



2023 AUTO-ISAC EUROPE CYBERSECURITY SUMMIT

Sponsor Prospectus



Stuttgart-Mitte, Germany by Marcel Strauß

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

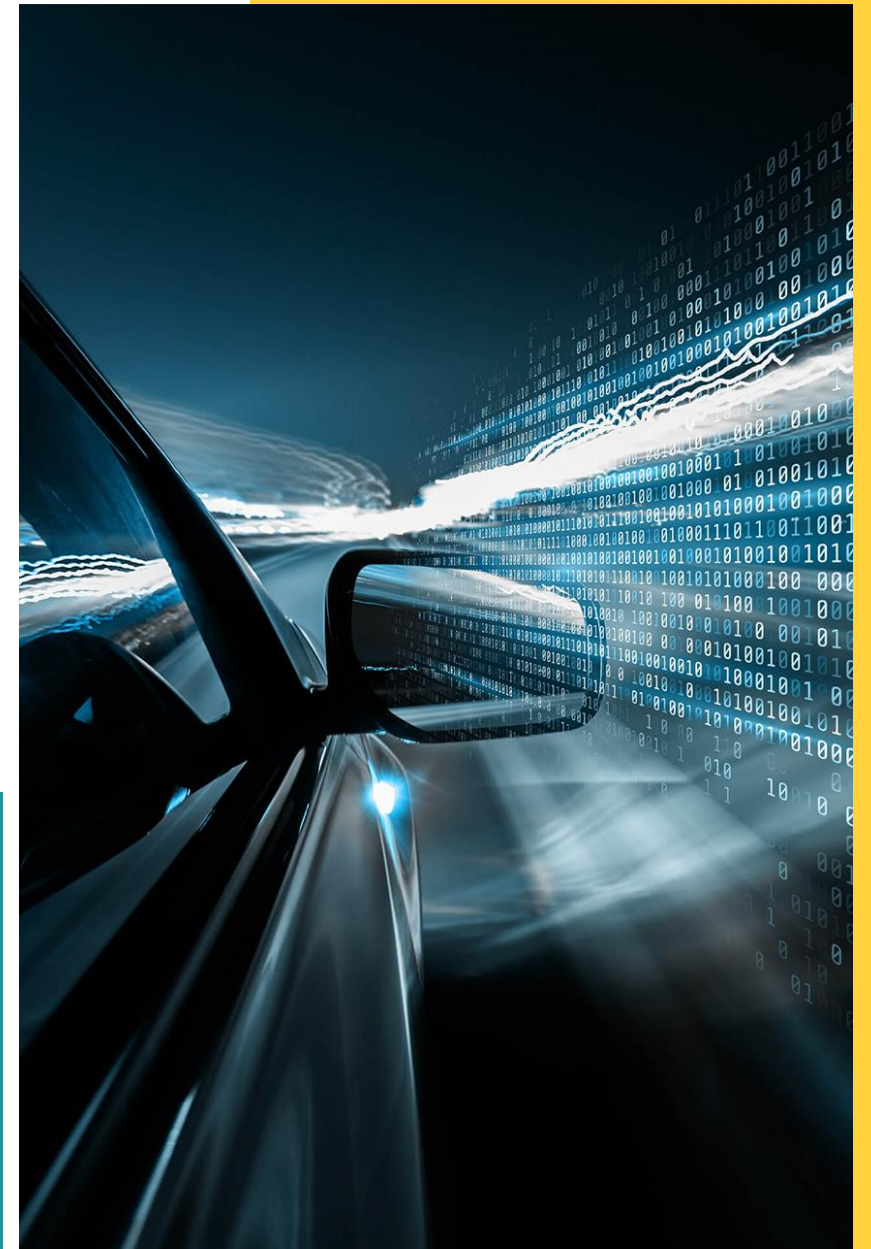
- Network & share at an industry-led vehicle cyber event
- Demonstrate your expertise to vehicle cyber leaders
- Build relationships with key stakeholders
- Be seen as an industry partner
- Learn from other experts across the industry

