

May 2023

# Automotive IT Kongress



# About the Event

The automotive industry is undergoing the largest transformation in its history worldwide. New expectations for mobility and tomorrow's propulsion, the digitization of production and product, and overarching tech trends around topics such as big data, artificial intelligence, and cybersecurity are causing significant changes. Digital services increasingly complement traditional business models, while new actors are creating unprecedented market dynamics.

In addition, the ongoing Covid-19 pandemic shows how vulnerable globally established supplier and manufacturing networks are and how quickly supply shortages can lead to production stops and enormous delays in vehicle delivery.



# About the Event

IT and digitization will become even more strategic instruments and success factors for automotive manufacturers and suppliers.

The CIO (Chief Information Officer) plays a more central role than ever in this transformation and often has direct access to the executive board, or may even operate at the executive level themselves.

At the congress, top CIOs from the international automotive industry and IT experts from tech companies will present their current strategies and practical projects. Against this backdrop, the goal of the automotiveIT congress is clear: to create a sustainable network of experts from both industries.

Live-Talk: Next Generation.Talents

automotive  
Kongress

Das Branchentreffen



Dr. Max Senges  
CEO / Headmaster, 4Z  
Berlin / 4Z Wolfsburg



Frank Loydl  
CIO, AUDI AG



Barbara Sichter  
Head of Software Engineering,  
SKODA AUTO a.s.



# Key Facts



## Datum

20. September 2023



## Location

Vienna House Berlin



## Target Audience

CIO's from the  
automotive industry

600 attendees in total



## Objective

Networking, conference

# Sponsorship



## On-site

- **Shared booth space**
- Includes high table & high chairs, display for DIN A4 collaterals, WiFi
- **logo placement** on roll up, artwork created by Spryker and printed by organiser
- **Shared 15 min speaking slot** on main stage



## Promotion

- **Logo placement** on our landing page
- **Logo placement** across Spryker's promotion channels (newsletter, social media, website)
- **Joint follow up**



## Participants

- **2 VIP tickets** for staff (including the speaker)
- Final attendees list post-event \*

\* with attendee name, title, company, phone number and postal address but NO email addresses.

**20K €**

# What are your **benefits**?



## **Orchestration**

The overall execution and project management remains with Spryker. The partner will receive regular updates on the planning.



## **Invitations**

While Spryker and partner will join forces to secure meeting requests ahead of the event. Spryker will coordinate and report on invite status.



## **Logistics & Organization**

Spryker will take care of organisational & logistical aspects of the event and the booth and construction.



## **Marketing**

We will provide promo banners of different formats including your logo in order for you to leverage them in your outreach. Spryker will also create an event landing page with meeting request capabilities.



# Spryker

## Contact



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