FISITA WMC WORLD MOBILITY CONFERENCE

**8-10 June 2027**
Palau de Congressos de Catalunya
Barcelona, Spain

# The Technology of Mobility

Advancing technologies, building partnerships, creating innovation



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# Welcome to World Mobility Conference 2027

Dear Colleague,

On behalf of FISITA, we are delighted to invite you to join us at the World Mobility Conference 2027 in Barcelona, 8–10 June 2027.

As FISITA's flagship event, WMC brings together the global community shaping the future of mobility, engineers, researchers, technology leaders and decision-makers exchanging ideas on the challenges and opportunities ahead. Our industry-led technical programme, developed through FISITA's international Expert Groups, ensures the agenda speaks directly to what matters most to today's mobility leaders.

As the industry moves through electrification, automation, software-defined vehicles and AI, WMC offers a rare chance for direct engagement with the people and organisations driving that change. Sponsoring and exhibiting at WMC 2027 puts your organisation at the centre of these conversations, connecting you with an engaged, influential audience from across the mobility ecosystem. Whether you're launching new products or deepening existing partnerships, WMC is where those conversations turn into lasting outcomes

We look forward to welcoming you to Barcelona and to shaping the future of mobility, together.

Yours sincerely,



**Chris Mason**
Chief Executive Officer,
FISITA



**José Manuel Barrios**
President
Sociedad de Técnicos de Automoción (STA)

# About the WMC

**The FISITA World Mobility Conference (WMC) is the global meeting point for the people shaping the future of mobility.**

Bringing together OEMs, suppliers, technology companies, researchers, policymakers, start-ups and industry leaders from around the world, WMC provides a platform to explore the technologies, trends and strategies transforming mobility.

More than just a conference, it is where the international mobility engineering community comes together to exchange ideas, build relationships and address the challenges defining the next generation of transportation.



## Who attends?

WMC brings together the engineers, innovators and business leaders shaping the future of mobility.

Attendees range from CEOs and CTOs to engineering directors, R&D leaders and technical specialists, creating direct access to people influencing future technologies, investment priorities and strategic partnerships.

**Audience includes:**

- OEMs
- Tier 1 Suppliers
- Software & AI Companies
- Battery & Energy Providers
- Commercial Vehicle Manufacturers
- Engineering Consultancies
- Research Institutes
- Universities
- Industry Associations
- Government & Regulatory Stakeholders



## Why exhibit?

Put your organisation and its technology in front of an international audience of mobility decision-makers, engineers and technical specialists. Exhibiting at WMC provides a platform to demonstrate your capabilities, introduce new products and technologies, generate sales leads and build valuable connections across the global mobility community.

**Opportunities to:**

- Showcase products and technologies
- Generate sales leads
- Meet customers and collaborators
- Access new markets
- Demonstrate technical capability



## Why partner?

Position your organisation alongside aleading global forum for mobility technology and thought leadership.

WMC partnership provides visibility before, during and after the event, while creating opportunities to connect with senior industry leaders, strengthen relationships and demonstrate your commitment to the future of mobility.

**Opportunities to:**

- Strengthen brand positioning
- Build industry relationships
- Reach an engaged audience
- Demonstrate thought leadership
- Support the future of mobility

# World Mobility Conference 2027 themes include:



### Advanced Chassis Technology

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.

### Digitalisation, Software & AI

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.



### Propulsion Systems

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.

### 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.

### 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.

# FISITA Members

## Corporate Members

## National Engineering Society Members

# About FISITA

**FISITA supports members to align their technological and strategic priorities, whilst enabling meaningful engagement through effective and efficient thought leadership within its international technology of mobility alliance.**

We are committed to promoting excellence in mobility engineering by cultivating international engagement and peer group collaboration within our pre-competitive environment – bringing businesses together to ensure mobility remains sustainable and accessible to all.

FISITA brings together the international community of mobility systems leaders and engineers through a mix of digital and in-person engagement, creating technical and strategic activities that enable valuable network and community opportunities.



### Global

FISITA actively promotes co-operation with and between its global membership; working in collaboration to develop real-life perspectives and solutions to the challenges and opportunities of the technology of mobility ecosystem.

### Collaborative

FISITA's international alliance enables industry wide collaboration in the pre-competitive space. It provides a platform for all stakeholders to engage in progressive, expert dialogue to shape the future of the technology of mobility.

### Enabling

FISITA supports members to align their technological and strategic priorities, whilst enabling meaningful engagement through effective and efficient thought leadership within its international technology of mobility alliance.

# WMC Partnership Opportunities

**All partnership opportunities include:** Brand recognition; sponsor announcement; press-release opportunity; mobile and web app banner advertising; and Thank You communications. Discounted accommodation and dinner tickets.

