



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.

In 2023, the Technology of Mobility Conference and Exhibition (TMCE) welcomed 2,100+ delegates, hosted 12 panel sessions and 80+ technical sessions supported with 400+ presentations, and featured 130+ sponsors and exhibitors, with 92% of participants rating the overall experience as good /excellent.

Following the success of TMCE in 2023, the event has evolved in alignment with the strategy of FISITA to become the World Mobility Conference (WMC). This rebrand reflects the broader, more inclusive vision of the future of technology of mobility.

The FISITA World Mobility Conference (WMC) is a unique meeting of technology leaders and experts from the world's leading automotive and mobility brands and one of the most important events in the international mobility systems calendar.

# WMC 2025 Themes

- **Future Mobility Systems & Solutions:** the all-important connection between the vehicle and the road is shaped and defined by brake, tyre, and chassis engineers whose remit now includes technologies for the transition to electrification and the solutions for new non-exhaust emissions rules that include brake and tyre wear.
- **Propulsion Systems:** as mobility shifts away from fossil fuels, the role of energy is critical; from clean energy production and storage to supply and distribution, this topic area explores the roles of the various stakeholders and the regulatory and business environments in which they will operate.
- **Energy Infrastructure:** from the use of digital tools in the product development lifecycle to the as-yet unknown potential for artificial intelligence in every aspect of vehicle manufacturing, this topic addresses technologies at the cutting-edge mobility engineering.
- **Safety & Automated Driving:** Experts in safety and automated driving explore a range of topics from advanced driver assistance and intelligent vehicle safety systems to highly sophisticated automated driving technologies and the business models they will support.

# WMC 2025 Themes

- **Advanced Chassis Technology:** decarbonisation of mobility ultimately looks set to be achieved through electrification of the mainstream fleet; experts will discuss everything from battery electric vehicles to other important solutions which can help to improve fuel and energy consumption and reduce harmful emissions.
- **Digitalisation & Artificial Intelligence:** Speakers and panellists discuss ways in which new technologies and innovative business models will impact and shape the movement of people and goods.
- **Sustainability:** sustainable mobility is about much more than reducing tailpipe emissions; experts will consider ways for OEMs and suppliers to examine all aspects of their business, from manufacturing and logistics to material and energy sourcing, applying circular economy principles throughout the product lifecycle.

# Why attend WMC 2025

The event, held at the Palau de Congressos de Catalunya in Barcelona, promises to be the hub for the international mobility systems engineering community. FISITA members and global industry stakeholders will gather to discuss and engage with experts on the technology of mobility under one roof. This provides a valuable opportunity for face-to-face engagement, networking, and refocusing community goals.

By attending WMC, you can expect to meet with over 2,000+ senior industry experts, hear from 300+ speakers and visit over 130+ exhibition stands.

The FISITA World Mobility Conference is an industry flagship event for all engaged in the development and delivery of the technology of mobility. From student to CTO, get ready to set the scene for the future mobility engineering.

[Book here](#)



# FISITA Corporate Membership



# Sponsorship opportunities

## Why sponsor and exhibit?

- Position your company in front of an active, targeted, relevant and highly engaged audience
- Gain a competitive edge over your competitors and engage with suppliers, OEMs and industry peers to expand your database of warm and hot sales leads
- Gain global exposure and access to new markets by networking with peers from more than 35 countries
- Enhance brand recognition and strengthen your company position within the industry while associating with market insight and knowledge leaders
- Create an exciting and unique space to showcase your innovative technology, products and services and be recognised as a forward-thinking company

## Who should sponsor and exhibit?

- OEMs
- Tier 1, 2 and 3 suppliers
- Electric and hybrid vehicle manufacturers
- Auto component manufacturers
- Transmission and powertrain manufacturers
- E-business platforms focussed on the mobility sector
- Electronics supply chain
- Autonomous vehicle technology, GIS & mapping providers
- Battery & storage manufacturers
- Connectivity, data, AI & IoT technology providers
- Cybersecurity companies
- Global energy & charging services developers/suppliers
- MaaS technology providers
- Micromobility solutions providers

