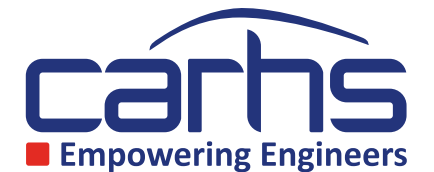


carhs.training

Media & Events 2024/25



www.carhs.de



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SafetyCompanion 2025

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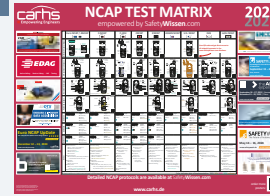
CAECompanion 2024/2025

7



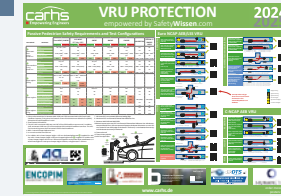
ADAS/ADSCompanion 2024/2025

8



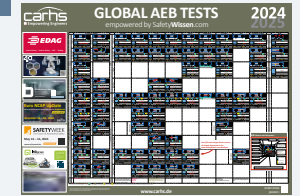
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VRU PROTECTION Poster

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GLOBAL AEB TESTS Poster

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SAFETYWISSEN.com

Banner Advertisement

Product Page
on [SafetyWissen.com](https://www.safetywissen.com)

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and **AutomotiveCAENews**

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automotive
CAE
GRAND
CHALLENGE

Automotive CAE Grand Challenge
Hanau, Germany

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 **SAFETYWEEK**
The Future of Automotive Safety

 SAFETYUPDATE  AUTO[NOM]MOBIL  SAFETYTESTING  SAFETYEXPO

SafetyWeek
Germany

22

19th PraxisConference 
Pedestrian Protection

PraxisConference
Pedestrian Protection
Bergisch Gladbach, Germany

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 **AUTOMOTIVE
Safety Summit
Shanghai 2024**

Automotive Safety Summit
Shanghai
Shanghai, China

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 **SAFETYUPDATE
JAPAN**

SafetyUpDate
Japan

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 **the ADAS
experience**

The ADAS Experience
Penzing, Germany

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 **SAFETYUPDATE
AUSTRIA**

SafetyUpDate Austria
Graz, Austria

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 **the SafeBattery
experience**

The Safe Battery Experience
Freiburg, Germany

32

 **the ADAS
experience**
中国

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China

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 **HUMAN MODELING
AND SIMULATION
IN AUTOMOTIVE ENGINEERING**

Human Modeling and Simulation
in Automotive Engineering
Marburg, Germany

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 **VIRTUAL TESTING**

Virtual Testing Series

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 **the SafeSeats
experience**

The Safe Seats Experience
Germany, 2025

 **carhs**
Empowering Engineers

carhs.training GmbH – About Us

The global automotive industry is undergoing a radical transition to embrace the new paradigms of connected, autonomous, shared and electrified mobility. carhs.training is empowering engineers to manage this transition by providing a unique set of offerings such as conferences, trainings, workshops and the comprehensive knowledge database SafetyWissen.

Benefit from these networks and resources to reach and meet your customers. Let us help to boost your sales and marketing efforts and join us at our marketing activities. The following sales book summarises our current offering.

Benefit from our extensive network
in vehicle safety and automotive
development.

SafetyWissen has become
an important tool for engineers
in safety all over the world.



Constantin Hoffmann
Managing Director

Take advantage of the potential of
our seminars, events and media in order to reach new customers,
or to maintain personal contacts with your customers.

We offer tailor-made marketing solutions.
Our sales team is looking forward
to your call and cooperation!



Natascha Elsässer
Sales



Sylvia Kaufmann
Sales



Jennifer Nagel
Sales

Advertisement in SafetyCompanion 2025 – The World's most Popular Handbook in Automotive Safety



Media data:

DIN A5 Booklet - SafetyCompanion 2025
Knowledge for Tomorrow's Automotive Engineering

Edition: Knowledge for Tomorrow's Automotive Engineering
Distribution in Europe/USA: 10,000 English copies
Distribution in Asia: 5,000 Chinese copies & 5,000 English copies
Plus: more than 10,000 Digital Views + Downloads

Available as: Print + Digital
Publication date: December 2024
Advertising deadline: November 22, 2024
Language: English, Chinese
Pages: More than 200 Pages

 [Download the Safety Companion 2024 \(PDF\)](#)

NEW

- Hybridisation in connection with [SafetyWissen.com](#) through QR codes and links; Links to your product entries* possible
- Advertiser directory in print and digital version
- Link to Company Profile on [SafetyWissen.com](#) Homepage

*Get more details on tool catalog on [SafetyWissen.com](#)

Target group:

- Experts in the field of active and passive vehicle safety



1/1 page
full coloured
148 x 210 mm

EUR 4,950
Order No. SC2025-01



1/2 page
full coloured
136 x 96 mm

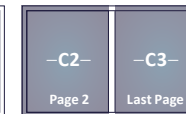
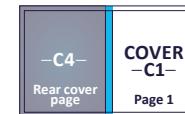
EUR 3,550
Order No. SC2025-02



Special placement "Next to the cover"
1/1 page
full coloured
148 x 210 mm

EUR 6,000
Order No. SC2025-03

Special placement for 1/1 adverts **on the 2 pages following the front cover or before rear cover page** (see SafetyCompanion 2023, p. 3+4 and p. 201+202)



Cover pages
1/1 page
full coloured
148 x 210 mm

EUR 6,990
Order No. SC2025-04



DIGITAL ONLY:
2/1 page
full coloured
148 x 210 mm

EUR 4,820
Order No. SC2025-05

All prices are subject to VAT.

Distribution:

- Direct shipping from our offices in Germany and China
- Worldwide at all carhs events and seminars
- Through global distribution partners e.g. in Japan, India, China
- Technical universities worldwide

Highlights of SafetyCompanion

Print-run targeting the right recipients due to direct shipping

Hybridisation in connection with SafetyWissen through QR codes and links leading to the load case on [SafetyWissen.com](https://www.safetywissen.com) – [with a link to your Solutions](#)

On the engineer's desk all year

Continuous updates of the digital version – therefore in discussion all year

Special attention through LinkedIn contributions to individual SafetyWissen topics

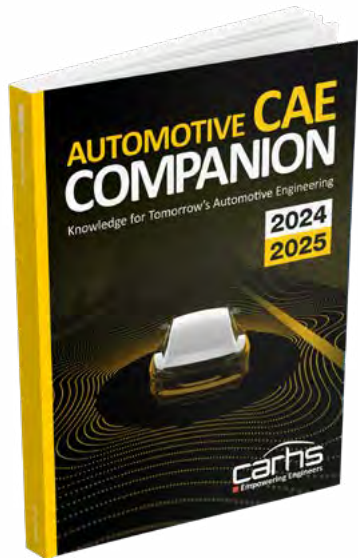
Links to individual documents (e.g. test protocols)



Current SafetyWissen content and therefore greater benefit for the reader



Advertisement in CAECompanion 2024/2025 – The State-of-the-Art in Automotive CAE



Media data:

DIN A5 Booklet - CAECompanion 2024/2025
Knowledge for Tomorrow's Automotive Engineering

Edition: 6,000
Available as: Print + Digital
Publication date: April 2024
Advertising deadline: March 04, 2024
Language: English
Pages: More than 150 Pages

 [Download the CAE Companion 2024/2025 \(PDF\)](#)



1/1 page
full coloured
148 x 210 mm

EUR 2,610
Order No. CAEC2025-01



1/2 page
full coloured
136 x 96 mm

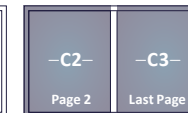
EUR 1,350
Order No. CAEC2025-02



Special placement "Next to the cover"
1/1 page
full coloured
148 x 210 mm

EUR 3,100
Order No. CAEC2025-03

Special placement for 1/1 adverts **on the 2 pages following the front cover or before rear cover page** (see CAECompanion 2023/24, p. 3+4 and p. 173+174)



Cover pages
1/1 page
full coloured
148 x 210 mm

EUR 3,500
Order No. CAEC2025-04



DIGITAL ONLY:
2/1 page
full coloured
148 x 210 mm

EUR 2,610
Order No. CAEC2025-05

All prices are subject to VAT.

