

**Exhibition & Conference**  
**Electrified Mobility**  
**October 8 – 10, 2018**  
**Messe Stuttgart, Germany**



**Sponsorship  
Brochure**

[messe-stuttgart.de/elect](http://messe-stuttgart.de/elect)  
[#electexpo](https://twitter.com/electexpo)

**ATZ** live

**e-mobil** BW 

# About elect!



With the **elect! Exhibition & Conference**, Messe Stuttgart is creating a new exhibition and congress event for electromobility in the motherland of the automobile. By systematically focusing on electric vehicles, the tier 1-3 supplier industry, the energy sector including the charging infrastructure, IT solutions and smart mobility concepts, elect! will become the most important showcase for electric mobility in Germany. During elect! manufacturers will present state-of-the-art technology on the threshold from development to entry onto the mass market.

The 3-day exhibition will be accompanied by the **elect! ATZ Congress Electrified Mobility**, which will be staged concurrently by ATZlive (Springer Fachmedien) on 8 and 9 October 2018 in the International Congress Center Stuttgart (ICS). Researchers, developers, manufacturers and politicians will have an ideal platform at elect! for scientific exchanges, joint project planning and production planning.

Messe Stuttgart is drawing on its great expertise from the staging of EVS30 in Stuttgart and has a wide international network in the automotive industry.

**Make use of this opportunity and participate as a sponsor in the success of elect! 2018!**





# Target groups



During elect! you will reach a wide range of trade visitors.  
Our visitor target groups are divided ...

## ... into task areas:

- Management/proprietors
- Purchasing
- Production
- Design
- Research & development
- Fleet management

## ... into industries:

- Automotive industry
- Motor vehicle construction
- Automotive component suppliers
- Energy supply and energy system manufacturing
- IT
- Science
- Municipalities







# Welcome to



## Germany

- In 2010 the German federal government established the National Platform for Electric Mobility (NPE) in order to promote electric mobility in Germany. The NPE is an advisory body for the German federal government and comprises important interest groups for electric mobility.
- Electric mobility in Germany follows a systemic approach which includes all factors ranging from energy and vehicles through to transport policy.
- The NPE is predicting a market launch phase up to 2017 until the start of a mass market.
- Ambitious goal: to make Germany a leading provider of electric mobility and have 1 million electric vehicles on German roads by 2020.
- The topic is attracting widespread public attention due to the expectations of ecological impacts in connection with the change to alternative energy sources.
- The federal structures are leading to a wide range of electric mobility projects and intensive cooperation throughout Germany.

## Baden-Württemberg

- The federal state in southwest Germany borders directly on France, Switzerland and Austria.
- 10.7 million inhabitants on an area of 35,751 square kilometres.
- The most innovative region in the European Union (highest Innovation Index as confirmed by EUROSTAT 2014).
- Has a history of more than 125 years of automotive engineering and is home to over 1,000 suppliers (primarily small and medium-sized enterprises).
- Generates 33% of turnover in the German automotive industry and employs 39% of workers in the German automotive industry.
- Strong in the areas of technology, motor vehicle construction, ICT and healthcare.
- Home to some of the largest German companies, e.g. Daimler, Porsche, Audi, BOSCH, SAP and many more besides.
- Well-known for top universities and research institutes.
- Well-known for its small and medium-sized companies which are global technology leaders.

STR



## Stuttgart

- Capital of Baden-Württemberg with 600,000 inhabitants (city), in the middle of one of the most highly industrialised regions with 2.7 million inhabitants.
- Due to traffic congestion problems and air pollution, the city is becoming highly committed to the promotion of electric mobility.
- The city administration defined clear objectives for electrification of mobility in the action plan for sustainable mobility in 2014.
- As a pilot project, the Stuttgart region is a showcase for electric mobility.
- Stuttgart has more than 400 charging points – with an upward tendency – and therefore occupies a leading position in a national comparison.
- The Stuttgart region is home to the largest purely electric vehicle fleet in Germany with currently more than 550 electric Smart cars and Mercedes Benz B Class Electric Drive cars, and over 110,000 users (car2go).
- The leading-edge cluster “Electric Mobility Southwest” for the Mannheim-Karlsruhe-Stuttgart-Ulm region is part of the high-tech strategy of the German federal government.
- 8,811 applications for the buyer’s premium for electric vehicles (electric car premium) were submitted alone in Baden-Württemberg in 2017.

