branded pen and pad
- Lanyard - branding on lanyard given to all relevant conference attendees

#### Plus:

- 3 delegate passes with gala dinner
- 3 exhibitor passes without gala dinner
- Bookable meeting room, boardroom style for 16 people\*
- Gold sponsor recognition on all marketing materials
- Discounted rate available for exhibition space and advertising packages

### Silver – EUR 7,500

- 1 delegate pass with gala dinner
- 2 exhibitor passes without gala dinner
- Silver sponsor recognition on all marketing materials
- Discounted rate available for exhibition and advertising packages

### Bronze – EUR 5,000

- 1 delegate pass with gala dinner
- 1 exhibitor pass without gala dinner
- Bronze sponsor recognition on all marketing materials
- Discounted rate available for exhibition and advertising packages



## Whole event opportunities

### Exclusive networking lounge – EUR 50,000

- Coffee shop / bar branding
- Branding on napkins, cups etc.
- 5 delegate passes with gala dinner
- 5 exhibition passes without gala dinner
- Recognition on all marketing materials
- Branded phone charging stations

### Knowledge share lounge – EUR 1,000 (per hour slot)

The knowledge share lounge is a place designed to meet colleagues from across the industry and discuss, formulate, develop and share knowledge and ideas in the mobility sector. Knowledge sharing is the key to make those initial ideas into the next big thing to come out of the mobility industry and into the public arena. In the knowledge share lounge you will be able to break away from the world congress and sit/talk through your ideas and develop them with like-minded peers. One hour blocks are available to book for you to present on a topic of your choice and will be open to all The Technology of Mobility Conference and Exhibition attendees.

### Gala dinner – EUR 25,000

- Exclusive sponsor of the gala dinner and gala dinner drinks reception
- Reserved table in prime location for 10 people
- 10 delegate passes
- Prominent signage at gala dinner venue, including company logo on menu cards
- Company profile in the preliminary and final programmes
- Branding / gift opportunities on each table

### Conference App – EUR 20,000

- 3 delegate passes with gala dinner
- 3 exhibition passes without dinner
- Recognition on all marketing materials
- Push notification within event app - EUR 1,000 (limited availability)

### WiFi – Price on request

- 3 delegate passes with gala dinner
- 3 exhibitor passes without gala dinner
- Recognition on all marketing materials



# Student opportunities programme

## All packages include:

- Opportunity to view student CVs ahead of the event
- Access to a designated HR booth in the student lounge to meet with students
- Opportunity to list company roles on the jobs board
- Company logo on; sponsor wall, website, student programme, prelim & final programme, app

## SOP Lead sponsor – EUR 20,000

- Prominent branding in student lounge
- Directional signage in venue
- Opportunity to provide welcome speech at the start of the introductory lecture
- Full page advert in Sstudent programme
- Sponsor of student backpack
- Option to insert literature into student backpack
- Option to provide promotional item for students
- Exclusive sponsorship of one roundtable session

## Student lunch sponsor – EUR 10,000

- Exclusive sponsor of student lunch with signage and branded napkins
- Company branding on SOP sponsor wall
- Student backpack insert

## Student promo pack sponsor – EUR 10,000

- Company branding on student backpacks
- Company branding on student lanyards
- Delegate bag insert

## Student refreshment station sponsor – EUR 7,500

- Exclusive sponsorship of drink/snack station within student lounge
- Student backpack insert

