

# TU-Automotive Europe

24-26 NOVEMBER 2020

## PROPELLING AUTOMOTIVE TECHNOLOGY



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#TUEUROPE

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# 2019 SPEAKER HIGHLIGHTS



**GREGOR GIMMY,**  
Managing Director,  
**27 Pilots**



**HAYLEY BULL,**  
Director,  
**3Vision**



**PETER SZELEI,**  
European BD  
Director,  
**Aeye**



**MORTEN RYNNING,**  
CEO and Founder,  
CityQ and Co-Founder,  
**Sharebike**



**MATHIAS DEHM,**  
Head of Security &  
Privacy Research,  
**Continental**



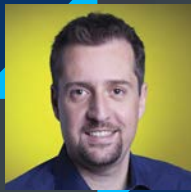
**ALEX AGIZIM,**  
CTO of Automotive  
and Embedded  
Systems,  
**EPAM**



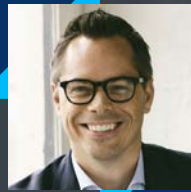
**DARIO SABELLA,**  
Vice Chairman,  
**ETSI ISG MEC**



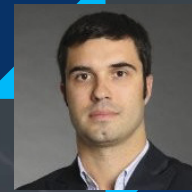
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**JENS BUßMANN,**  
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**ANDERS WALL,**  
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VP Global Products,  
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**EYAL MAYER,**  
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**NICK PIGGOT,**  
Project Director,  
**RadioDNS**



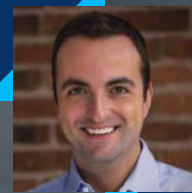
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**SIMON BROESAMLE,**  
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**GIDEON BULLOCK,**  
Head of UX,  
**Toyota Connected Europe**



**GIL LEVY,**  
VP Customer Success,  
**Upstream**



**ROGER LANCTOT,**  
Director,  
**Strategy Analytics**



**OLIVIER REPERT,**  
CEO,  
**Share Now**



**PHILIPP KANDAL,**  
Senior VP Engineering,  
**Telenav**



# THE RENAISSANCE OF AUTOMOTIVE

## WE ARE ENTERING A PHASE OF REBIRTH.

After 2 years of degrowth and disruption to traditional business models (+ COVID-19), Automotive is poised to explode. New technology and new consumer demands have rewritten what it means to own a vehicle and to drive a vehicle.

For the first time, TU-Automotive Europe is going virtual. Join the leaders of the Europe's automotive technology industry for 3-days of high-level live OnDemand learning and networking; as we propel Europe's automotive technology industry into the future.

From November 24-26, 2020 we'll be exploring top industry trends;

- USER EXPERIENCE
- DATA DEFINED VEHICLE
- ADAS & AUTONOMY
- MOBILITY
- SOFTWARE DEFINED VEHICLE
- EV & ENVIRONMENT
- CYBERSECURITY
- INSURANCE

In this brochure you will discover more information about the first virtual edition of TU-Automotive Europe, including details on the new innovative formats.

We look forward to hosting you in November.

*John and Caroline*



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## CAN'T WAIT UNTIL NOVEMBER?

Informa Tech Automotive Group is proud to invite you to the Summer Festival of Automotive: a season of automotive digital insight, from Webinars to Whitepapers, Intelligence Reports to Interviews, we have a range of content to suit all. Easy-to-access and available OnDemand, we've got what you need during challenging times to stay ahead of all the latest industry news, strategy and innovation.

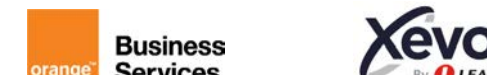
**VISIT THE WEBSITE FOR MORE INFORMATION**

# 2019 SPONSORS & EXHIBITORS

## DIAMOND SPONSORS



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## EXHIBITORS



**SPONSORSHIP IS NOW OPEN**

**EMAIL SANJAY TODAY TO DISCUSS THE OPTIONS REMAINING**



# VIRTUAL EXPLAINED

## CONSUME EXPERT CONTENT LIVE AND ONDEMAND



## INNOVATIVE VIRTUAL WAYS TO NETWORK

We know how important it is to meet your fellow attendees. Our virtual event platform offers you a multitude of ways to network virtually. We'll give you time to navigate through the Exhibition Hall and take part in the Virtual Live Product Demonstrations. Speed Networking gives you the opportunity to quickly meet with your fellow attendees. Recorded Virtual Show Floor Tours are available to assist you in navigating around the platform.