Distribution:

- Direct shipping from our offices in Germany and China
- Worldwide at all carhs events and seminars
- Through global distribution partners e.g. in Japan, India, China
- Technical universities worldwide

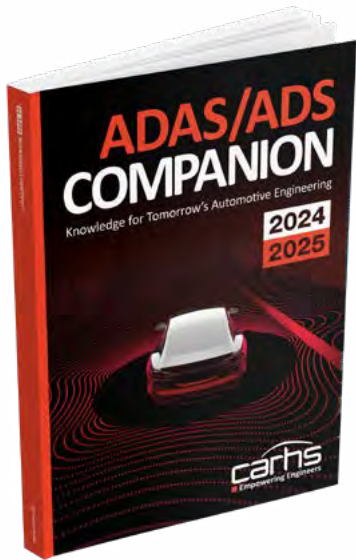
NEW

- Hybridisation in connection with CAEWissen.com through QR codes and links
- Advertiser directory in print and digital version

Target group:

- CAE experts in the automotive industry

Advertisement in ADAS/ADSCompanion 2024/2025 – The 1st Handbook for ADAS/ADS Experts



Media data:

DIN A5 Booklet - ADAS/ADS Companion 2024/2025
Knowledge for Tomorrow's Automotive Engineering

Edition: 10,000 English copies
Distribution in Europe/USA: 10,000 English copies
Distribution in Asia: 10,000 English copies
Plus: more than 10,000 Digital Views + Downloads

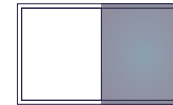
Available as: Print + Digital
Publication date: September 2024
Advertising deadline: July 31, 2024
Language: English
Pages: More than 140 Pages

 [Download the ADAS/ADS Companion 2023/2024](#)

- Hybridisation in connection with SafetyWissen.com through QR codes and links
- Advertiser directory in print and digital version

Target group:

- ADAS/ADS experts in the automotive industry



1/1 page
full coloured
148 x 210 mm

EUR 4,820
Order No. ADASC2024-01



1/2 page
full coloured
136 x 96 mm

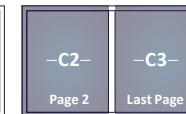
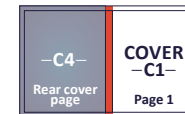
EUR 3,450
Order No. ADASC2024-02



Special placement "Next to the cover"
1/1 page
full coloured
148 x 210 mm

EUR 6,000
Order No. ADASC2024-03

Special placement for 1/1 adverts **on the 2 pages following the front cover or before rear cover page** (see ADAS/ADSCompanion 2023/24, p. 3+4 and p. 141+142)



Cover pages
1/1 page
full coloured
148 x 210 mm

EUR 6,850
Order No. ADASC2024-04



DIGITAL ONLY:
2/1 page
full coloured
148 x 210 mm

EUR 4,820
Order No. ADASC2024-05

All prices are subject to VAT.

Distribution:

- Direct shipping from our offices in Germany and China
- Worldwide at all carhs events and seminars
- Through global distribution partners e.g. in Japan, India, China
- Technical universities worldwide

NCAP TEST MATRIX Poster – Global NCAP Requirements at a Glance

The **SafetyWissen** Posters published by carhs.training enjoys cult status in the automotive safety community. Do you know any office or lab where no **SafetyWissen** poster is attached to the walls? With an advert on the poster you will be permanently present within your target group.

- Language: English
- 6600 copies distributed
- Permanently present
- Hybridisation in connection with SafetyWissen.com through QR codes

NCAP TEST MATRIX Poster 2024/2025	
Language	English
Print run	6,600
Publication date	May 2024
Print document deadline	April 05, 2024
full coloured 134 x 65 mm (width x height)	EUR 2,600 Order No. SP2024-04




The high-quality four-color offset print helps emphasizing your advertising message. The posters are distributed to conference and seminar delegates, at trade shows and by mail.

All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors excepted.

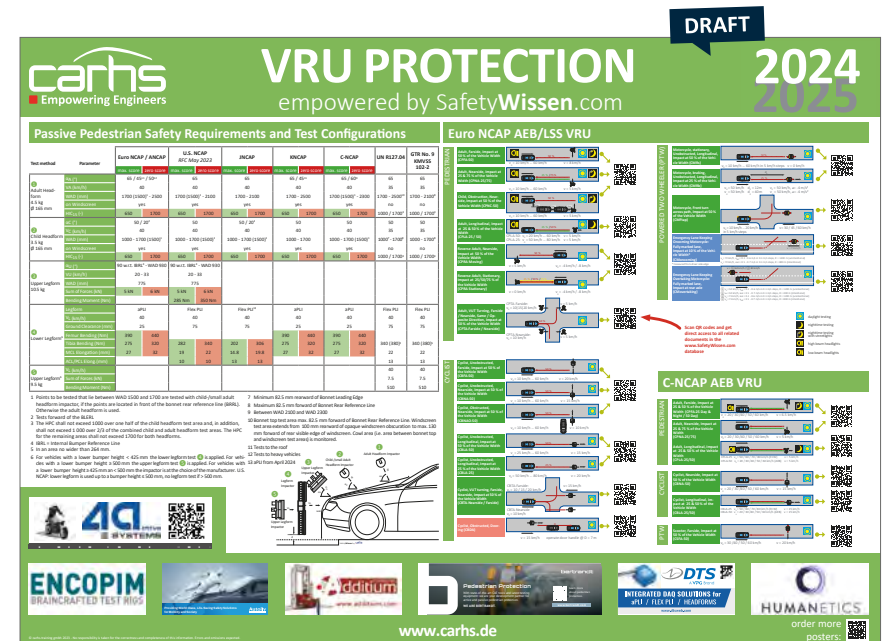
VRU PROTECTION Poster – The most relevant Requirements for VRU Protection

The **SafetyWissen** Posters are popular amongst safety engineers all over the world. Since 2016 carhs.training offers a poster focussed on VRU protection. This contains even more detailed information on VRU protection load cases. The high-quality four-color offset print helps emphasizing your advertising message. The posters are distributed to conference and seminar delegates, at trade shows and by mail. Your logo on the VRU PROTECTION Poster will be visible in many offices and labs in the automotive safety industry.

- 2000 copies distributed
- Permanently present
- Adverts in 3 different sizes
- Hybridisation in connection with SafetyWissen.com through QR codes

VRU PROTECTION Poster 2024/2025	
Language	English
Print run	2,000
Publication date	June 2024
Print document deadline	May 17, 2024
L logo box full coloured 50 x 50 mm	 EUR 450 Order No. SP2024-01
XL logo box full coloured 114,25 x 50 mm (width x height)	 EUR 900 Order No. SP2024-02
XXL logo box full coloured 178,5 x 50 mm (width x height)	 EUR 1,300 Order No. SP2024-03

All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors excepted.



GLOBAL AEB TESTS Poster – The Essential Tool for all AEB Experts

Introducing the hybrid GLOBAL AEB TESTS Poster. Benefit from both high visibility of a poster advert in every safety lab/office as well as a unique online product placement.

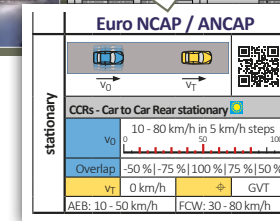
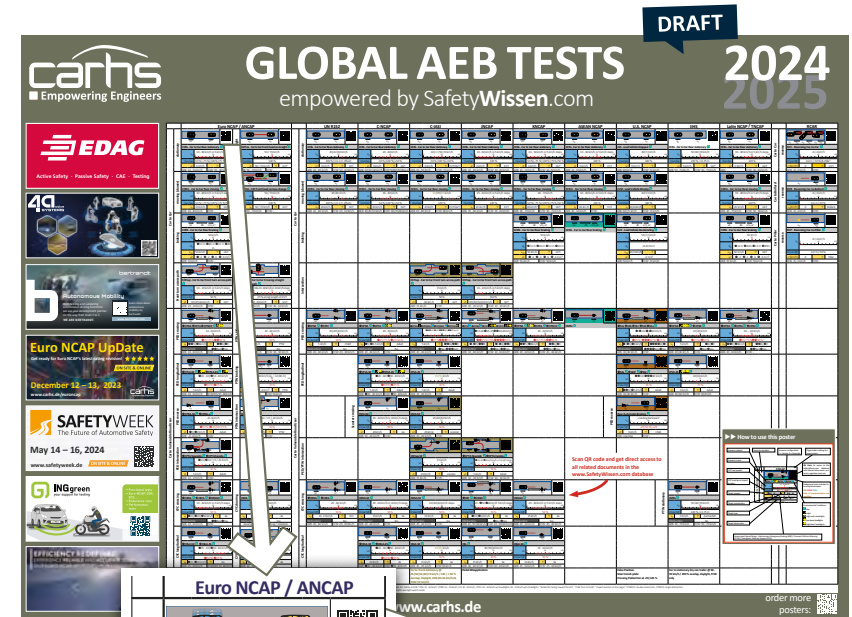
Every poster advert includes your product entry on **SafetyWissen.com** that is linked to the relevant AEB test scenarios of your choice.

