

# Automated Driving 2024

Engineering Level X

9<sup>th</sup> International ATZ Conference

19 and 20 March 2024 | Frankfurt am Main, Germany

## Main subject areas

**NEW:**  
Technology Stack

**NEW:**  
System of Systems

Processes + Development  
Methodology

Information and Registration for  
**Exhibitors and Sponsors**

# All facts at a glance

## EVENT

Automated Driving 2024  
*Engineering Level X*

## DURATION

2-day symposium (single-stranded)  
with accompanying exhibition

## LOCATION

House of Logistics  
and Mobility (HOLM)  
Bessie-Coleman-Straße 7  
Gateway Gardens  
60549 Frankfurt am Main, Germany  
[www.frankfurt-holm.de](http://www.frankfurt-holm.de)

## DATE

03/19/2024 – 03/20/2024

## FORMAT

on site

## MAIN SUBJECT AREAS

- ▶ **NEW:** Technologie-Stack  
ADAS/AD | Driving functions | Standardization
- ▶ **NEW:** System of Systems  
ODD scenarios | Systems engineering | Safety + security
- ▶ Processes + Development Methodology  
Virtualization | Programming models | Tools and utilities

## REACHABLE TARGET GROUPS

- ▶ A conference for decision makers as well as subject matter experts,
    - who shape and develop automated driving
    - are involved in the cross-cutting topic Vehicle2X
    - develop software, algorithms, DevOps and tools
    - are involved in the development of new vehicle and interior concepts deal
- at passenger car and commercial vehicle manufacturers, suppliers and engineering service providers as well as in research and education and at consulting companies and organizations.

## SPECIAL HIGHLIGHTS

- ▶ Top-notch participants
- ▶ Exclusive networking opportunities on site
- ▶ Breaks in the exhibition area
- ▶ Diverse promotion of the event
- ▶ Evening event as an additional communication platform
- ▶ Attractive exhibitor packages
- ▶ Individual support before and during the event



# Presentation options

## EXHIBITORS

- ▶ 6 sqm booth area (without booth)
- ▶ 8 sqm booth area (without booth)
- ▶ each additional qm booth area

€ 3,500

€ 4,150

€ 390

**Additional booth passes** can be purchased for € 290 (incl. catering & evening event, excl. attendance of lectures).

Invoicing will take place immediately after the event.

### Your rental fee includes the following:

- ▶ One conference ticket for the entire event (worth € 1,495)
- ▶ A virtual exhibition booth:
  - Your logo, company profile and contact details
  - Image and/or video embedding
  - Call to action button
  - 1:1 Video chat with participants
- ▶ 10 % discount on admission for all participants from your company
- ▶ Logo, company profile and a link to your homepage on [www.atzlive.de](http://www.atzlive.de) as part of the conference announcement
- ▶ Power connection (230 V, 3 KW incl. 3-way socket)
- ▶ On request we provide a table and two chairs



## DISPLAY ON SITE

- ▶ Display of 1 promotional product/advertising flyer at a prominent place during the event

price: € 950

All prices plus federal VAT. Our General Terms and Conditions apply; please see the appendix.

# Sponsoring

## BENEFIT FROM OUR ADVANTAGEOUS SPONSORING PACKAGES!

Interested in presenting your own company, products or services to the participants in a premium format?

We offer a range of attractive options for sponsors. We will be pleased to prepare a tailor-made solution to match your individual preferences.

We look forward to your call or you can contact us by email using the response form below.

### Contact:



Mr. Alex Woidich  
Event- & salesmanager  
phone +49 (0)611 / 7878-206  
alex.woidich@springernature.com

**BECOME  
A SPONSOR  
NOW!**

## SPONSORING PACKAGE

- ▶ 8 sqm net booth area in the exhibition
- ▶ Virtual exhibition stand in our virtual event platform, consisting of:
  - Your logo | company profile | contact details
  - Embedding of images and/or videos
  - Call-to-action button
  - 1:1 video chat with participants
- ▶ Banner advertising in our virtual event platform: display in the menu (random rotation with banners of other sponsors)
- ▶ Widget on home screen in virtual event platform event platform (size medium 600 px x 250 px)
- ▶ 4 participant tickets (worth € 5,980)
- ▶ 1 exhibitor pass (incl. catering and evening event, excl. congress lectures)
- ▶ 20 % discount for company participants
- ▶ Display of 1 advertising flyer at a prominent location during the event
- ▶ Mention as sponsor on [www.atzlive.de](http://www.atzlive.de)
- ▶ Logo, company profile and link to customer homepage on the website as part of the conference announcement
- ▶ Your logo in the welcome and break presentation

**Your sponsorship contribution: € 8,950**

All prices plus federal VAT. Our General Terms and Conditions apply; please see the appendix.

