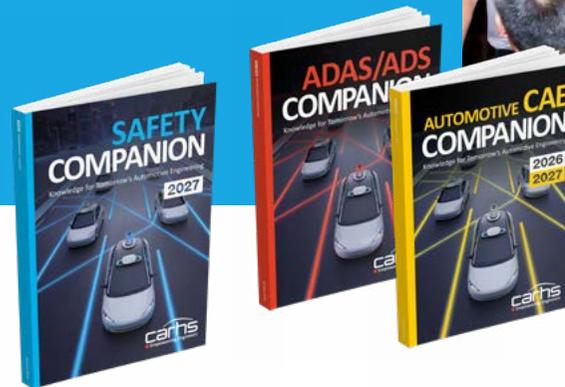




carhs.training
Media & Events
2026

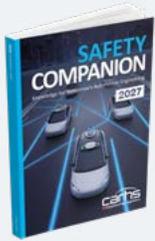


www.carhs.de

carhs
Empowering Engineers

Contents

4



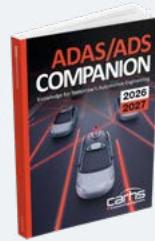
SafetyCompanion 2027

6



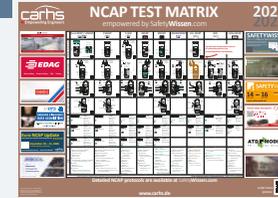
CAECompanion 2026/2027

7



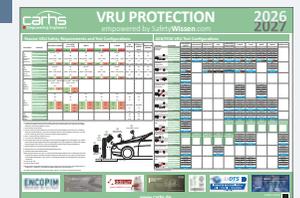
ADAS/ADSCompanion 2026/2027

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NCAP TEST MATRIX Poster

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VRU PROTECTION Poster

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Banner Advertisement

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

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Banner Ads in the **SafetyNews** and **AutomotiveCAENews**

14



Virtual Testing Series

2026

16



SafetyWeek
Frankfurt/Hanau, Germany

2026

20



Automotive CAE Grand Challenge
Hanau, Germany

2026

23



PraxisConference
Pedestrian Protection
Bergisch Gladbach, Germany

2026

25



Automotive Safety Summit
Shanghai
Shanghai, China

2026

27



SafetyUpDate
Tokyo, Japan

2026

28



The Safe Battery Experience
Ingolstadt, Germany

2026

30



The ADAS Experience
China

2026

32



Human Modeling and Simulation
in Automotive Engineering
Germany

2026



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

+49 (0)170 2136082
constantin.hoffmann@carhs.de



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!



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Ava Jin 金思佳

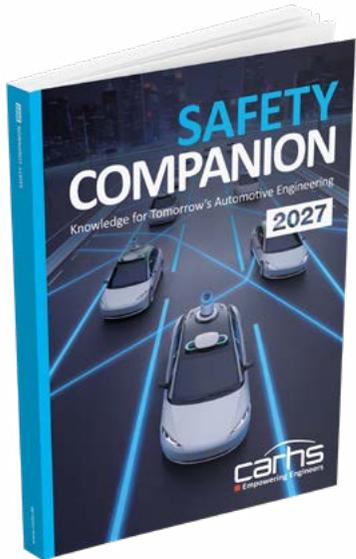
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ava.jin@carhs.de



Laurinda Zhang 张晓丽

+86 153 1785 5148
laurinda.zhang@carhs.de

Advertisement in SafetyCompanion 2027 – The World's most Popular Handbook in Automotive Safety



Media data:

DIN A5 Booklet - SafetyCompanion 2027
Knowledge for Tomorrow's Automotive Engineering

Edition: **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: January 2027

Advertising deadline: December 15, 2026

Language: English, Chinese

Pages: More than 200 Pages



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



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

Target group:

- Experts in the field of active and passive vehicle safety

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



1/1 page
full coloured
148 x 210 mm

EUR 4,950
Order No. SC2027-01



1/2 page
full coloured
136 x 96 mm

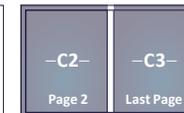
EUR 3,550
Order No. SC2027-02



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

EUR 6,000
Order No. SC2027-03

Special placement for 1/1 adverts **on the 2 pages following the front cover or before rear cover page** (see SafetyCompanion 2025, p. 3+4)



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

EUR 6,990
Order No. SC2027-04



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

EUR 4,820
Order No. SC2027-05

All prices are subject to VAT.