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

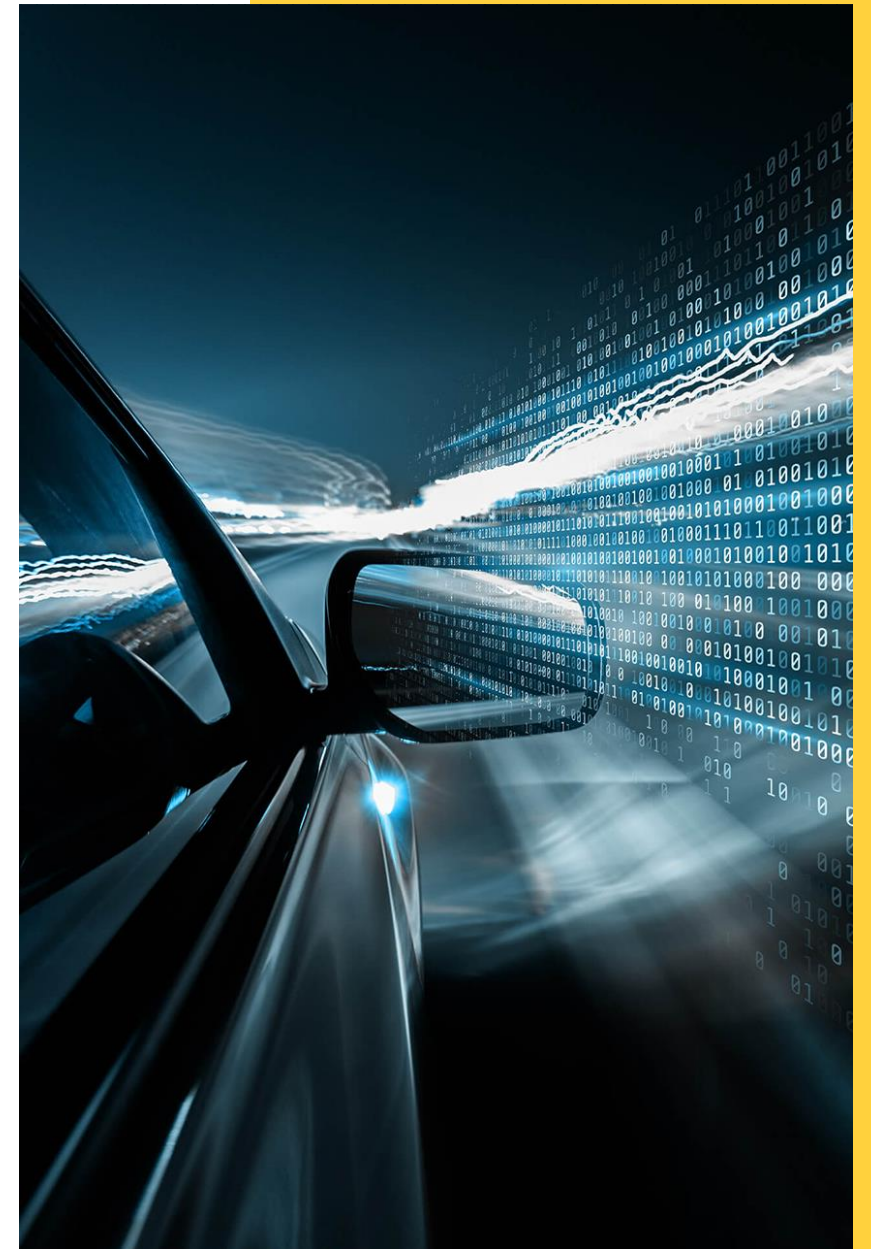
Sponsoring...

- 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

- Light and Heavy-Duty Vehicle OEMs
- Light and Heavy-Duty Vehicle Suppliers
- Commercial Vehicle Companies (e.g. fleets, carriers)
- 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 in-person at the Peugeot Adventure Museum in Sochaux, France! A limited number of rooms have been reserved at [Hotel Arianis](#) for this event, please mention Auto-ISAC for a special price.

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 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, after the Summit?

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 the option to have a In-Person and Virtual Booth.