### Prime Sponsor – EUR 100,000

- Prime Sponsor recognition on all branding / marketing materials printed and online
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- Speaking opportunity available (TBC with FISITA)
- Press-release opportunity (TBC with FISITA)
- 30 sqm exhibition stand (either shell scheme or floor space only) in a prominent location
- Full page colour advert and logo/profile in appropriate sections in the final programme
- Mobile and web app banner advert on the attendee networking hub and up to 5 dedicated push notifications
- 25 conference tickets (access to all sessions)
- 10 tickets to social events
- Opportunity to include literature and/or giveaway in delegate bags (to be supplied by the sponsor, and to be agreed with FISITA)
- Opportunity to take part in the student/young engineers' programme
- Dedicated post-event "Thank You" communications sent by FISITA to all attendees on your behalf

### Diamond Sponsor – EUR 30,000

- Diamond Sponsor recognition on all branding / marketing materials printed and online
- Up to 15 sqm exhibition stand (either shell scheme or floor space only) in a prominent location
- Full page colour advert and logo/profile in appropriate sections in the final programme
- Mobile and web app banner advert on the attendee networking hub (to be shared with other applicable sponsors) and 3 dedicated push notifications
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- 10 conference tickets (access to all sessions)
- 5 tickets to social events
- Opportunity to include literature and/or giveaway in delegate bags (to be supplied by the sponsor, and to be agreed with FISITA)
- Promotion of your brand in our post wrap-up communications



## Platinum Sponsor – EUR 25,000

- Platinum Sponsor recognition on all branding / marketing materials printed and online
- Up to 10 sqm exhibition stand (either shell scheme or floor space only) in a prominent location
- Full page colour advert and logo/profile in appropriate sections in the final programme
- Mobile and web app banner advert on the attendee networking hub (to be shared with other applicable sponsors) and a dedicated push notifications
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- Opportunity to include literature and/or giveaway in delegate bags (to be supplied by the sponsor, and to be agreed with FISITA)
- 8 conference tickets (access to all sessions)
- 4 tickets to social events
- Promotion of your brand in our post wrap-up communications

## Gold Plus Sponsor – EUR 20,000

Choose one of the following sponsorship options:

- Conference bag – branding on bag given to all World Mobility Conference attendees (to be supplied by sponsor)
- Water bottle, distributed to all attendees (to be supplied by sponsor)
- Lunch – branding within the lunch area during the lunch (to be supplied by sponsor)
- Lanyard – branding on lanyard given to all World Mobility Conference attendees (to be supplied by sponsor)
- Badge – exclusive branding on World Mobility Conference badges given to all delegates

Plus

- Gold Plus Sponsor recognition on all branding / marketing materials printed and online
- Up to 8 sqm exhibition stand (either shell scheme or floor space only)
- Full page colour advert and logo/profile in appropriate sections in the final programme
- Mobile and website app banner advert and a dedicated push notification
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- 6 conference tickets (access to all sessions)
- 3 tickets to social events
- Promotion of your brand in our post wrap-up communications

### **Gold Sponsor – EUR 12,500**

- Gold Sponsor recognition on all branding / marketing materials printed and online
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- 6 sqm exhibition stand (either shell scheme or floor space only)
- Full page colour advert and logo/profile in appropriate sections in the final programme
- 4 conference tickets (access to all sessions)
- Promotion of your brand in our post wrap-up communications

### **Silver Sponsor – EUR 8,250**

- Silver Sponsor recognition on all branding / marketing materials printed and online
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- 2 conference tickets (access to all sessions)
- Discounted exhibition space and advertising packages
- Promotion of your brand in our post wrap-up communications

### **Bronze Sponsor – EUR 5,500**

- Bronze Sponsor recognition on all branding / marketing materials printed and online
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- 1 conference ticket (access to all sessions)
- Promotion of your brand in our post wrap-up communications

### Networking Dinner Sponsor – EUR 30,000

- Exclusive sponsorship of the networking dinner and drinks reception
- Prominent branding in the networking dinner space, including branding on food labelling cards and tables (branding on tables to be supplied by sponsor)
- Networking dinner sponsor recognition on all branding / marketing materials printed and online
- Full page colour advert and logo/profile in appropriate sections in the final programme
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- Mobile and web app banner advert on the attendee networking hub (to be shared with other applicable sponsors) and a dedicated push notifications
- Discounted exhibition space and advertising packages.
- 10 conference tickets (access to all sessions)
- Promotion of your brand in our post wrap-up communications