Distribution:

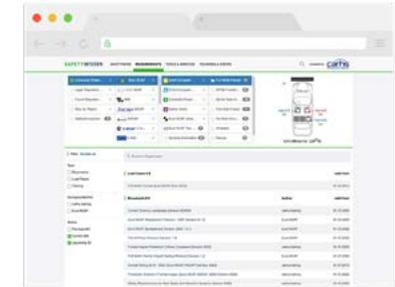
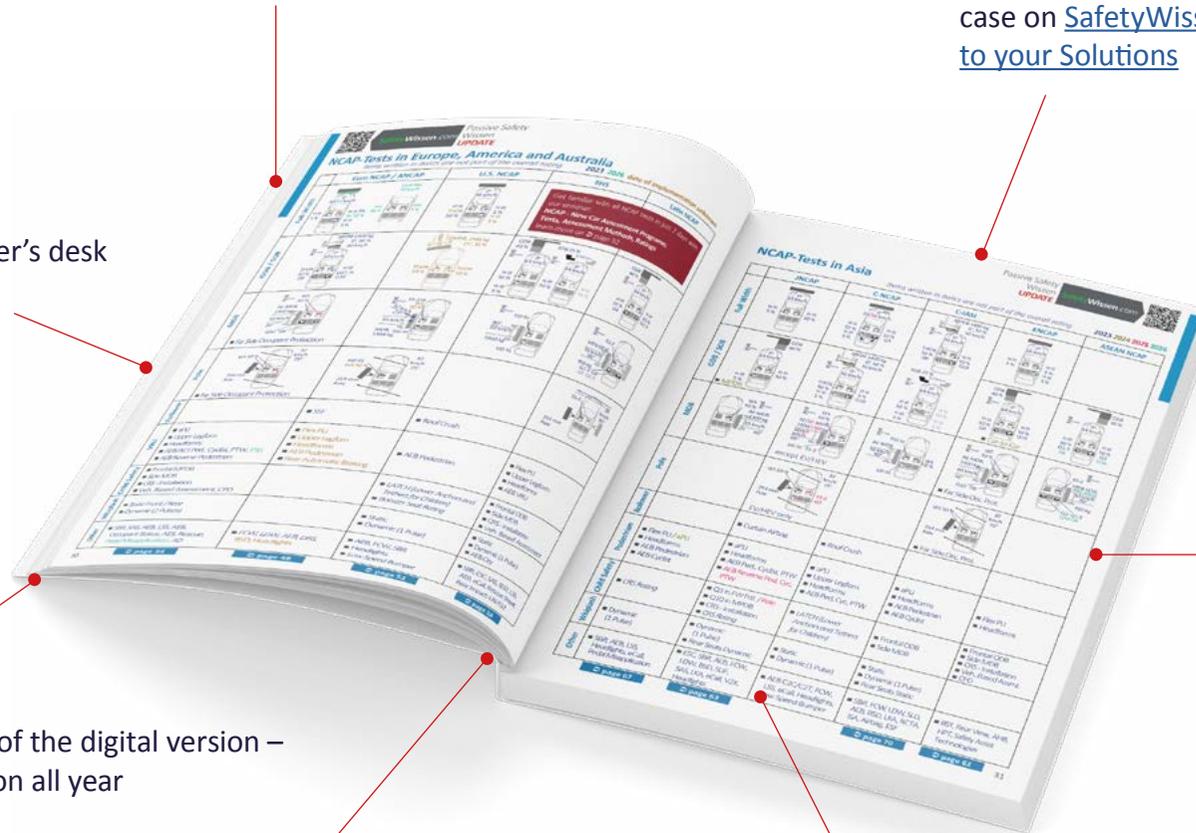
- Direct shipping from our offices in Germany and China
- Worldwide at all carhs events and seminars
- Through global distribution partners e.g. in Japan, India, China
- Technical universities worldwide

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 – [with a link to your Solutions](#)

On the engineer's desk all year



Current SafetyWissen content and therefore greater benefit for the reader

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

Special attention through LinkedIn contributions to individual SafetyWissen topics

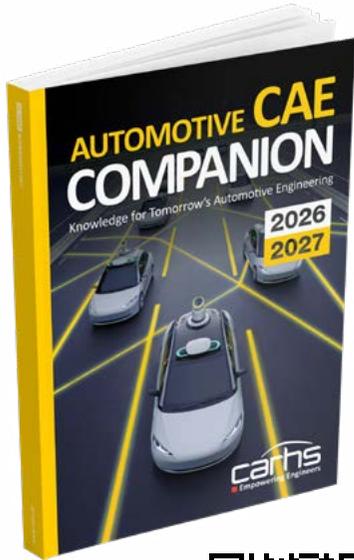
Links to individual documents (e.g. test protocols)



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



Advertisement in CAECompanion 2026/2027 – The State-of-the-Art in Automotive CAE



Media data:

DIN A5 Booklet - CAECompanion 2026/2027
Knowledge for Tomorrow's Automotive Engineering

Edition: 6,000
Available as: Print + Digital
Publication date: May 2026
Advertising deadline: April 30, 2026
Language: English
Pages: More than 150 Pages



 [Download the current CAE Companion \(PDF\)](#)



