



VDA
Technical
Congress
2022

VDA

German Association
of the Automotive Industry

How to Become a Partner!

VDA's 23rd Technical Congress
in the **bcc Berliner Congress Center**,
March 15 to 16, 2022



#VDATK22



15 Themed
sessions

> 50 Lectures

Europe's most important
technology symposium for
the automotive industry

One of the most prominent discussion forums
for top-level representatives from research &
development, academia, politics and business

Networking

500+ Kongressbesucher

>70% Decision-makers
and senior managers

Keynotes, lectures and
panel discussions
with leading experts

Digitization & climate protection with focuses on upcoming
powertrains, infrastructure, sustainability, autonomous driving,
cyber security, data platforms, future technologies and strategies

Day 1

**On the path to climate-
neutral transport**

Powertrains | Digitization | Infrastructure |
Circular economy | Strategy

Day 2

**Digital transformation
on the roads**

Autonomous driving | Cyber
security | Data platforms

Premium Partner Package



Present your company, products and topics at the Technical Congress.

- Company tickets to the event including admission for 5 people
- Personally mentioned as Main Sponsor in the President's speech
- Your logo on all marketing materials before, during and after the event, on our events website, in all e-mails about the event, and on the Congress website. You are welcome to design an A4-size advertisement for inclusion in the electronic program.

Exhibition stand

- Max. 12 m² Meeting Point Premium in the bcc (www.bcc-berlin.de)

Content presentation at the Congress

- Content slot: 15 min. Keynote 1 in main hall
- Content slot: 10 min. impulse lecture in parallel session
- Content slot: panel discussion

Branding at the Technical Congress

- Printed flag for the front driveway
- Window banner printed on one side
- Two printed banners for the stage
- Round arch wall section for the stage incl. printed banners
- Guideposts (indoor/outdoor)
- Large printed A0 free-standing sign in the inner entrance area
- Printed exterior desk front panel
- Fully printed free-standing sign for the outdoor area
- Fully printed free-standing sign for the indoor area

€ 60,000 plus VAT

Advanced Partner Package



Present your company, products and topics at the Technical Congress.

- Your logo on all marketing materials before, during and after the event, on our events website, in all e-mails about the event, and on the Congress website. You are welcome to design an A4-size advertisement for inclusion in the electronic program.
- Company tickets to the event including admission for 3 people

Exhibition stand

- Max. 12 m² Meeting Point Premium in the bcc (www.bcc-berlin.de)

Content presentation at the Congress

- Content slot: 15 min. Keynote 1 in main hall
- Content slot: 10 min. impulse lecture in parallel session
- Content slot: panel discussion

Branding at the Technical Congress

- Two printed banners for the stage

€ 40,000 plus VAT

Basic Partner Package



Present your company, products and topics at the Technical Congress.

- Your logo on all marketing materials before, during and after the event, on our events website, in all e-mails about the event, and on the Congress website. You are welcome to design an A4-size advertisement for inclusion in the electronic program.
- Company tickets to the event including admission for 2 people

Exhibition stand

- Max. 6 m² Info Point Classic in the bcc (www.bcc-berlin.de)

Content presentation at the Congress

- Content slot: 10 min. impulse lecture in parallel session

Branding at the Technical Congress

- Two printed banners for the stage

€ 20,000 plus VAT

Overview of Partner Packages

All the packages include the following: logo on all marketing materials before, during and after the event, on our events website and in all e-mails about the event, logo on the Congress website, one A4-size advertisement in the electronic program, to be designed by the Partner.

	Premium	Advanced	Basic
	€ 60,000.00	€ 40,000.00	€ 20,000.00
Company tickets including	5 people	3 people	2 people
Max. 12 m ² Meeting Point Premium	✓	✓	—
Max. 6 m ² Info Point Classic	—	—	✓
Content slot: 15 min. Keynote 1 in main hall	✓	✓	—
Content slot: 10 min. impulse lecture in parallel session	✓	✓	✓
Content slot: panel discussion	✓	✓	—
A4 advertisement in the program	✓	✓	✓
Branding: printed flag for the front driveway	✓	—	—
Branding: window banner printed on one side	✓	—	—
Branding: two printed banners for the stage	✓	✓	✓
Branding: round arch wall section for the stage incl. printed banners	✓	—	—
Branding: large printed A0 free-standing sign in the inner entrance area	✓	—	—
Branding: printed exterior desk front panel	✓	—	—
Branding: fully printed free-standing sign for the outdoor area	✓	—	—
Branding: guideposts (indoor/outdoor)	✓	—	—
Personally mentioned as Main Sponsor in the President's speech	✓	—	—

Individual packages

If your booking is worth up to € 10,000 you will receive one free admission ticket. If your booking is worth over € 10,000 you will receive two free admission tickets and your logo will appear on the event website, e-mails, the electronic program and the website.

Lanyards	Sponsor provides lanyards bearing company logo for all conference participants	€ 4,000.00
Meeting Point Premium	12 m ² area	€ 9,500.00
Info Point Classic	6 m ² area	€ 5,500.00
Product presentation in front of the bcc	Please ask us for details.	
Mobile charging pillar	Please ask us for details.	
Smartphone charging station	Exclusive branding on one mobile charging station	€ 4,500.00
Internet	Table cards with W-Fi password, sponsor's name appears in the program, internet sponsor's name appears on the session charts and information signs	€ 15,000.00
Lecture	Content slot: 10 min. impulse lecture in parallel session	€ 9,000.00
Catering, day 1	Welcome coffee, 2 coffee breaks + lunch (table cards) Content slot: 10-min. impulse lecture in parallel session	€ 15,000.00
Catering, day 2	Welcome coffee, 2 coffee breaks + lunch (table cards) Content slot: 10 min. impulse lecture in parallel session	€ 15,000.00
VIP shuttle buses	Provision of shuttle buses, sponsor's name appears on shuttle signs	€ 15,000.00
Giveaways	Placement on chairs in row seating	€ 9,000.00
Publications	Display of publications	€ 4,500.00
Evening event	Option of exclusive branding for the evening event, e. g. displaying marketing materials and installing banners, menu branding, including 3 tickets	€ 25,000.00
Branding: window banner printed on one side		€ 1,500.00
Branding: stickers on the vitrine in front of the bcc		€ 3,000.00



We look forward to receiving your inquiries

We'll be happy to advise you on a sponsoring package for the Technical Congress.
 We look forward to hearing from you.

VDA German Association of the Automotive Industry
 Events Department
 Behrenstraße 35
 D-10117 Berlin

Your contact is the Congress team:
 Tel: +49 30 897842-363 or e-mail: congress@vda.de

I am interested in the following package

Premium	Advanced	Basic	Individual packages
Title		First name	Surname
Mr.	Ms.	Mx.	
Company name		Company name (contd.)	
Street	ZIP Code	Town/city	Country
Tel. number		E-mail	
Date	Signature		

We would be delighted to welcome you as a sponsor at our Technical Congress.

Your contacts



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We offer a wide range of options for presenting your company at the 23rd Technical Congress 2022. Please contact us with your requirements or questions.

Would you like to have an individual format to attract attention? We look forward to your ideas and will be we'll be happy to draw up a concept with you.