## SPONSOR OF COFFEE BREAKS

- ▶ Your company will be presented with logo in the official program flyer and in the virtual event platform as sponsor of the coffee breaks
- ▶ Your logo on [www.atzlive.de](http://www.atzlive.de) incl. link
- ▶ Your company will be presented in a promotional way at all coffee breaks: colored logo on the table displays (on all tables as well as on the buffets) Possibility to hand out your own give-aways during the coffee breaks (the production costs for the give-away will be borne by you)
- ▶ Two complimentary attendee tickets for the congress visit including Evening event

Package price: € 4,900

## PHONE/TABLET POWER STATION

- ▶ You present our Power Station for smartphones and tablets, where participants will find all the standard charging cables
- ▶ The Power Station is branded with your logo and a claim

Package price: € 3,300

## SPONSORING LANYARDS

- ▶ Your logo on the official conference lanyards of the participants, which each conference participant will receive together with their name badge at check-in
- ▶ Your logo in the official conference program
- ▶ Your logo in the welcome and break presentation in all rooms
- ▶ The sponsor bears the production costs for the lanyards

Package price: € 3,300



All prices plus federal VAT. Our General Terms and Conditions apply; please see the appendix.

Nothing suitable for you? We have other attractive sponsorship opportunities in our portfolio. Would you like to learn more? Contact us: [alex.woidich@springernature.com](mailto:alex.woidich@springernature.com).

# Registration page 1 of 2

By e-mail to: alex.woidich@springernature.com

YES, WE WOULD LIKE TO TAKE PART AS AN EXHIBITOR/SPONSOR AT THE CONFERENCE ON MARCH 19 AND 20, 2024 IN FRANKFURT AM MAIN:

<input type="checkbox"/> Booth area 6 sqm incl. 1 ticket	€ 3,500
<input type="checkbox"/> Booth area 8 sqm incl. 1 ticket	€ 4,150
<input type="checkbox"/> _____ sqm additional booth area, each sqm € 390	€ _____
<input type="checkbox"/> _____ additional booth passes, each € 290	€ _____
<input type="checkbox"/> Flyer laid out in a prominent location	€ 950
<input type="checkbox"/> Sponsoring package	€ 8,950
<input type="checkbox"/> Exclusiv sponsor coffee break	€ 4,900
<input type="checkbox"/> Exclusiv sponsor phone/tablet power station	€ 3,300
<input type="checkbox"/> Exclusiv sponsor lanyards	€ 3,300

PLEASE ALSO FILL IN  
THE SECOND PAGE.

All prices plus federal VAT. Our General Terms and Conditions apply; please see the appendix.

# Registration page 2 of 2



By e-mail to: alex.woidich@springernature.com

**YES, WE WOULD LIKE TO TAKE PART AS AN EXHIBITOR/SPONSOR AT THE CONFERENCE ON MARCH 19 AND 20, 2024 IN FRANKFURT AM MAIN:**

## Company Information

Title / First name / Surname

Company / Institute

Street

Postal code, city

Country

Phone

Email

## Billing Address (if not the address above)

Company / Institute

Street

Postal code, city

Country

By registering, we agree to accept the Conditions for Participation of Springer Fachmedien Wiesbaden GmbH.

City / Date

Signature / Company stamp

Still have questions? We'll be glad to help you!

Mr. Alex Woidich  
phone +49 (0) 611 / 78 78 – 206  
alex.woidich@springernature.com

Springer Fachmedien Wiesbaden GmbH  
Abraham-Lincoln-Straße 46  
65189 Wiesbaden | Germany

# Conditions for Participation

## 1. CONTRACTUAL STIPULATIONS

### 1.1 Contractual Partner

The contractual partner (hereafter "Organiser") is Springer Fachmedien Wiesbaden GmbH (ATZlive).

### 1.2 Eligibility

All companies and institutions whose exhibits would contribute to illustrating or complementing the intended subject matter are eligible. Decisions on the eligibility of individual companies, institutions and exhibits reside in the purview of the Organiser. There is no legal right or claim to eligibility. Participation may not be made contingent on the exclusion of competing companies / institutions as Exhibitors / Sponsors.

