



Automotive **iQ**

# EVENTS CALENDAR AND PROSPECTUS 2024



# LET AUTOMOTIVE IQ HELP YOU WIN BUSINESS, GENERATE PIPELINE & BUILD YOUR BRAND

## → What We Do

For decades, Automotive IQ has been in the business of researching, producing, and executing high-value technical business conferences and content-led products that deliver unmatched value to **our engaged community of over 100,000 automotive industry professionals, across the entire Electric Vehicles, Autonomous Vehicles, Connected Vehicles and Software-Defined Vehicles ecosystems and value chains.**

Our long-running in-person events and portal of online events and content are an essential and valuable source of insight serving all major and emerging automotive brands in Europe, United States, Asia and beyond.

**In 2023 alone**, we hosted **30 technical events**, gathering over **2000 attendees** and **550+ OEM and Tier-1 speakers**. We gave **100+ best-in-class vendors** the opportunity to take advantage of our pioneering approach to content that is guaranteed to attract only the highest level of attendees to our events, and gives suppliers the chance to generate interest, demand and win business for their solutions and services.

In the same year, Automotive IQ's online portal hosted numerous webinars and online events, drawing **1700+ online attendees**, **150,000 visits to the Automotive IQ website**, and **6000+ downloads** for content published by our in-house editorial team and/or provided by market-leading vendor companies and event partners.

The quality of our attendees is just one of the things that differentiates us from other events you might see. Our events aren't huge expos with thousands of attendees - they're not meant to be. We carefully curate

technical and high-level content and invite only senior-level attendees - decision makers with budget-holding responsibility. We want to make sure that our partners have the best chance at cultivating relationships and winning new business within the industry. Our relationships with global OEMs is unparalleled - we simply don't have space here to list all the OEMs and Tier-1 companies we worked with last year.

We've just scratched the surface of what is possible for companies that want to leverage the power of the Automotive IQ brand and **launch into new markets, cement positions as thought-leaders in existing markets, generate sales pipelines and win new business.**

## → How Can We Help Your Business?

Speak to our team today to find out how we can help you demonstrate thought-leadership and ensure you are front of mind for those looking to invest in the latest technologies, solutions, and services in the areas of vehicle electrification, autonomy, connectivity, software-defined vehicles and automotive cybersecurity just to name a few.

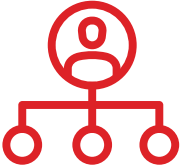


**Alishba Jan**  
Divisional Director



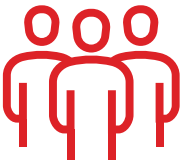
**Richard Crosby**  
Regional Sales Director

# IN 2023 ALONE, WE CURATED AND HOSTED:



**30**

In-Person and  
Online Events



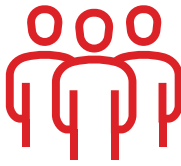
**2000+**

In-Person Event  
Delegates



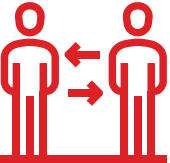
**550+**

Industry Expert  
Speakers



**25% / 45% / 30%**

Average audience breakdown  
OEM / Tier-1/2 / Vendor



**100+**

Sponsors and  
Exhibitors



**1700+**

Online Event  
Attendees



**150K+**

Annual Web  
Visits



**6000+**

Content  
Downloads

# A SNAPSHOT OF THE AUTOMOTIVE IQ EVENT EXPERIENCE

“ Game-changing ”

Business Development Manager - Strategic Accounts, Exro Technologies  
(Attendee, Advanced E-Motor Technologies USA 2023)

“ Very nice to see high participation of OEMs. Important event where we could meet the major actors in the field ”

Head of Technical Planning, Toyota Motor Europe  
(Attendee of Connected Vehicles Europe 2023)

“ The best functional safety event in the business ”

Corporate Functional Safety Manager, Skyworks Solutions Inc  
(Attendee, Automotive Functional Safety Week 2023)

“ Great chance to meet OEM and Tier 1 security experts to personally discuss their challenges and find tailored ways to support them ”

