



2024 CYBERSECURITY SUMMIT

BMW WELT | MUNICH, GERMANY

JUNE 12 – 13, 2024

JUNE 11 MEMBER'S ONLY

Sponsor Prospectus



Frauenkirche (Church of Our Lady), Munich, Germany

THE AUTO-ISAC

Who We Are

Formed in 2015, the Auto-ISAC is a community of automotive OEMs, suppliers, commercial vehicle companies, academia, and trade associations working together to develop a robust sharing network to increase the safety and security of the ever-evolving connected vehicle ecosystem.

In June of 2021, the Auto-ISAC appointed Dr. Martin Emele as European Director who was tasked with establishing and leading the European Branch.

The goals of the European branch include establishing a regional Auto-ISAC presence in Europe by coordinating and aligning with European-based Members, forming alliances with key Partners, and government agencies.

Auto-ISAC Mission

Serve as an unbiased information broker to provide a central point of coordination and communication for the global automotive industry through the analysis and sharing of trusted and timely cyber threat information.

WHY BE A SUMMIT SPONSOR?

Support the Automotive Industry

Why Participate

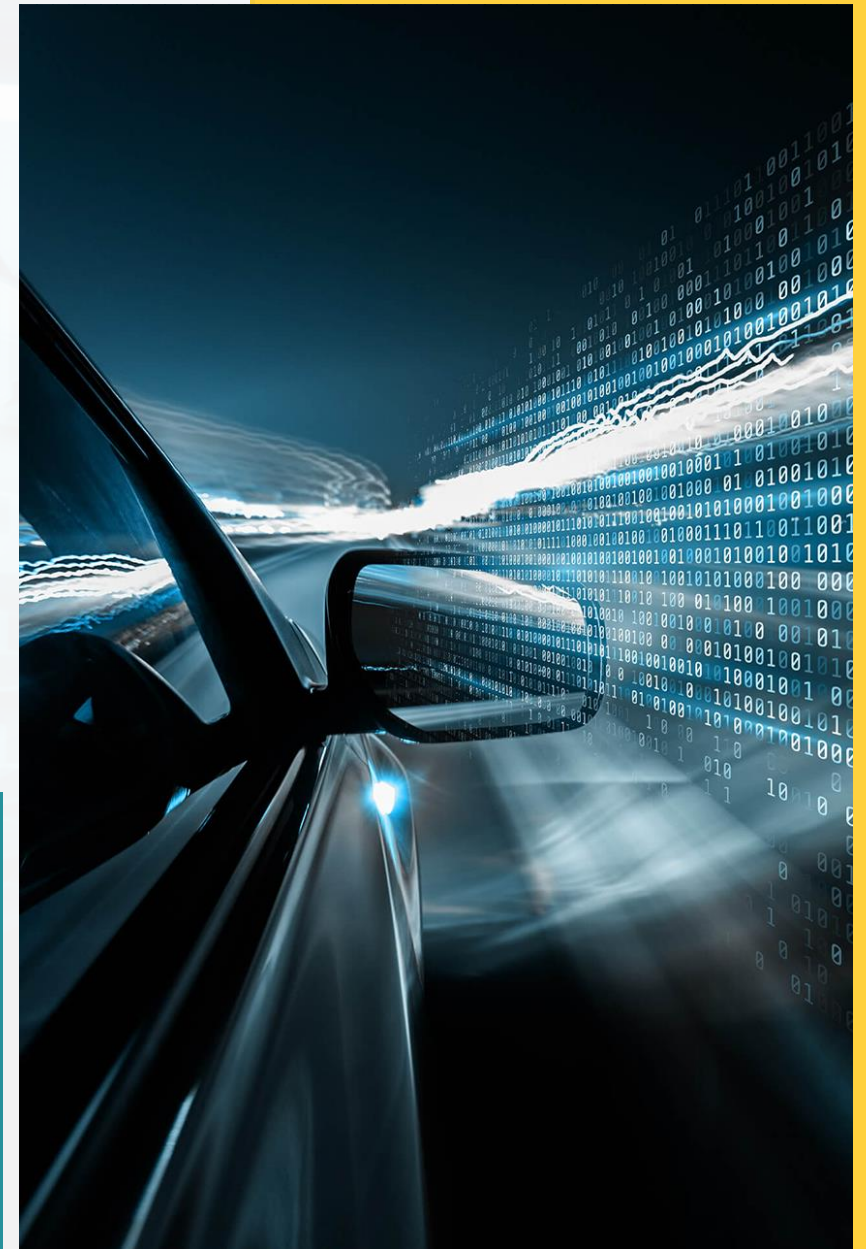
- Network & share at an industry-led vehicle cyber event
- Demonstrate your expertise to vehicle cyber leaders
- Build relationships with key stakeholders
- Be seen as an industry partner
- Learn from other experts across the industry