## Strategic partnership

| Opportunity | Available | Price (each) | Key benefits |
|---|---|---|---|
| **Headline Partner** | 2 | €75,000 | 30 sqm exhibition stand; 10 conference tickets; push notifications; product presentations; social event tickets; delegate bag literature; student/young engineers' programme; private meeting room – 3 days |
| **Platinum Partner** | 2 | €35,000 | 50% exhibition discount; 6 conference tickets; push notifications; product presentations; social event tickets; delegate bag literature; private meeting room – 1 day |
| **Gold Partner** | 4 | €20,000 | 50% exhibition discount; 4 conference tickets; push notifications; product presentations; private meeting room – 1/2 day |
| **Silver Partner** | 4 | €10,000 | 25% exhibition discount; 2 conference tickets |

## Event & experience partnerships

| Opportunity | Available | Price (each) | Key benefits |
|---|---|---|---|
| **Drinks Reception Partner – 8 June** | 1 | €20,000 | 4 conference tickets; push notifications; social event tickets |
| **Networking Dinner Partner – 9 June** | 2 | €20,000 | 4 conference tickets; push notifications; social event tickets |

## Thematic & purpose-led packages

| Opportunity | Available | Price (each) | Key benefits |
|---|---|---|---|
| **Thematic Track Partner** | 5 | €20,000 | 4 conference tickets; push notifications; 25% discount on exhibition space. |
| **Regional Partner – Spain** | 1 | €7,500 | 50% exhibition discount; 2 conference tickets; push notifications |

## Bespoke opportunities

| Opportunity | Available | Price (each) | Key benefits |
|---|---|---|---|
| **Executive Leaders Roundtable** | 1 | €20,000 | 4 conference tickets; push notifications |
| **Diversity Partner** | 1 | €20,000 | 25% exhibition discount; 2 conference tickets; push notifications |
| **Sustainability Partner** | 1 | €10,000 | 25% exhibition discount; 2 conference tickets; 25% discount on exhibition space |
| **Networking Lounge Partner** | 1 | €10,000 | 25% exhibition discount; 2 conference tickets; 25% discount on exhibition space |
| **Innovation Showcase Partner – New Tech Zone** | 1 | €10,000 | 2 conference tickets; push notifications |
| **Student Programme** | 2 | €5,000 | 2 conference tickets; push notifications; 25% discount on exhibition space |
| **Product Presentation Opportunity** | Limited | €2,000 | push notifications; 25% discount on exhibition space |

# Strategic Partnership Opportunities

## Headline Partner

**€75,000** | 2 Available

Position your organisation at the forefront of global mobility innovation as one of just two opportunities to be Headline Partner of the World Mobility Conference 2027. This premier partnership delivers unrivalled brand visibility, thought leadership prominence, and direct access to the world's leading automotive, mobility and engineering executives, decision-makers and innovators.

As Headline Partner, your brand will be integrated across every stage of the delegate journey, from pre-event promotion through to onsite engagement and post-event communications, ensuring maximum exposure before, during and after the conference.







### Your Headline Partner Benefits

#### Industry-Leading Visibility

- Headline Partner status across all event marketing channels
- Opportunity to showcase a vehicle (or similar) at the event
- Prime sponsor recognition on all conference branding, promotional materials, signage, website and digital communications
- Full-page advertisement in the official event brochure with first-choice placement (when booked)
- Premium banner advertising within the event app and attendee networking platform
- Up to five dedicated push notifications delivered directly to attendees
- Opportunity to include branded literature or promotional items in delegate bags

#### Thought Leadership

- Dedicated Product Presentation Slot to showcase your latest innovations
- Opportunity for a sponsor quote, testimonial, announcement and two-minute video to be promoted through FISITA communications channels
- Press release collaboration opportunity with FISITA (subject to approval)

#### Premium Exhibition & Networking

- Largest premium exhibition footprint available (30 sqm)
- Private meeting room for the full three days of the conference
- Ten complimentary conference passes for your team and clients
- Direct engagement opportunities with senior industry leaders, customers and prospects

#### Talent & Community Engagement

- Opportunity to participate in the Student and Young Engineers Programme
- Dedicated post-event "Thank You" communication sent by FISITA to all attendees on your behalf

# Platinum Partner

**€35,000** | 2 Available

Align your brand with the industry's most influential conversations and position your organisation as a recognised leader in the future of mobility. As a Platinum Partner of the World Mobility Conference 2027, you will benefit from high-profile visibility, thought leadership opportunities and meaningful engagement with senior decision-makers from across the global mobility ecosystem.

The Platinum Partner package is designed for organisations seeking a prominent platform to showcase expertise, strengthen industry relationships and elevate brand awareness before, during and after the event.





## Your Platinum Partner Benefits

### High-Impact Brand Visibility

- Prominent Platinum Partner recognition across event marketing and communication channels
- Recognition on conference branding, promotional materials, website and digital campaigns
- Full-page colour advertisement in the official conference programme
- Company logo and profile featured in relevant sections of the final programme
- Premium banner advertising within the attendee networking platform and event app
- Up to three dedicated push notifications sent directly to conference attendees
- Opportunity to include branded literature or promotional giveaways in delegate bags

### Thought Leadership & Industry Influence

- Dedicated Product Presentation Slot to highlight technologies, services and innovations
- Sponsor quote, testimonial, announcement or two-minute video featured through FISITA e-newsletters and digital channels

### Premium Exhibition & Engagement

- Early access to exhibition space choice with a 50% discount on a premium exhibition footprint
- Six complimentary conference registrations
- Private meeting room for one day during the conference
- Valuable opportunities to network with senior executives, technical leaders and prospective partners

### Extended Brand Reach

- Brand promotion included within post-event wrap-up communications
- Continued visibility beyond the conference through FISITA's attendee engagement channels

# Gold Partner

**€20,000** | 4 Available

Showcase your brand at the heart of the global mobility community and connect with influential engineers, technology leaders and decision-makers from across the automotive and mobility sectors.