## Student gift sponsor – EUR 7,500

- Sports bottle
- Travel cables
- USB flash drive
- Stationary

## Premium gift – EUR 3,000

- Wireless phone charger
- Bluetooth earphones
- Bluetooth mini speaker

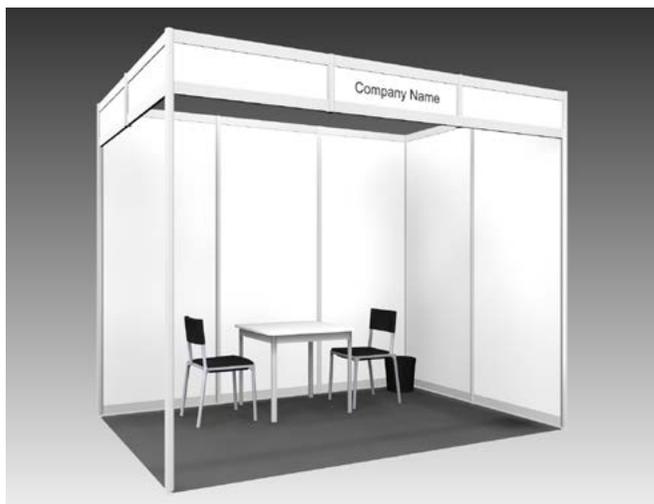
## Phone charging station – EUR 5,000

- Sponsor logo added to charging station in student lounge



# Exhibitor opportunities

Our exhibition packages enable you to showcase your mobility technology products, services and technical expertise to enable you to connect and reach out to the engineers and executives that will support your business objectives.



Packages	
<b>6sqm</b>	
Floor space only	<b>EUR 3,800</b>
+ shell scheme	<b>EUR 5,200</b>
Includes:	
1 full delegate pass with gala dinner	
1 exhibitor pass without gala dinner	
<b>8sqm</b>	
Floor space only	<b>EUR 4,600</b>
+ shell scheme	<b>EUR 6,400</b>
Includes:	
1 full delegate pass with gala dinner	
2 exhibitor passes without gala dinner	
<b>10sqm</b>	
Floor space only	<b>EUR 5,900</b>
+ shell scheme	<b>EUR 7,700</b>
Includes:	
1 full delegate pass with gala dinner	
3 exhibitor passes without gala dinner	

## All packages include:

- Single stand power supply
- Lunch & refreshments for staff with passes
- Listings in the preliminary and final programmes, exhibitor directory, official event app and website

## Shell scheme packages include:

- White modular system height 2m
- Set up and dismantling of shell stand
- Signage with company name
- Table, 2 chairs, wastepaper bin



# Programme

Preliminary programme only	Rates
Inside front cover	EUR 1600
Inside back cover	EUR 1350
Outside back cover <b>SOLD (EuroBrake)</b>	EUR 1450
Full page	EUR 995
Half page	EUR 495
Quarter page	EUR 250

Final programme only	
Inside front cover	EUR 1800
Inside back cover	EUR 1550
Outside back cover <b>SOLD (EuroBrake)</b>	EUR 1650
Full page	EUR 1195
Half page	EUR 695
Quarter page	EUR 450

Both Preliminary and final programme	
Inside front cover	EUR 2700
Inside back cover	EUR 2350
Outside back cover <b>SOLD (EuroBrake)</b>	EUR 2500
Full page	EUR 1900
Half page	EUR 1100
Quarter page	EUR 600



**Please enquire for a list of venue advertising sites including;**

- Exterior posters
- Main entrance door vinyls
- Escalator vinyls
- Interior free-standing posters/towers
- Exhibition hall entrance posters
- Floor stickers

*All prices quoted in this brochure are available until 31 March 2023. All prices shown exclude VAT and copy deadlines are applicable.*



#### About FISITA

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FISITA is the global membership organisation for the automotive and mobility systems engineering community. It now brings together hundreds of thousands of engineers across four member-category types including automotive engineering societies, corporate members, strategic partners, and academia.

FISITA brings its members together in a pre-competitive environment to develop thought leadership, collaborate on projects, network and share knowledge. For more information on FISITA membership and benefits please contact:

Kelly Williams, corporate member manager via [k.williams@fisita.com](mailto:k.williams@fisita.com)



#### About STA

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The Sociedad de Técnicos de Automoción (STA) is a co-founding member of FISITA since 1948 and has more than 800 Individual and corporate members. Our mission is to promote the progress of the technological advances and mobility within the Spanish automotive industry and to provide a neutral platform to share experiences and opinions among peers.

To achieve our goals, the STA works as a local and global platform for knowledge exchange between industry and academia, with particular emphasis on being a leading advocate for the education of young engineers. We also are a significant local and global events organiser, including technical sessions at the Automobile Barcelona, International Congresses, and the Formula Student Spain competition, among many others.

For more information on STA membership and benefits please contact STA's administration manager via [sta@stauto.org](mailto:sta@stauto.org)