The 5.000 copies of the poster will be distributed from our offices in Germany and China to our extensive recipient list of engineers in automotive safety for free. Advertisers get 100 copies to forward to their customers.

GLOBAL AEB TESTS Poster 2024/2025

Language	English
Print run	5,000
Publication date	September 2024
Print document deadline	August 16, 2024
Advertisement Format	full coloured 134 x 65 mm (width x height)
INCLUDED BENEFITS	Poster Ad: EUR 2,000
	Product Entry on SafetyWissen.com: EUR 2,400
	10 Links to AEB Tests: EUR 600
	Regular Price: EUR 5,000
Price	EUR 2,900 Order No. AEB2024-01

All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors excepted.



Scan QR Code or click here for an example.






As soon as the user scans the individual load case to acquire a comprehensive overview of protocols and documents, your product or service will show up as the right tool for the job.

SafetyWissen.com Banner Advertisement - Reach your Customers Every Day

SafetyWissen.com is a requirement database and news portal for engineers and experts in the automotive safety industry. On the safetywissen.com landing page users will find daily industry and research news on regulations, consumer protection, crash results, ADAS&AD and many other topics. The website's requirement section features overviews on all world wide regulations and consumer protection load cases from safety.

Benefit from a banner advertisement on the landing and news pages of **SafetyWissen.com**. Even all articles from our monthly SafetyNews mailings will land on the news pages. Each banner is drawn randomly with an equal probability from a rotation of a maximum of ten banners per position.

SafetyWissen.com Ads

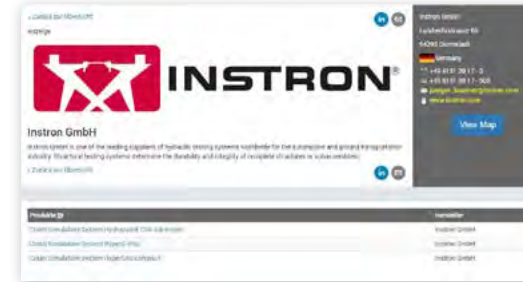
Advertising material	Format in px	Duration: 1 month	Duration: 3 months	Duration: 6 months	Duration: 12 months
Premium banners Desktop and mobile Top of the page	 650 x 90	EUR 600 per month Order No. SWAP2024-01	EUR 500 per month Order No. SWAP2024-02	EUR 400 per month Order No. SWAP2024-03	EUR 300 per month Order No. SWAP2024-04
Standard banners L Desktop only Tower and side	 235 x 400	EUR 480 per month Order No. SWAL2024-01	EUR 400 per month Order No. SWAL2024-02	EUR 320 per month Order No. SWAL2024-03	EUR 240 per month Order No. SWAL2024-04
Standard banners S Desktop only	 235 x 175	EUR 360 per month Order No. SWAS2024-01	EUR 300 per month Order No. SWAS2024-02	EUR 240 per month Order No. SWAS2024-03	EUR 180 per month Order No. SWAS2024-04

All prices exclude V.A.T.



Your Product Page on SafetyWissen.com – Unique Product Placement

A product placement on **SafetyWissen.com** does not only mean structured presentations of your products and services, but it also creates the link to load cases and requirements of laws and consumer protection. Each of your product placements appears in our product and service catalogue, but also under the load cases you have selected. Here the user will not only find protocols and legal texts, but also the suitable products for his search.



Your free company profile appears on searches for your company.

Please email your profile to
alexander.hoffmann@carhs.de

SafetyWissen.com/SafetyWissen App Product Page*

Runtime	0 – 12 months	from 12 months
First product entry	EUR 200 per month Order No. SWPS2024-01	EUR 160 per month Order No. SWPS2024-02
Each additional product entry	EUR 50 per month Order No. SWPS2024-03	EUR 40 per month Order No. SWPS2024-04
Each link to requirements (e.g. Euro NCAP: Full Width Frontal, FMVSS: 208)	EUR 5 per month Order No. SWPS2024-05	EUR 4 per month Order No. SWPS2024-06

All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors expected.

* inclusive product image, contact data, external link to your company page, unlimited description, company logo and login screen (only app).

Your contact information

Link to current material on your webpage

High Definition Product Image



General Product Information

SafetyWissen.com Statistics*

Top search terms on SafetyWissen.com



3.442
monthly visitors



25.220
average monthly page views



64.500
average monthly banner impressions



00:05:36
average visit time

* As of May 2022

US NCAP C-NCAP R135
ECE R21 WP.29 Oblique
IIHS FMVSS 214 AEB
Pedestrian Rollover
Side Impact FMVSS 208
FMVSS 301 Euro NCAP
Full Width Frontal GTR9
MPDB R137 C-IASI
VRU Crash Sensors UNECE
Small Overlap THOR Far Side

Banner Ads in the **SafetyNews** and **AutomotiveCAENews** – Meet your customers on a regular basis

SafetyNews

The e-mail newsletter reaches about 14,700 experts in automotive safety since 2004. It is published in German and in English. It features current and relevant news in the field of automotive safety. SafetyNews reports on changes in rules & regulations, NCAP testing, latest research findings and new product development in automotive safety. The growing number of subscribers underlines the outstanding quality of this newsletter. The strong focus on automotive safety enables you to directly address your target group in this field via SafetyNews.

- Published in 2 languages
- Reaches over 14,700 experts
- Weekly e-mail newsletter
- Audience: Automotive Safety Experts
- Average opening rate: 20.79%*
- Average click to open rate: 23.77 %*

more than **14,700**
Recipients





AutomotiveCAENews

Since 2008 carhs.training distributes the AutomotiveCAENews to experts in computer aided engineering in the automotive industry. Current news on software and hardware, latest scientific findings, reports from industry congresses and new appointments make this newsletter interesting to read for industry insiders. Profit directly from this publication's attractiveness with your banner advertisement.

- Published in 2 languages
- Reaches over 7,200 experts
- Monthly e-mail newsletter
- Audience: Automotive CAE
- Average opening rate: 18.68 %*
- Average click to open rate: 17.01 %*



SafetyNews Ads					
Advertising material	Format in px	1 month (4 issues)	3 months (12 issues)	6 months (24 issues)	12 months (48 issues)
	468x60	EUR 300 per issue Order No. SNA2024-01	EUR 250 per issue Order No. SNA2024-02	EUR 200 per issue Order No. SNA2024-03	EUR 150 per issue Order No. SNA2024-04

AutomotiveCAENews Ads					
Advertising material	Format in px	1 month	3 months	6 months	12 months
	468x60	EUR 500 per issue Order No. CAENA2024-01	EUR 400 per issue Order No. CAENA2024-02	EUR 300 per issue Order No. CAENA2024-03	EUR 200 per issue Order No. CAENA2024-04

All prices exclude V.A.T.

* As of October 2023



Automotive CAE Grand Challenge, Congress Park Hanau, Germany , April 16 – 17, 2024



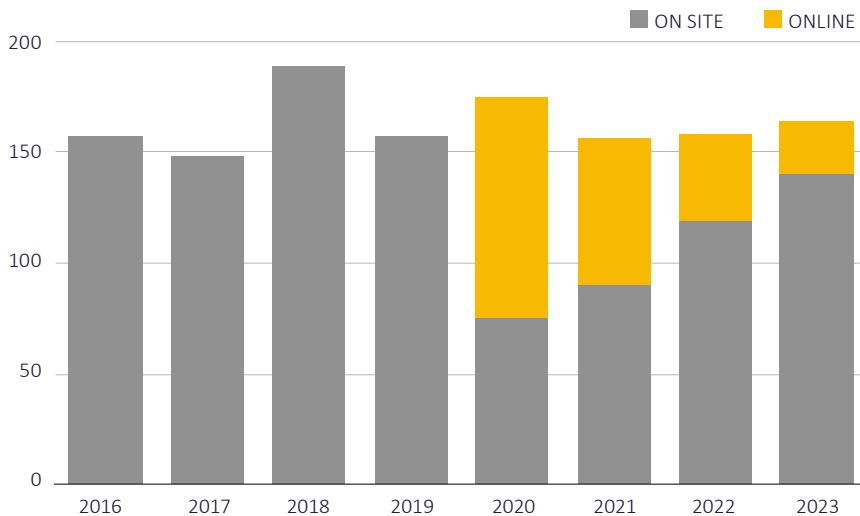
The automotive CAE Grand Challenge stimulates the exchange between users, scientists and software developers in order to solve the challenges of CAE based car development. Annually the current challenges of automotive CAE are being identified through a survey among simulation experts of the international automotive industry. In the conference one session is dedicated to each of the most critical challenges, the “Grand Challenges”. In every session CAE experts from industry, research and software development explain the importance of the individual Challenge for the virtual development process and report on their efforts to overcome the challenge.