As a Gold Partner of the World Mobility Conference 2027, your organisation will benefit from strong event visibility, valuable networking opportunities and a platform to demonstrate innovation to a highly engaged international audience.

Designed for organisations looking to enhance brand recognition and generate meaningful business connections, the Gold Partner package delivers excellent value and impactful exposure throughout the event.







## Your Gold Partner Benefits

### Brand Visibility & Recognition

- Official Gold Partner recognition across conference marketing and promotional materials
- Brand visibility across print and digital event channels
- Full-page colour advertisement in the official conference programme
- Company logo and profile featured within relevant programme sections
- Opportunity to share a sponsor quote, testimonial, announcement or two-minute promotional video through FISITA's e-newsletters and online channels
- Brand promotion included in post-event wrap-up communications

### Showcase Your Innovation

- Dedicated Product Presentation Slot to present your latest technologies, services or solutions to conference delegates
- Opportunity to engage directly with industry stakeholders actively seeking new ideas and partnerships

### Exhibition & Business Development

- 50% discount on a standard exhibition stand footprint
- Four complimentary conference registrations
- Access to a private meeting room for half a day, providing a professional space for client meetings and business discussions
- Direct access to a global audience of mobility professionals, engineers and industry leaders

### Extend Your Reach

- Enhance visibility before, during and after the event through integrated marketing exposure
- Build new relationships and strengthen existing partnerships within the international mobility community

# Silver Partner

**€10,000** | 4 Available

Establish your presence within the global mobility community and raise awareness of your brand among leading engineers, technology specialists and industry decision-makers. The Silver Partner package offers an accessible yet impactful platform to connect with delegates, showcase your organisation and gain valuable exposure throughout the World Mobility Conference 2027.

Designed for companies looking to enhance visibility and build relationships within the international mobility sector, this partnership delivers year-round value through pre-event, onsite and post-event promotion.



> **WMC is an opportunity to find new contacts and understand better all the value chain.**
>
> COVESTRO, SL

## Your Silver Partner Benefits

### Brand Visibility & Recognition

- Official Silver Partner recognition across conference marketing materials and digital channels
- Brand presence on selected event branding, promotional communications and the conference programme
- Half-page advertisement in the official conference programme
- Opportunity to share a sponsor quote, testimonial, announcement or two-minute promotional video through FISITA's e-newsletters and online channels
- Brand promotion included in post-event wrap-up communications

### Exhibition & Networking Opportunities

- 25% discount on a standard exhibition stand footprint
- Two complimentary conference registrations with access to all conference sessions
- Valuable opportunities to connect with delegates, industry leaders and potential business partners

### Enhance Your Conference Presence

- Access to discounted exhibition and additional advertising opportunities
- Increase awareness of your products, services and expertise among a highly targeted global audience
- Benefit from association with one of the mobility sector's premier international gatherings

# Event & Experience Partnerships

## Drinks Reception Partner

**€20,000** | Exclusive Opportunity
8 June 2027

Be the first brand delegates engage with at the World Mobility Conference 2027 by sponsoring the official Opening Drinks Reception. As one of the conference's premier networking events, the Drinks Reception provides an ideal setting for industry leaders, executives, engineers and innovators to connect and begin conversations that will continue throughout the event.

As the exclusive Drinks Reception Partner, your organisation will enjoy prominent visibility from the moment attendees arrive, creating a lasting first impression and positioning your brand at the centre of the conference experience.



> **This was a much bigger and more professional event than I expected from start to finish. Lots of interesting content and very well attended by industry experts and people of influence.**
>
> IPG Automotive UK Limited

### Your Drinks Reception Partner Benefits

#### Exclusive Brand Exposure

- Exclusive branding throughout the official Opening Drinks Reception
- Prominent logo placement on event signage and reception branding
- Recognition as the sole Drinks Reception Partner across relevant event communications
- Strong association with one of the conference's key networking experience

#### Thought Leadership & Visibility

- Dedicated Welcome Address opportunity to greet attendees and open the reception
- Platform to introduce your organisation and communicate key messages to a highly influentialaudience
- Position your brand as a supporter of collaboration and innovation within the global mobility sector
- Four complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

#### Enhanced Delegate Engagement

- Opportunity to provide branded items, such as coasters and other reception materials
- Create memorable touchpoints that increase brand recognition and attendee engagement
- Direct exposure to senior decision-makers and industry stakeholders in a relaxed networking environment

#### Pre-Event & Onsite Impact

- Visibility from the very start of the conference experience
- Premium opportunity to strengthen brand awareness among a targeted international audience
- Support relationship building and meaningful conversations in an informal setting

# Networking Dinner Partner

**€20,000** | 2 opportunities available. Option to combine both into one exclusive partnership.
9 June 2027

Become the exclusive partner of one of the most anticipated social events at the World Mobility Conference 2027. The Networking Dinner brings together senior executives, industry leaders, engineers, innovators and decision-makers in a relaxed environment designed to foster meaningful conversations and valuable business connections.

The Networking Dinner package positions your organisation at the centre of this high-profile gathering, benefiting from prominent branding, a dedicated speaking opportunity and direct engagement with an influential audience beyond the conference floor.