LEVELS AND PRICING OVERVIEW

Details	Titanium	Platinum	Gold	Silver	Bronze
Price	€20,000	€15,000	€10,000	€7,000	€5,000
Quantity available	4 SOLD	4 SOLD	2 1	3	4
Number of Passes included	4	4	3	2	0
45-minute Speaking Session	✓				
45-minute Panel Session w/15 min intro		✓			
30-minute Speaking Session on stage			✓		
25-minute On-Demand Video on virtual platform	✓	✓	✓	✓	✓
Physical Exhibit Booth	✓	✓	✓	✓	
Virtual Exhibit Booth	✓	✓	✓	✓	✓
Attendee Opt-in List (name, company, title, & email)	✓	✓	✓	✓	✓
Logo branding on signage, website, mobile app	✓	✓	✓	✓	✓

ADDITIONAL OPTIONS

Sponsorship	Price*	# Available
Lanyard Sponsor (includes name on lanyard)	€3,000	4 SOLD
Notebook Sponsor (includes logo on event notebook)	€2,000	1
Dinner Sponsor (Tue evening)	€2,000+F&B*	1
Refreshment – Champaign Toast	€1,000+F&B*	4 SOLD
Panel sponsorship option for Non-Members/Partners	€3,000	4
Lunch Sponsorship (Tue or Wed)	€2,000+F&B*	2
Light Breakfast Sponsorship (Tue or Wed)	€1,000+F&B*	2
Break Sponsorship (Tue or Wed)	€1,000+F&B*	4

EARLY BIRD RATE (CLOSES MAY 1)

Member, Government, Non-Profit	€300
Non-Member	€500

STANDARD RATE

Member, Government, Non-Profit	€400
Non-Member	€600

* Sponsor responsible for all Food and Beverage costs for reception

ADDITIONAL OPTIONS – MEMBERS ONLY*

Sponsorship	Price*	# Available
Lunch Sponsorship	€2,000+F&B*	1
Break Sponsorship	€1,000+F&B*	1
“First Look” Dinner Sponsorship	€2,000+F&B*	1

EARLY BIRD RATE (CLOSES MAY 1)

Member, Government, Non-Profit	€300
Non-Member	€500

STANDARD RATE

Member, Government, Non-Profit	€400
Non-Member	€600

* June 12 is reserved for Members only

* Sponsor responsible for all Food and Beverage costs for reception with the approval of the Auto-ISAC

SPEAKING SPONSORSHIPS

SOLD

€20,000

1 Available

Titanium Sponsorship

- MEMBER ONLY
- Four (4) Summit Registrations
- 45-minute General Session speaking spot
- Includes In-person Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

SOLD

€15,000

1 Available

Platinum Sponsorship

- Four (4) Summit Registrations
- 45-minute Panel Session speaking spot (15-minute solo, 30-minute panel)
- Includes In-person Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

SPEAKING SPONSORSHIPS

€10,000

2 1 Available

Gold Sponsorship

- Four (4) Summit Registrations
- 30-minute General Session speaking spot
- Includes In-person Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

BRANDING SPONSORSHIPS

€2,000

1 Available

Notebook

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

SOLD

€3,000

1 Available

Lanyard Sponsorship

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

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

FOOD & BEVERAGE

BREAKFAST, LUNCH, OR BREAKS



**2 Light
Breakfasts**
€1,000+F&B*

3 Lunches
€2,000+F&B*

5 Breaks
€1,000+F&B*

Breakfast/Lunch Sponsorships

- Two (2) Summit Registrations
- Includes In-person Exhibit Space
- Signage in Break Area (you may add a pop-up banner)
- Introduction with 5-minute speaking slot
- Company name or logo on event print materials/platform
- Attendee list*

Break Sponsorships

- All deliverables above
- Can host 1 individual break or All-day Break (€2K)

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

* Sponsor responsible for all Food and Beverage costs for reception

IMPORTANT DATES

Due immediately Company logo and description due

March 6 European Summit Officially Announced

March 6 Sponsor Prospectus Call

April 25 Sponsor Logistics Call

May 12 Full payment due. All sponsorships must be paid in full. Nonpayment results in forfeiture of sponsorship.

May 14 All Speaker information due (Biography, headshot, draft PPT)

May 31 Sponsor Booth materials completed for Auto-ISAC Approval

June 1 Final PPT due to meganrasely@automotiveisac.com. No changes made after this date.