And that's not all! Take the guesswork out of networking with the Matchmaking Service. A.I. automatically matches you with fellow attendees based on your profile and who you are looking to meet.



## SPEED NETWORKING

Speed Networking will take place throughout the virtual event and presents the perfect opportunity to make sure you come away from the conference with contacts and conversations to follow up on.



## SHOW FLOOR TOURS

Virtual events can be difficult to navigate. Watch our recorded tutorials to get a feel for how to use the platform, how to get the most out of sessions and how to find what you are looking for.



## GROUP CHATS

Network with like-minded attendees through Group Chats. Group Chats will be set up per session and per event theme. Pose a question or offer up your expertise.



## VIP MEETINGS

As always, our dedicated VIP team is here to deliver that extra special experience to high-level attendees. Our team will not only match you to fellow attendees, they will also arrange the meetings on your behalf.



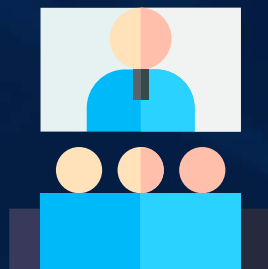
## DAILY DEBATE

Register for one of our daily debates and get to the crux of the issue!

**Day 1** - Autonomy Post Covid - Is the AV Race Slowing Down?

**Day 2** - Lithium Ion vs. Hydrogen

**Day 3** - The Case For and Against Level 3



## PRESENTATIONS, PANELS AND LIVE Q&AS

As with any Informa Tech Automotive Group physical event, our virtual events offer you the same interactive and varied conference formats.

- Presentations offer in-depth focus on a certain topic, technology or strategy. These sessions feature all the components of a good story; the **characters**, the **setting**, the **plot**, the **conflict**, and the resolution.
- Panels invite debate. Multiple perspectives from different industry stakeholders facilitates conversation around a specific industry trend.
- Meet the Analyst and Meet the Speaker put an expert in the hotseat. Moderators lead the discussion, asking any questions from you, the audience.

All sessions are enhanced by the Live Discussion module. As a member of the audience, you can use this chat function to ask questions in real-time to any presenter, panellist or interviewee.



## ROUNDTABLES

These first-come-first-serve sessions limited to 15 participants give you the chance to learn and network with like-minded industry professionals, interested in the same topic.

The group and video chat functions facilitate group discussion. A designated moderator will lead, posing questions to the group, initiating discussion, and ensuring all voices are heard.



## LIVE DEMONSTRATIONS

The best-of-the-best technology innovators are attending to showcase their transformative solutions. Experts will walk you through their products by video, demonstrating potential and showcasing expertise.

Register today for access to this expert virtual content.

**VISIT THE WEBSITE**

# VIRTUAL AGENDA

## DAY 1 – TUESDAY 24 NOVEMBER

### WELCOME FROM TU-AUTOMOTIVE

#### Opening Keynote Panel: Looking to the future post COVID-19 – The Renaissance of the Automotive Industry

- The Auto industry has had two successive years of global degrowth and disruption to traditional business models, adding COVID-19 into the mix has created a perfect storm across both supply and demand on a global scale. How will the industry address new business priorities?
- Will the industry need to become smaller, with a refreshed and more focused portfolio, if so, what new strategies need to come into play?
- Learn what impact new collaborations will have on software manufacturers?

#### Meet the Speakers Session –

Ask your burning questions in our virtual speaker room

#### Keynote Presentation: China – Forging the Way Forward Post COVID-19

- China was the first industry to come out of COVID-19, how has the industry changed?
- What takeaways can the European industry learn from China's new strategies and tactics?

**CHOOSE CONTENT FROM ONE OF THE TRACKS BELOW.**  
DON'T BE AFRAID OF FOMO! ALL CONTENT WILL BE AVAILABLE ON-DEMAND AS WELL.