## Messe Stuttgart

- elect! will be held at the modern Stuttgart trade fair centre with its first-class infrastructure.
- The trade fair grounds are located directly opposite Stuttgart airport and are just 5 minutes’ walk from the terminals.
- More than 75 years of experience in the organisation of trade fairs, conferences and events.
- The International Congress Center Stuttgart (ICS) and Messe Stuttgart contain more than 120,000 square metres of multi-functional hall space and up to 33 congress rooms with state-of-the-art technology.
- In addition to the regular charging infrastructure with charging points and a hydrogen filling station on the trade fair centre piazza and at Stuttgart airport, a separate charging infrastructure for electric vehicles will be installed for elect!
- Sustainability is both an obligation and reality at Messe Stuttgart: 34,000 square metres of solar collectors on the campus produce a total of 4.32 million kWh of electricity. Intelligent heat recovery and layer ventilation systems in the exhibition halls help to reduce carbon emissions. The company is a “supporter of right and fair” (Code of Conduct of European event centres).





shape  
the  
future



# The programme



## Exhibition

The elect! exhibition will be the most important event for the international electromobility industry in Germany. It will enable market participants to present their latest technical developments and solutions to highly qualified trade visitors. During elect! you will meet both technology experts and innovative newcomers from manufacturers, the supplier industry and application industries, as well as leading experts from science, research and development.

## Congress

The elect! ATZ Congress Electrified Mobility will run in parallel with the exhibition on the first two days and will offer a highly qualified platform for the exchange of both scientific and practical information and experiences. First-class speakers from industry will provide an insight into current developments. Keynote speeches by prominent figures and round tables will illuminate the trends and challenges in electrified mobility. Industry and science will meet users and politicians.

## Ride & Drive

During elect! Ride & Drive will act as a test track for all kinds of electric vehicles. The latest vehicles and models can be tested on the trade fair grounds and the surrounding roads. Make use of this special opportunity to present your vehicles to participants and journalists.

## Industry evening and Congress event

After the end of the exhibition on the first evening, there will be an exclusive evening event for invited VIPs, sponsors, Congress delegates and the representatives of the exhibitors. Together with the Congress organisers ATZlive and the Springer network, we cordially invite you to sample culinary specialities and take part in exciting discussions with international experts. Enjoy this evening in a relaxed atmosphere and cultivate your contacts!

Expected number  
of trade visitors and Congress delegates

**5,000 +**

Expected number  
of countries

**40 +**

Expected number  
of exhibitors

**250 +**

# Reasons for your sponsorship

1

Meet global experts for electromobility!

2

Make use of the increased public interest in the setting of the event and intensify your contacts with scientists and politicians!

3

Position your company as a pioneer and important industry leader!

4

Present your company as a socially responsible shaper of the change to alternative energy sources in the battle against climate change!

5

Meet highly qualified talents and specialists in order to recruit potential new employees for your company!

6

elect! will enable you to attain an even greater media response and profit from personal media contacts, a media reach and more attention!

Worldwide

High-tech

Socially responsible





take  
your  
chance

# Platinum sponsorship

Exclusive top sponsorship!