> **Meet the authors of innovations and share with them views and ideas in the technical sessions was an important added value**
>
> COVESTRO, SL

## Your Networking Dinner Partner Benefits

### Exclusive Event Branding

- Exclusive branding across the official Networking Dinner on 9 June 2027
- Prominent recognition as the sole Networking Dinner Partner throughout event communications and onsite branding
- Strong association with one of the conference's flagship networking experiences

### Thought Leadership & Executive Visibility

- Welcome Address opportunity to open the evening and engage directly with attendees
- Position your organisation as a champion of industry collaboration and innovation
- Unique platform to communicate key messages to a highly engaged audience of mobility leaders
- Four complimentary conference registrations with access to all conference sessions
- Half- advertisement in the official conference programme

### Enhanced Promotional Exposure

- Dedicated pre-event promotion through conference marketing channels
- Recognition in post-event communications and event highlights
- Extended brand visibility before, during and after the conference

### Business Development Opportunities

- Two partner places included at the Networking Dinner
- Access to exclusive partner rates for additional guests
- Opportunity to build valuable relationships with senior industry stakeholders in a premium networking environment

# Thematic & Purpose-Led Packages

## Thematic Track Partner

**€20,000 Per Track** | Up to 5 Exclusive Opportunities

### Thematic Tracks — Launching January 2027

FISITA is currently developing the event programme and thematic tracks in consultation with its expert groups and technical communities. The tracks are planned for launch in January 2027 and are being refined to ensure they align with the latest industry priorities, technical developments and expert group outputs. Further details and final track structures will be confirmed as this work progresses.

**Current tracks under consideration include**:
— Digitalisation, Software and AI
— Advanced Chassis Technology
— Propulsion Systems
— Safety & Automated Driving
— Sustainability & Net-Zero Mobility

If you are interested in partnering with specific themes relevant to FISITA's Expert Groups please let us know.



### Your Thematic Track Partner Benefits

Position your organisation as a recognised thought leader within one of the most important topics shaping the future of mobility. As a Thematic Track Partner, you will own a dedicated conference content stream, aligning your brand with the technical discussions, innovations and industry challenges that matter most to your target audience.

This partnership combines high-profile branding, subject-matter leadership and direct engagement with delegates specifically interested in your area of expertise, creating a highly targeted sponsorship opportunity with lasting impact.

#### Own the Conversation

- Exclusive branding throughout your chosen conference track
- Strong alignment with a key industry theme and specialist audience
- Recognition across track-related marketing, programme content and onsite signage
- Position your organisation as a leader and contributor in a strategically important field

#### Thought Leadership Opportunities

- Participation in track-specific discussions and networking activities
- Opportunities to engage with attendees actively seeking expertise and solutions within your specialist area
- Enhanced visibility among technical leaders, decision-makers and industry influencers
- Four complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

#### Targeted Brand Exposure

- Reach highly relevant audiences aligned to your products, services and expertise
- Associate your brand with innovation, knowledge sharing and industry advancement
- Generate meaningful conversations and business opportunities
- 25% discount on exhibition space

# Regional Partner - Spain

## **€7,500** | Exclusive Opportunity

Showcase your organisation's commitment to the growth and development of the mobility sector in Catalonia and Spain. The Regional Partner package has been specifically created for regional mobility companies, technology providers, industry associations, public bodies and economic development organisations seeking to maximise their presence at the World Mobility Conference 2027.

As host region partner, your organisation will be recognised for its role in supporting innovation, collaboration and investment within one of Europe's leading mobility and automotive ecosystems.

### Why Become a Regional Partner?

The World Mobility Conference offers a unique opportunity to place Catalonia and Spain at the centre of the global mobility conversation. As a Regional Partner, your organisation will benefit from targeted exposure to an international audience while demonstrating its commitment to strengthening the region's reputation as a hub for innovation, engineering excellence and mobility leadership.

**Ideal for:** Regional mobility companies, technology providers, public sector organisations, industry associations, innovation agencies and economic development bodies.



### Your Regional Partner Benefits

#### Regional Leadership & Recognition

- Official Regional Partner designation
- 50% discount on a standard exhibition stand footprint
- Brand visibility across conference communications and selected event materials
- Recognition as a supporter of the regional mobility and innovation ecosystem
- Opportunity to demonstrate your commitment to advancing mobility in Catalonia and Spain

#### Connect with a Global Audience

- Raise awareness of your organisation among international delegates, industry leaders and investors
- Showcase regional capabilities, innovation programmes, research expertise and business opportunities
- Position your organisation alongside global mobility stakeholders visiting the host region

#### Strengthen Industry Relationships

- Build connections with OEMs, suppliers, technology companies, start-ups and policymakers
- Enhance your profile within the international mobility community
- Support collaboration between local industry and global decision-makers
- Two complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

#### Promote Regional Excellence

- Associate your brand with one of the world's leading gatherings for mobility engineering and technology
- Highlight Catalonia and Spain as centres of innovation, talent and industrial excellence
- Demonstrate leadership in supporting the future of sustainable and intelligent mobility

# Bespoke Opportunities

## Executive Leaders Roundtable

**€20,000** | Exclusive Opportunity

Gain access to one of the most influential gatherings at the World Mobility Conference 2027. The Executive Leaders Roundtable brings together a select group of senior decision-makers, including CTOs, Engineering Vice Presidents, R&D leaders and technology executives, for a private, invitation-only discussion focused on the strategic challenges and opportunities shaping the future of mobility.