#### TRACK 1 USER EXPERIENCE

##### Presentation: Innovating with Voice Technology and AI

- Can automakers improve on current voice technology to enhance user convenience?
- In what ways is AI personalising the automotive experience?
- How will voice assistants continue to influence how consumers interact with products and services?

#### TRACK 2 DATA DEFINED VEHICLE

##### Presentation: How is the Data Explosion Changing the Automotive Industry?

- The more software in a vehicle, the more data. How can automakers best process, manage and distribute this data in an efficient and cost-effective way?
- Learn to identify the most valuable data from the huge volumes generated by the vehicle, maximising monetary value versus the cost associated with transfer, storage and analytics

#### DAILY DEBATE ADAS & AUTONOMY

##### Autonomy Post COVID-19: Is the AV Race Slowing Down?

- Investment in autonomy has been put on the back burner – how long now until full autonomy?
- When will we see a scalable commercial solution?
- As automakers scale back on AV cars focusing more on trucks, will fleet and delivery be the most bankable solution?

#### MOBILITY ROUND TABLES

##### The Move to Save Mobility as a Service

- How will mobility providers align safety and sustainability to reassure the general?
- What bio safety measures win out (e.g. UV....) and which method will be the most economical to put into action?

#### TRACK 1 USER EXPERIENCE

##### Presentation: Automotive Fintech – New Connected Partnerships

- How can automakers get in on this billion Euro industry as more people prefer to make purchases without getting out of their car?
- Best practises to effectively bringing together the expanse of potential partnerships to the auto industry?
- What can automakers learn from the banking and ecommerce sector to adopt an effective digital customer engagement strategy?

#### TRACK 2 DATA DEFINED VEHICLE

##### Presentation: Unlocking Value Through Data Analytics

- How can OEMs use the vast amounts of data received from ECUs to develop a more connected relationship with their customers?
- What is the best way to exploit your data in order to optimise the customer experience?
- Get informed on how to improve life-cycle management and develop new revenue generating features

#### DAILY DEBATE ADAS & AUTONOMY

##### Autonomy Post COVID-19: Is the AV Race Slowing Down? (Continued)

- Investment in autonomy has been put on the back burner – when can we now expect full autonomy?
- When will we see a scalable commercial solution?
- As automakers scale back on AV cars focusing more on trucks, will fleet and delivery be the most bankable solution?

#### MOBILITY ROUND TABLES

##### C.A.S.E Post COVID-19 – Will the Share Remain?

- How will business models need to change to keep ride sharing in the picture?
- Will Car Sharing be the alternative to public transport or will ride hailing win out?
- How do we see the new paradigm of multi-modal shared services being financed?

##### Case Study: The Future of Automotive Design: A Designer's Perspective

- What innovations are being used by designers to inspire and enhance a seamless user experience?
- In what ways are UX designers integrating our digital life into the car design ensuring driver interaction is as intuitive and as pleasurable as possible?

##### Presentation: Solving Driver Safety Through Data Accessibility

- Is there a societal benefit (e.g traffic and safety data) to encourage automakers to share their data for free?
- Understanding the potential of vehicle telematics data to inform and influence infrastructure planning and driving conditions.

##### What Will the “New Normal” Look Like for Shared Mobility and Public Transport?

- How can MaaS ensure a more environmentally and sustainable future?
- Will we be able to lure urban passengers back to public transport?
- Learnings on how re-establish trust in ridership, economically and efficiently



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# DAY 2 – WEDNESDAY 25 NOVEMBER

## WELCOME FROM TU-AUTOMOTIVE

### Opening Keynote Panel: Supply Chain Strategy from On Demand to Flexibility

- With nearly 80% of global automotive supply chain having links with China when COVID-19 hit the supply chain was the first area to be impacted in one way or another. Looking ahead post COVID-19 can automakers build flexibility and resilience in their supply chain that is cost effective?
- “Just in time” strategy has always worked well for automakers in normal operating conditions but has proven the opposite during major disruptive events. Will there be a trade-off between efficiencies by moving away from the traditional on-demand supply towards a strategy for example of near shoring, multiple vendors and geography etc?
- How can automakers respond effectively to major disruptions in the long term? What alliances across the industry need to take place in order that automakers do not retreat into the old silo way of working?