1/1 page
full coloured
148 x 210 mm

EUR 2,610
Order No. CAEC2026-01



1/2 page
full coloured
136 x 96 mm

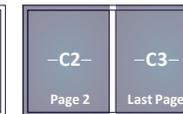
EUR 1,350
Order No. CAEC2026-02



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

EUR 3,100
Order No. CAEC2026-03

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. CAEC2026-04



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

EUR 2,610
Order No. CAEC2026-05

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

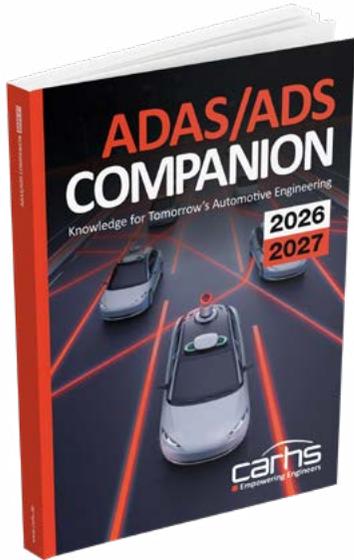
NEW

- 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 2026/2027 – The 1st Handbook for ADAS/ADS Experts



Media data:

DIN A5 Booklet - ADAS/ADS Companion 2026/2027
Knowledge for Tomorrow's Automotive Engineering

Edition: **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 2026

Advertising deadline: August 24, 2026

Language: English

Pages: More than 140 Pages



 [Download the current ADAS/ADS Companion](#)

- 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. ADASC2026-01



1/2 page
full coloured
136 x 96 mm

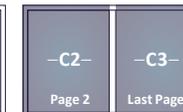
EUR 3,450
Order No. ADASC2026-02



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

EUR 6,000
Order No. ADASC2026-03

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. ADASC2026-04



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

EUR 4,820
Order No. ADASC2026-05

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 2026/2027	
Language	English
Print run	6,600
Publication date	April 2026
Print document deadline	March 20, 2026
full coloured 134 x 65 mm (width x height)	EUR 2,600 Order No. SP2026-04

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.

DRAFT

The poster is a comprehensive grid of NCAP test requirements for various regions: Euro NCAP / ANCAP, C-NCAP, C-ASI, J-NCAP, K-NCAP, ASEAN NCAP, U.S. NCAP, R-NCAP, and Latin NCAP. Each cell in the grid contains a small diagram of a car and a list of specific test protocols. The poster is branded with the carhs logo and SafetyWissen.com. It includes several advertisements for automotive safety products and services, such as EDAG, ERNST, DTS, Euro NCAP Update, and JEBPOOL. A QR code is located in the bottom right corner for more information.

Detailed NCAP protocols are available at SafetyWissen.com

www.carhs.de

order more posters

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 2026/2027	
Language	English
Print run	2,000
Publication date	June 2026
Print document deadline	May 19, 2026
L logo box full coloured 50 x 50 mm	 EUR 450 Order No. SP2026-01
XL logo box full coloured 114,25 x 50 mm (width x height)	 EUR 900 Order No. SP2026-02
XXL logo box full coloured 178,5 x 50 mm (width x height)	 EUR 1,300 Order No. SP2026-03

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

DRAFT

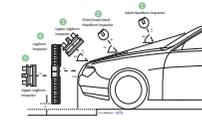


VRU PROTECTION

empowered by SafetyWissen.com

2026
2027

Passive VRU Safety Requirements and Test Configurations										AEB/FCW VRU Test Configurations													
No. standard	Parameter	EU NCAP / ANCAP (since 2025)	U.S. NCAP (since 2025)	JNCAP	INCAP	C-NCAP	UN R127/01	OTA No. 1 (SIP-2)	FMVSS 225	FMVSS 225-2	Scenario	Parameter	EU NCAP (since 2025)	U.S. NCAP (since 2025)	FMVSS 225	FMVSS 225-2	JNCAP	INCAP	C-NCAP	C-RAI	JNCAP	INCAP	ASIAN NCAP
101	Occupant Protection	500	500	500	500	500	500	500	500	500	101	Occupant Protection	500	500	500	500	500	500	500	500	500	500	500
102	Child Protection	500	500	500	500	500	500	500	500	500	102	Child Protection	500	500	500	500	500	500	500	500	500	500	500
103	Head Protection	500	500	500	500	500	500	500	500	500	103	Head Protection	500	500	500	500	500	500	500	500	500	500	500
104	Frontal Protection	500	500	500	500	500	500	500	500	500	104	Frontal Protection	500	500	500	500	500	500	500	500	500	500	500
105	Side Protection	500	500	500	500	500	500	500	500	500	105	Side Protection	500	500	500	500	500	500	500	500	500	500	500
106	Roof Protection	500	500	500	500	500	500	500	500	500	106	Roof Protection	500	500	500	500	500	500	500	500	500	500	500
107	Frontal Protection	500	500	500	500	500	500	500	500	500	107	Frontal Protection	500	500	500	500	500	500	500	500	500	500	500
108	Side Protection	500	500	500	500	500	500	500	500	500	108	Side Protection	500	500	500	500	500	500	500	500	500	500	500
109	Roof Protection	500	500	500	500	500	500	500	500	500	109	Roof Protection	500	500	500	500	500	500	500	500	500	500	500
110	Frontal Protection	500	500	500	500	500	500	500	500	500	110	Frontal Protection	500	500	500	500	500	500	500	500	500	500	500
111	Side Protection	500	500	500	500	500	500	500	500	500	111	Side Protection	500	500	500	500	500	500	500	500	500	500	500
112	Roof Protection	500	500	500	500	500	500	500	500	500	112	Roof Protection	500	500	500	500	500	500	500	500	500	500	500



