



**FISITA**

Promoting excellence in mobility engineering

# The international membership organisation for the technology of mobility community

FISITA provides the platform for collaborative thought leadership which supports the world's automotive and mobility systems leaders and engineers to achieve their goals and push the boundaries of technology.

**General Motors Technical Centre, Warren, Michigan, USA**  
**13–14 November**



# To EV or Not to EV: The New Landscape of the Sustainable Mobility Age



# FISITA World Mobility Summit introduction

Mike Anderson, VP, Global Electrification & Battery Systems, General Motors  
FISITA President



13-14 November 2024

General Motors Technical Centre,  
Warren, Michigan

# FISITA Summit 2024 agenda headlines

## Day 1 - 13 November 2024, 13:00 ET to 22:00 ET

- **Welcome lunch**
- **General Motors Technical Centre site visit and a leaders and suppliers discussion**
- **Drinks reception, followed by Dinner and Academy of Technical Leadership Awards**

## Day 2 - 14 November 2024, 09:00 ET to 17:00 ET

- **Back to the future: A brief history of electrification**
- **International Progress, Challenges & Opportunities - the Americas**
- **International Progress, Challenges & Opportunities - Asia**
- **Electrification – a sustainable approach into the future – only if we do it right**
- **Technical, Societal and Industry perspective - next 10-20 years & perceived 'bumps in the road'**
- **EV Infrastructure**
- **EV materials / resources**
- **Next-generation battery technologies for mainstream EV adoption**
- **Analysts in conversation**
- **EV what's next? Energy perspective**

# FISITA Summit 2024 Speakers



Samuel Abuelsamid  
Principal Research Analyst,  
Mobility  
Guidehouse Insights



Alan Amici  
President and CEO  
Center for Automotive  
Research (CAR)



Mike Anderson  
VP, Global Electrification &  
Battery Systems, General  
Motors  
FISITA President



Nico Cuevas  
CEO  
Urbix



Lisa Drake  
Vice President, EV Programs  
and Energy Supply Chain  
Ford Motor Company



Jay Jiang  
President  
AESC



Martin Kahl  
Chief Technology Officer,  
FISITA  
Summit Moderator



Kurt Kelty  
Vice President, Battery Cell &  
Pack (BCP)  
General Motors



Badar Khan  
Chief Executive Officer &  
Director  
EVgo



Tu Le  
Managing Director  
Sino Auto Insights



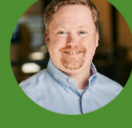
John McElroy  
President  
Blue Sky Productions



Hiroaki Okuchi  
Fellow  
Toyota Motor Corporation



Bill Russo  
Founder and CEO  
Automobility Ltd



Kelly Senecal  
Co-Founder  
Convergent Science



Feng Shen  
Executive Vice President &  
Chairman of Global Quality  
Management Committee  
NIO



Lynda Tran  
CEO  
Lincoln Room Strategies



Heiko Weller  
Senior Vice President  
Electrified Motion  
Bosch Powertrain Solutions



Richard Ahlfeld  
CEO and Founder  
Monolith



Michael Göbel  
Head of North American  
Operations Strategy  
Mercedes-Benz



Ben Townsend  
Head of Automotive  
Thatcham Research



Paul Thomas  
President  
Bosch North America



Richard Pearson  
Senior Advisor, Mobility, bp  
Applied Sciences  
bp

# FISITA Corporate Membership





# Attend the Summit

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The FISITA World Mobility Summit is a unique and exclusive annual meeting of technology leaders from many of the world's leading automotive and mobility brands. The Summit's unique nature and atmosphere makes it one of the most important events in the international mobility systems leadership calendar.

**You can book for the event here and the following options are available:**

- This event is for C-Suite leaders and engineers within the technology of mobility community
- Members (Corporate and Society) receive one exclusive and complementary ticket - please contact us to receive your code.
- Members (Corporate and Society) can book further tickets including a 50% discount.
- Non-member leaders can register for the first time - there are limited tickets available.
- Book here

**For tickets booking information, please contact:**

Emma Georgiades, Head of Events, FISITA  
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[e.georgiades@fisita.com](mailto:e.georgiades@fisita.com)





# Sponsorship opportunities

The FISITA World Mobility Summit is a unique and exclusive annual meeting of technology leaders from many of the world's leading automotive and mobility brands. The Summit's unique nature and atmosphere makes it one of the most important events in the international mobility systems leadership calendar.

Since 2009, the Summit, a must-attend event providing an excellent environment for technical leadership discussion, debate and collaboration, has continued to be a highly relevant meeting within the global community, delivering thought leadership and engagement within the member-led environment of FISITA.

By attending the Summit, you can expect to meet with senior industry leaders to discuss and consider the Summit themes, delivered via a full day strategy session.

The topic for this year's Summit is **To EV, or Not to EV: The New Landscape of the Sustainable Mobility Age** which will focus on the following crucial topics:

- EV – a brief history
- International Progress, Challenges & Opportunities (Asia, Europe and the Americas)
- Technical, societal and Industry perspective – next 10-20 years & perceived 'bumps in the road'
- Technical leaders' debate

FISITA is offering a small number of exclusive sponsorship packages for Summit 2024. This unique opportunity will maximise the exposure of your organisation profile to this highly anticipated significant gathering of senior industry leaders.