### Meet the Speakers Session –

Ask your burning questions in our virtual speaker room

### Keynote Presentation: AI in the Automotive Value-Chain, Inside and Outside the Car

- AI has broad applications beyond self-driving & UX. Explore where else it can add value for the automotive industry.
- Learn the benefits of infusing AI into every area of the value chain for supply optimisation and quality management
- Best practises to applying AI to the R&D process testing scenarios and operations environments beyond local test centres

### Keynote Case Study: E-Commerce and the Future of In-Car Payments

- Getting Europeans ready to move beyond popular in-car payments (eg. Petrol, Parking, Tolls etc.) by making eWallets a seamless easy to use in-car user experience.
- Using biometric authentication as a key factor to reassure safe eWallet payments

## CHOOSE CONTENT FROM ONE OF THE TRACKS BELOW.

DON'T BE AFRAID OF FOMO! ALL CONTENT WILL BE AVAILABLE ON-DEMAND AS WELL.

### TRACK 1 INSURANCE

#### Presentation: Time to Re-Invent to Recover

- Increase in ADAS features removing driving risk, growing use of non-owned vehicles, COVID-19, falling premiums – how are these factors pushing auto insurers to adapt their business models?
- In what ways will insurers need to create a holistic mobility experiences that will help transform their purpose and profit?

### TRACK 2 SOFTWARE DEFINED VEHICLE

#### Presentation: The Future of In-Vehicle Navigation Systems

- What are the future trends likely to be seen the navigation systems market?
- How will AI and AR help capture the increasing demand for advanced navigation systems?

### DAILY DEBATE ELECTRIFICATION

#### The Shift to Zero Emissions – Lithium Ion vs. Hydrogen

- Lithium Ion batteries are sustainable in terms of use but are not easily recyclable. What is the impact on the environment long term?
- Falling costs of producing hydrogen from wind and solar power offers a promising route to cutting emissions but storage and moving hydrogen is a challenge; will hydrogen be able to offer a promising path to decarbonization?

### USER EXPERIENCE ROUND TABLES

#### In-Car Entertainment: A Media Revolution

- Today music may be the popular form of in car entertainment, but video and gaming are poised to overtake, what do automakers need to know to stay ahead of the game?
- What partnerships are taking place and how can these partnerships transform vehicles into “intelligent personal spaces” that effortlessly bring together navigation, entertainment and commerce?

### TRACK 1 INSURANCE

#### Presentation: Utilising OEM Connected & Telematic Car Data in Usage Based Insurance (UBI)

- If policy holders agree, how can insurers take advantage of telematics data from the vast range of data collection techniques?
- Is there an unrealised potential of IoT data (e.g smart phones, wearables etc.); how can predictive modelling and machine learning unlock the value this data can bring?
- What are the major drivers and barriers for adoption?

#### Case Study: How AI is Revolutionising the Insurance Sector – Predicting Risk with Greater Accuracy

- Learn how AI is driving claim fraud detection saving the industry and customers billions of Euros a year.

### TRACK 2 SOFTWARE DEFINED VEHICLE

#### Presentation: C-V2X and 5G: Catapulting the Industry to the Next Level

- Understand how C-V2X test solutions aim to address challenges such as up-to-date standards adherence to accommodate 5G capabilities.
- Use cases on how C-V2X can build upon services already offered in the connected vehicle (e.g pay-as-you drive insurance, vehicle diagnostics, eCall and connected infotainment).

#### Presentation: Limitations of ADAS Testing Scenarios

- Real-world examples that exist outside traditional ADAS testing parameters that camera and radar systems are struggling to address.
- Is LiDAR the answer to the “corner cases” issue or should OEMs be looking at additional technologies? If so, what?

### DAILY DEBATE ELECTRIFICATION

#### The Shift to Zero Emissions – Lithium Ion vs. Hydrogen

- Lithium Ion batteries are sustainable in terms of use but are not easily recyclable. What is the impact on the environment long term?
- Falling costs of producing hydrogen from wind and solar power offers a promising route to cutting emissions but storage and moving hydrogen is a challenge; will hydrogen be able to offer a promising path to decarbonization?