Designed for organisations seeking meaningful executive engagement rather than broad brand exposure, this exclusive partnership provides unrivalled access to high-level industry leaders in a confidential and collaborative environment.

### Why Become the Executive Leaders Roundtable Partner?

While conferences create visibility, the Executive Leaders Roundtable creates influence. This exclusive partnership provides a rare opportunity to engage directly with the senior executives shaping the future of mobility, engineering and technology. By facilitating meaningful peer-to-peer dialogue in a trusted environment, your organisation will be positioned as a strategic partner and trusted contributor to the industry's most important conversations.future of sustainable mobility. and engage with stakeholders who are shaping the future of sustainable mobility.



### Your Executive Roundtable Partner Benefits

#### Exclusive Access to Senior Decision-Makers

- Private, invitation-only roundtable featuring approximately 20-30 senior industry leaders
- Direct engagement with CTOs, Engineering VPs, technical directors and innovation leaders
- Opportunity to participate in strategic discussions with key industry influencers
- Build relationships with decision-makers responsible for future technology investments and business strategy

#### Curated Executive Experience

- Exclusive private breakfast for roundtable participants
- Closed-door discussion focused on the industry's most pressing challenges and opportunities
- High-quality, candid conversations facilitated in a confidential setting
- Networking reception designed to encourage further discussion and relationship building

#### Thought Leadership & Industry Influence

- Position your organisation at the centre of executive-level industry dialogue
- Opportunity to help shape discussion themes and key conversation points
- Associate your brand with leadership, innovation and strategic industry thinking
- Demonstrate your commitment to advancing the future of mobility
- Four complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

#### Valuable Post-Event Insights

- Executive summary report capturing key themes, insights and discussion outcomes
- Access to strategic perspectives from some of the sector's most influential leaders
- Opportunity to leverage roundtable insights within your organisation and communications activities

# Diversity Partner

## **€20,000** | Exclusive Opportunity

Demonstrate your organisation's commitment to building a more inclusive, innovative and future-ready mobility sector. As the exclusive Diversity Partner of the World Mobility Conference 2027, your brand will be associated with inspiring conversations around talent development, leadership, inclusion and the future workforce that will drive the next generation of mobility innovation.

This partnership is ideally suited to organisations seeking to strengthen their employer brand, support diversity and inclusion initiatives, and engage with both established professionals and emerging talent from across the global mobility ecosystem.

### Why Become the Diversity Partner?

The future of mobility depends on attracting and developing the broadest possible range of talent, skills and perspectives. As Diversity Partner, your organisation will be recognised as a champion of inclusion and workforce development while gaining access to influential leaders, future talent and valuable employer branding opportunities. This partnership offers a powerful platform to showcase both your values and your leadership within the global mobility community.



### Your Diversity Partner Benefits

#### Champion Inclusion & Talent Development

- Exclusive branding as the official Diversity Partner of the conference
- Visible association with diversity, inclusion and workforce development initiatives
- Position your organisation as a leader in building the future mobility workforce
- Demonstrate your commitment to creating opportunities across the industry

#### Exclusive Hosted Networking Breakfast

- Host a dedicated Diversity Breakfast bringing together industry leaders, HR professionals, young engineers and future talent
- Facilitate meaningful discussions around leadership, representation, skills development and career progression
- Build relationships with influential stakeholders and emerging professionals

#### Thought Leadership Platform

- Share your organisation's vision, initiatives and best practices with a highly engaged audience
- Showcase your commitment to attracting, developing and retaining diverse talent
- Two complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

#### Enhance Your Employer Brand

- Increase visibility among engineers, graduates, academics and mobility professionals
- Strengthen your reputation as an employer of choice within the global mobility sector
- Align with one of the industry's most important strategic priorities
- Create valuable engagement opportunities beyond traditional technical sponsorships

#### Premium Brand Visibility

- Branding across diversity-focused activities and communications
- Recognition in conference materials and relevant promotional channels
- Association with a highly relevant and growing area of industry focus
- 25% discount on a standard exhibition stand footprint

# Sustainability Partner

## **€10,000** | Exclusive Opportunity

Position your organisation as a champion of responsible innovation and support the mobility sector's transition towards a more sustainable future. As the exclusive Sustainability Partner of the World Mobility Conference 2027, your brand will be associated with the environmental initiatives, sustainability commitments and net-zero ambitions that are increasingly shaping the industry's agenda.

This partnership is ideal for organisations looking to showcase their ESG leadership, demonstrate commitment to sustainable development and align with the priorities of customers, investors, policymakers and industry stakeholders.

### Why Become the Sustainability Partner?

Sustainability is no longer a standalone topic. It is central to every conversation about the future of mobility. As the Sustainability Partner, your organisation will be visibly aligned with the industry's drive towards reduced emissions, resource efficiency and long-term environmental responsibility. This partnership offers a powerful platform to demonstrate leadership, strengthen ESG credentials and engage with stakeholders who are shaping the future of sustainable mobility.