### 1.3 Conclusion of the Contract

Registrations must be in written form, using the registration form (which may be submitted by fax or as a scanned email attachment). Once they have received a confirmation from the Organiser, the contract between the Organiser and Exhibitor / Sponsor has been concluded.

## 2. CANCELLATION AND FAILURE TO PARTICIPATE

### 2.1 Cancellation Rights: the Organiser

The Organiser is entitled to withdraw from this contract if it is determined that the other party's right to participate was based on false or incorrect information, or if said party no longer satisfies the conditions for participation.

### 2.2 Cancellation and Failure to Participate: Sponsors

Sponsors are entitled to withdraw from this contract as long as no services have yet been provided by the Organiser. Should a Sponsor cancel at a later point in time, they must pay the participation fee in full. The same applies if a Sponsor does not make use of services provided in the Sponsoring Package, regardless of the reason.

### 2.3 Cancellation and Failure to Participate: Exhibitors

Exhibitors may cancel at no cost up to 6 weeks before the start of the event. Should an Exhibitor cancel between 6 and 4 weeks prior to the event, they must pay 50 % of the participation fee. Should they cancel 4 weeks prior to the event or later or fail to participate, regardless of the reason, they must pay the participation fee in full.

## 3. CONTENT OF THE CONTRACT

### 3.1 Scope

The services provided by the Organiser and those provided by the Exhibitor / Sponsor are described in detail in the respective Exhibitor Package / Sponsoring Package.

### 3.2 Exclusivity

The Organiser is entitled to conclude contracts with other Sponsors, unless an exclusive service is explicitly granted to a specific Sponsor as part of their Sponsoring Package.

### 3.3 Transferability

The services provided by the Organiser and included in the Sponsoring Package may not be transferred to third parties, whether in whole or in part and whether in return for or without remuneration.

## 4. USE OF BOOTH SPACE

### 4.1 Assigning and Reassigning Booth Space

Booth spaces are assigned by the Organiser. Requests for specific booth spaces will be taken into consideration by the Organiser; however, event participants have no right or claim to a specific space. If an assigned booth space should subsequently become unavailable due to circumstances beyond the Organiser's control, but another space of equal value can be provided, the Exhibitor is not entitled to a full or partial refund of the participation fee.

### 4.2 Additional Exhibitors and Joint Booths

Exhibitors are prohibited from transferring or sharing the booth assigned to them, whether in return for or without remuneration.

### 4.3 Booth Set-up and Design

With regard to booth set-up and design, the specifications provided to the Exhibitor / Sponsor by the Organiser with regard to booth placement, maximum height, set-up times, etc. must be adhered to. These instructions will be provided ca. 4 to 6 weeks prior to the event and are part of this contract. Exhibitors must adhere to all relevant legal and administrative stipulations.

### 4.4 Technical Equipment

All technical installations must be approved by the Organiser. Exhibitors / Sponsors are prohibited from using their own technicians to create installations; violators are liable for any and all resultant damages. Any electrical connections, machinery or equipment that are not approved and / or do not fulfil the relevant technical criteria may be removed at the Exhibitor's / Sponsor's expense.

### 4.5 Set-up and Tear-down

The set-up and tear-down of the booth materials, as well as the booth equipment and design, are – unless indicated otherwise in the information on the event – the responsibility of the Exhibitor. Unless stipulated otherwise in the form of an individual agreement, the Exhibitor must set up, tear down and remove their booth materials by the respective dates laid out in the contract. If need be, the Organiser is entitled to arrange for the booth to be removed and the materials to be put in storage at the Exhibitor's expense and risk. Booths rented from the Organiser must be returned in their original condition.

## 5. INSURANCE

Insurance policies covering damages to and theft of booth materials must be secured by the Exhibitor.

## 6. PARTICIPANTS

For the duration of the event, participants may only take part in the event provided they have a valid nametag provided by the Organiser. Once booked, nametags will be created for all registered participants, speakers, booth staff, Sponsors, and accredited members of the press. Any exceptions to this policy require the prior consent of the Organiser and must be requested in writing.

## 7. PAYMENT CONDITIONS

Invoicing will take place after the event. Invoices must be paid within 14 days after they are received. If not paid by this deadline, the Exhibitor / Sponsor will automatically be in default without the need for a reminder.