#### Taking a Holistic Approach to HMI

- Has COVID-19 accelerated the use of voice technology and other touchless systems?
- Will driver monitoring, emotion and gesture recognition help reduce driver distraction?

### USER EXPERIENCE ROUND TABLES

#### Will the User Experience Expand Through Biometrics?

- Will biometrics become a game changer post COVID-19 enhancing the user experience?
- What improvements will it bring for safety and driveability?
- How will biometrics effect privacy & consent issues – do drivers really want to be this closely monitored?

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# DAY 3 – THURSDAY 26 NOVEMBER

## WELCOME FROM TU-AUTOMOTIVE

### Opening Keynote Presentation: The Investor Platform

- As VCs re-evaluate their portfolios who will be the winners and the losers? What are the new investment trends?
- In what ways will the change in consumer demand post COVID-19-19 impact on investment?
- How will startups fit into this new landscape as VC firms play an even more important roll beyond COVID-19?

### Keynote Presentation: Mapping the Road Ahead – Lessons from an OEM Investor

- Learning from an OEM what start-ups need to get their foot in the door
- What both OEMs and Startups need to know to make sure your venture is a success

### Start-Up Elevate!

Once again TU-Automotive Europe will showcase hot new start-ups who will take to the virtual stage to demo their innovations, in this fast-paced feature! Each start-up receives only 5 minutes to win the coveted best start-up.

- After each pitch our esteemed judges will have a chance to comment, give advice and ask questions

### Meet the Judges Session –

Ask your burning questions in our virtual speaker room

**CHOOSE CONTENT FROM ONE OF THE TRACKS BELOW.**  
DON'T BE AFRAID OF FOMO! ALL CONTENT WILL BE AVAILABLE ON-DEMAND AS WELL.

#### TRACK 1 ELECTRIFICATION

##### V2G (Vehicle to Grid) – Case Study

- On average cars remain unused 80-90% a day, will V2G be the next most exciting opportunity in automotive and will it help consumers embrace electrification?
- How can energy companies help to make transition and adoption more efficient and effective?
- What infrastructure changes are necessary to make V2G widespread and what role must government take to ensure more seamless services?

#### TRACK 2 CYBERSECURITY

##### Presentation: Securing OTA Updates in the Connected Car

- With millions of lines of code now in the car what is the best way to manage this increasing complexity to secure your OTA updates?
- OEMs install hundreds of components from a multitude of suppliers. Best practises working together during the software and development phase of production ensuring everyone is supplying effective cyber defence systems.

#### DAILY DEBATE ADAS & AUTONOMY

##### The Case For and Against Level 3

- With regulation to be fully in place next year – will the adoption for Level 3 autonomy simply become a safety hazard as it will still be necessary for the driver to intervene?
- How can we guarantee Level 3 without flaws?
- Should we be moving straight to Level 4 as Level 3 may be lulling the driver into a false sense of security?

#### STARTUP ELEVATE ROUND TABLES

##### Navigating Partnerships from Sales Pitch to Final Deal

- Talk to other start-ups and investors in the ecosystem to know whether automaker-based partners are really the best option for you.

#### TRACK 1 ELECTRIFICATION

##### Case Study: Learning from the Norwegians – Electrification Implementation

- Government incentivisation as early as the 90s towards hydropower has catapulted Norway to become an EV leader. Today electric vehicles sales in Norway account for 60% of new vehicle sales. What can the industry learn from Norway's national strategies?
- How are Norwegian incentivisation policies helping launch EV adoption?
- How has the charging infrastructure helped adoption

#### TRACK 2 CYBERSECURITY

##### Case Study: Inside the Mind of a Hacker: Putting the Brakes on Cyberattacks Targeting Connected Cars

- Discover and understand how hackers can exploit vulnerabilities in telematics, infotainment systems, sensors and OTA updates.
- How can OEMs adopt new practices to ensure long-term success as the software-defined vehicle evolves?