Lead Cybersecurity Consultant, 1ACUE GmbH  
(Attendee, Cyber Security Automotive Executive Exchange)

“ The event was enriched by the presence of experts from several OEMs and Tier 1 suppliers ”

CAE Engineering Manager (& Thermal Engineer), Nexteer Automotive  
(Attendee, Thermal Management for EV/HEV USA 2023)



# CALENDAR OF IN-PERSON EVENTS 2024

## February

Co-located



20 – 22 February 2024  
Frankfurt, Germany

## March

Co-located



5 – 8 March 2024  
Munich, Germany

Co-located



19 – 21 March 2024  
Ann Arbor, Michigan, USA

## April

Co-located



15 – 18 April 2024  
Berlin, Germany

# CALENDAR OF IN-PERSON EVENTS 2024

## June

**CYBER SECURITY  
AUTOMOTIVE  
EXECUTIVE EXCHANGE**

**5 – 6 June 2024**  
Augsburg, Germany

8<sup>TH</sup> ANNUAL  
**AUTOMOTIVE CHASSIS SYSTEMS USA 2024**  
STEERING SYSTEMS | BRAKING SYSTEMS | SUSPENSION SYSTEMS

**11 – 13 June 2024**  
Dearborn, Michigan, USA

**AUTOMOTIVE  
SUSPENSION SYSTEMS USA 2024**  
Part of Automotive Chassis Systems USA 2024

**AUTOMOTIVE  
BRAKING SYSTEMS USA 2024**  
Part of Automotive Chassis Systems USA 2024

**AUTOMOTIVE  
STEERING SYSTEMS USA 2024**  
Part of Automotive Chassis Systems USA 2024

## September

Applications & Use Cases of  
**GENERATIVE AI  
FOR AUTOMOTIVE USA 2024**

**SDV** | SOFTWARE-DEFINED VEHICLES  
USA 2024

**9 - 11 September 2024**  
Ann Arbor, Michigan, USA

Automotive IQ's  
**Advanced E-Motor  
Technologies USA 2024**

Automotive IQ's  
**THERMAL MANAGEMENT  
FOR EV/HEV/PHEV USA 2024**

**9 - 11 September 2024**  
Dearborn, Michigan, USA

# CALENDAR OF IN-PERSON EVENTS 2024

## September



Automotive IQ's

### **SIMULATION, TESTING & VALIDATION For Automated Driving 2024**

L2, L2+, L3 & Beyond

**10 - 12 September 2024**  
Stuttgart, Germany

## October

Co-located

9th International Battery Technologies & BMS Conference

### **BATTERY TECHNOLOGIES For EV/HEV 2024**



10th International Conference on

### **AUTOMOTIVE ELECTRIC POWER SUPPLY SYSTEMS 2024**

**22 - 24 October 2024**  
Munich, Germany

## November

Co-located

### **AUTOMOTIVE CYBER SECURITY, CONNECTIVITY & SDV WEEK Europe 2024**

**11 - 14 November 2024**  
Frankfurt, Germany