### Drinks Reception Sponsor – EUR 15,000

- Branding during the Welcome Drinks (all branding materials e.g. napkins, pull-up banners to be supplied by sponsor)
- Opportunity to give a welcome speech at the reception
- Welcome Drinks Sponsor recognition on all branding / marketing materials printed and online
- Full page colour advert and logo/profile in appropriate sections in the final programme
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- Mobile and web app banner advert on the attendee networking hub (to be shared with other applicable sponsors) and a dedicated push notifications.
- Discounted exhibition space and advertising packages
- Discounted networking dinner tickets
- 5 conference tickets (access to all sessions)
- Promotion of your brand in our post wrap-up communications

### **Students and young engineers programme Sponsor**

- **EUR 12,500 for exclusive sponsorship, or**
- **EUR 8,000 for shared sponsorship (up to 2)**

- Sponsor recognition on all branding / marketing materials printed and online
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- Speaking opportunity available within the programme (TBC with FISITA)
- Full page colour advert and logo/profile in appropriate sections in the final programme
- 3 conference tickets (access to all sessions)
- Opportunity to include literature and/or giveaway in delegate bags (to be supplied by the sponsor, and to be agreed with FISITA)
- Opportunity to take part in the student/young engineers' programme
- Promotion of your brand in our post wrap-up communications

### **Mobile/web attendee networking hub Sponsor – EUR 9,500**

- Mobile/web on the attendee networking Sponsor recognition on all branding / marketing materials printed and online
- Splash screen advert as the app launches on each delegate's mobile device
- Logo/profile in appropriate sections in the final programme
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- Dedicated push notification
- 3 conference tickets (access to all sessions)
- Promotion of your brand in our post wrap-up communications



### **Wi-Fi Sponsor – EUR 9,500**

- Logo will appear when signing into the venue wi-fi
- Wi-Fi Sponsor recognition on all branding / marketing materials printed and online
- Quote, testimonial, and/or 2-minute video or announcement of your participation in the World Mobility Conference via e-newsletter and FISITA's online channels (to be supplied by sponsor)
- Dedicated push notification
- 2 conference tickets (access to all sessions)
- Promotion of your brand in our post wrap-up communications

### **Video Showcase – EUR 750**

2-minute video to showcase your product or service solution looped on the video monitors, along with other sponsor content, for the entire conference, in key locations

### **Push notification in event app – EUR 500**

2 dedicated push notification on the mobile app (before and/or during the event)

### **Advertisement opportunities**

#### FISITA Members

- Full page – EUR 1,275
- Half page – EUR 750

#### FISITA Non-Members

- Full page – EUR 1,375
- Half page – EUR 825



# Exhibition opportunities

## All packages include:

- Single stand power supply
- Lunch & refreshments for staff with passes
- Listing in the final programme, mobile app, attendee networking hub website and the World Mobility Conference website
- Conference tickets conference ticket (access to all sessions) – see table

## Shell scheme package includes:

- White modular system (height 2.5m)
- Set up and dismantling of shell stand
- Signage with company name
- 1 table, 2 chairs and 1 wastepaper bin
- Carpet

Upgraded stand designs available, at an additional cost, on request.

## FISITA Members

	6sqm	8sqm	10sqm
<b>Floor space only</b>	EUR 3,800	EUR 4,600	EUR 5,900
<b>Shell scheme</b>	EUR 5,200	EUR 6,400	EUR 7,700
<b>No of conference tickets</b>	2	3	4

## FISITA Non-Members

	6sqm	8sqm	10sqm
<b>Floor space only</b>	EUR 4,000	EUR 4,850	EUR 6,195
<b>Shell scheme</b>	EUR 5,450	EUR 6,750	EUR 7,985
<b>No of conference tickets</b>	2	3	4

# Sponsor and exhibit at WMC 2025

**Please enquire for a list of venue advertising opportunities, including:**

- Exterior posters
- Main entrance door vinyls
- Escalator vinyls
- Interior free-standing posters/towers within the exhibition hall entrance posters
- Floor stickers
- Phone charging stations

For more information, and for bespoke packages, please contact:

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