

15 MAY 2025

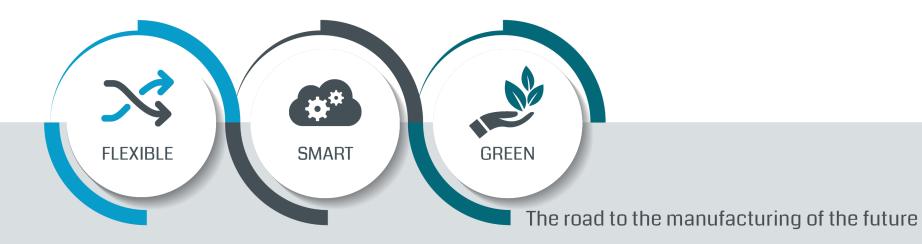
Hochhaus Süddeutscher Verlag in Munich

A joint event organized by:















Materialien und Werkstoffe
Montage- und Handhabungstechnik
Supplier Strategien/SCM Karrosseriebau
TOP 100 Automobilzulieferer Umformtechnik E-Mobilität Werkzeugmaschinen
Qualitätsmanagement Machine Learning Engineering Display Sensorik
Alternative Kraftstoffe Cloud-Services Industrie 4.0 Shopfloor-Logistik
Powertrain Interieur Assistenz-Systeme Bordnetze
Eletrik/Elektronik Smart Factory Komponenten
Lean Management/Lean Production
Robotik und Automatisierung
Zero Impact Factory

Automobil Produktion Kongress – flexible, smart and green – the road to the manufacturing of the future

Over the last few years, the **Automobil Produktion Kongress** has been the event that keeps pace with the **changes in manufacturing**. Decision-makers and managers in the field are facing countless challenges. The Automobil Produktion Kongress categorizes these challenges and points the way to **the transformation in production and logistics for automakers and their suppliers**.

As of 2024, **Automotive Manufacturing Solutions**, our English sister company, is offering its view of international automotive production as a co-organizer of the event. With practical, captivating lectures, **the growing importance of the digital transformation in production and logistics, along with IT integration into vehicle production, can be experienced up close.**

Yet there is still plenty of time for **networking** and for the attendees to get to know one another and **drive progress on joint strategies on innovation and digitalization in manufacturing.**

We are offering an international platform promoting constructive dialogue among board members, plant managers, leaders from the trades, technical departments and IT providers.

You benefit as a **partner**, **exhibitor** and **participant**. Along with your presence on site, the key ways to expand your network are networking, panel discussions and speaker options.

www.automobil-produktion-kongress.de

Join the decision-makers of the future in 2025. Engage with your customers as a speaker and participant.

Speakers 2024







Gerd Walker Member of the Board of Management of AUDI AG Production and Logistics



Petra Peterhänsel Leiterin BMW Group Werk Leipzig



Rene Wolf
Director Manufacturing Vehicle Operations,
Ford of Europe



Michael Bauer Leiter der Produktion Europa & Südafrika, Mercedes-Benz AG



Jose ArrecheDirector of the SEAT S.A. plant in Martorell



Andreas Dick Mitglied des Vorstandes für Produktion & Logistik, Škoda Auto a.s.



Petru-Catalin Scafaru
Leiter Schaeffler Produktionssystem und
Production Technology & Leiter Operations
und SCM Schaeffler Europa



Manuel Ötsch Vice President EV Operations, Valmet Automotive



Jan Henning Mehlfeldt Mitglied des Vorstands, Webasto Group



Dr. Michael Riesener Werkzeugmaschinenlabor WZL der RWTH Aachen







A growing community of experts that is constantly in motion.

Our focus is on plant managers, decision-makers in production networks, executives and technical departments in the production, logistics, and purchasing areas, along with equipment fitters and suppliers to major tech and IT companies. We also target consulting services for the auto industry.

Our goal: **50% of the participants from automakers and suppliers in the auto industry** – we reached this goal in 2023.

We put our faith in trust and reliability.

We have forged a close, trusting bond with many returning participants and partners. That is something we are proud of.

Thanks to the **recommendations** from our attendees and partners, new participants account for **more than 20% of the attendance at our events annually.**

Our high standard of quality is reflected in our selection of outstanding speakers, the latest important topics, and networking in an atmosphere of trust.