Why Act Now?

- Have your choice of engagement opportunities.
- Maximize the duration of your exposure.
- Showcase your commitment.

Read on to discover how your brand can be exposed to the Auto-ISAC community.

**Many opportunities
sell out quickly,
don't delay!**



BENEFITS OF SPONSORING

As a Summit Sponsor, you gain Brand visibility and much more

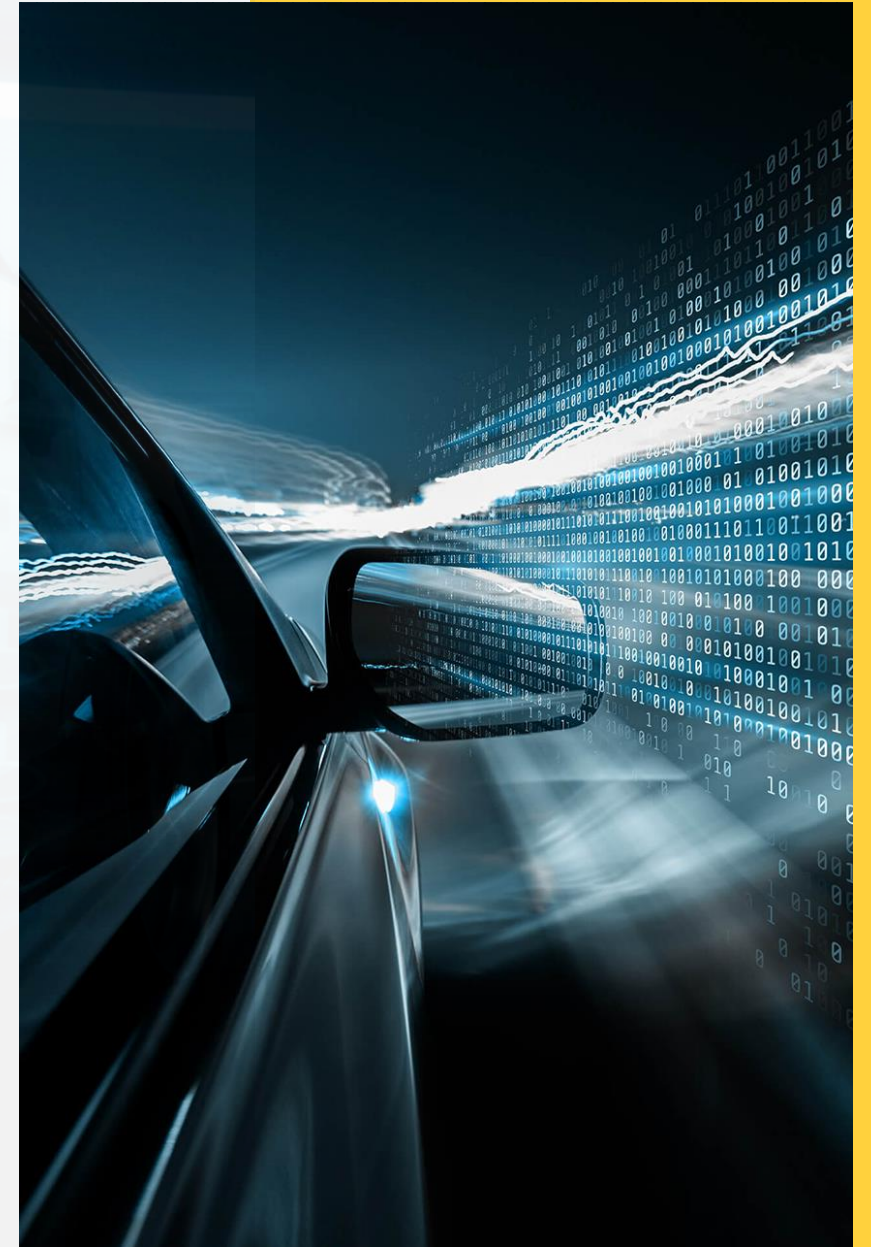
Sponsoring...