1. It shall be ensured that the distance between the front and rear seats is at least 1000 mm.
2. The distance between the front and rear seats shall be at least 1000 mm.
3. The distance between the front and rear seats shall be at least 1000 mm.
4. The distance between the front and rear seats shall be at least 1000 mm.
5. The distance between the front and rear seats shall be at least 1000 mm.
6. The distance between the front and rear seats shall be at least 1000 mm.
7. The distance between the front and rear seats shall be at least 1000 mm.
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9. The distance between the front and rear seats shall be at least 1000 mm.
10. The distance between the front and rear seats shall be at least 1000 mm.
11. The distance between the front and rear seats shall be at least 1000 mm.
12. The distance between the front and rear seats shall be at least 1000 mm.















www.carhs.de

order more posters

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

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

* As of May 2022

Banner Advertisement - Reach your Customers Every Day

SafetyWissen.com

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.

CAEWissen.com

CAEWissen.com focuses on providing tools, resources, and insights related to virtual testing and simulation technologies in the automotive industry.

The platform likely emphasizes the use of advanced modeling techniques, data analytics, and engineering best practices to enhance vehicle design and performance. It also covers software tools and methodologies for efficient virtual prototyping, as well as fostering collaboration within the automotive engineering community.

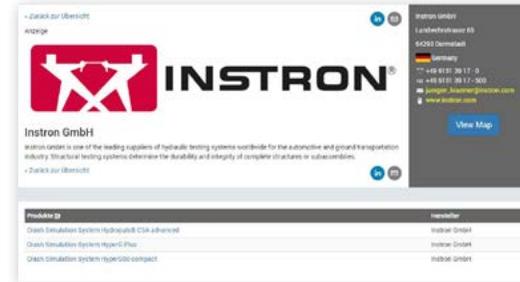
SafetyWissen.com Ads					
Advertising material	Format in px	Duration: 1 month	Duration: 3 months	Duration: 6 months	Duration: 12 months
Premium banners Desktop and mobile Top of the page 	650 x 90	EUR 600 per month Order No. SWAP2025-01	EUR 500 per month Order No. SWAP2025-02	EUR 400 per month Order No. SWAP2025-03	EUR 300 per month Order No. SWAP2025-04
Standard banners L Desktop only Tower and side 	235 x 400	EUR 480 per month Order No. SWAL2025-01	EUR 400 per month Order No. SWAL2025-02	EUR 320 per month Order No. SWAL2025-03	EUR 240 per month Order No. SWAL2025-04
Standard banners S Desktop only 	235 x 175	EUR 360 per month Order No. SWAS2025-01	EUR 300 per month Order No. SWAS2025-02	EUR 240 per month Order No. SWAS2025-03	EUR 180 per month Order No. SWAS2025-04

CAEWissen.com Ads			
Duration: 1 month	Duration: 3 months	Duration: 6 months	Duration: 12 months
EUR 300 per month Order No. CAEAP2025-01	EUR 250 per month Order No. CAEAP2025-02	EUR 200 per month Order No. CAEAP2025-03	EUR 150 per month Order No. CAEAP2025-04
EUR 240 per month Order No. CAEAL2025-01	EUR 200 per month Order No. CAEAL2025-02	EUR 160 per month Order No. CAEAL2025-03	EUR 120 per month Order No. CAEAL2025-04
EUR 180 per month Order No. CAEAS2025-01	EUR 150 per month Order No. CAEAS2025-02	EUR 120 per month Order No. CAEAS2025-03	EUR 90 per month Order No. CAEAS2025-04

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. SWPS2025-01	EUR 160 per month Order No. SWPS2025-02
Each additional product entry	EUR 50 per month Order No. SWPS2025-03	EUR 40 per month Order No. SWPS2025-04
Each link to requirements (e.g. Euro NCAP: Full Width Frontal, FMVSS: 208)	EUR 5 per month Order No. SWPS2025-05	EUR 4 per month Order No. SWPS2025-06

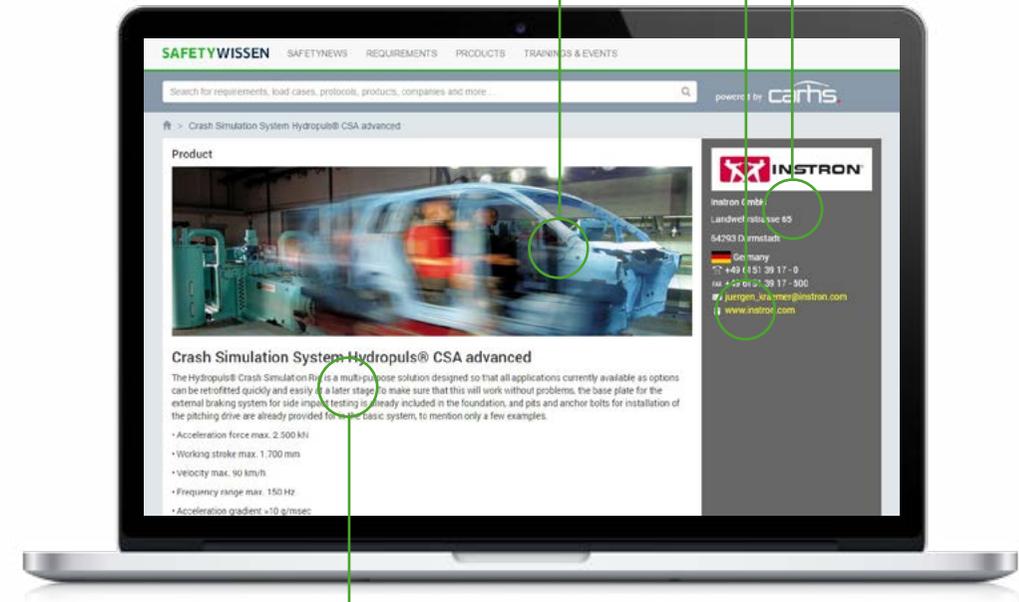
All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors expected.