### Your Sustainability Partner Benefits

#### Lead the Sustainability Conversation

- Exclusive recognition as the Sustainability Partner of the conference
- Association with the event's sustainability initiatives and environmental commitments
- Position your organisation as a leader in sustainable mobility and responsible business practices
- Enhance visibility among delegates focused on environmental innovation and ESG performance

#### ESG & Environmental Leadership

- Opportunity to support and align with conference carbon reporting activities
- Association with sustainable event initiatives and best practices
- Brand alignment with key themes including decarbonisation, circular economy, lifecycle assessment and sustainable engineering
- Demonstrate your organisation's commitment to measurable environmental impact

#### High-Value Brand Visibility

- 25% discount on a standard exhibition stand footprint
- Branding integrated into sustainability-related event communications and messaging
- Recognition throughout the conference as a supporter of responsible and environmentally conscious event delivery
- Positive association with one of the mobility industry's most important strategic priorities
- 25% discount on exhibition space

#### Strengthen Corporate Reputation

- Support corporate ESG and sustainability objectives through a high-profile international platform
- Engage with decision-makers, engineers, policymakers and sustainability leaders
- Showcase your organisation's leadership in addressing environmental challenges and opportunities across the mobility ecosystem
- Two complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

# Networking Lounge Partner

**€10,000** | Exclusive Opportunity

Create a destination at the heart of the World Mobility Conference 2027 by becoming the exclusive Networking Lounge Partner. As delegates move between conference sessions, meetings and exhibition activities, the Networking Lounge serves as a central hub for informal discussions, business meetings and relationship building.

This highly visible sponsorship positions your brand at the centre of conference activity, providing continuous exposure and valuable engagement opportunities throughout the event.

## Why Become the Networking Lounge Partner?

Some of the most valuable conversations at a conference happen outside the session rooms. The Networking Lounge is where delegates reconnect, arrange meetings, exchange ideas and develop new business opportunities. As the exclusive partner, your organisation will be associated with these interactions, benefiting from sustained brand visibility and meaningful engagement with an influential global audience.




## Your Networking Lounge Partner Benefits

### Own a High-Traffic Networking Hub

- Exclusive branding throughout the official Networking Lounge
- Prominent logo placement on lounge signage, furniture and associated materials
- Recognition as the official Networking Lounge Partner
- Continuous visibility across all conference days

### Facilitate Meaningful Connections

- Associate your organisation with the conversations, collaborations and partnerships that drive the mobility industry forward
- Opportunity to host informal coffee meetings with clients, prospects and industry peers
- Create a welcoming environment where delegates can connect, relax and do business

### Delegate Engagement & Experience

- Branded phone and device charging stations within the lounge
- High-value touchpoints that encourage repeated interaction with your brand
- Enhanced attendee experience through a practical and frequently used conference facility

### Continuous Brand Exposure

- Visibility throughout the conference programme as delegates use the lounge between sessions and meetings
- Exposure to senior executives, engineers, researchers, policymakers and technology leaders
- Strong association with collaboration, connectivity and professional networking
- Two complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

# Innovation Partner

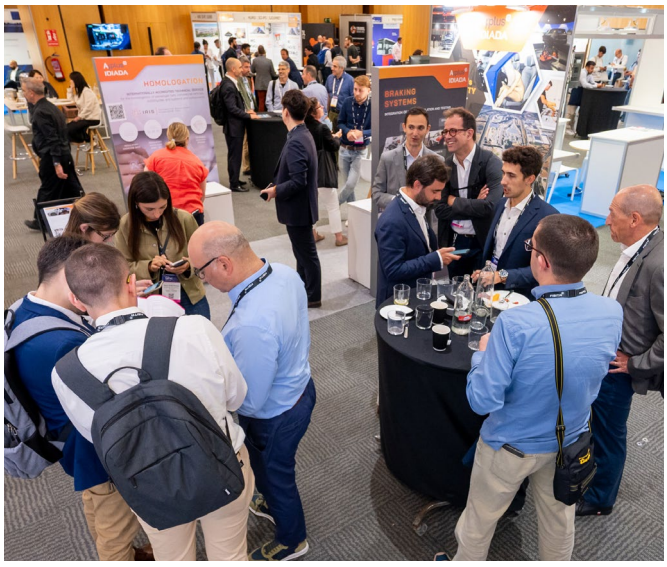
## **€10,000** | Exclusive Opportunity

Position your organisation at the forefront of emerging mobility technologies by becoming the exclusive Innovation Partner of the World Mobility Conference 2027. As sponsor of the dedicated Startup & Innovation Zone, your brand will be showcased alongside the next generation of disruptive technologies, pioneering companies and entrepreneurial talent shaping the future of mobility.

This partnership provides a unique opportunity to align your organisation with innovation, collaboration and industry transformation while engaging directly with start-ups, investors, technology leaders and forward-thinking decision-makers.

### Why Become the Innovation Partner?

Innovation is the driving force behind the future of mobility. As the exclusive Innovation Partner, your organisation will be associated with the technologies, businesses and ideas that are transforming the industry. By supporting the Startup & Innovation Zone, you will gain visibility among some of the sector's most forward-thinking organisations while reinforcing your reputation as a leader in mobility innovation.