- Portrays a positive image on cybersecurity.
- Builds important relationships across the automotive industry.
- Provides a connection with key customers / partners.
- Allows targeted reach to the whole of the automotive industry in a key topic (cybersecurity).
- Showcases your commitment to protecting and building resiliency across our connected vehicle ecosystem.

Summit Goal

Foster relationships to enhance cybersecurity resiliency for the connected vehicle ecosystem. We will accomplish this objective with engaging conversations on topics, including:

- Information sharing
- Incident response
- Legal viewpoints
- Organizational maturity
- Security technologies
- Collaboration challenges and mitigation tactics
- Global cybersecurity strategy
- Standardization efforts



SUMMIT ATTENDEE OVERVIEW

Company Types

Auto-ISAC Members

- Passenger Vehicle OEMs
- Trucking OEMs
- Commercial Vehicle Companies (e.g. fleets, carriers)
- Automotive Suppliers
- EV/AV Companies

Non-Members

- US & International Public Agency Partners
- Prospective Members
- Industry Associations
- Security Sponsors
- Academia
- Research Institutions

Sample Functions

- Vehicle Cyber
- Safety
- Quality
- Privacy
- Product Development
- Engineering
- IT/InfoSec
- Manufacturing
- Enterprise Risk Mgmt.
- Legal
- Communications
- Public Policy

Sample Role Titles

- CISOs
- CTOs
- CIOs
- Vice Presidents
- Directors
- Managers
- Analysts
- Engineers

SPONSORSHIP CALL TO ACTION

Let's Work Together!

We ask our partners to support this key event and engage with our community from an educational, technical, and awareness perspective.

Will the event be in-person or virtual?

This event will be held in-person at [BMW Welt](#) in Munich, Germany! We highly encourage a hotel reservation be made as soon as possible due to the 2024 European Football Championship taking place.

We have reserved a limited number of rooms at several hotels, check our webpage for details and mention Auto-ISAC Europe when booking your room.

Since I am a sponsor, does that mean I have already registered?

No – you have reserved your sponsorship slot. You must register to assign your passes.

Since I am a Sponsor, can we register extra company elders?

No – each sponsor has an attendee limit. You are allowed to purchase additional passes, if needed.

Can I speak if I don't want to be a sponsor?

We have limited speaking slots which require a sponsorship, an abstract, and approval by the European Summit Task Force.

When do we pay?

Each sponsor will be invoiced before the European Summit & expected to pay the Auto-ISAC before the event.

If I sponsor, what are my booth options?

Titanium, Platinum, Gold, Silver and Bronze sponsors will have booth options. We also offer an on-site booth and virtual booth.