* 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

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 15,000 experts
- Weekly e-mail newsletter
- Audience: Automotive Safety Experts
- Average opening rate: 23.09 %*
- Average click to open rate: 22.59 %*
- Delivery rate: 99.38 %*

more than **15,000**
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 6,800 experts
- Monthly e-mail newsletter
- Audience: Automotive CAE
- Average opening rate: 22.93 %*
- Average click to open rate: 14.11 %*
- Delivery rate: 98.69 %*



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. SNA2025-01	EUR 250 per issue Order No. SNA2025-02	EUR 200 per issue Order No. SNA2025-03	EUR 150 per issue Order No. SNA2025-04

AutomotiveCAENews Ads					
Advertising material	Format in px	1 month	3 months	6 months	12 months
	468x60	EUR 500 per issue Order No. CAENA2025-01	EUR 400 per issue Order No. CAENA2025-02	EUR 300 per issue Order No. CAENA2025-03	EUR 200 per issue Order No. CAENA2025-04

All prices exclude V.A.T.

* As of September 2024



VIRTUAL TESTING

Virtual Testing Series

Cost pressures and ever shorter development times in the automotive industry, combined with increasing regulatory and consumer protection testing requirements, are accelerating the use of virtual testing as an alternative or complement to physical testing.

At first glance, this appears to be just a matter of reducing costly testing. In fact, virtual development supports the goal of robust product functionality that can never be achieved through real-world testing. In addition to this advantage, the question arises as to how far virtual testing methods can be used for certification and homologation in the future.

The events described below explore this question and aim to clarify what validation methods could look like and in which areas, such as ADAS development, battery or occupant safety, virtual testing can be used today and in the future..



Target group:

- Engineers who need to become familiar with the topic
- Professionals who need an update

Exclusive Sponsorship Offer for Webinar on Virtual Testing Series

Overview	Become a co-sponsor of our upcoming webinar focused on Virtual Testing in Automotive Development. This event will attract 500 participants from the automotive industry, including engineers, developers, and decision-makers eager to learn about the latest innovations and best practices.
Webinar Structure	Format: Online
	Audience: 500 participants (free registration)
Agenda	1. Welcome and Introduction
	2. Expert Presentation 1 (45 minutes)
	3. Sponsor Presentations (20 minutes each): - Two sponsors will each present their solutions - Live Q&A session with participants
	4. Expert Presentation 2** (45 minutes)
Sponsorship Benefits	Exclusive Visibility: Partner with us to enhance brand recognition in a focused setting.
	Full Participant Data: Gain complete contact information from all participants for future engagement. By participating for free, participants agree to the terms and conditions, including the sharing of their contact details.
	Engagement Opportunity: Deliver a 20-minute presentation showcasing your offerings, followed by a Q&A session.
	Comprehensive Promotion**: Your brand will be featured in all event marketing materials, including emails, social media, and the webinar landing page.
Investment	Sponsorship Fee: EUR 10,000 (only 2 sponsorship spots available) <small>Order No. VT-2026</small>

Why Sponsor?

Establish Authority	Position your brand as a thought leader in Virtual Testing.
Generate Quality Leads	Connect with a targeted audience actively seeking solutions in the automotive development sector.
Network with Experts	Collaborate with industry professionals and gain valuable insights.

Next Steps

To secure your sponsorship, please contact us.
Availability is limited to two sponsors, so act quickly to reserve your spot!