## Your Innovation Partner Benefits

### Own the Startup & Innovation Zone

- Exclusive branding throughout the conference Startup & Innovation Zone
- Recognition as the official Innovation Partner of the World Mobility Conference
- Prominent visibility in an area dedicated to emerging technologies and breakthrough ideas
- Association with innovation, entrepreneurship and future mobility solutions
- Two complimentary conference registrations with access to all conference sessions
- Half-page advertisement in the official conference programme

### Connect with Industry Disruptors

- Direct access to mobility start-ups, scale-ups and technology innovators
- Opportunity to engage with entrepreneurs, investors and technology leaders
- Build relationships with organisations developing the next generation of mobility solutions
- Identify potential partnership, investment and collaboration opportunities

### Enhance Your Innovation Credentials

- Position your organisation as a champion of innovation and industry progress
- Demonstrate your commitment to supporting emerging talent and new technologies
- Strengthen brand perception among delegates seeking cutting-edge solutions and ideas

### High-Value Brand Visibility

- Exposure to conference attendees actively interested in innovation and future trends
- Recognition within conference communications related to innovation and entrepreneurship
- Strong alignment with one of the most exciting and dynamic areas of the event

# Student Opportunities Programme Sponsor

**€5,000** | 2 available

The World Mobility Conference Student Opportunities Programme plays a vital role in connecting emerging engineering talent with the global braking community. For 2027, we are running the programme with accessible sponsorship options that enable organisations to support students while gaining meaningful visibility and engagement.

## Why Support the Student Programme?

- Enable students to attend World Mobility Conference and engage with the industry
- Support future engineers at a formative stage of their careers
- Demonstrate commitment to education, talent development and the wider engineering community
- Gain positive brand exposure without the need for major investment

## Your Student Opportunities Programme Benefits

- Company logo on event website and app
- Logo displayed on venue screens and event signage, especially in the Student area
- Full page advertisement and company profile in the printed programme
- Company recognition on the Student page in programme
- Company acknowledgement in student communications
- Company video showcase during network & session breaks
- Pre and post event social media recognition
- Speaking opportunity on coaching/leadership to students during lunchtime presentation sessions
- Optional at discretion of company – "prize" – e.g site/company visit in home country, financial prize, mentoring session etc to winners
- Optional at discretion of company – small prize to each finalist – eg. Branded pen
- Seat on judging panel
- 2 x complimentary event tickets



# Product Presentation Opportunity

## **€2,000** | Limited Slots Available

Take the spotlight and showcase your latest technology, product, service or innovation to a highly targeted audience at the World Mobility Conference 2027. The Product Presentation Opportunity provides a focused platform to engage directly with delegates, demonstrate your expertise and generate valuable business conversations.

Delivered in a dedicated presentation space, this opportunity is ideal for organisations looking to launch new solutions, share case studies or highlight technical advancements in an environment designed to encourage interaction and discussion.

### Why Book a Product Presentation?

Delegates attend the World Mobility Conference to discover new ideas, technologies and solutions. A Product Presentation gives your organisation a dedicated stage to tell its story, engage with a receptive audience and demonstrate the value of your innovations in a focused and professional setting.



## Your Product Presentation Benefits

### Dedicated Presentation Platform

- Exclusive presentation slot within a dedicated private presentation room or speakers' corner
- Opportunity to showcase products, services, technologies or research directly to attendees
- Focused environment designed to maximise audience engagement and interaction
- One complimentary conference registrations with access to all conference sessions

### Connect with a Targeted Audience

- Reach engineers, technical specialists, mobility leaders and decision-makers
- Present directly to delegates with a strong interest in industry innovation and emerging technologies
- Generate high-quality conversations and follow-up business opportunities

### Demonstrate Thought Leadership

- Share your expertise, technical insights and real-world applications
- Position your organisation as an innovator and problem solver within the mobility sector
- Use the session to support product launches, customer success stories or technology demonstrations

### Flexible & Cost-Effective Visibility

- Simple and affordable way to increase your conference presence
- Can be combined with exhibition, sponsorship or advertising packages
- Ideal for organisations seeking a dedicated platform without a larger sponsorship commitment

> **Good overview of the industry subjects with projection and a good mix of speakers**
>
> Michelin

# Additional Partnership Opportunities

Alongside our flagship sponsorship package we have a range of targeted partnership opportunities designed to help organisations increase their visibility, engagement and impact throughout the World Mobility Conference 2027 in Barcelona.

**Opportunities will include:**

- Lanyards Partner
- Refreshment Partner
- Video Showcase
- App Push Notification
- Content & Media Partner
- Wi-Fi Partner
- Networking Mobile App Partner
- Programme Advert

These opportunities will be released in the coming months and will provide additional ways for organisations to connect with delegates, strengthen brand presence and support the global mobility engineering community.

If you would like to discuss any of these upcoming opportunities, or explore how your organisation can become involved in the World Mobility Conference 2027, please contact the FISITA team.






> **Excellently organized meeting that covered many aspects of modern e-mobility, cross-divisional discussions and presentations**
>
> Vorwerk Autotec GmbH

# Exhibition Opportunities

## Showcase Your Brand at the Heart of the Global Mobility Community

The World Mobility Conference 2027 exhibition provides a unique opportunity to connect with senior decision-makers, engineering leaders, technical experts, academics and innovators from across the international mobility sector. Whether your goal is lead generation, brand awareness, product launches or relationship building, exhibiting places your organisation at the centre of the industry's most important conversations.

With flexible stand options available for organisations of all sizes, the exhibition offers a highly effective platform to demonstrate your expertise, showcase new technologies and engage directly with a global audience actively seeking solutions and partnerships.

