



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



Sam 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

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
+44 (0) 7786 461517
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