## In the run-up to elect!

### Congress services

- Seat on the Congress Advisory Panel
- Your logo on all advertisements publicising the Congress in ATZ, ATZelextronik, etc. with the designation "Platinum sponsor"
- Naming of your company as the Platinum sponsor
- Your logo on the cover page of the programme flyer
- Your brief profile with your logo inside the programme flyer
- Banner in the ATZlive Newsletter relating to the Congress
- Company profile with a link and contact data on the Congress website of ATZlive
- 50% discount on all other Congress tickets for other employees of your company
- 5 Congress tickets

### Exhibition services

- Your logo in the Exhibition Visitor Brochure
- Naming and logo of your company in the Exhibition Newsletter
- Active participation of a representative in the elect! preview in the first six months of 2018
- Press release with an interview partner from your company
- Quote in at least one press release
- Your press release on the elect! homepage
- Guaranteed inclusion in the press release "Exhibitors' innovations" approx. 3 weeks before the event
- Seat on the elect! Exhibition Advisory Panel

## During elect!

### Congress services

- 1 keynote speech in the Congress programme
- 1 technical talk in the Congress programme
- Your logo on the cover page of the programme booklet
- Display of your brochure on the Congress tables
- Your logo on the Congress posters at the event
- Advertisement on the U4 of the programme booklet (1/1, 4c)
- Installation of two A boards in the Congress entrance area
- Presentation as the Platinum sponsor with your logo on the break charts
- Logo on the Congress delegate bag

### Exhibition services

- Logo and advertisement in the elect! Exhibition Catalogue
- Roll-ups in the Press Centre, speakers' room
- Active participation of a representative in the elect! Opening Press Conference on the first day of the event
- Your press release in the press folder at the event
- One local press compartment in the Press Centre
- Vehicles and logo presence in Ride & Drive
- Brand showcasing during the elect! evening event

## Highlights

- **Keynote speech and technical talk**
- **Seat on the Exhibition and Congress Advisory Panel**
- **5 Congress tickets**

- **Exhibition stand area: 500 m<sup>2</sup>**
- **30 exhibitor passes**
- **Free Exhibition tickets**



# Gold sponsorship (Availability: 2)

## In the run-up to elect!

### Congress services

- Seat on the Congress Advisory Panel
- Your logo on all advertisements publicising the Congress in ATZ, ATZelektronik, etc. with the designation "Gold sponsor"
- Naming of your company as a Gold sponsor
- Your logo on the cover page of the programme flyer
- Your brief profile with your logo inside the programme flyer
- Banner in the ATZlive Newsletter relating to the Congress
- Company profile with a link and contact data on the Congress website of ATZlive
- 25% discount on all other Congress tickets for other employees of your company
- 4 Congress tickets

### Exhibition services

- Your logo in the Exhibition Visitor Brochure
- Naming and logo of your company in the Exhibition Newsletter
- Active participation of a representative in the elect! preview in the first six months of 2018
- Quote in at least one press release
- Your press release on the elect! homepage
- Guaranteed inclusion in the press release "Exhibitors' innovations" approx. 3 weeks before the event
- Seat on the elect! Exhibition Advisory Panel

## During elect!

### Congress services

- 1 keynote speech in the Congress programme
- Your logo on the cover page of the programme booklet
- Display of your brochure on the Congress tables
- Your logo on the Congress posters at the event
- Advertisement on the U2 or U3 of the programme booklet (1/1, 4c)
- Installation of two A boards in the Congress entrance area
- Presentation as a Gold sponsor with your logo on the break charts

### Exhibition services

- Logo and advertisement in the elect! Exhibition Catalogue
- Your press release in the press folder at the event
- One local press compartment in the Press Centre
- Logo presence in Ride & Drive
- Brand showcasing during the elect! evening event

## Highlights

- **Keynote speech**
- **Seat on the Exhibition and Congress Advisory Panel**
- **4 Congress tickets**

- **Exhibition stand area: 100 m<sup>2</sup>**
- **15 exhibitor passes**
- **Free Exhibition tickets**

# Silver sponsorship (Availability: 4)

## In the run-up to elect!

### Congress services

- Naming of your company as a Silver sponsor
- Your company profile with a link and contact data on the Congress website of ATZlive
- 10% discount on all other Congress tickets for other employees of your company
- 2 Congress tickets