**AUTOMOTIVE  
CYBER SECURITY EUROPE 2024**

**CV24** | **CONNECTED VEHICLES  
EUROPE**

**SDV** | **SOFTWARE-DEFINED VEHICLES  
EUROPE 2024**

# CALENDAR OF IN-PERSON EVENTS 2024

November

## AUTOMOTIVE CHASSIS SYSTEMS EUROPE 2024

19 – 21 November 2024  
Germany

Co-located

AUTOMOTIVE  
ADVANCED SUSPENSION SYSTEMS EUROPE 2024

AUTOMOTIVE  
BRAKING SYSTEMS EUROPE 2024

AUTOMOTIVE  
STEERING SYSTEMS EUROPE 2024

AUTOMOTIVE CYBERSECURITY  
DETROIT 2023  
21434 COMPLIANCE & TECHNOLOGY FOCUS

WITH THANKS TO OUR SPONSORS

Ansys

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security

C/O  
CYBELLUM

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FINITE STATE

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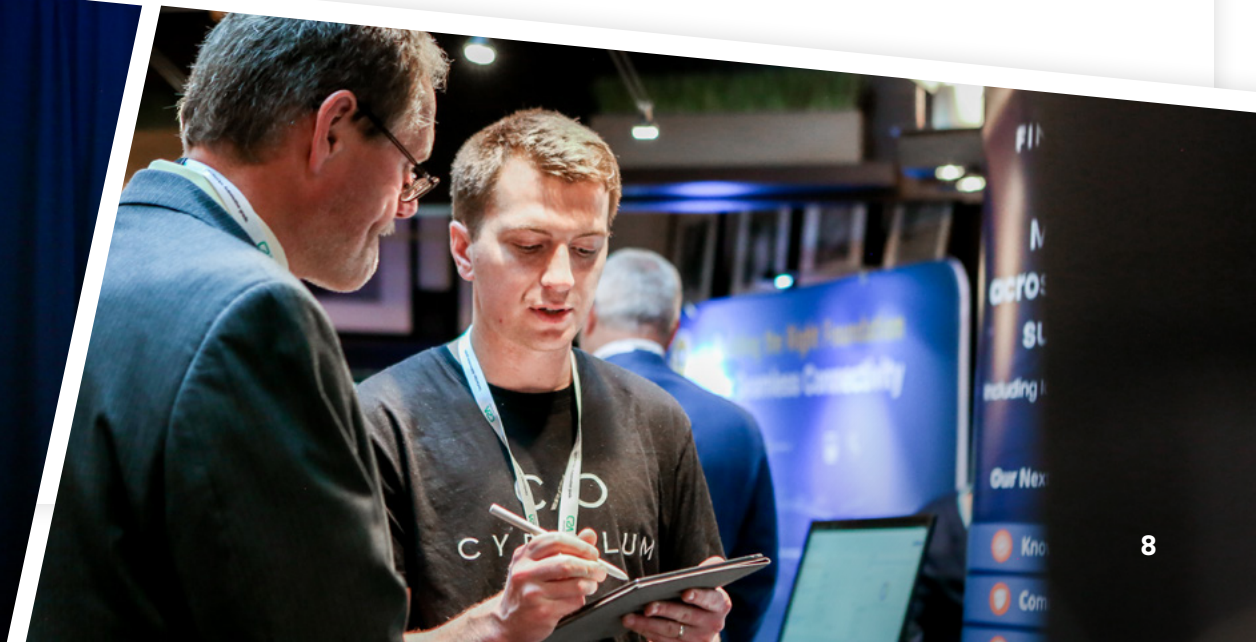
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EVENTS CALENDAR AND PROSPECTUS 2024





# STRATEGIC PARTNERSHIP PACKAGES 2024

## PLATINUM

### Intellectual Contribution & Thought Leadership

- Four Star Lead Partner Welcome Address
- Prime 30 Minute Plenary Speaking Slot – Main Conference Day One
- Additional 30-minute Plenary Speaking Slot
- Strategic Panel Discussion - Designed by Sponsor
- Global Industry Leaders Panel Seat
- 8 x Conference Attendee Passes

### Strategic Engagement Activity

- Sponsor of Chairman's Breakfast/Dinner for 20 Guests (Day One)
- Private room reserved for sponsor meetings
- Provision of the event delegate list

### Brand Awareness at Event

- 3m x 2m Exhibition Space
- Sponsor branded poseur tables - General exhibition area
- Sponsor signage feature
- Lanyard sponsorship
- Registration area main sponsor
- Conference main stage sponsor

### Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo and company profile feature in event brochure & website
- Inclusion in the event marketing campaign activity

## GOLD

### Intellectual Contribution & Thought Leadership

- Prime 30 Minute Plenary Speaking Slot – Main Conference Day Two
- Global Industry Leaders Panel Seat
- 6 x Conference attendee passes

### Strategic Engagement Activity

- Sponsor of either Welcome or i.e. Breakfast Private Dinner
- Private room reserved for sponsor meetings
- Provision of the event delegate list