#### DAILY DEBATE ADAS & AUTONOMY

##### How to Get Your Startup Out of the Garage

- Learn how to form a business plan that suits your partnerships and goals within the industry, whilst avoiding the common start-up potholes



##### Presentation: The Million-Mile Battery

- Tesla has hinted this is part of their plan and GM says it is almost there to making one but do consumers want an EV that will last forever and does it make good business sense?
- How is Lithium Ion cell chemistry being used to benchmark new battery technologies?
- What will be the impact on battery recycling?

##### Presentation: Securing the Next Generation Vehicle – Marrying Security and Functional Safety

- As data volumes increase and systems become more complex, learn the next big developments so you can prepare your method of defence!
- Explore the role cybersecurity should play in functional safety and how to incorporate the security approach methods alongside those from the ISO 26262 to avoid fatal errors.

##### Understanding Funding in the Automotive Industry

- What do investors look for?
- Learn from potential partners what captivates them to invest in AutoTech



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# WHO WILL YOU MEET?

78%  
EUROPE

6%  
NORTH  
AMERICA

10%  
ASIA PACIFIC

6%  
MIDDLE EAST  
& AFRICA

500+  
ATTENDEES

50+  
COUNTRIES  
ATTENDING

“TU-Automotive Europe is the premier connected mobility event in Europe. It's always a pleasure to attend and hear from their top tier speakers. And it's small enough for effective networking. If you only attend one telematics event in Europe, make it TU-Automotive Europe.”

## IN 2019 WE WELCOMED REPRESENTATIVES FROM...



## REPRESENTING EVERY VERTICAL:



**AUTOMAKERS**  
Explore the future of automotive business strategy through expert content, high-level networking and virtual technology showcases.



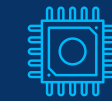
**TIER 1s**  
Meet and virtually do business with traditional and disruptive automakers. Our audience is looking for new products.



**INVESTORS**  
Discover and connect with the brightest minds in automotive technology, including companies working on AI, blockchain, and mobility services.



**SOFTWARE COMPANIES**  
Our attendees are looking for you, the software experts, to help develop new ideas on how to build new products, services, solutions, processes.



**HARDWARE COMPANIES**  
Take this opportunity to get your hardware in from of OEMs, Tier 1s and more by virtually showcasing at the event.



**MOBILITY SERVICE PROVIDERS**  
Educate the audience on how connectivity can better enhance automotive product offerings.



**START UPS**  
Access the auto tech industry's largest gathering of thought leaders, investors and VCs, with multiple networking opportunities that could spark success in your future.



**TELEMATICS SERVICE PROVIDERS (TSPs)**  
Understand what engagement OEMs want with their customers and what challenges they are facing when monetizing connectivity.



**WIRELESS CARRIERS & NETWORK PROVIDERS**  
Wireless carriers can learn about and better understand the demands of automotive connectivity.



**ACADEMICS**  
The future of the Automotive industry will be in attendance to learn from the experts about the future of mobility.



**AI AND MACHINE LEARNING**  
Explore the new possibilities AI opens with insight from leading experts tackling AI's greatest challenge - autonomous vehicles.



**INSURERS**  
Understand where the industry is moving and the potential future impact on the insurance industry.

SPONSORSHIP IS NOW OPEN. EMAIL [SANJAY.SINGH@KNECT365.COM](mailto:SANJAY.SINGH@KNECT365.COM) TODAY TO DISCUSS THE OPTIONS REMAINING.



# C.A.S.E. - CONNECT. ACCELERATE. SHOWCASE. EDUCATE.

## CONNECT.

Connecting with your customer is vital to doing business. We offer you a variety of ways to speak face-to-face with your audience.



### VIP SERVICES

#### PRIVATE GROUP CHATS

We will assist in organizing group chats for your session or virtual booth, so that you can meet with the executives right for your business.

#### EXCLUSIVE BREAK AREA

Network with other VIP's in our private section, dedicated to facilitating the conversations you want.

#### SECURE THE ATTENDEES YOU WANT

Our VIP services will contact and pursue the individuals you want to meet to discuss business.



### ROUNDTABLE HOSTING

Host an interactive roundtable for Automotive leaders and gather real time data on their current needs.