SUMMIT PLATFORM

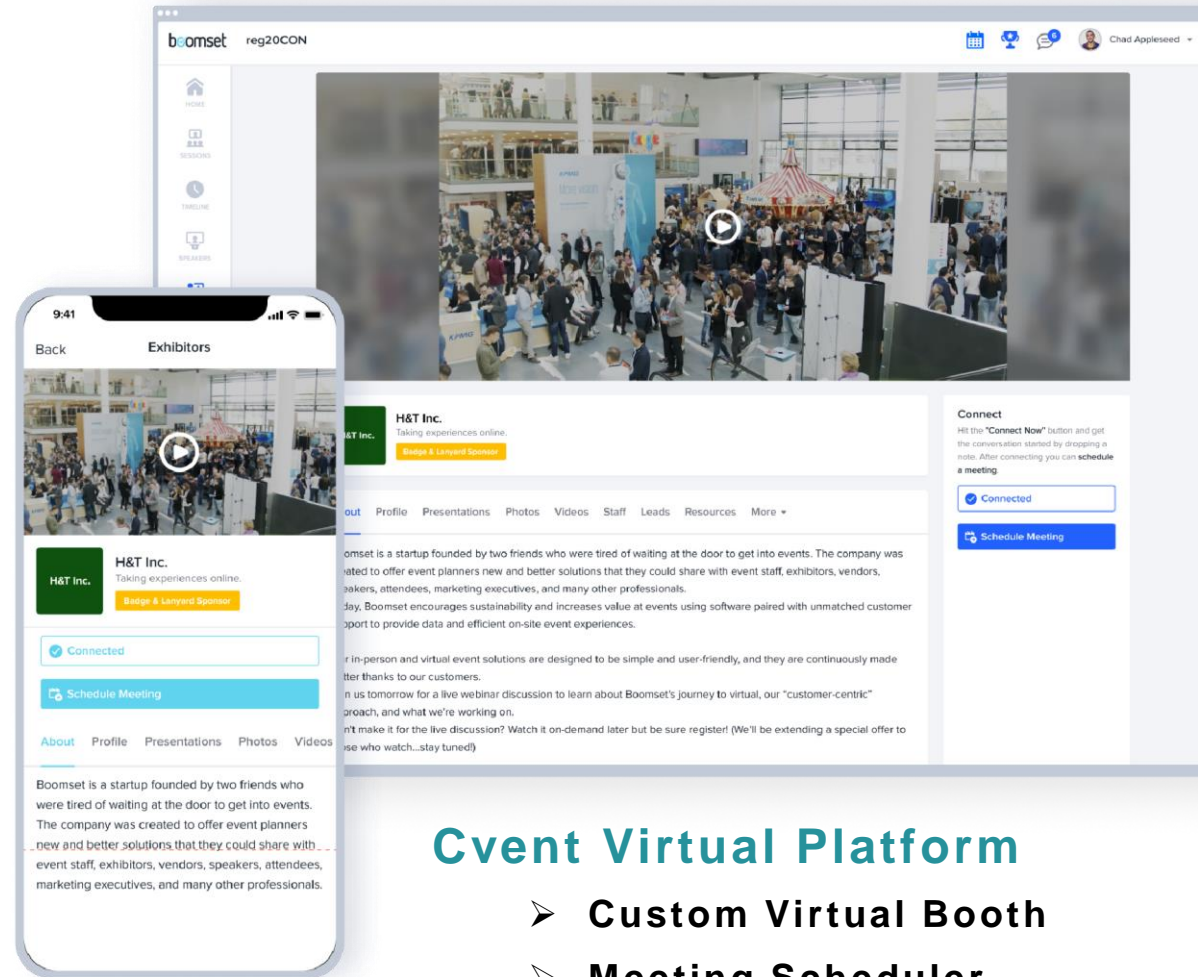
Virtual Summit Booth

Sponsor & Exhibitor
Engagement

Presentation Material

Setup Custom
Appointment &
Networking Options

Custom Lead
Capture



Event Virtual Platform

- Custom Virtual Booth
- Meeting Scheduler
- Lead Capture
- And more!