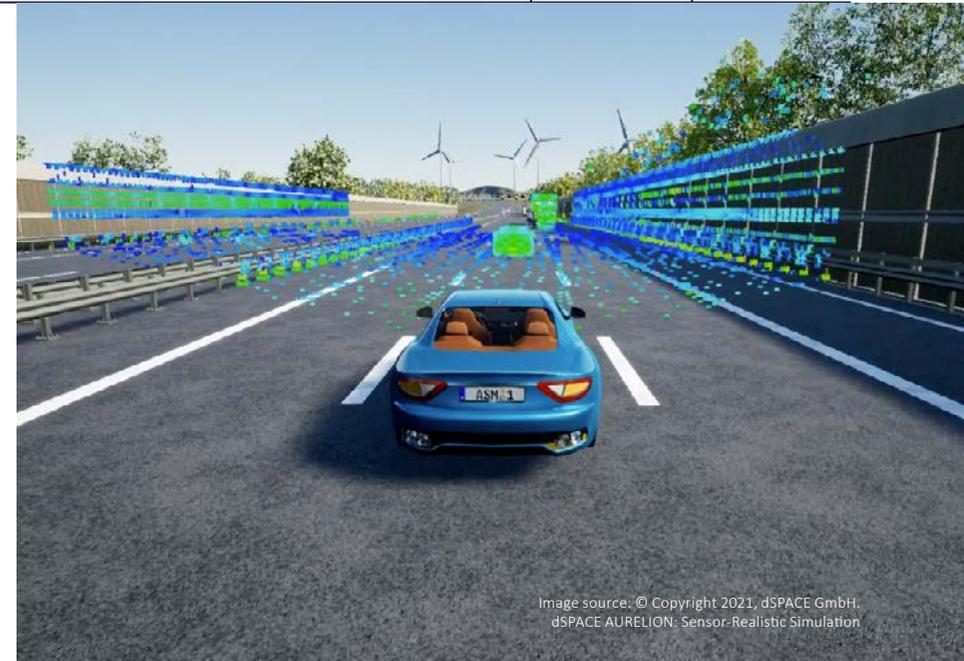


Image source: © Copyright 2021, dSPACE GmbH.
dSPACE AURELION: Sensor-Realistic Simulation

Date	Event	Content
February 5, 2026	AI-Driven Virtual Testing	This edition “AI-driven Virtual Testing” focusses on the Virtual Testing Challenges and how AI Application can facilitate the development process. Participants will gain insights into AI-Driven simulation environments, machine learning-powered data management strategies, and collaborative workflows that accelerate product validation while reducing costs and time-to-market.
to be announced	Virtual Testing in ADAS Development	In principle, an infinite number of scenarios can be developed in the field of ADAS. How can virtual testing help here? What Virtual Test methods are being used in ADAS development today? What are the development requirements? What will be possible in the future? The Virtual Testing in ADAS Development event aims to answer these questions.
to be announced	Virtual Testing for Battery Safety Assessment	Electric vehicles continue to be viewed critically in terms of battery safety. The safety of high-voltage batteries for vehicles is subject to strict requirements, and new regulations and demands from consumer protection organizations are under discussion. This event looks at how virtual testing can help with robust designs and regulatory compliance.
to be announced	Virtual Testing for Occupant Protection Assessment	The demands on restraint systems are increasing significantly, and new load cases must be considered when designing restraint systems. The first tests can now be carried out virtually, and HBMs are becoming increasingly important in the development of new seating positions. The Event Virtual Testing for Occupant Protection Assessment tries to give an overview and looks at how the development could look like in the future.

SAFETYWEEK

The Future of Automotive Safety



SafetyWeek, Congress Park Hanau, Germany, April 14 – 16, 2026

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 2026, 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 SAFETYTESTING
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	4	5	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	–	✓	✓	✓	✓*
Signature Wall	–	small logo bottom row	medium logo middle row	large logo top row	–
Speakerslot – SafetyTesting	–	–	–	–	up to 20 Min.
SafetyTesting-Tickets for customers and guests (value: EUR 990 each)	–	–	–	–	10
Price	EUR 3,500 Order No. SW2026-01	EUR 5,900 Order No. SW2026-02	EUR 7,900 Order No. SW2026-03	EUR 9,900 Order No. SW2026-04	EUR 6,500 Order No. SW2026-05
Additional VIP Tickets for colleagues	EUR 1,500 Order No. SW2026-08	EUR 1,500 Order No. SW2026-09	EUR 1,350 Order No. SW2026-10	EUR 1,200 Order No. SW2026-11	–
	Upgrade: Partner Package SafetyTesting EUR 3,000 Order No. SW2026-07				✓

All prices exclude V.A.T.

* at SafetyTesting Challenge

SPONSORS 2025

Platinum Sponsor	Gold Sponsors	Silver Sponsors
	   	         

SAFETY TESTING

SafetyTesting Challenge, April 14, 2026

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 2025:

- Modern Testing Solutions for Future Automotive Challenges
- Test Tools for ADAS Validation

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 3,500

Price (excluding V.A.T.)

EUR 6,500
Order No. SW2026-09

Partners 2025



Previous Participants (OEMs)





SAFETYEXPO

SafetyExpo is the exhibition and exchange platform for the **SafetyWeek**. In the recent years more than 1,000 industry experts (28 exhibitors in 2025) 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 3,500 Order No. EXPO2026-01

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 1,500 (instead of EUR 2,890)**
- 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
- 1 table and 2 chairs



automotive **CAE** GRAND CHALLENGE

Automotive CAE Grand Challenge, Congress Park Hanau, Germany, May 19 – 20, 2026

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.



"An unusual event concept made the automotive CAE Grand Challenge sustainably successful: Preview of this year's vital dialogue platform on current challenges and answers in the area of simulation and verification in car development."