TARGET GROUPS:

The automotive CAE Grand Challenge is attended by simulation engineers from automotive manufacturers, suppliers and engineering companies, staff of research institutes and universities as well as from software manufacturers.

Participants from Europe and overseas make up a significant part of the audience.

NUMBER OF PARTICIPANTS



Industry Requirements

Science & Research

Software Development

THE GRAND CHALLENGES OF 2024:

// ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, BIG DATA:
HYBRID TWINS BASED ON SIMULATIONS AND COMPONENT TESTS

// OCCUPANT SAFETY: **HUMAN BODY MODELS FOR OCCUPANT SAFETY, ESPECIALLY AUTONOMOUS VEHICLES**

// MATERIAL MODELING - FOCUS CRASH ANALYSIS: **MATERIAL AND FAILURE MODELS FOR CAST METALS, ESPECIALLY GIGA-CASTINGS**

// CAE PROCESS & QUALITY ASSURANCE: **MATERIAL TESTING, MODELING & DATA MANAGEMENT**

// DURABILITY / FATIGUE: **DURABILITY AND FATIGUE OF BATTERY PACKS, THEIR HOUSINGS AND SUPPORTING STRUCTURES**

// MULTI SIMULATION: **COUPLED ELECTRO/THERMAL/CHEMICAL/FLUID ANALYSIS OF BATTERIES**

// FULL VEHICLE SIMULATION: **SENSORS AND ACTUATORS IN AUTOMATED DRIVING SIMULATION**

Impressions



Previous Participants

4a engineering • AIT • Altair • Applus IDIADA • ARRK Engineering • ASC(S) • AUDI • Autoliv • AVL • Basell • BASF • BAST • Poliolefine • Benteler • Bertrandt • BETA CAE • BMW • Bosch • Brose • Cascade • CDH • Ceetron • CENAERO • Contact • Continental • Cray • CRF • CRH • CSI • Daimler • DLR • Dow • Draexlmaier • DSM • EDAG • EOMYS • Faurecia • FE Design • FIFTY2 • Ford • Fraunhofer LBF • Fraunhofer IWM • Fraunhofer ITWM • Fraunhofer SCAI • Fuji Heavy • Fundación CIDAUT • Gestamp • HBM • Hirtenberger • Honda • Humanetics • Hyundai • IAT • IAV • IEE • ihf • Imperia • IndustrieHansa • Isuzu • Jaguar-Land Rover • Johnson Controls • JSOL • Karmann • Key Safety Systems • Key to Metals • Kirchhoff • Lamborghini • L&L • Lasso • Lear • MAGMA • Magna • Mahindra • MATFEM • MAZDA • MIRA • MSC • Mubea • NISSAN • Nippon Steel • Opel • PART • Penso • pdb • Plastic Omnium • Porsche • P+Z • QLF • Reydel • RLE • Saab • SAIC • Saint Gobain • Scania • SFE • Sika • Skoda • SmartCAE • TASS • TU Graz • Takata • Tata • Technalia • Toyota Gosei • Toyota • Toyota-Boshoku • TRW • VIF • Volke • Volkswagen • Volvo • Xitadel • and many more

Previous Exhibitors and Sponsors



Sponsorships

Package	Exhibitor	Silver	Gold	Platinum
Price	EUR 2,700 <small>Order No. CAEGC2024-01</small>	EUR 3,200 <small>Order No. CAEGC2024-02</small>	EUR 4,800 <small>Order No. CAEGC2024-03</small>	EUR 6,000 <small>Order No. CAEGC2024-04</small>
Exhibition booth¹	✓	✓	✓	✓
Conference tickets ON SITE (incl evening event) or ONLINE <small>Combinations of ON SITE and ONLINE Tickets are possible (e.g. a GOLD sponsor can opt for 1 ON SITE and 4 ONLINE tickets).</small>	1 ON SITE	1 ON SITE or 2 ONLINE	3 ON SITE or 6 ONLINE	5 ON SITE or 10 ONLINE
Logo placement/size*	–	small	medium	large
Get involved in the conference. Talk to us.	–	–	–	✓
Company profile in event app	✓ 4 th position	✓ 3 rd position	✓ 2 nd position	✓ 1 st position
Company brochure as a pdf document in the event app	–	–	✓	✓
Additional ON SITE conference tickets	EUR 700 <small>Order No. CAEGC2024-05</small>	EUR 700 <small>Order No. CAEGC2024-06</small>	EUR 600 <small>Order No. CAEGC2024-07</small>	EUR 500 <small>Order No. CAEGC2024-08</small>
Additional ONLINE conference tickets	EUR 350 <small>Order No. CAEGC2024-09</small>	EUR 350 <small>Order No. CAEGC2024-10</small>	EUR 300 <small>Order No. CAEGC2024-11</small>	EUR 250 <small>Order No. CAEGC2024-12</small>

¹**Exhibition booth includes:** 3 x 2 m exhibition space, basis equipment: table, chairs, electricity 230 V, waste disposal, presentation during the guided tour of the exhibition and profile in exhibitor list on conference website.

Sponsor Workshop** including Live stream

- Includes
- Conference room
 - Video projector, refreshments
 - Announcement in conference brochure and on web site with sponsor logo

Price EUR 1,000
Order No. CAEGC2024-13

Sponsor Online-Workshop**

- Broadcast from your offices
- Participants join interactively via Zoom
- Announcement in conference brochure and on web site with sponsor logo

Price EUR 700
Order No. CAEGC2024-14

Extras

Your brochure as a pdf document in the event app EUR 500
Order No. CAEGC2024-15

TV Rental (TV stand included) 43": EUR 300
Order No. TV43
48": EUR 400
Order No. TV48

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover pages and presentation during conference breaks, logo and weblink on web page and in email newsletters.

** only bookable when ordering a sponsor package.

SAFETYWEEK

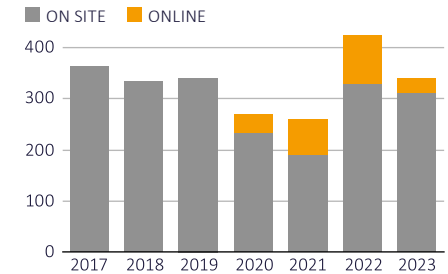
The Future of Automotive Safety



SafetyWeek, Congress Park Hanau, Germany, May 14 – 16, 2024

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:

NUMBER OF PARTICIPANTS



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 
MARKETING					
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	–
EVENT					
Exhibition floor space SafetyExpo , 3 x 2 m, 3 Days	✓	✓	✓	✓	✓
VIP-Tickets for all events included	1	2	3	4	1
Get involved in the conference. Talk to us.	–	–	–	✓	✓
Company presentation in the Event App	✓	✓	✓	✓	✓
Your advertising material as download in the Event App	–	✓	✓	✓	✓*
Logo presentation during breaks	–	✓	✓	✓	✓*
Speakerslot – SafetyTesting	–	–	–	–	up to 20 Min.
SafetyTesting-Tickets for customers and guests (value: EUR 990 each)	–	–	–	–	10
Price	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>
Additional VIP Tickets 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>	–
	Upgrade complete booth system EUR 850 <small>Order No. SW2024-06</small>				
	Upgrade: Partner Package SafetyTesting EUR 3,000 <small>Order No. SW2024-07</small>				

All prices exclude V.A.T.

