



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.

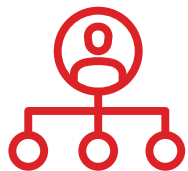


Alishba Jan
Divisional Director



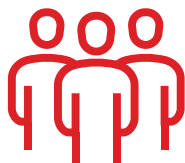
Richard Crosby
Regional Sales Director

IN 2023 ALONE, WE CURATED AND HOSTED:



30

In-Person and
Online Events



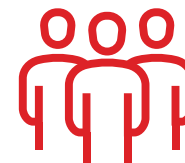
2000+

In-Person Event
Delegates



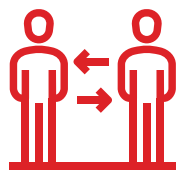
550+

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)

EVENTS CALENDAR AND PROSPECTUS 2024



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

June

5 – 6 June 2024
Augsburg, Germany

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

Co-located

AUTOMOTIVE CHASSIS SYSTEMS EUROPE 2024

19 – 21 November 2024
Germany

AUTOMOTIVE
ADVANCED SUSPENSION SYSTEMS EUROPE 2024

AUTOMOTIVE
BRAKING SYSTEMS EUROPE 2024

AUTOMOTIVE
STEERING SYSTEMS EUROPE 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 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



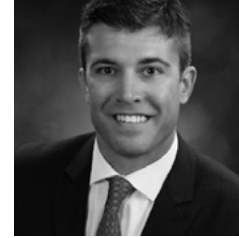
Richard Crosby
Regional Sales
Director



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



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