### Exhibition services

- Your logo in the Exhibition Visitor Brochure
- Naming and logo of your company in the Exhibition Newsletter
- Active participation of a representative in the elect! preview in the first six months of 2018
- Quote in at least one press release
- Guaranteed inclusion in the press release "Exhibitors' innovations" approx. 3 weeks before the event
- Seat on the elect! Exhibition Advisory Panel

## During elect!

### Congress services

- Insert of your brochure in the Congress bag
- Your logo on the Congress posters at the event
- Advertisement inside the programme booklet (1/1, b/w)
- Presentation as a Silver sponsor with your logo on the break charts
- Showcasing of your brand during a lunch break at the Congress

### Exhibition services

- Logo and advertisement in the elect! Exhibition Catalogue
- Your press release in the press folder at the event
- One local press compartment in the Press Centre
- Logo presence in Ride & Drive

## Highlights

- 2 Congress tickets
- Seat on the Exhibition Advisory Panel
- Exhibition stand area: 60 m<sup>2</sup>
- 12 exhibitor passes
- Free Exhibition rickets



# Bronze sponsorship (Availability: 8)

## In the run-up to elect!

### Congress services

- Naming of your company as a Bronze sponsor
- Your company profile with a link and contact data on the Congress website of ATZlive
- 10% discount on all other Congress tickets for other employees of your company
- 2 Congress tickets

### Exhibition services

- Your logo in the Exhibition Visitor Brochure
- Naming and logo of your company in the Exhibition Newsletter
- Active participation of a representative in the elect! preview in the first six months of 2018
- Quote in at least one press release
- Seat on the elect! Exhibition Advisory Panel

## During elect!

### Congress services

- Insert of your brochure in the Congress bag
- Your logo on the Congress posters at the event
- Advertisement inside the programme booklet (1/2, b/w)
- Presentation as a Bronze sponsor with your logo on the break charts
- Showcasing of your brand during a coffee break at the Congress

### Exhibition services

- Logo and advertisement in the elect! Exhibition Catalogue
- Your press release in the press folder at the event
- One local press compartment in the Press Centre
- Logo presence in Ride & Drive

## Highlights

- 2 Ingress tickets
- Seat on the Exhibition Advisory Panel
- Exhibition stand area: 40 m<sup>2</sup>
- 10 exhibitor passes
- Free Exhibition tickets

# Charging station sponsorship (Availability: 2)

In the run-up to elect!

## Congress services

- 10% discount scale for ATZ Congress tickets for other employees



During elect!

## Exhibition services

- Your logo in the Exhibition Visitor Brochure
- Naming and logo of your company in the Exhibition Newsletter
- Active participation of a representative in the elect! preview in the first six months of 2018
- Quotes in at least one press release
- Seat on the elect! Exhibition Advisory Panel

## Exhibition services

- Logo and advertisement in the elect! Exhibition Catalogue
- Your press release in the press folder at the event
- One local press compartment in the Press Centre
- Prominent placement of your charging stations on the campus
- Brand showcasing in the area of the charging stations

Highlights

- Seat on the Exhibition Advisory Panel
- Exhibition stand area: 40 m<sup>2</sup>

- 10 exhibitor passes
- Free Exhibition tickets

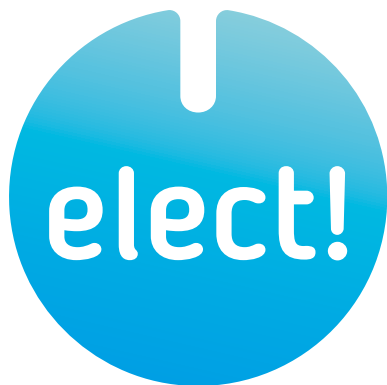




be  
part  
of it

100% electric

ZOE



## Exhibition & Conference Electrified Mobility October 8 – 10, 2018 Messe Stuttgart, Germany

# Contact us!



We are looking forward to a personal exchange with you. Together we will find the ideal sponsorship package for your marketing success.

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**ATZ** live

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