June 5 Virtual speaker practice session start

June 12 On-site Sponsor Representative registration deadline

On-site Information

Monday, June 12

Booth Set-up | 10:00-11:00 CET
Members only day | 11:00-20:00 CET

Tuesday, June 13

Full event day | 8:00-20:00 CET
Reception | 17:00-20:00 CET

Wednesday, June 14

Full event day | 8:00-16:00 CET
Booth Tear-down | after 15:30 CET

Booth Hours

Monday, June 12

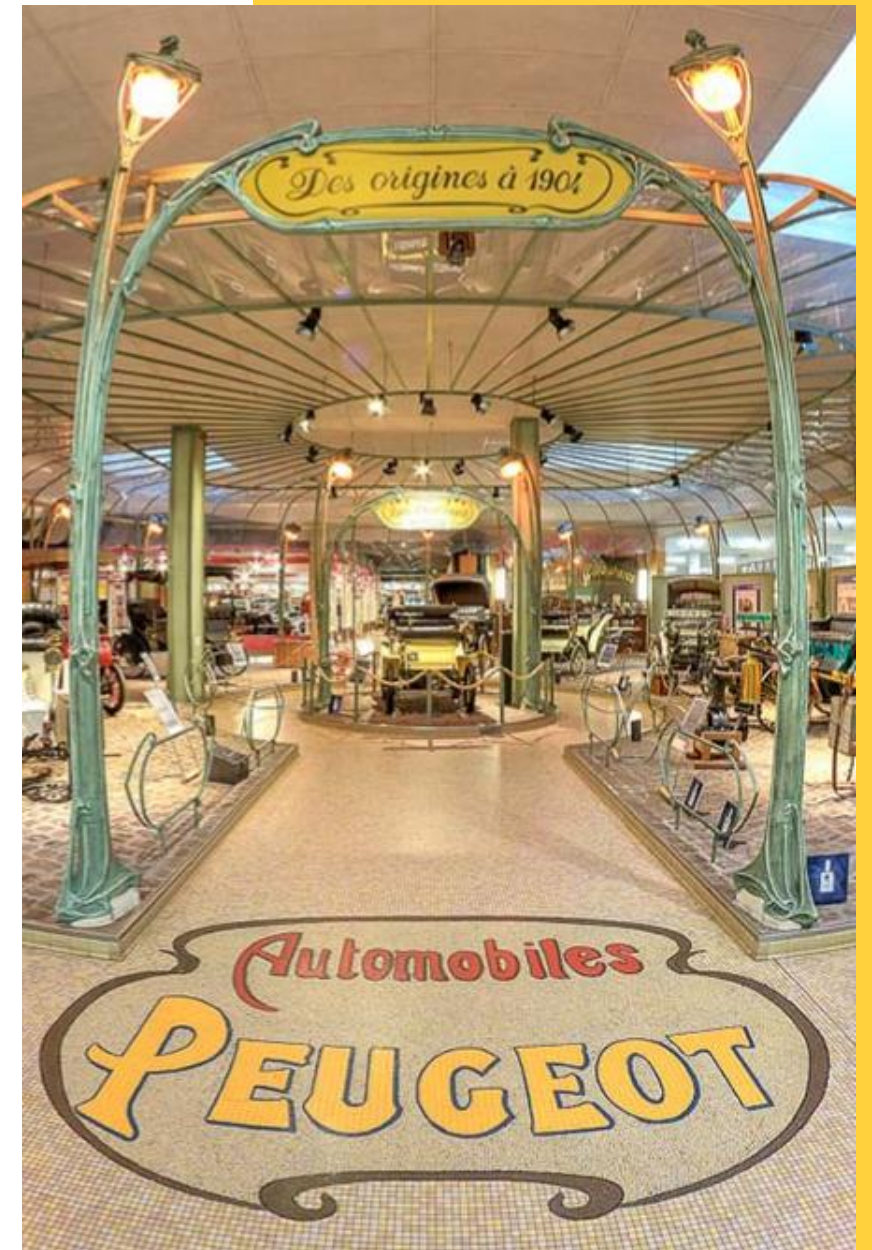
11:00-13:00 | 15:30-16:00 | 17:00-20:00 CET

Tuesday, June 13

8:00-9:00 | 10:15-11:00 | 12:00-13:30 |
14:45-15:30 | 17:00-20:00 CET

Wednesday, June 14

8:00-9:00 | 10:30-11:00 | 12:00-13:00 |
15:00-15:30 CET



SPONSOR CODE OF CONDUCT

Auto-ISAC values its sponsors, Members, and participants at all events. To make our summit a success, we ask that sponsors stay away from the following behavior: sales pitches, pursuing reluctant attendees, and other behavior that might make attendees feel uncomfortable.

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

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.

OUR CONTACT INFO

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