The Automobil Produktion Kongress offers you a high-caliber target group to help you reach your communication goals with the help of a partnership or exhibition space at this important industry event.

5_

Personal contact.

Success at building and expanding your network comes from...







... involvement with the framework program with exclusive **speaker slots**, part of the **GOLD package**



... generating more networking and sales leads during the longer breaks

... exclusive access to participants during a breakfast session or an evening event (a lecture can be booked as an option)



... shaping important themes with panel sessions, part of the SILVER PANEL package



Press coverage before, during and after the Automobil Produktion Kongress







Der Countdown läuft! Weniger als sechs Tage verbleiben, bis Branchenexperte Henner Lehne von S&P Global Mobility auf dem Automobil Produktion Kongress am 16. Mai in München die akuten Ungleichgewichte der #Automobilindustrie purfessione uited.

Jetzt noch schnell Ticket sichern: https://lnkd.in/eFeu7kF4

☐ Bereits im exklusiven interview mit Chefredakteur Pascal Nagel legte der Auto-Analyst den Finger in die Wunde. Hier thematisierte er neben der Anfalligkeit der globalen #SupplyChain unter anderem die aktuellen Herausforderungen der Zuliefererbranche sowie entscheidende Veränderungen auf dem Weltmarkt: https://likd.in/eASGHFFW

Nutzen Sie außerdem gern unseren Hashtag #followAP, wenn Sie Ihre Eindrücke vom Kongress teilen oder um uns auf Themen aufmerksam zu machen, die die Automobilbranche vorantreiben.

#Automotive #Strategy #Management #Produktion









Coverage of the Automobil Produktion Kongress is published via our own print and online media channels as well as our LinkedIn social media channel.

Automobil Produktion

Our partners and exhibitors in recent years.









































































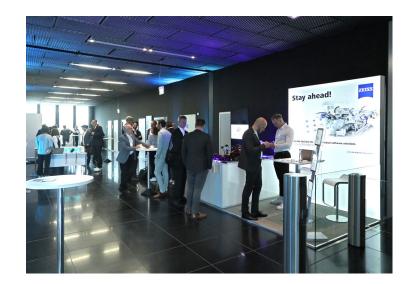


Partner concepts.

Impressing readers with high-quality content







Our partner concepts combine all of our network's communication resources.

You have an opportunity to make your own contribution to our unique Automobil Produktion Kongress, perhaps by putting a topic on the agenda as a partner with the speaker option and/or a panel discussion. Or you can reserve exhibition space to present your products and services. We naturally offer our partners more than just an opportunity to attend the event. We would be happy to work with you to develop **customized ideas and concepts for you...**

- _ in the form of targeted cross media marketing campaigns, print and online in each case with digital components such as expert roundtables, podcasts, white papers and more.
- _ in combination with state-of-the-art technical tools for publishing over our network. As a **network** with the brands **automotiveIT**, **Automobil Produktion** and **Automotive Manufacturing Solutions**, we deliver outstanding journalism -- and not just in print. With more than 272,000 Pls and more than 80,000 users per month, we have the automotive B2B portal network with the most extensive reach in your target group.

Three major brands help you achieve your communication goals before, during and after the congress – in print or digitally, or in the form of an event or in the community.

Benefits for a BRONZE PARTNER.



Highlights for a BRONZE PARTNER

YOUR PRESENCE AT THE CONGRESS

- _ Wide-ranging logo positioning
- Logo and company presentation in the event app
- _ Brochure/flyer display
- Inserting a short video during the breaks between lectures (about 20 sec.)
- _ 2 VIP tickets for your top customers, business partners and employees

PROMOTION BEFORE THE CONGRESS

- Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- _ Presence in advertising campaigns (online)
- Logo in all house advertising and announcements (print)
- Logo on banners, announcements and in social media campaigns (online)

MEDIA PACKAGE

- _ 1 x 1/4 page in automotiveIT or Automobil Produktion magazine during 2025
- _ alternatively, 1 x content placement (advertorial) on www.automotivelT.eu or www.automobil-produktion.de in 2025

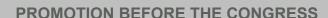
Wide-ranging logo branding

2 VIP tickets

INVESTMENT €4,900

plus VAT, agency commission not deductible

Benefits for an EXPO PARTNER.



- Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- _ Presence in the advertising campaigns (online)
- Logo in all house ads and announcements (print)
- Logo on banners, announcements and in social media campaigns (online)

CROSS-MEDIA PACKAGE

_ 1 x content placement (advertorial) on <u>www.automotiveIT.eu</u> or <u>www.automobil-produktion.de</u> in 2025, including banner promotion (web/NL) and social media support



Highlights for an EXPO PARTNER

Partner stand in the networking area

Cross-media package for digital and print

4 VIP tickets

INVESTMENT €9,900

plus VAT, agency commission not deductible

YOUR PRESENCE AT THE CONGRESS

- _ Partner stand with exhibition space in the networking area (4 m²), discussion table, standing stools, individually printable partition wall
- _ Wide-ranging logo branding in the venue as well as on break slides and signage on site
- _ Logo and company presentation in the event app
- _ Brochure/flyer display
- _ Insertion of a short video during the lecture breaks (about 20 sec.)
- _ 4 VIP tickets for the event for your top customers, business partners and employees

Benefits for a SILVER PARTNER.



Highlights for a SILVER PARTNER

YOUR PRESENCE AT THE CONGRESS

- Partner stand with exhibition space in the networking area (4 m²), discussion table, standing stools, individually printable partition wall
- _ Wide-ranging logo branding in the venue as well as on break slides and signage on site
- Logo and company presentation in the event app
- _ Brochure/flyer display
- Insertion of a short video during the lecture breaks (about 20 sec.)
- _ 4 VIP tickets for the event for your top customers, business partners and employees

PROMOTION BEFORE THE CONGRESS

- Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- _ Presence in the advertising campaigns (online)
- Logo in all house ads and announcements (print)
- Logo on banners, announcements and in social media campaigns (online)

CROSS-MEDIA PACKAGE

- _ 1 x 1/1 page advertisement or advertorial in automotiveIT or Automobil Produktion in 2025 (format A4; smaller formats on request)
- _ 1 x content placement (advertorial) on www.automotivelT.eu or www.automotil-produktion.de in 2025 including. banner promotion (Web/NL) and social media support

Partner stand in the networking area

Cross-media package for digital and print

4 VIP tickets

INVESTMENT €14,900

plus VAT, agency commission not deductible

Benefits for a SILVER PANEL PARTNER.

YOUR PRESENCE AT THE CONGRESS

- _ 30 min. panel discussion on the main stage together with experts on the topic and a moderator from the Automobil Produktion editorial staff
- Partner stand with exhibition space in the networking area (4 m²): discussion table, standing stools, individually printable partition wall,
- _ Wide-ranging logo branding in the venue as well as on break slides and signage on site,
- Logo and company presentation in the event app
- _ Brochure/flyer display
- _ Insertion of a short video during lecture breaks (about 20 sec.)
- _ 6 VIP tickets to the event for your top customers, business partners and employees

PROMOTION BEFORE THE CONGRESS

- _ Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- Presence in the advertising campaigns (online)
- Logo In all house ads and announcements (print)
- Logo on banners, announcements and in social media campaigns (online)

CROSS-MEDIA PACKAGE

- _ 1 x 1/1 page advertisement or advertorial in automotive IT or Automobil Produktion magazine in 2025 (format A4, smaller formats on request)
- _ 1 x white paper or 2 x content placement (advertorial) on www.automotiveIT.eu or www.automobil-produktion.de in 2025 including banner promotion (web/NL) and social media support



Highlights for a SILVER PANEL PARTNER

Limited

Just two collaborations available

30 min. panel discussion on the main stage

Partner stand in the networking area

Cross-media package for digital and print

6 VIP tickets

INVESTMENT €25,000

plus VAT, agency commission not deductible

13 Benefits for a **GOLD LIGHT PARTNER.**

YOUR PRESENCE AT THE CONGRESS

- Speaker slot 20 min. (15 min. speaking time plus 5 min. Q&A) in the afternoon on the main stage
- Speaker's name with the company logo in the program in the event app
- Exclusive partner stand with exhibition space in the networking area (6m2): discussion table, standing stools, individually printable partition wall and brochure stand (4 x DIN A4)
- Wide-ranging logo branding in the venue as well as on the break slides and signage on site
- Logo and company presentation in the event app
- Brochures/flyer display
- Insertion of a short video in the lecture breaks (about 20 sec.)
- 6 VIP tickets for the event for your top customers, business partners and employees