## Why sponsor?

- **Position your organisation at the heart of this significant gathering of senior automotive mobility leaders, aligning it strategically within the FISITA Corporate Membership Community**
- **Reinforce and secure thought-leadership position amongst your peers/fellow FISITA Corporate Members**
- **Demonstrate your innovations to many of the world's leading automotive and mobility organisations**
- **Benefit from valuable brand placement visibility for FISITA Corporate Member organisations' representatives, all with decision-making power (C-Suite level)**
- **Gain a competitive edge and position your company amongst the industry thought leaders**
- **Engage with an active, targeted and relevant audience and be recognised as a forward-thinking company**





# Sponsorship opportunities

## Headline Sponsor

**£18,000** (exclusive opportunity)

- Headline sponsor accreditation across all marketing, pre- and post-event materials (digital communications, social media, event website)
- Exclusive sponsorship of delegate lanyards (**supplied by sponsor**)
- Prominent branding throughout the event venue
- Logo featured on event website, front page of Summit Programme and marketing/promotional materials throughout the venue
- Exhibition space (table) – includes table, tablecloth and 2 **chairs**
- 6 delegate tickets – (to include 1 for the person manning the exhibition table). All other guests must be C-suite level (CEO, CTO, MD etc)
- Full page advertisement and company profile within the Summit programme (A5 format)
- On screen advertisement as the app launches on each device
- Mobile and website app banner advert (rotating with other applicable sponsor/s) and a dedicated push notification
- Logo to appear in holding slides during breaks
- Opportunity to distribute promotional items (literature, gifts) to all delegates (branded items to be provided by sponsor and agreed by FISITA)
- Promotional video on the Summit website

## Platinum Sponsor

**£15,000** (exclusive opportunity)

- Platinum sponsor accreditation across all marketing, pre- and post-event materials (digital communications, social media, event website)
- Prominent branding throughout the event venue
- Logo and company profile featured on event website
- Exhibition space (table) – includes table, tablecloth and 2 **chairs**
- 4 delegate tickets – (to include 1 for the person manning the exhibition table). All other guests must be C-suite level (CEO, CTO, MD etc)
- Full page advertisement and company profile within the Summit programme (A5 format)
- Mobile and website app banner advert (rotating with other applicable sponsor/s) and a dedicated push notification
- Opportunity to distribute promotional items (literature, gifts) to all delegates (branded items to be provided by sponsor and agreed by FISITA)
- Promotional video on the Summit website

## Academy of Technical Leadership Sponsor

**£14,000** (exclusive opportunity)

- Opportunity to act as joint host of the Ceremony and present awards to each recipient
- Academy of Technical Leadership Awards sponsor accreditation across all marketing, pre-event, and post-event materials (digital communications, social media, event website)
- Prominent branding within the dinner venue
- Logo and company profile featured on event website
- Exhibition space (cocktail table) – includes table, tablecloth and 2 stools
- 2 delegate tickets – (to include 1 for the person manning the exhibition table). The other guest must be C-suite level (CEO, CTO, MD etc)
- Full page advertisement and company profile within the Summit programme (A5 format)
- Branding on post-event award recipient marketing activities



# Sponsorship opportunities

## Gold Sponsor £11,000 (2 available)

- Choose between delegate bags and water bottle branding (exclusive branding of each item, **which should be supplied by sponsor**)
- Gold sponsor accreditation across all marketing, pre- and post-event materials (digital communications, social media, event website)
- Branding in venue
- Logo and company profile featured on event website
- Exhibition space (cocktail table) – includes table, tablecloth and 2 stools
- 2 delegate tickets – (to include 1 for the person manning the exhibition table. The other guest must be C-suite level (CEO, CTO, MD etc)
- Full page advertisement and company profile within the Summit Programme (A5 format)

## Silver Sponsor £7,000

- Silver sponsor accreditation across all marketing, pre-event, and post-event materials (digital communications, social media, event website)
- Branding in venue
- Logo and company profile featured on event website
- 1 delegate ticket – attendee must be C-suite level (CEO, CTO, MD etc)
- Full page advertisement and company profile within the Summit Programme (A5 format)
- 20% discount off exhibition space (cocktail table)

## Bronze Sponsor £4,000

- Bronze sponsor accreditation across all marketing, pre-event, and post-event materials (digital communications, social media, event website)
- Branding in venue
- Logo and company profile featured on event website
- 1 delegate ticket – attendee must be C-suite level (CEO, CTO, MD etc)
- Half page advertisement and company profile within the Summit Programme (A5 format)
- 10% discount off exhibition space (cocktail table)



# Sponsorship opportunities

## Exhibition space

**£1,000** (cocktail table – 8 available)

- To be placed within networking area – includes table, tablecloth and 2 stools

## Summit Programme advertisement

- Half page display advertisement – **£600**
- Full page display advertisement – **£900**

## Mobile and website app opportunity

- Banner advert (rotating with any other applicable sponsor/s) – **£500**

## Video Showcase

**£500**

- Two-minute video to showcase your product or service solution, looped on the video monitor, along with other applicable sponsor content, for the entire conference in key location(s)

## For bookings and further information, please contact:

Kerry McDiarmid,  
Head of Sales, FISITA  
[k.mcdiarmid@fisita.com](mailto:k.mcdiarmid@fisita.com)