* at SafetyTesting Challenge

SPONSORS 2023

Platinum Sponsors



Gold Sponsor



Silver Sponsors



SAFETYTESTING

SafetyTesting Challenge, May 14, 2024

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 2023:

- Passive Safety Challenge:** ■ State of the Art Sled Testing – Yaw Pitch Roll ■ Challenges in AV Testing ■ Big Test Data: Modern Crash Test Evaluation ■ Virtual Testing for Automotive Safety
- Active Safety Challenge:** ■ Swarm Testing ■ Validation Tool Chain ■ Next Level Proving Grounds – PG and Road Digitalization ■ Virtual Testing for Automotive Safety

Partner-Package

- 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

Benefit

Price (excluding V.A.T.)

EUR 6,250
Order No. SW2024-09

Partners 2023



Previous Participants (OEMs)





SAFETYEXPO

SafetyExpo is the exhibition and exchange platform for the **SafetyWeek**. 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	
Space	3 x 2 m
Professional exhibition booth construction, side and rear walls, as well as lighting	✓
Banner with your company logo	✓
Price	EUR 3,250 Order No. EXPO2024-01

TV Rental	
43": EUR 300 Order No. TV43	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 (with link to your homepage), Event-App
- Electricity (230 V) and WiFi included
- Waste disposal and cleaning
- Carpet, 1 table and 2 chairs





19th PraxisConference



Pedestrian Protection

PraxisConference Pedestrian Protection, Bergisch Gladbach, July 03 – 04, 2024

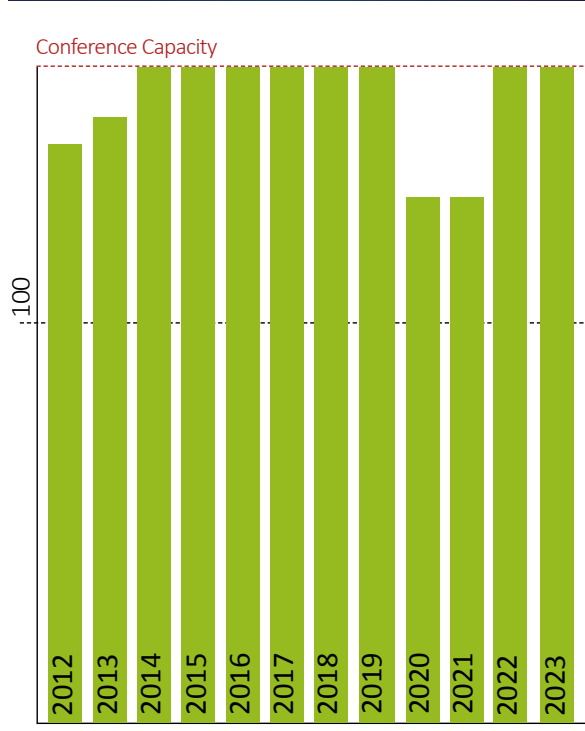
The PraxisConference Pedestrian Protection is held every June or July with over 150 participants, including delegates from all major OEMs. It is the world's largest expert meeting in the field of pedestrian protection. The intensive discussions at the info-points and between the presentations show that the participants value the innovative conference concept. Highlights of the event are the demonstrations in the laboratory of Germany's Federal Highway Research Institute and the OEM's presentations of pedestrian protecting solutions implemented in current car models.

Topics	Target Groups	Participants of the last years	Number of Participants
--------	---------------	--------------------------------	------------------------

- aPLI
- NCAP
- Active Safety Systems
- Integrated Ped Pro
- Testing
- AEB
- Grid
- GTR
- Simulation
- ...

VRU protection experts from throughout the industry. Even beginners will find the event an excellent opportunity to quickly acquire theoretical and practical knowledge and become part of the expert community.

Aston Martin • AUDI • Autoliv • BAST • Bentley • Bertrandt • BMW • Bosch • Bugatti • CATARC • Continental • Daimler • DEKRA • EDAG • Ferchau • FIAT CHRYSLER • Ford • Fuji Heavy • GM • Hella • Honda • Humanetics • Hyundai • IAV • IDIADA • IIHS • Infineon • Italdesign-Giugiaro • Jaguar Land Rover • Kiekert • Lucid Motors • Magna • Mitsubishi • NHTSA • Opel • Porsche • Renault • Rivian • SAIC • SKODA • StreetScooter • Subaru • Tata • Toyota • Volkswagen • Volvo • ZF • Zoox • ...



Sponsors of the last years



Sponsorships

Package	Silver	Gold	Platinum
Price	EUR 3,200 <small>Order No. PKF2024-01</small>	EUR 6,000 <small>Order No. PKF2024-02</small>	EUR 7,200 <small>Order No. PKF2024-03</small>
Conference tickets ON SITE (incl evening event) or ONLINE <small>Combinations of ON SITE and ONLINE Tickets are possible (e.g. a GOLD sponsor can opt for 1 ON SITE and 4 ONLINE tickets).</small>	1 ON SITE or 2 ONLINE	3 ON SITE or 6 ONLINE	4 ON SITE or 8 ONLINE
Logo placement/size*	small	medium	large
Get involved in the conference. Talk to us.	—	—	✓
Presentation of the sponsor at the event	Setting up a banner with a width of max. 1 m in the foyer	Set up 2 banners with a width of max. 1 m each in the foyer and in the praxis session in the laboratory	Exhibition space of 2.5 x 2 m in the foyer or in the praxis session in the laboratory + setting up a banner with a maximum width of 1 m in the foyer/practice section**
Company profile in event app	✓ 3 rd position	✓ 2 nd position	✓ 1 st position
Company brochure as a pdf document in the event app	—	✓	✓
Additional ON SITE conference tickets	EUR 1,200 <small>Order No. PKF2024-04</small>	EUR 1,000 <small>Order No. PKF2024-05</small>	EUR 800 <small>Order No. PKF2024-06</small>
Additional ONLINE conference tickets	EUR 600 <small>Order No. PKF2024-07</small>	EUR 500 <small>Order No. PKF2024-08</small>	EUR 400 <small>Order No. PKF2024-09</small>

All prices exclude V.A.T.

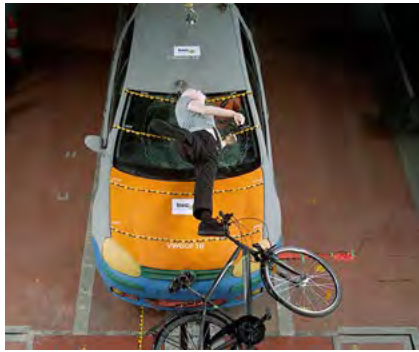
* Logo placement: Conference flyer, cover pages, presentation during conference breaks, logo and weblink on web page and in email newsletters.
 ** The sponsor is free to choose whether he wants to set up his stand in the foyer or in the laboratory. The additional banner can then be placed at the location not chosen for the exhibition stand.

Extra

Benefit	<ul style="list-style-type: none"> ■ Your brochure distributed to the onsite conference attendees ■ Your brochure as download in the event app
Price	EUR 800 <small>Order No. PKF2024-10</small>

TV Rental

43": EUR 300 <small>Order No. TV43</small>	48": EUR 400 <small>Order No. TV48</small>
TV stand included	



AUTOMOTIVE Safety Summit Shanghai 2024



Automotive Safety Summit Shanghai, July 18 – 19, 2024

Since 2014 the »Automotive Safety Summit Shanghai« is attracting hundreds of automotive safety experts from China and beyond to discuss the latest requirements and innovations in active and passive safety. Accompanied by a comprehensive trade show with the worldwide vendors in development technologies and services, the summit is the leading ITF for everyone involved in automotive safety.

Who should attend:

»Automotive Safety Summit Shanghai« is addressing decision makers and engineers at all stages of the development phase, managers during the conceptual phase who need to understand upcoming global requirements, design engineers, testing and simulation specialists.

