



# SAFETYWEEK

The Future of Automotive Safety

**EXHIBITION & SPONSORSHIP** May 13 – 15, 2025 | Hanau, Germany



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# SAFETYWEEK

The Future of Automotive Safety



SafetyWeek, Congress Park Hanau, Germany, May 13 – 15, 2025

SafetyWeek is the platform for the full spectrum of vehicle safety products and technologies used in their development. The SafetyWeek events are attended annually by around 500 experts from the vehicle safety industry from all over the world. SafetyWeek is the ideal platform for your company presentation: as a sponsor and as an exhibitor. With your sponsorship or your exhibition booth, you can reach the decision-makers and top experts of the global vehicle safety industry. In 2024, we will once again be presenting numerous highlights:



## SAFETYUPDATE

**SafetyUpDate** knowledge congress with the latest updates on active and passive safety requirements and solutions.



## AUTO[NOM]MOBIL

**Auto[nom]Mobil – The Experts’ Dialogue**  
Whether automated functions in passenger cars of the future or autonomous shuttles in urban areas – safety for passengers and external road users is the top priority.



## SAFETYTESTING

**SafetyTesting Challenge**  
The market leaders present their solutions to tackle the challenges in testing and simulation of active and passive safety components and systems.



## SAFETYEXPO

The accompanying trade exhibition **SafetyExpo**, the meeting place for suppliers and decision-makers in vehicle safety.

### Previous Participants (OEMs)



## Become a Sponsor of Safety Week

Package	Exhibitor	Silver	Gold	Platinum	Partner
<b>MARKETING</b>					
Logo & Link on conference website and email invitations	–	small	medium	large	large*
Logo, link and profile in exhibitor list on conference website	✓	✓	✓	✓	✓
Banner in SafetyNews	–	–	–	1	–
<b>EVENT</b>					
<b>Exhibition floor space SafetyExpo</b> , 3 x 2 m, 3 Days	✓	✓	✓	✓	✓
<b>VIP-Tickets</b> for all events included	1	2	3	4	1
<b>Get involved in the conference. Talk to us.</b>	–	–	–	✓	✓
Company presentation in the Event App	✓	✓	✓	✓	✓
Your advertising material as download in the Event App	–	✓	✓	✓	✓*
Logo presentation during breaks	–	✓	✓	✓	✓*
<b>Speakerslot</b> – SafetyTesting	–	–	–	–	up to 20 Min.
<b>SafetyTesting-Tickets</b> for customers and guests (value: EUR 990 each)	–	–	–	–	10
<b>Price</b>	EUR 3,250 <small>Order No. SW2024-01</small>	EUR 5,500 <small>Order No. SW2024-02</small>	EUR 6,800 <small>Order No. SW2024-03</small>	EUR 9,900 <small>Order No. SW2024-04</small>	EUR 6,250 <small>Order No. SW2024-05</small>
<b>Additional VIP Tickets</b> for colleagues	EUR 1,250 <small>Order No. SW2024-08</small>	EUR 1,250 <small>Order No. SW2024-09</small>	EUR 1,100 <small>Order No. SW2024-10</small>	EUR 950 <small>Order No. SW2024-11</small>	–
<b>Upgrade: Partner Package SafetyTesting EUR 3,000</b> <small>Order No. SW2024-07</small>					

All prices exclude V.A.T.

\* at SafetyTesting Challenge

### SPONSORS 2024

<b>Platinum Sponsors</b>	<b>Gold Sponsors</b>	<b>Silver Sponsors</b>

# SAFETYTESTING



## SafetyTesting Challenge, May 13, 2025

Testing is a key element in the product development cycle of any new vehicle development and its active and passive safety functions. In collaboration with the industry experts in our program committee we defined the current challenges of the safety testing landscape.

Join us for a new conference format where the industry leaders challenge the test tool and testing suppliers and their hard- and software solutions. Four sessions will be defined to focus on one of the challenges that will provide the platform for dialogue and discussion.

We have invited global leaders out of the full safety testing spectrum to answer these industry calls.



### CHALLENGES 2024:

- **Managing future Crash Testing Requirements**
- **Intelligent Testing of ADAS and Automation Functions**

### Partner-Package

Benefit

- Present your technologies, innovations and solutions to the audience in one contender talk
- 10 conference vouchers to hand out to customers existing and potential, for use on site or as online ticket (for SafetyTesting Challenge)
- Benefit from a exhibition space in the enclosed SafetyExpo during the complete SafetyWeek
- Includes Exhibition Area worth EUR 3,250

Price (excluding V.A.T.)

EUR 6,250  
Order No. SW2025-09

### Partners 2024

**ENCOPIM**  
BRAINCRAFTED TEST RIGS

**HUMANETICS**

**IAV**

**INSTRON**

**KISTLER**  
measure. analyze. innovate.

**MESSRING**  
Safer Mobility.

**Photron**  
High-Speed Imaging Systems

**SEATTLE SAFETY**

### Previous Participants (OEMs)





# SAFETYEXPO

**SafetyExpo** is the exhibition and exchange platform for the **SafetyWeek**. In the recent years more than 1,000 industry experts (more than 40 exhibitors in 2024) used the SafetyExpo to get an overview of the current market, make contacts, exchange experiences and to initiate collaborations. The catering for all single events are staged in the central exhibition area. This gives all exhibitors the possibility to meet all participants of the SafetyWeek.



SafetyExpo-Package	
Floor space	3 x 2 m
Banner with your company logo	✓
Price	EUR 3,250 Order No. EXPO2025-01

TV Rental
48": EUR 400 Order No. TV48
TV stand included

All prices exclude V.A.T.

## ALL-INCLUSIVE

- **1 VIP Ticket** for the booth staff for all events incl. conference dinner and daily catering
- **Additional VIP Tickets** for your booth staff at a price of **EUR 1,250 (instead of EUR 2,750)**
- Company introduction at a guided exhibition tour + in the Event-App
- All marketing costs (Flyer, Website, Poster, Event-App)
- Floor plan and your company profile on [www.safetyweek.de](http://www.safetyweek.de) (with link to your homepage), Event-App
- Electricity (230 V) and WiFi included
- Waste disposal and cleaning
- 1 table and 2 chairs