LEVELS AND PRICING OVERVIEW

SOLD

SOLD

SOLD

Details	Titanium	Platinum	Gold	Silver	Bronze	Virtual Booth
Price	€40,000	€30,000	€25,000	€20,000	€15,000	€5,000
Quantity Available	0 of 1	0 of 1	0 of 4	4 of 4	6 of 15	10
Passes Included	4	4	3	3	2	1
45-minute Speaking Session on Stage	✓					
40-minute Sponsor-led Panel w/10-minute Intro		✓				
30-minute Speaking Session on Stage			✓			
20-minute On-Demand Engagement Video				✓		
Physical Exhibit Booth	✓	✓	✓	✓	✓	
Virtual Exhibit Booth	✓	✓	✓	✓	✓	✓
Virtual Booth Chat Rooms	✓	✓	✓	✓	✓	✓
Virtual Booth 1:1 Meeting Scheduler	✓	✓	✓	✓	✓	✓
Virtual Booth Branding	✓	✓	✓	✓	✓	✓
Virtual Booth Short Video (1) and Downloadable Content (3)	✓	✓	✓	✓	✓	✓
Logo Branding on Signage, Website, Mobile App	✓	✓	✓	✓	✓	✓
Attendee List (name, company, title, & email)	✓	✓	✓	✓	✓	✓

FOOD & BEVERAGE SPONSORSHIPS*

Sponsorship		Price	# Available
Breakfast		€6,000	2
Lunch		€13,000	2
Break		€4,000	4
Barista Station		€3,000	2
Welcome Reception (Tuesday evening)	SOLD	€10,000	4
Champagne Hour (Wednesday evening)**	SOLD	€4,000 + F&B	4
Dinner Reception (Wednesday evening)		€15,000	1
Closing Reception (Thursday evening)		€10,000	1
VIP Dinner**	SOLD	€5,000 + F&B	4

*Cost of food & beverage included unless otherwise stated

**VIP Dinner and Champagne Hour sponsors are responsible for cost of food & beverage

BRANDING OPTIONS

Sponsorship	Price	# Available
Wi-Fi (includes name on back of name badge)	€10,000	1
Lanyard (includes name on lanyard) SOLD	€8,000	4
Notebook (includes logo on event notebook)	€6,000	1

ADDITIONAL OPTIONS – MEMBER'S ONLY*

Sponsorship	Price	# Available
Breakfast (June 11)	€3,000	1
Lunch (June 11)	€8,000	1
Break (June 11)	€2,000	2
Barista Station (June 11)	€3,000	1

*June 11 is reserved for Member's only.
Cost of food & beverage included unless otherwise stated

SPEAKING SPONSORSHIPS

€40,000

0 of 1 Available

SOLD

Titanium Sponsorship

- Member Only
- Four (4) Summit Registrations
- 45-minute General Session speaking spot. No sales.
- Booth and Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

€30,000

0 of 1 Available

SOLD

Platinum Sponsorship

- Four (4) Summit Registrations
- 40-minute General Session speaking spot (10-minute solo, 30-minute panel). No sales.
- Booth and Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

*Attendees have the choice to “opt-out” of the attendee list

SPEAKING SPONSORSHIPS

€25,000

0 of 4 Available

SOLD

Gold Sponsorship

- Three (3) Summit Registrations
- 30-minute General Session speaking spot. No sales.
- Booth and Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

*Attendees have the choice to “opt-out” of the attendee list

BRANDING SPONSORSHIPS

€20,000

4 Available

Silver Sponsorship

- Three (3) Summit Registrations
- 20-minute On-Demand Engagement Video (on Cvent)
- Booth and Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

€15,000

6 of 15 Available

Bronze Sponsorship

- Two (2) Summit Registrations
- Booth and Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