### NETWORKING

Take advantage of our the multitude of virtual networking opportunities. Or host your own sessions and impress the world with your expertise.

## ACCELERATE.

We offer multiple solutions designed to accelerate your business in 2020 and beyond. With automotive industry leaders seeking new technologies, you can't miss this opportunity to do business.



### PRODUCT LAUNCHES

This event is the ideal platform for launching a new product or service to the market. Virtual product demonstrations are a fantastic way of showcasing your company's new capabilities.



### MARKET POSITIONING

Position your business and get a step ahead of your competitors by involving your company in the world's first significant automotive technology show since the emergence of COVID-19.



### BRAND EXPOSURE

Keep your brand front of mind with multiple digital branding opportunities before, during and after the event.



### LEAD GENERATION

Generate new business opportunities from a highly targeted audience.

## SHOWCASE.

Connecting with your customer is vital to doing business. The following options are designed to enable you to speak face-to-face with your audience.



### PRODUCT SHOWCASE

Leverage this opportunity to share your story and demonstrate your technology to the people that really matter.



### VIRTUAL BOOTH

Virtual Booths are a fantastic way of having a dedicated space for your business development team during the event. You can customize your booth with your branding, videos and any collateral you have for the audience to take home in their virtual 'goodie-bags'.



### START-UP ELEVATE

If you're a hot new start-up looking to demo your innovations, this fast-paced feature is your opportunity to pitch.



### ENTERTAIN CLIENTS

Entertain your clients at the event via a live demo.

## EDUCATE.

Demonstrate your talent, expertise, experience and passion on the stage and establish yourself as a trusted thought leader.



### PRESENTATIONS

Take ownership of the conversation with a solo-content presentation. Leverage Informa Tech Automotive Group's extensive expertise. We'll assist you in creating an interactive and engaging digital session.



### USE CASE PRESENTATIONS

Demonstrate best practice in these case study style sessions. The audience is primed to hear real-world stories about how your solution benefits the industry.



### PANELS

An audience favorite. These live discussions ignite debate! Sit alongside other industry leaders and position yourself as a thought leader.



### ROUNDTABLES

Host an invitation-only, intimate roundtable around a specific topic and invite automotive technology leaders to debate with you.

WE OFFER UNIQUE PACKAGES AND OPPORTUNITIES TO SUIT YOUR BUSINESS NEEDS. SIMPLY REACH OUT  
SANJAY SINGH AT [SANJAY.SINGH@INFORMA.COM](mailto:SANJAY.SINGH@INFORMA.COM) TO START YOUR JOURNEY!

# PACKAGE BUILDER

Going virtual offers you, our sponsors and exhibitors, even more chance to **Connect** with prospects, **Accelerate** your business, **Showcase** your expertise and **Educate** the industry about your products/services.

Informa Tech Automotive Group's unique 'Sponsor Package Builder' enables you to build a custom bundle of opportunities that suit your business needs.

## INSPIRING THE AUTOMOTIVE TECH COMMUNITY TO DESIGN, BUILD AND RUN A BETTER DIGITAL WORLD

Recognized brands trusted for research, education and networking



Marketing expertise to deliver real results to marketers

Specialized content & insights to drive better strategic and operational decisions



Unrivalled reach to decisionmakers in the technology marketplace

## YOUR PARTNER FOR BUSINESS TRANSFORMATION



Maximise Your Brand Reach



Amplify Your Message



Generate New Business



Global Community Reach of +300,000

## THOUGHT LEADERSHIP

**POSITION YOURSELF AS AN INDUSTRY THOUGHT LEADER IN A CUSTOM ONLINE EVENT TO A HIGHLY TARGETED AND ENGAGED AUDIENCE.**

The virtual event offers the same great thought leadership opportunities that you are used to. Whether you choose to share expertise through a solo presentation, or take part in a panel or roundtable, there are a multitude of options available.

- Presentation
- Panel
- Roundtable
- Masterclass
- Workshop

**What's more** – all sessions are not only hosted live but are also shared OnDemand post-event. This expands your audience significantly. Full engagement analytics are also provided post-event. You can also choose to sponsor a Pre-event Webinar as part of the Summer Festival of Automotive. Take your prospects on a journey in 2020 by telling your story through the Informa Tech Automotive Group.