<https://d1g1tal.de/automotive-cae-grand-challenge-to-explore-the-status-of-simulation/>

THE GRAND CHALLENGES OF 2026:

// ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, BIG DATA:
HOW CAN AI ACTUALLY HELP DESIGNING A VEHICLE?

// CAE PROCESS & QUALITY ASSURANCE: **AUTOMATED CAE MODEL QUALITY CHECKS FOR CERTIFICATION READINESS**

// DURABILITY / FATIGUE: **FATIGUE SIMULATION OF HV-BATTERIES (VIBRATION FATIGUE)**

// FULL VEHICLE SIMULATION:
VIRTUAL VERIFICATION AND CERTIFICATION

// OCCUPANT SAFETY:
META MODELS FOR OCCUPANT INJURY PREDICTION

// MATERIAL MODELING - FOCUS STRUCTURAL ANALYSIS:
ADVANCED MODELLING OF MATERIAL DAMAGE AND FAILURE

// OPTIMIZATION & ROBUSTNESS:
CHALLENGES OF MULTIDISCIPLINARY DESIGN OPTIMIZATION

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 2,900 <small>Order No. CAEGC2026-01</small>	EUR 3,900 <small>Order No. CAEGC2026-02</small>	EUR 4,900 <small>Order No. CAEGC2026-03</small>	EUR 5,900 <small>Order No. CAEGC2025-04</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	2 ON SITE or 4 ONLINE	3 ON SITE or 6 ONLINE	5 ON SITE or 10 ONLINE
Logo placement/size*	–	small	medium	large
Signature Wall	–	small logo bottom row	medium logo middle row	large logo top row
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 800 <small>Order No. CAEGC2026-05</small>	EUR 800 <small>Order No. CAEGC2026-06</small>	EUR 700 <small>Order No. CAEGC2026-07</small>	EUR 600 <small>Order No. CAEGC2025-08</small>
Additional ONLINE conference tickets	EUR 400 <small>Order No. CAEGC2026-09</small>	EUR 400 <small>Order No. CAEGC2026-10</small>	EUR 350 <small>Order No. CAEGC2026-11</small>	EUR 300 <small>Order No. CAEGC2025-12</small>

¹**Exhibition booth includes:** 3 x 2 m exhibition space: 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**

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

Price **EUR 1,000**
Order No. CAEGC2026-13

Extras

Your brochure as a pdf document in the event app **EUR 500**
Order No. CAEGC2026-15

TV Rental (TV stand included) **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.



PraxisConference Pedestrian Protection



PraxisConference Pedestrian Protection, Bergisch Gladbach, June 17 – 18, 2026

The PraxisConference Pedestrian Protection is held every June or July with about 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
<ul style="list-style-type: none"> ■ aPLI ■ NCAP ■ Active Safety Systems ■ Integrated Ped Pro ■ Testing ■ AEB ■ Grid ■ GTR ■ Simulation ■ ... 	<p>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.</p>	<p>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 • ...</p>



Sponsors of the last years



Sponsorships			
Package	Silver	Gold	Platinum
Price	EUR 4,200 <small>Order No. PKF2026-01</small>	EUR 5,900 <small>Order No. PKF2026-02</small>	EUR 7,900 <small>Order No. PKF2026-03</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>	2 ON SITE or 4 ONLINE	3 ON SITE or 6 ONLINE	5 ON SITE or 10 ONLINE
Logo placement/ size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
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. PKF2026-04</small>	EUR 1,100 <small>Order No. PKF2026-05</small>	EUR 1,000 <small>Order No. PKF2026-06</small>
Additional ONLINE conference tickets	EUR 600 <small>Order No. PKF2026-07</small>	EUR 550 <small>Order No. PKF2026-08</small>	EUR 500 <small>Order No. PKF2026-09</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. PKF2026-10</small>

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



AUTOMOTIVE Safety Summit Shanghai 2026



Automotive Safety Summit Shanghai, July 15 – 16, 2026

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 event 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

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 • PATAAC • 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

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



Sponsorships

Packages	Exhibitor	 Silver	 Gold	 Platinum
Price	CN¥ 29000 EUR 3,990 Order No. ASSS2026-01	CN¥ 49000 EUR 6,750 Order No. ASSS2026-02	CN¥ 89000 EUR 12,250 Order No. ASSS2026-03	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
Signature Wall	–	small logo bottom row	medium logo middle row	large logo top row
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 minutes + questions & answers	40 minutes or 2 x 20 minutes + questions & answers
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, Tokyo, July 21 – 22, 2026

Vehicle safety plays a major role in vehicle development. The diversity of issues continues to grow. Whereas in the past the focus was on the safety of occupants in vehicles, today issues such as ADAS functions or the safety of vulnerable road users must also be taken into account. This requires an in-depth understanding of current and planned changes in legislation and the requirements of consumer protection organizations. The focus must be not only on the Japanese market, but on all markets in order to develop strategies for vehicle safety concepts that meet global requirements.

The Safety Update Japan seeks to provide insight into current and foreseeable requirements and current market trends in order to provide an up-to-date overview of the fundamentals to develop vehicle safety concepts for the Japanese and relevant global markets.