## 8. CANCELLATION OF OR CHANGES TO THE EVENT

### 8.1 Cancellation

If the Organiser has to cancel the event due to an Act of God or for some other reason, they must promptly inform the Exhibitor / Sponsor. Though the Organiser cannot demand booth rent in such cases, they are entitled to charge the Exhibitor / Sponsor for the work already done in preparation for the event.

### 8.2 Postponement

If the Organiser can carry out the event at a later point in time, they must promptly inform the Exhibitor / Sponsor of this option. The Exhibitor / Sponsor is entitled to cancel their participation on the new event date, provided they do so no later than one week after receiving notice of the postponement. Should the Exhibitor / Sponsor opt to cancel their participation, they are entitled to receive their booth rent back from the Organiser.

8.3 If the event can be cancelled due to legal/official restrictions in connection with the COVID 19 pandemic or any other pandemic are not or only to a limited extent carried out as face-to-face events, the organizer is entitled to cancel or postpone the event. Sections 8.1 and 8.2 apply accordingly. In addition, the organizer is the event in whole or in part as a hybrid event or as a to conduct an online event.

8.4 If the organizer is unable to perform due to force majeure or in the case of paragraph 8.3 decides to conduct the

event entirely as an online event, the same applies as in the case of a cancellation according to clause 8.1.

8.5 If the organizer is unable to perform due to force majeure or in the case of paragraph 8.3 decide to organize the event in whole or in part as a hybrid event, the or in part as a purely online event, the exhibitor shall be obliged to inform the Sponsor immediately. The exhibitor/sponsor is within one week after receipt of this notification, the participant is entitled the changed event; in this case he has the right to cancel for reimbursement of the stand rent.

8.6 Claims for reimbursement of travel and accommodation expenses and loss of working hours are excluded subject to the provision in clause 9.

8.7 Clauses 8.4 and 8.5 shall not apply if an event is from the outset hybrid event was announced and only the number of participants in presence is lower than that of the exhibitor/sponsor at the conclusion of the Contract expected.

## 9. LIABILITY

### 9.1 Liability of the Exhibitor / Sponsor

The Exhibitor / Sponsor is liable for any damages to the floor, walls, doors, windows, furniture and other equipment. The use of nails, screws, hooks or other fasteners in or on the buildings and structures of the event venue, as well as applying paint or glue to the floor, doors, windows, walls or columns, is prohibited. Any damages must be completely repaired. If this does not come to pass, the Organiser is entitled to arrange for the necessary repair work at the expense of the Exhibitor / Sponsor. The Organiser reserves the right to claim further damages.

### 9.2 Liability of the Organiser

The Organiser is liable for damages, including those resulting from the cancellation or premature ending of an event, provided said damages are the result of gross negligence. In the event that the Organiser fails to fulfil one or more of their cardinal obligations (i.e., essential obligations that, if not fulfilled, jeopardize the accomplishment of the contractual goals or make it impossible to fulfil the agreed-upon contractual conditions at all, and the fulfilment of which the Exhibitor / Sponsor should normally be able to expect), then the Organiser is also liable in cases of ordinary negligence; in such cases, however, said liability is restricted to those damages that are foreseeable and typical for this type of contractual agreement. Further, the Organiser is liable for cases of ordinary negligence with regard to loss of life, loss of health, or injury, or when they have issued a guarantee. Liability as delineated in the German Product Liability Act remains unaffected. For the types of liability mentioned above, if the Organiser is wholly or partially exempt, the same applies to the personal liability of its employees, representatives and vicarious agents.

## 10. CLOSING STIPULATIONS

### 10.1 Filing Claims

In order to be valid, any and all legal claims from the Exhibitor / Sponsor with regard to the Organiser must be communicated within 3 months after the event and must be filed with a court of law no later than an additional 3 months after the event.

### 10.2 Written Form

Any and all supplemental agreements, special permissions or exceptions to the stipulations of this contract must be confirmed in writing by the Organiser. A withdrawal from this contract must be declared in writing. Any agreement superseding said need for supplemental agreements to be made in writing requires the express written consent of the Organiser.

### 10.3 Place of Fulfilment, Court of Jurisdiction and Applicable Law

Provided the Exhibitor / Sponsor is a registered merchant, a corporate entity in the public sector, or a special fund in the public sector, Wiesbaden, Germany is the presiding court with regard to disputes concerning mutual obligations. This contract is exclusively subject to German law.