### Why Exhibit?

**Generate High-Quality Leads** Meet senior decision-makers and technical influencers actively exploring new solutions, technologies and partnerships.

**Demonstrate Innovation** Bring products, technologies and services to life through live demonstrations and face-to-face engagement.

**Strengthen Brand Awareness** Position your organisation alongside industry leaders at one of the mobility sector's premier global events.

**Build Valuable Relationships** Create meaningful connections with OEMs, suppliers, technology companies, researchers, policymakers and future customers.

**Maximise Your Return on Investment** Combine exhibition space with sponsorship and product presentations to create a powerful integrated presence at the conference.

### All Exhibition Packages Include

Every exhibition package includes a comprehensive range of benefits designed to maximise your visibility and deliver value throughout the event:

- Single stand power supply
- Lunch and refreshments for all registered stand personnel
- Company listing in the Official Final Programme
- Company profile within the Event Mobile App
- Listing on the Attendee Networking Hub
- Presence on the World Mobility Conference website
- Complimentary conference passes, including access to all conference sessions

### Shell Scheme Package Includes

For organisations seeking a professional, ready-to-use exhibition presence, shell scheme packages include:

- White modular exhibition stand system (2.5m height)
- Fascia signage displaying your company name
- One table and two chairs
- One wastepaper bin
- Carpet flooring

### Customisation Options

Enhance your exhibition presence with upgraded stand designs and bespoke branding solutions. Options include:

- Premium stand graphics
- Custom-built exhibition spaces
- Enhanced furniture packages
- Additional branding opportunities
- Bespoke meeting and hospitality areas

# Stand Packages & Prices

**Exhibition Sales Team Contact:**
Contact the World Mobility Conference team to discuss availability, stand locations and bespoke exhibition packages tailored to your objectives.

K.McDiarmid@fisita.com

| FISITA Members: | 8sqm |
|---|---|
| **Floor space only** | €4,725 |
| **Shell scheme** | €6,390 |
| **No of exhibition tickets** | 2 |

| FISITA Non-Members: | 8sqm |
|---|---|
| **Floor space only** | €5,250 |
| **Shell scheme** | €7,100 |
| **No of exhibition tickets** | 2 |

Upgraded stand designs and custom build options are available on request at additional cost.

## New Tech Zone - €500

**Where the future of mobility meets the industry leaders shaping it.**

WMC 2027 is creating a dedicated space for start-ups and emerging technology companies to showcase bold ideas, breakthrough innovations and disruptive solutions to a global audience of mobility decision-makers.

Whether you're developing software, AI solutions, electrification technologies, advanced materials, testing systems, data platforms or next-generation engineering tools, the New Tech Zone offers a cost-effective way to gain visibility, generate leads and connect with potential customers, investors and partners.

Register your interest today - wmc@fisita.com.



# Ticket information:

**Early bird rates end on 19 March 2027**

| Ticket type | Early bird | Standard | Onsite |
|---|---|---|---|
| 1-day ticket - FISITA Member | €650 | €750 | €849 |
| 2-day ticket - FISITA Member | €850 | €970 | €1,069 |
| 3-day ticket – FISITA Member | €1,150 | €1,250 | €1,349 |
| 1 day – academic/ tech speaker/ author | €375 | €425 | €524 |
| 2 day – academic/ tech speaker/ author | €495 | €545 | €644 |
| 3 day – academic/ tech speaker/ author | €650 | €700 | €799 |
| 1-day ticket – Non FISITA Member | €750 | €850 | €949 |
| 2-day ticket - Non FISITA Member | €970 | €1,090 | €1,189 |
| 3-day ticket - Non FISITA Member | €1,300 | €1,400 | €1,499 |
| Student ticket 3 days | €150 | €150 | €249 |
| Expo only – 1 day | €200 | €200 | €299 |
| Expo only – 2 days | €300 | €300 | €399 |
| Expo only - 3 days | €400 | €400 | €499 |

| Exclusive to Sponsors and Exhibitors | Price |
|---|---|
| Ticket bundle – 5 tickets - 3 days | €5,600 |
| Ticket bundle – 10 tickets - 3 days | €9,800 |

# 2025 in numbers

| | | | |
|---|---|---|---|
| 600+ Attendees | 88% Satisfaction | 15 Exhibitors | 89 Technical Presentations |
| 22 Technical Sessions | 36 Keynote Presentations | 18 Panels | 179 Speakers |
| 26 Countries | 245 Companies | 28% C-suite | 36% Director and above |

# We look forward to welcoming you...

## ...to an inspiring setting in Barcelona










WMC 2027 will take place at the Palau de Congressos de Catalunya, a striking contemporary venue surrounded by gardens in Barcelona. With impressive conference spaces, light-filled interiors and excellent connections to the city, it provides an inspiring setting for three days of ideas, collaboration and conversation.

Its Barcelona location also makes WMC easily accessible for delegates travelling from across Europe and beyond.

**www.catalunyacongresscenter.com**

## Follow us

wmc@fisita.com

innovation • insight • influence

/company/FISITA

FISITA WMC WORLD MOBILITY CONFERENCE

**BARCELONA** Spain 8–10 June 2027

The World Mobility Conference is organised by FISITA, the global membership alliance for the automotive and mobility systems engineering community. It now combines hundreds of thousands of engineers across four member-category types including Automotive Engineering Societies, Corporate Members, Strategic Partners, and Academia.