### Brand Awareness at Event

- 3m x 2m Exhibition Space
- Sponsor signage logo feature
- Registration area logo feature
- Conference main stage logo feature

### Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo and company profile feature in event brochure & website
- Inclusion in the event marketing campaign activity

# STRATEGIC PARTNERSHIP PACKAGES 2024

## SILVER

### Intellectual Contribution & Thought Leadership

- 30 Minute Plenary Speaking Slot
- Panel Discussion Seat
- 4 x Conference attendee passes

### Brand Awareness at Event

- 3m x 2m Exhibition Space
- Provision of the event delegate list
- Sponsor signage logo feature
- Registration area logo feature
- Conference main stage logo feature

### Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo and company profile feature in event brochure & website
- Inclusion in the event marketing campaign activity

## BRONZE

### Brand Awareness at Event

- 3m x 2m Exhibition Space
- 2 x Conference attendee passes
- Provision of the event delegate list
- Sponsor signage logo feature
- Registration area logo feature
- Conference main stage logo feature

### Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo and company profile feature in event brochure & website
- Inclusion in the event marketing campaign activity

## CURATED PACKAGE OPTIONS

Our experienced team loves nothing more than to create curated package options guaranteed to help you meet your business development objectives. Whether you want to focus on thought leadership, networking, branding or 1:1 commercial meetings, we have the format for you to meet your goals.

→ **Help Me Build a Package!**

Contact us at [partner@automotive-iq.com](mailto:partner@automotive-iq.com) to learn more.



# DIGITAL SOLUTIONS

## Digital Sponsorship Opportunities with Automotive IQ

In addition to our industry-leading in-person conferences, we offer clients the chance to generate Marketing Qualified Leads through digital sponsorship opportunities. Share your expert insights with global professionals across the automotive ecosystem.

### Opportunities include:



Online Event Sponsorship



Webinars



Market Reports



Content Syndication Campaigns



Surveys, Banners, Content Hubs, and more!

**View our Media Kit** for full details on our membership breakdown, digital packages and editorial calendar.

## ONLINE EVENT CALENDAR 2024

**Automotive Cyber Security, Connectivity & SDV - Webinar Series 2024**  
27 March 2024

**Autonomous Vehicles - Webinar Series 2024**  
22 May 2024

**Verification, Validation & Safety For ADAS & Automated Driving Webinar**  
5 June 2024

**Simulation & Sensing Technologies For ADAS & Automated Driving Webinar**  
12 June 2024

**Virtual Testing For ADAS & Automated Driving Webinar**  
19 June 2024

**Advanced E-Motor & Thermal Management for EV/HEV/PHEV Webinar Series**  
17 July 2024

**SDV: Software-Defined Architecture Webinar**  
24 July 2024

**Brake-by-Wire Systems Webinar**  
28 August 2024

**Active/Semi-Active Advanced Suspension Systems Webinar**  
28 August 2024

**Steer-by-Wire Systems Webinar**  
28 August 2024

**Generative AI for Automotive - Webinar Series 2024**  
10 December 2024

# GET IN TOUCH



**Alishba Jan**  
Divisional Director



**Richard Crosby**  
Regional Sales  
Director



**Damian Pigot**  
Partnership Manager



**Ilyas Ismail**  
Partnership Manager



**Burgess Barr**  
Partnership Manager



**Polly Boshier**  
Partnership Manager

## Take the next step...

Speak to our team today to find out how we can help you demonstrate thought-leadership and ensure you are front of mind for those looking to invest in the latest technologies, solutions, and services in the areas of vehicle electrification, autonomy, connectivity, software-defined vehicles and automotive cybersecurity just to name a few.

We will walk you through the customised sponsorship package options for each of our 2024 conferences, as well as any of our other digital opportunities that can help you meet your objectives.

**Contact us now to learn how you can achieve your goals with Automotive IQ.**



[partner@automotive-iq.com](mailto:partner@automotive-iq.com)



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