*Attendees have the choice to “opt-out” of the attendee list

BRANDING SPONSORSHIPS

€5,000
10 Available

Virtual Booth

- One (1) Summit Registration
- Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

*Attendees have the choice to “opt-out” of the attendee list

BRANDING SPONSORSHIPS

€6,000

1 Available

Notebook

- Two (2) Summit Registrations
- Your logo on notebook with Auto-ISAC Europe Logo
- Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

€8,000

0 of 1 Available

SOLD

Lanyard

- Two (2) Summit Registrations
- Your logo on lanyard with Auto-ISAC Europe Logo
- Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform

*Attendees have the choice to “opt-out” of the attendee list

BRANDING SPONSORSHIPS

€10,000
1 Available

Wi-Fi

- Two (2) Summit Registrations
- Customizable Password
- Virtual Exhibit Space
- Attendee List*
- Table tent signage through out event space
- Logo or name branding on event print materials/platform



*Attendees have the choice to “opt-out” of the attendee list

RECEPTIONS*

€10,000

0 of 1 Available

SOLD

Welcome Reception

Tuesday, June 11 | 17:00 – 21:00

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Attendee list**
- Signage in designated area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Logo or name branding on event print materials/platform
- Food & beverage included in cost

€4,000

0 of 1 Available

SOLD

Champagne Hour***

Wednesday, June 12 | 17:00 – 18:00

- Same deliverables as above
- Sponsor responsible for cost of food & beverage

*Cost of food & beverage included unless otherwise stated

**Attendees have the choice to “opt-out” of the attendee list

***VIP Dinner and Champagne Hour sponsors are responsible for cost of food & beverage

RECEPTIONS*

€15,000

1 Available

Dinner Reception

Wednesday, June 12 | 18:00 – 21:00

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Attendee list**
- Signage in designated area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Logo or name branding on event print materials/platform
- Food & beverage included in cost

€10,000

1 Available

Closing Reception

Thursday, June 13 | 17:00 – 19:00

- Same deliverables as above

*Cost of food & beverage included unless otherwise stated

**Attendees have the choice to “opt-out” of the attendee list

FOOD & BEVERAGE*

€6,000
2 Available

Breakfast Sponsorship

- Two (2) Summit Registrations
- Signage in designated area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Attendee list**
- Logo or name branding on event print materials/platform
- Food & beverage included in cost

Lunch Sponsorship

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Signage in designated area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Attendee list*
- Logo or name branding on event print materials/platform
- Food & beverage included in cost

*Cost of food & beverage included unless otherwise stated

**Attendees have the choice to “opt-out” of the attendee list

FOOD & BEVERAGE*

€4,000

4 Available

Break Sponsorship

- Two (2) Summit Registrations
- Signage in designated area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Attendee list**
- Logo or name branding on event print materials/platform
- May host one individual break or a Full Day Break for €7,000
- Food & beverage included in cost

VIP Dinner Sponsorship***

Wednesday, June 12 | 19:00 – 21:00

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Attendee List*
- Logo or name branding on event print materials/platform
- Private space made available for up to 20 individuals, to be discussed
- Sponsor responsible for cost of food & beverage

€5,000

+ F&B

0 of 1 Available

SOLD

*Cost of food & beverage included unless otherwise stated

**Attendees have the choice to “opt-out” of the attendee list

***VIP Dinner and Champagne Hour sponsors are responsible for cost of food & beverage

FOOD & BEVERAGE*

€3,000
2 Available

Barista Station

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Signage in designated area (you may add a pop-up banner)
- Attendee List**
- Logo or name branding on event print materials/platform
- May sponsor one day or June 12 & 13 for €5,000

*Cost of food & beverage included unless otherwise stated

**Attendees have the choice to “opt-out” of the attendee list

FOOD & BEVERAGE* – MEMBERS ONLY (JUNE 11)