Safety Update Japan supports the young engineers exchange program AC Fund. This Fund provides young engineers with the opportunity to experience in foreign countries and acquire cross-cultural competencies.

Sponsorships			
Packages	Silver	Gold	Platinum
Price	EUR 4,200 Order No. SUJ2026-01	EUR 5,900 Order No. SUJ2026-02	EUR 7,900 Order No. SUJ2026-03
Free conference tickets including evening event	2	3	5
Logo placement/size*	small	medium	large
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner (Width 1 m)	✓	✓	✓
Speakerslot	—	—	✓
Additional conference tickets	EUR 400 Order No. SUJ2026-04	EUR 300 Order No. SUJ2026-05	EUR 200 Order No. SUJ2026-06

Sponsors 2025



TARGET GROUPS

- Development, test and CAE engineers who need to become familiar with new international trends in automotive safety.
- Decision makers from Japanese and international OEMs and suppliers.

the **SafeBattery** experience

Partner



PRESS RELEASE

The Safe Battery Experience, Ingolstadt, Germany, September 23 – 24, 2026

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 4,200 <small>Order No. SB2026-01</small>	EUR 5,900 <small>Order No. SB2026-02</small>	EUR 7,900 <small>Order No. SB2026-03</small>
Free conference tickets including evening event	2	3	5
Logo placement/size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
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 <small>Order No. SB2026-04</small>	EUR 1,000 <small>Order No. SB2026-05</small>	EUR 800 <small>Order No. SB2026-06</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

48": EUR 400 Order No. TV48

TV stand included

Impressions



Highlights

- The SafeBattery Experience is the forum to discuss and experience the latest technologies and findings for automotive battery safety and its testing and simulation.
- The SafeBattery Experience is showcasing the latest testing technologies at real laboratories.
- The SafeBattery Experience is supported by an international Editorial Advisory Board.

Previous Sponsors



the ADAS experience

中国



The ADAS Experience China, October 20 – 21, 2026

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.

Topics

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

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 Sponsors



Sponsorships

Packages	Silver	Gold	Platinum
Price	EUR 3,990 Order No. ADAS-CN-2026-01	EUR 6,750 Order No. ADAS-CN-2026-02	EUR 12,250 Order No. ADAS-CN-2026-03
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	—	✓	✓
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
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
Discount on additional conference tickets	15 % Order No. ADAS-CN-2026-04	35 % Order No. ADAS-CN-2026-05	50 % Order No. ADAS-CN-2026-06

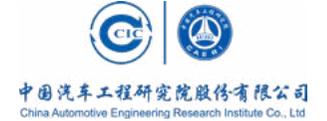
All prices exclude V.A.T.

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

Extra

Benefit	Your brochure as download in the Event App
Price	EUR 800 Order No. ADAS-CN-2026-10

Previous Partner



Test Site 2025



Suzhou Yangcheng Lake Island Intelligent Connectivity Test Site

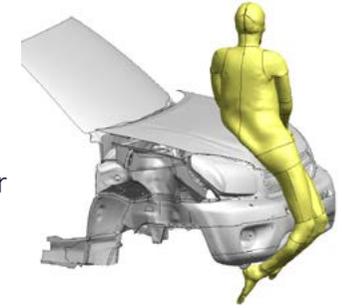


**HUMAN MODELING
AND SIMULATION**
IN AUTOMOTIVE ENGINEERING



Human Modeling and Simulation, Germany, November 11 – 12, 2026

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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Target Groups

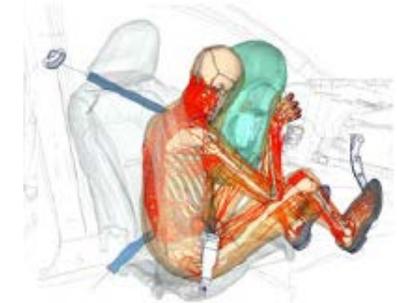
The symposium addresses engineers, researchers and managers involved in automotive or software development, who want to inform themselves about the status of virtual human models and their application in automotive development.

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

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Virtual Testing #5: AI-Driven Virtual Testing, Online



April 14 – 16, 2026

Safety Week, Frankfurt/Hanau, Germany



May 19 – 20, 2026

Automotive CAE Grand Challenge Hanau, Germany



June 17 – 18, 2026

PraxisConference Pedestrian Protection Bergisch Gladbach, Germany



July 15 – 16, 2026

Automotive Safety Summit Shanghai Shanghai, China



July 21 – 22, 2026

SafetyUpDate Japan



September 23 – 24, 2026

The Safe Battery Experience, Germany



October 20 – 21, 2026

The ADAS Experience, China



November 11 – 12, 2026

Human Modeling and Simulation in Automotive Engineering, Germany

PRINT



April 2026

NCAP TEST MATRIX Poster 2026/2027
Publication date: April 2026
Advertising deadline: March 20, 2026



May 2026

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Publication date: May 2026
Advertising deadline: April 30, 2026



June 2026

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Advertising deadline: May 19, 2026



September 2026

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