TOPICS

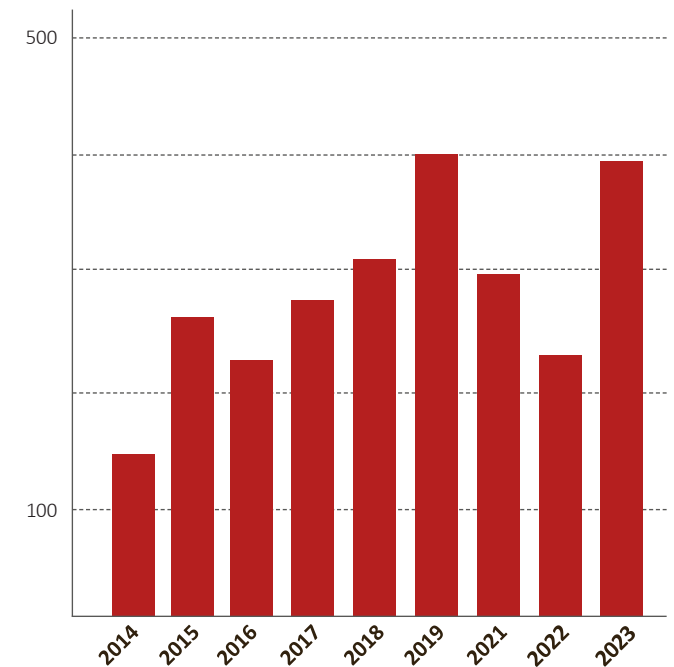
- Safety in Autonomous Driving Systems
- Legal Requirements for Level 3 and beyond
- Advances in World-wide NCAP Programs
- Safety of New Energy Vehicles
- Vulnerable Road Users
- New Testing Technology for ADAS and ADS
- Safety Simulation for Autonomous Driving
- Human Modeling and Simulation for Safety

TARGET GROUPS: Development and Testing engineers, management and decision makers in the automotive industry from Chinese and international OEM and suppliers.




Participants of the last years

ARRK • Arup • Autoliv • Baic • Beijing Automobile • Benteler • BMW • Bordrin Auto • Brilliance • Britax • Brose • CATARC • ChangAn Automobile • Changan Ford • Changan Mazda • Chery • Chery Jaguar Land Rover • CAERI • CEVT AB • China FAW • CHJ Automotive • Chongqing Changan Automobile • Chongqing Vehicle Test & Research Institute • Ciri Automotive • CJLR • CK Electric Machinery • Coastal Automotive • Continental • Cowin • CSI SPA • Daimler • Daimler Greater China • Dongfeng Liuzhou Automobile • Dongfeng Liuzhou Motor • Dongfeng Nissan • Dongfeng Peugeot Citroen • East Joylong • EDAG • Edscha • Elec-joy Vehicle • Faurecia • FAW Car • FAW Toyota Motor • FAW-Volkswagen • Ford Motor Company • Fujian Automobile • Furukawa Automotive • Fuzhou Lianhong Motor Parts • GAC Engineering • GAC FIAT • Gaei • Geely • General Motors • GM China • GONVVAMA • Goodbaby • Great Wall Motor • Guangdong Automobile • Guangzhou Zeer Testing • Guoji Zhijun Automotive • Henge Sustainable Energy Automotive • Honda • HORIBA MIRA • HuaYu Automotive • Hyundai Motor • IHS • JAC Motor • Jaiwen Ke Ji • JASTE • JATC • Jianghuai Car Technology • Jiangling Motors • Jiangsu MIN'AN Automotive • Jilin Changchun Shi • JinAn Siteng • Jinheng • JMC Jiangling Motors • KSS • Lear • Liaoning Zhongwang • LiuZhou • LvChi Auto • MAGNA STEYR • Mercedes-Benz • Mira • Mubea • Nanjing Protech Safety System • NAST Xiangyang Encore Automotive Test Center • Ningbo Auto Parts Testing • NIO • Nissan • NLAHI • One Measurement Group • Opel Automobile • P+Z Engineering • PATAc • PSA • Qoros Automotive • SAIC GM • SAIC Motor • SAIC MOTOR Commercial Vehicle Technical Center • SAIC Technology Center • SAIC Volkswagen • SAIC-GM-WULING • Shaanxi Qinghua Vehicle Safety • Shandong Xindayang Electric • Shandong Xindayang Electric Vehicle • Shanghai East Joylong Motor Airbag • Shanghai Guanchi Auto-Safety Technology • Shanghai Hengstar Technology • Shanghai IDIADA • Shanghai ITW • Shanghai Motor Vehicle Inspection Center • Shanghai Volkswagen Automotive • Shanghai Yanfeng Johnson Controls • Shanghai Yuantong Seating • Shenyang Jinbei Jinheng Automotive Safety • ShouGang Research Insitute of Technology • Sokon • Song Yuan • South East Motor • Southeast University • Suzhou Automotive Research Institute • Taihang Changqing Automobile Safety System • Taiwan Unique • TAKATA • TATA Motors • Thatcham • Tianjin Faw Xiali Automobile • Tokai Rika • Toyoda Gosei • Toyota China • Tricomtek • TRW • TUEV SUED Certification • Valin ArcelorMittal Automotive Steel • VAMA • Volvo Car • Yanfeng Key Automotive Safety • Yanfeng Visteon Automotive Trim • YFKSS • YUTONG • ZF TRW • Zhejiang Geely Automobile Research Institute • and many more

Number of On-Site Participants



Sponsorships

Packages	Exhibitor	 Silver	 Gold	 Platinum
Price	CN¥ 29000 EUR 3,990 Order No. ASSS2024-01	CN¥ 49000 EUR 6,750 Order No. ASSS2024-02	CN¥ 89000 EUR 12,250 Order No. ASSS2024-03	CN¥ 129000 EUR 17,750 Order No. ASSS2024-04
Free conference tickets ON SITE / ONLINE / MARKETING (incl. food voucher, no conference)	0/4/2	4/8/2	8/16/3	16/32/4
VIP Dinner tickets	–	1	2	3
Logo placement/size	small	small	medium	large
Get involved in the conference. Talk to us.	–	–	–	✓
Advert space (links, documents, videos) in Event App	✓	✓	✓	✓
Logo & Link on conference website and email invitations	✓	✓	✓	✓
Exhibitor floor space	3x2 m	3x2 m	3x2 m	6x2 m
Speakerslot (20 min. + questions & answers)	–	–	Presentation in Technical Session	1 Presentation in Plenar-Session or 2 in Technical Session
Discount for further tickets	–	15%	35%	50%
Preview Season video	–	–	–	✓
Material in Bag	CN¥ 3700 EUR 500			

All prices exclude V.A.T.

Previous Sponsors





SafetyUpDate Japan, July 23, 2024

SafetyUpDate Japan is a high-level event focussing on the latest requirements and innovations for automotive safety development. SafetyUpdate Japan supports the young engineers exchange program AC Fund.

The AC Fund provides young engineers with the opportunity to experience automotive engineering in foreign countries and acquire cross-cultural competencies. In 2021, over 400 participants from all major Japanese OEMs and suppliers attended the conference.



Supporter Package

Free conference tickets	2
Speakerslot	up to 20 min.
Your company brochure as download in the Event App	✓
Logo placement	Logo on conference website and newsletter
Price	EUR 2,000 Order No. JSU2024-01

All prices exclude V.A.T.

TARGET GROUPS

Development, test and CAE engineers, management and decision makers in the automotive industry from Japanese and international OEM and suppliers.

Previous Partners



the **ADAS** experience



The ADAS Experience September 18 – 19, 2024 | Penzing, Germany

The ADAS Experience condenses all relevant development framework conditions such as requirements, technical principles and development and release methods into a theory day, followed by a practical day on the test track. Various test scenarios will be performed and examples of how the test technology can be used will be shown live in the test setup.



Target Groups

The ADAS Experience is targeted to all who are involved in the development process of safety-relevant driver assistance systems.

Anyone wishing to expand their network will find interesting contacts from all areas of system development, system integration, regulations and testing.