**Swapcard interactive features include group messaging, voting and polling, video and audio streaming.**

## BRAND AWARENESS

**RAISE AWARENESS OF YOUR BUSINESS' EXPERTISE AND GET YOUR BRAND IN FRONT OF THE AUTOMOTIVE INDUSTRY.**



Position yourself as an industry leader through extended digital signage opportunities. Multiple banner, column ad, and sponsored virtual rooms enable to display your logo in pride of place. Prime positions are reserved for high-level sponsorship.



**AWARD SPONSORSHIP**  
Help the industry celebrate by sponsoring the Virtual Awards or take ownership of a specific category that is close to you and your company's heart. Your logo will be featured across all the marketing collateral, including the shortlist guide, brochure, all emails and the virtual awards room itself.

## LEAD GENERATION

**EXPAND YOUR AND GENERATE DEMAND FOR YOUR PRODUCTS AND SOLUTIONS.**



### CONTENT MARKETING

Get in front of our 300,000+ strong network of automotive stakeholders. We'll host your content on custom landing page aligned to the most relevant Informa Tech Automotive Group brand for 1 year. Dedicated email promotion to our audience, along with newsletter inclusions, and social media promotion will drive leads for your business. Lead reports are provided including name, email, address, phone, title, company, industry, company size & any requested custom questions.



### VIRTUAL BOOTHS

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#### Other features include:

- Instant Video Calls with lead scoring
- Live chat with sales staff
- Inbound meetings
- Showcase products
- Live stream product demos with Q&A



### SPONSOR PRODUCT GALLERY

Host your own dedicated product gallery or share your content in our Sponsor Product Gallery. Available during and post-event, attendees are able to navigate your various offerings at their leisure.



### MATCHMAKING SERVICE

Your business development team will benefit from Our interactive platform's unique A.I. matchmaking algorithm. You can save time with this A.I. tool, as it will recommend the best attendees to meet with based on your customer persona. You are still able to search through the entire attendee list and cherry pick prospects. With advanced filters, we've made this easy for your team!

As a sponsor, you can live chat with anyone at any time and see which attendees are online, so you can reach out to them at the right time. Your business development team can share documents, and add notes, ratings, or tags to leads in real-time so when you export, you have a mine of information to work from.



### VIP MEETINGS

Let us do the hard work for you. Our dedicated team of VIP Relations Managers are available to high-level sponsors. They will assist your team in setting up meetings. They also "virtually" chase anyone who is late to attend on your behalf.

**START CREATING YOUR CUSTOM PACKAGE TODAY**

\*We have limited options available for Start Ups who are looking to do more than just attend. Email [Sanjay.singh@informa.com](mailto:Sanjay.singh@informa.com) for more information.



# LET'S GET DOWN TO BUSINESS...

AS ALWAYS, THE EARLIER YOU BOOK, THE MORE YOU SAVE.

	ALL ACCESS PASS	AUTOMAKER AND TIER 1	GOVERNMENT AND ACADEMIC	START UP*	PRESS	WARDS INTELLIGENCE SUBSCRIBER
Ends Friday September 4th	€295	€195	FREE	FREE	FREE	FREE
Ends Friday October 30th	€395	€195	FREE	FREE	FREE	FREE
Final Price	€495	€195	FREE	FREE	FREE	FREE

## PASSES INCLUDE:

- Premium Keynotes & Conference Tracks
- Roundtables & Working Groups
- Sponsored Workshops/ Roundtables
- Networking Opportunities
- Matchmaking Services
- OnDemand Slides/ Videos
- Pre and post-event access to virtual environment
- Summer Festival of Automotive Content
- Access to the Virtual Exhibition Hall

\*Qualification required. This pass is only available to early stage start ups that meet the below criteria:

- Under 5 years old
- Pre-revenue
- Fewer than 10 employees
- Self-funded or under \$5 million funding

**VISIT THE WEBSITE TODAY FOR MORE INFORMATION  
AND BE FIRST TO HEAR WHEN REGISTRATION US OPEN**

# THANK YOU FOR READING.



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