€3,000

1 Available

Breakfast Sponsorship

- Two (2) Summit Registrations
- Signage in designated area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Attendee list**
- Logo or name branding on event print materials/platform
- Food & beverage included in cost

€8,000

1 Available

Lunch Sponsorship

- Same deliverables as above

*Cost of food & beverage included unless otherwise stated

**Attendees have the choice to “opt-out” of the attendee list

FOOD & BEVERAGE* – MEMBERS ONLY (JUNE 11)

€2,000
2 Available

Break Sponsorship

- Two (2) Summit Registrations
- Signage in designated area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Attendee list**
- Logo or name branding on event print materials/platform
- May host one individual break or a Full Day Break for €3,000
- Food & beverage included in cost

€3,000
1 Available

Barista Station

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Signage in designated area (you may add a pop-up banner)
- Attendee List**
- Logo or name branding on event print materials/platform

*Cost of food & beverage included unless otherwise stated

**Attendees have the choice to “opt-out” of the attendee list

EUROPEAN SUMMIT 2024 RATES

Member/Government/Academic	Non-Member
Early Bird Rate (closes April 30 th): €300	Early Bird Rate (closes April 30 th): €500
Standard Rate: €400	Standard Rate: €600

IMPORTANT DATES

Due immediately Company description and logo

October 18 European Summit Officially Announced

December 20 Sponsor Prospectus Released

January 18 Registration Opens

May 10 All Speaker information due (Biography, headshot, draft PPT) to Megan Rasely at MeganRasely@automotiveisac.com

May 17 Sponsor Booth materials completed & sent for Auto-ISAC Approval

May 28 Final PPT due to [Megan Rasely](mailto:MeganRasely@automotiveisac.com). No changes may be made after this date.

May 31 On-site Sponsor Representative registration deadline

June 4 Final day for corrections to presentation material

On-site Information

Tuesday, June 11

Booth Set-up | 14:00 – 17:00

Member's Only Day | 8:00 – 17:00

Welcome Reception (All Attendees) | 17:00 – 21:00

Wednesday, June 12

Full Event Day 1 | 8:00 – 17:00

Champagne Hour | 17:00 – 18:00

Dinner Reception | 18:00 – 21:00

Thursday, June 13

Full Event Day 2 | 8:00 – 17:00

Closing Reception | 17:00 – 19:00

Booth Hours (Subject to Change)

Tuesday, June 11

17:00 – 21:00

Wednesday, June 12

8:00 – 9:00 | Break 1 10:15 – 10:50 | Lunch

12:00 – 13:30 | Break 2 14:45 – 15:30 |

17:00 – 21:00

Thursday, June 13

8:00 – 9:00 | Break 1 10:30 – 11:00 | Lunch

12:00 – 13:30 | Break 2 15:00 – 15:30

Address: Am Olympiapark 1, 80809 München



SPONSOR CODE OF CONDUCT

We encourage our sponsors to take time to get to know all our attendees to form lasting engagements that will result in future business partnerships and shared successes.

To make our summit a success, we ask that sponsors stay away from the following: repeating past presentations, sales pitches, pursuing reluctant attendees, and other behavior that might make attendees feel uncomfortable.

All presentation materials must be submitted by May 28, 2024. However, any revisions or corrections to the presentation materials can be made until June 4. Please reach out to [Megan Rasely](#) to coordinate any changes.

SPONSOR CODE OF CONDUCT

Auto-ISAC values its sponsors, members, and participants at all events. We see our sponsors as part of the Auto-ISAC family and hope that all attendees will feel the same way through collegial conversation, informative discussions, and camaraderie built on a shared vision of safety and security for the automotive sector.

VAT DISCLAIMER

VALUE ADDED TAX

Please note that the initial prices specified are exclusive of Value Added Tax (VAT).

VAT will be added at the prevailing rate set by Germany's Federal Ministry of Finance at the time of purchase.

CONTACT INFORMATION

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European Director



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