Previous Participants

ADAC e. V. • AMFD- Auto Mobil Forschung Dresden • AUDI • AUREL CZ • Autoliv • AZT Automotive • BASELABS • BAST- Bundesanstalt für Straßenwesen • Belron International • Bertrand Ingenieurbüro • BGF Corporation • BMW • carhs.training • Centre for Automotive Safety Research • UNIVERSITY OF ADELAIDE • Charge Automotive • Continental Safety Engineering International • Daimler • DEKRA • Dewetron • Dynamic Research • ELMOS Semiconductor • Ford Research & Advanced Engineering Europe • Gebr. Bode • GLOBALAUTOREGS.COM • Hella • Hochschule Ingolstadt • Hoffmann Consulting • IHS Automotive • IIHS Highway Loss Data Institute • IPG Automotive • Jaguar Land Rover • Japan Automobile Research Institute (JARI) • Johannes Kepler Universität Linz • MAN Truck & Bus • Michelin • Mobileye Vision Technologies • Moshon Data • MVI TVS Technische Versuchs- und Service • NASVA • Opel Automobile • Oxford Technical Solutions • PSW automotive engineering • SBD- Secured by Design • Shumway Law PLLC • SKODA AUTO • Stähle • TASS International • Technische Hochschule Ingolstadt • Technische Universität Braunschweig • Technische Universität Dresden • Thatcham - The Motor Insurance Repair Research Centre • TÜV Rheinland Kraftfahrt • TÜV Süd Auto Service • TÜV SÜD Czech • Ultimate Car Control UK • University of Nottingham • University of Warwick • Valeo • Verkehrsunfallforschung an der TU Dresden • Volkswagen • Volvo Car Corporation • Zenuity

Previous Sponsors






Topics

Real World Data • Current and Future Requirements • Consumer Testing • Testing Hardware • Simulation Tools • AEB/AES Testing • Data Evaluation • and many more



Sponsorships

Packages	 Silver	 Gold	 Platinum
Price	EUR 3,200 <small>Order No. ADAS-2024-01</small>	EUR 6,000 <small>Order No. ADAS-2024-02</small>	EUR 7,200 <small>Order No. ADAS-2024-03</small>
Conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
Exhibition space on conference day	—	✓	✓
Exhibition space on demo day	—	✓	✓
Company brochure as a pdf document in the event app	—	✓	✓
Demonstration on the demo day with introduction on the conference day	—	—	✓
Get involved in the conference. Talk to us.	—	—	✓
Exhibition area	Banner width max. 1 m	2x1 m	2x1 m
Additional ON SITE conference tickets	EUR 1,200 <small>Order No. ADAS-2024-04</small>	EUR 1,000 <small>Order No. ADAS-2024-05</small>	EUR 800 <small>Order No. ADAS-2024-06</small>
Additional ONLINE conference tickets	EUR 600 <small>Order No. ADAS-2024-07</small>	EUR 500 <small>Order No. ADAS-2024-08</small>	EUR 400 <small>Order No. ADAS-2024-09</small>

Extra

Benefit	■ Your brochure as download in the Event App
Price	EUR 800 <small>Order No. ADAS-2024-10</small>

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover page, presentation during conference breaks, logo and weblink on web page and in email newsletters.

TV Rental

43": EUR 300 <small>Order No. TV43</small>	48": EUR 400 <small>Order No. TV48</small>
TV stand included	

Our Partner

ADAC Testzentrum Mobilität Penzing

-  5G-Netz
-  WLAN
-  D-GPS
-  Conference
-  Workshop
-  Catering



Map labels include: Trackoffice, Parking, Mobile Illumination, 1 AEB & Intersection, 2 S-Bend, 3 LSS Area, 5 Curve-Section, 4 Multipurpose Segment I, 12 Urban Circuit, 11 Multipurpose Segment IV, 10 LSS Road Edge, 9 Long Lane, 8 Multipurpose Segment III, 7 Multipurpose Segment II, 6 Taxiway Circle, Top Secret Storage, Workshop, Conference, Catering.






Allgemeiner Deutscher Automobil-Club e.V. (ADAC)

SAFETYUPDATE AUSTRIA



SafetyUpDate Austria, Graz University of Technology, September 24 – 25, 2024

The UpDate Concept: Brings you quickly up-to-date

The concept is familiar: To keep software up-to-date you regularly make an update. The same is true for automotive safety engineering: To keep yourself up-to-date you have to attend the SafetyUpDate on a regular basis. Here you get a comprehensive overview of all relevant news in automotive safety.

Topics

- Biomechanics & Accident Research
- Regulations
- Consumer Protection/NCAP
- Testing
- Simulation
- Frontal Impact
- Side Impact
- Pedestrian Protection
- Integrated Safety
- ADAS
- and many more



Previous Participants

ADAC • Altran • AUDI • Autoliv • Benteler • Bertrandt • BMW • Bosch • Brose • Continental • Daimler • EDAG • FIAT CHRYSLER • Ford • General Motors • Hirtenberger • Honda • Hyundai • IDIADA • Infineon • Jaguar Land Rover • Johnson Controls • Key Safety Systems • LEAR • MAGNA • Opel • Porsche • SAIC • SKODA • SMP • TAKATA • Tata • Thyssen Krupp • Toyota • Volkswagen • ZF TRW • Zoox • and many more

Previous Sponsors





Photos: © Wolfgang Wachmann - Virtual Vehicle

Sponsorships			
Packages	Silver	Gold	Platinum
Price	EUR 3,200 Order No. GSU2024-01	EUR 6,000 Order No. GSU2024-02	EUR 7,200 Order No. GSU2024-03
Free conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner (Width 1 m)	✓	✓	✓
Your company brochure as download in the Event App	—	—	✓
Additional conference tickets	EUR 1,200 Order No. GSU2024-04	EUR 1,000 Order No. GSU2024-05	EUR 800 Order No. GSU2024-06

All prices exclude V.A.T.

Extra	
Benefit	■ Your company brochure as download in the Event App
Price	EUR 500 Order No. GSU2024-07

* Logo placement: Conference flyer, cover pages, presentation during conference breaks, logo and weblink on web page and in email newsletters.

Target Groups

Experts in automotive safety from OEM and suppliers; members of government institutes and universities.

the **SafeBattery** experience



The Safe Battery Experience, Freiburg, Germany, October 15 – 16, 2024

The SafeBattery Experience is the forum to discuss and experience the latest technologies and findings for automotive battery safety and its testing and simulation. It focusses on the objective evaluation and validation of battery safety, testing and simulation procedures and the enabling technologies. Automotive safety has been traditionally an area for very stringent legislation and consumer testing. Battery safety is no exception. The SafeBattery Experience will address current and future legal requirements, NCAP assessments and development standards. Furthermore, the SafeBattery Experience is showcasing the latest testing technologies at real laboratories.



Sponsorships

Packages	Silver	Gold	Platinum
Price	EUR 3,200 <small>Order No. SB2024-01</small>	EUR 6,000 <small>Order No. SB2024-02</small>	EUR 7,200 <small>Order No. SB2024-03</small>
Free conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
Get involved in the conference. Talk to us.	–	–	✓
Advertising banner (Width 1 m)	✓	✓	✓
Speakerslot	–	–	✓
Your company brochure as download in the Event App	–	–	✓
Additional conference tickets	EUR 1,200 <small>Order No. SB2024-04</small>	EUR 1,000 <small>Order No. SB2024-05</small>	EUR 800 <small>Order No. SB2024-06</small>

Topics

- Battery Basics (Chemistry, Types etc.)
- Rescue & Extrication
- Requirements (Legal, NCAP)
- Electrical Safety
- Simulation (multi-physics, micro-macro)
- Testing (cell, module, battery, vehicle)
- Abuse Testing
- Structural Integration
- Standards (ISO, DIN etc.)
- and many more

TV Rental

43": EUR 300 Order No. TV43

48": EUR 400 Order No. TV48

TV stand included



The ADAS Experience China, October 30 – 31, 2024

The ADAS Experience condenses all relevant development framework conditions such as requirements, technical principles and development and release methods into a theory day, followed by a practical day on the test track. Various test scenarios will be performed and examples of how the test technology can be used will be shown live in the test setup.



Target Groups

The ADAS Experience is targeted to all who are involved in the development process of safety-relevant driver assistance systems.

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Previous Participants

ADAC e. V. • AMFD- Auto Mobil Forschung Dresden • AUDI • AUREL CZ • Autoliv • AZT Automotive • BASELABS • BAST- Bundesanstalt für Straßenwesen • Belron International • Bertrand Ingenieurbüro • BGF Corporation • BMW • carhs.training • Centre for Automotive Safety Research • UNIVERSITY OF ADE-LAIDE • Charge Automotive • Continental Safety Engineering International • Daimler • DEKRA • Dewetron • Dynamic Research • ELMOS Semiconductor • Ford Research & Advanced Engineering Europe • Gebr. Bode • GLOBALAUTOREGS.COM • Hella • Hochschule Ingolstadt • Hoffmann Consulting • IHS Automotive • IIHS Highway Loss Data Institute • IPG Automotive • Jaguar Land Rover • Japan Automobile Research Institute (JARI) • Johannes Kepler Universität Linz • MAN Truck & Bus • Michelin • Mobileye Vision Technologies • Moshon Data • MVI TVS Technische Versuchs- und Service • NASVA • Opel Automobile • Oxford Technical Solutions • PSW automotive engineering • SBD- Secured by Design • Shumway Law PLLC • SKODA AUTO • Stähle • TASS International • Technische Hochschule Ingolstadt • Technische Universität Braunschweig • Technische Universität Dresden • Thatcham - The Motor Insurance Repair Research Centre • TÜV Rheinland Kraftfahrt • TÜV Süd Auto Service • TÜV SÜD Czech • Ultimate Car Control UK • University of Nottingham • University of Warwick • Valeo • Verkehrsunfallforschung an der TU Dresden • Volkswagen • Volvo Car Corporation • Zenuity