PROMOTION BEFORE THE CONGRESS

- Speaker's name in advertising and participant mailings on the event
- Exclusive online speaker page and link to the agenda on the Congress website and in the event app
- Speaker and logo in all house ads, announcements, banners and social media campaigns (print and online)
- Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website

CROSS-MEDIA PACKAGE

- _ 15% discount on an ad or an advertorial in automotiveIT or Automobil Produktion magazine in 2025
- 15% discount on a content placement (advertorial) on www.automotiveIT.eu or www.automobil-produktion.de in 2025



available

in the afternoon

Partner stand in the networking area

6 VIP tickets

AUTOMOBIL PRODUKTION KONGRESS +ams

Highlights for a GOLD PARTNER

YOUR PRESENCE AT THE CONGRESS

- Speaker slot 20 min. (15 min. speaking time plus 5 min. Q&A) in the afternoon on the main stage
- _ Speaker's name with the company logo in the program in the event app
- Exclusive partner stand with exhibition space in the networking area (6m²): discussion table, standing stools, individually printable partition wall and brochure stand (4 x DIN A4)
- _ Wide-ranging logo branding in the venue as well as on the break slides and signage on site
- Logo and company presentation in the event app
- _ Brochures/flyer display
- _ Insertion of a short video in the lecture breaks (about 20 sec.)
- _ 10 VIP tickets for the event for your top customers, business partners and employees

PROMOTION BEFORE THE CONGRESS

- _ Speaker's name in advertising and participant mailings for the event
- _ Exclusive online speaker page and link to the agenda on the congress website and in the event app
- Speaker and logo in all house ads, announcements, banners and social media campaigns (print and online)
- Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website

CROSS-MEDIA PACKAGE

- _ 2 x 1/1 page advertisement or advertorial in automotiveIT or Automobil Produktion magazine in 2025 (format A4, smaller formats on request)
- _ 1 x white paper or 2 x content placement (advertorial) at www.automotiveIT.eu or www.automobil-produktion.de in 2025, incl. banner promotion (web/NL) and social media support

20 min. speaker slot

Partner stand in the networking area

Wide-ranging cross-media package, digital and print

10 VIP tickets

INVESTMENT €29,000

lus VAT, agency commission not deductible

Overview of your potential benefits.





Speaker slot 20 min. (lecture,15 min. / Q&A 5 min.)						
30 min. panel discussion						
Partner stand incl. individually printable partition wall.						
Speaker's name with company logo in the program and the event app						
VIP tickets for your top customers, business partners and employees						
Logo and company presentation on the congress website and the event app						
Wide-ranging logo presence in all house ads						
Print: ads or advertorial in Automobil Produktion or automotiveIT (format)						
Digital: content placement on www.automotiveIT.eu or www.automobil-produktion.de						
Digital: white paper on www.automotiveIT.eu or www.automobil-produktion.de						
INVESTMENT						

	Limited!	Limited!			
GOLD PARTNER	GOLD LIGHT	S.PANEL PARTNER	SILVER PARTNER	EXPO PARTNER	BRONZE PARTNER
•	•				
		•			
•	•	•	•	•	
•	•	•			
10	6	6	4	4	2
•	•	•	•	•	•
•	•	•	•	•	•
2 (1/1)	optional	1 (1/1)	1 (1/1)	optional	optional
alternative	alternative	alternative	1	1	1
1	1	1			
29,000,-	15.000,-	25,000,-	14,900,-	9,900,-	4,900,-

16 Your contact person.

Since 2010, our events such as the automotiveIT Kongress and the Automobil Produktion Kongress have ranked among the most important conferences in the industry. And in 2023, we further developed our similarly well-established Connected Car Innovation Summit into the automotiveIT car.summit.

Thanks to our cooperation with automotive expert Prof. Stefan Bratzel, we have also been able to add the **Mobility Circle** to the list of our successful events.

We know the needs of our participants. With heart and commitment, we are happy to work with you to develop the right concept for a customized presence in each of our communication channels before, during and after our events – a concept that you can use to achieve your communication goals.

> Do you have your own ideas or want something special? Let's talk!







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