Sponsorship Brochure

AUTOMOTIVE SOFTWARE STRATEGIES

May 21 - 22, 2025

SZ Tower Munich

SV Veranstaltungen

OVERVIEW

CONFERENCE PROFILE

Event details

Event type: Two-day conference with accompanying expo area

Expected Number of participants

approx. 150

Partners

approx. 15 companies

Digital Main Program

Autumn 2024

Key topics

Software development | Software Life Cycle Management | Cybersecurity and SDV | Incident Management | Tools and Processes in the Software-Defined Vehicle | Software Development in China | Safety

Website

www.sv-veranstaltungen.de/software-strategies

Basic services for all registrations:
- Logo presences:
  - in the Digital Main Program
  - on the Conference Website:
    www.sv-veranstaltungen.de/software-strategies
  - in the Screen Presentation during breaks
  - in the Confence App (if available)
- Inclusion of your company profile in the Conference Folder (digital)/Download Area

EXPO PACKAGE

- **6 sqm (3x2m) Booth Space***

  1 Conference table, 2 chairs, power connection/ consumption depending on requirements included.

- **1 Ticket**

  Includes participation in the conference including all services. Further company representatives will be granted a 10% discount on the regular participation fee.

Price 4,990 EUR + VAT

* Booth spaces are subject to availability.

FURTHER MARKETING SERVICES

All following services are subject to availability. Services can be booked individually or combined.

FURTHER MARKETING SERVICES
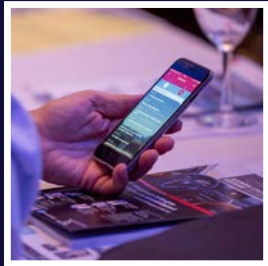

Lanyard Sponsoring
(provided by customer)
4,290 EUR

Hand-Out
(provided by customer)
1,090 EUR

App Sponsoring
5,990 EUR

Notepads and Pens
(provided by customer)
2,990 EUR

Evening Event Sponsoring
13,000 EUR

Coffee Sponsoring
8,900 EUR

This is only a selection of a wide range of marketing services we offer.
Please feel free to contact us for individual consultation.

COMPARISON OF INCLUDED SERVICES

Services	Exhibitor	Sponsor	Premium Sponsor
Number of participants included	1	2	4
Discount on further registrations	10 %	20 %	20 %
6 sqm Booth Space (subject to availability)	✓	✓	✓
Logo presence on event website and in the conference proceedings	✓	✓	✓
Presentation slot (topic in consultation with the project manager)	✖	15min	25min
Logo presence in the footer on the website and in the "Thank-You-eMailing"	✖	✖	✓
Prices in EUR + VAT	**from 4,990**	**from 13,000**	**from 18,000**

REGISTRATION FORM

Company name to be published in all online and printed conference media

Company name incl. legal form   Branch

Street   Postcode/City/Country

Phone number   General email

Website   VAT ID

Invoice dispatch: by post   by email to:

                                                                Legally binding email address

Invoice address (only if deviating)

Contact person

Position/Function

Phone number extension

Email

This order is legally binding without signature.

City, date   First name, last name of purchaser

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