Previous Sponsors



Topics


Real World Data • Current and Future Requirements • Consumer Testing • Testing Hardware • Simulation Tools • AEB/AES Testing • Data Evaluation • and many more



Sponsorships

Packages	 Silver	 Gold	 Platinum
Price	CN¥ 24 500 <small>Order No. ADAS-CN-01</small>	CN¥ 49 000 <small>Order No. ADAS-CN-02</small>	CN¥ 73 500 <small>Order No. ADAS-CN-03</small>
Conference tickets including evening event	5	10	15
Logo placement/size*	small	medium	large
Exhibition space on conference day	—	✓	✓
Exhibition space on demo day	—	✓	✓
Company brochure as a pdf document in the event app	—	✓	✓
Demonstration on the demo day with introduction on the conference day	—	—	✓
Get involved in the conference. Talk to us.	—	—	✓
Exhibition area	Banner width max. 1 m	2x1 m	2x1 m
Additional ON SITE conference tickets	CN¥ 4 500 <small>Order No. ADAS-CN-04</small>	CN¥ 4 000 <small>Order No. ADAS-CN-05</small>	CN¥ 3 000 <small>Order No. ADAS-CN-06</small>

Extra

Benefit	 Your brochure as download in the Event App
Price	EUR 800 <small>Order No. ADAS-CN-10</small>

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover page, presentation during conference breaks, logo and weblink on web page and in email newsletters.

Our Partner 2023



DIGAUTO

Shanghai Digauto Automobile Technology Co., Ltd.

Shanghai Digauto Automobile Technology Co., LTD. is a leading intelligent vehicle testing solution provider in China, devoted in support ADAS, ADS and ICV safety with innovative, professional and comprehensive testing and verification.

Founded in 2017 and focusing on the the field of intelligent vehicle testing, Digauto has developed the Vehicle, Traffic, Environment, Hardware-In-The-Loop (VTEHIL), a novel indoor laboratory test method for full vehicle and mounted sensors with physical environment and traffic simulation. It enables more efficient and reliable scenario based tests with “real vehicle+mounted sensor+controlled environment simulation+controlled complex traffic”, and is a turnkey solution that meets the needs of growing number and complexity in ADAS & ADS tests.

Digauto also work as the authorized dealer and China Service Center of world leading testing equipment solution providers including 4activeSystems, GeneSys, iMAR and Mobileye. The professional engineering team is capable of carrying out different types of field tests from ISO/NCAP regulations to L4 and customized scenarios. In addition, as the 3rd party testing institute of Zhejiang Jiaxing’s Intelligent and Connect Vehicle Road Testing, Digauto provides ICV functional and license tests for Jiaxing’s open road testing. The well-educated engineers support customer success with standard procedure control and responsibility.

By providing comprehensive local support in sales and test services, Digauto has provided 800+ days of engineering services for 40+ customers including OEM, Tier 1 intelligent vehicle solution supplier, academy institutes and testing authorities in China. Digauto also takes active part in national and industry research projects that explores the future L3 approval certification and China SOTIF Scheme.

With the vision of "Leading The Intelligent Vehicle Testing Technology", Digauto will stand by intelligent vehicle practitioners to achieve “Vision Zero” of Automated and Autonomous Driving in a safer way.



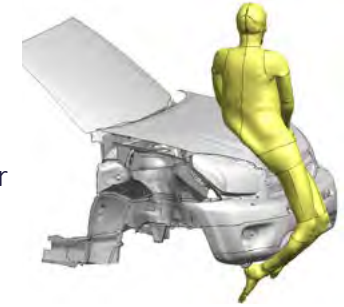
**HUMAN MODELING
AND SIMULATION**
IN AUTOMOTIVE ENGINEERING



Human Modeling and Simulation, Marburg, Germany, November 13 – 14, 2024

The application of numerical simulation incorporating digital human models offers exciting opportunities in automotive development. Applying human models in comfort, ergonomics and safety allows to overcome limitations imposed by the use of real humans or their mechanical surrogates and thus enables further optimization of automotive designs.

Autonomous vehicles will bring significant comfort benefits to passengers. However, safety cannot be compromised for alternative seating positions. Human Modeling and Simulation is currently the only technology that will allow assessment of occupant protection for new car interior architectures with flexible seat arrangements.



Previous Participants

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Previous Sponsors



Target Groups

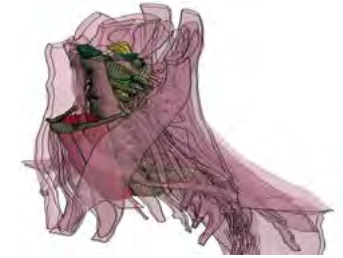
The symposium addresses engineers, researchers and managers involved in automotive or software development, who want to inform themselves about the status of virtual human models and their application in automotive development.

Topics

Comfort • Ergonomics • Safety • Active Models • Age Dependency • Biomechanics • Discomfort • Injury Prediction • Human Vision • Motion Simulation • Muscle Activation • Pedestrian Protection • Seating Comfort • and many more

Sponsorships

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VT VIRTUAL TESTING



Virtual Testing Series

Certification and Homologation by means of Virtual Testing has been a goal in the automotive industry for quite some time. However progress in this area has been slow.

Ever increasing requirements from consumer protection and legal organisations are accelerating the pace for accepted procedures to use virtual testing as an alternative or supplement to physical testing and approval.

Duration: 4 hrs. | Online Seminar internationally available

Past Events:

- Virtual Testing #1 Human Modeling in Pedestrian Protection
- Virtual Testing #2 Scenario Based ADAS Validation
- Virtual Testing #3 Simulation of Mechanical Battery Overloading

Upcoming Events:

- Virtual Testing #4 Model Version Control & Traceability
- Virtual Testing #5 Certified Vehicle Models for Occupant Simulation
- Virtual Testing #6 Virtual Testing for ISO26262 and SOTIF
- Virtual Testing #7 Occupant Safety for Autonomous Vehicles



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dSPACE AURELION: Sensor-Realistic Simulation

Sponsoring-Offer Virtual Testing		
Packages	Silver	Gold
Price	EUR 990 Order No. VT2024-01	EUR 1,990 Order No. VT2024-02
Conference tickets included	2	3
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China Media Special	Chinese subtitles; video placement on various media channels Price: Upon request	

All prices exclude V.A.T.

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the **Safe Seats** experience



The Safe Seats Experience, Germany, 2025

In the practical Workshop the Participants will be introduced in the following topics:

- BioRID Dummy
- Dummy Seating Procedure
- Use of HRMD
- Rear Impact for Seating Concepts for Automated Driving

- Euro NCAP Procedures
- Measuring of Head Rests according to Euro NCAP



Topics

BioRID • Biomechanics • Euro NCAP • GTR 7 • Active Systems • Lightweight Design • Testing • Simulation • Human Vision • Motion Simulation • and many more

Participants of the last years

ACTS • ADAC • Altair • Altran • AUDI • Autoliv • AZT • BAST • Bertrandt • BMW • Brose • C. Rob. Hammerstein • CDH • Continental • Daimler • DEKRA • Denton • EDAG • Ernst Prüfmaschinen • ESI • F.S. Fehrer • Faurecia • Ford • Frontone • GO Design • Grammer • Hirtenberger • Humanetics • IAT • IAV • Instron • Intier • ISKO • Isringhausen • ITW • Johnson Controls • Jifeng • Keiper • Kistler • Lear • Magna • Messring • Metzeler • nectec • Opel • Porsche • P+Z • SEAT • Scherdel • SITECH • Skoda • Tecosim • Toyota • Toyota Boshoku • TRW • TÜV Rheinland • Volkswagen • ZSE • and many more

Target Groups

The Conference is aimed at experts in the development departments of the automotive industry who are concerned with the development of car bodies, seats and restraint systems for rear impact and want to update their knowledge and to be informed in detail.

Sponsors of the last years



Sponsorships

Packages	 Silver	 Gold	 Platinum
Price	EUR 3,200 Order No. RI2025-01	EUR 6,000 Order No. RI2025-02	EUR 7,200 Order No. RI2025-03
Free conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
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Speakerslot	—	—	✓
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