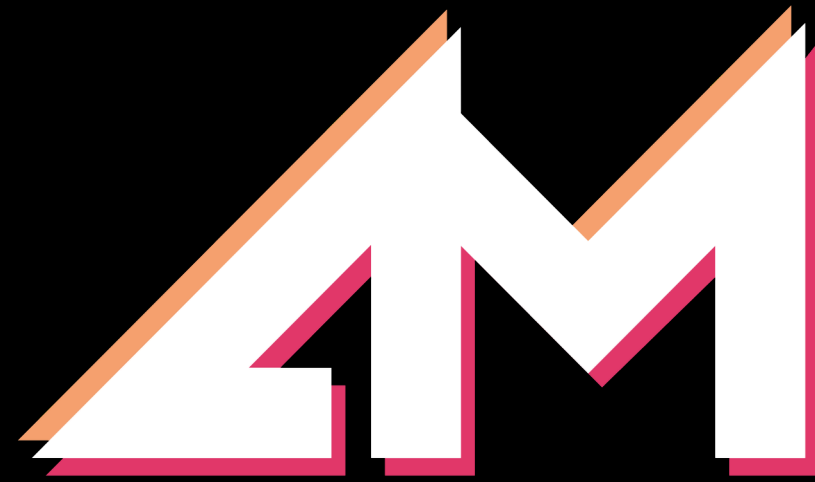


Sponsoring & Exhibitor Portfolio



Automotive Masterminds

Management Conference with Exhibition
May 5 - 6, 2025 | ECC Berlin + Online



www.automasterminds.de

At a glance: Automotive Masterminds 2025

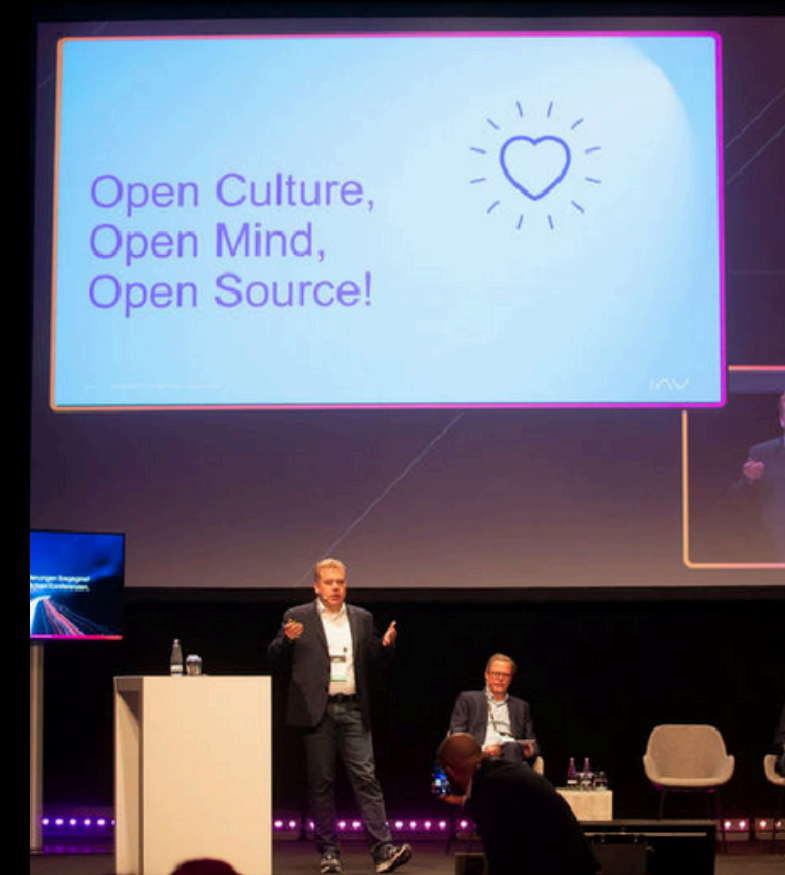
May 5-6, 2025 | ECC Berlin + Online

Hardly any other industry is currently undergoing such massive change as the automotive industry. Well-loved and proven traditions are put to the test. Megatrends such as battery, digitalization and new strategic partnerships have already changed companies. We need to develop innovative technologies for the mobility of tomorrow together.

The Automotive Masterminds is a new premium conference with an exhibition set up in a relaxed and innovative atmosphere. We give experts and thought leaders the stage to share their expertise with you in keynotes, perspectives, world cafés, master classes, expert desks, deep dives and panel discussions - hands-on. Innovative start-ups are on board as idea generators. Our excellent virtual platform is award-winning.

Conference | Exhibition | B2B Meetings | Networking

- ✓ Hybrid event
- ✓ 350+ participants on-site
- ✓ 800+ virtual attendees
- ✓ 40+ speakers
- ✓ 30+ exhibitors
- ✓ 30+ partners and sponsors



Overview: Exhibitor and Sponsor Packages

	EXHIBITOR S	EXHIBITOR M	EXHIBITOR L	SPONSOR	GOLDSPONSOR	PARTNER
Branding package (details next page)	Standard	Standard	Standard	Sponsor	Sponsor	Partner
Speaking slot in conference agenda	-	Workshop	Workshop	Tech Talk	Tech Talk	Mainstage
Exhibition booth on-site (details on page 4)	4 sqm	8 sqm	12 sqm	-	8 sqm	12 sqm
Standard Tickets with all speeches and full catering incl.	2	3	5	3	4	6
Customer Tickets for meeting your clients	-	-	-	-	5	10
Premium Networking Support on-site	-	-	-	-	-	✓
Evening Reception with flying dinner	✓	✓	✓	✓	✓	✓
B2B Matchmaking + Lead Retrieval in virtual platform	✓	✓	✓	✓	✓	✓
Meeting Room Access for private talks	✓	✓	✓	✓	✓	✓
Virtual Package (details on page 11)	✓	✓	✓	✓	✓	✓
Unlimited Virtual Tickets for your team and your customers	✓	✓	✓	✓	✓	✓

€ 6,000

€ 9,000

€ 12,500

€ 9,000

€ 13,000

€ 20,000

Overview: Branding items per package

BRANDING

STANDARD

SPONSOR

PARTNER

Logo, company name, URL in exhibitor list / logo in floor plan

Gold only

Logo in the list of sponsors and on the main screen in the conference room

-

✓

✓

Digital advertisement page (PDF) in livestream and on the main screen

-

✓

✓

Logo in the conference agenda

-

✓

✓

Virtual platform: Logo in livestream, login screen and sidebar

-

✓

✓

Virtual platform: Logo in the home feed at the top

-

-

✓

Advertising clip in the livestream (30sec)

-

-

✓

Logo on the first page of the conference website

-

-

✓

Mention in morning briefing email - sent to all attendees

-

-

✓

Exhibition Stand On-Site

✓ Standard

shell scheme booth

- incl. company name and side walls (height 2.5 m)
- **Power supply (230 V, 3 kW) and WIFI included**



Example: 9 sqm shell scheme exhibition stand



Upgrade option

LED booth

- incl. print and back light, 2 chairs, 1 table
- **Power supply (230 V, 3 kW) and WIFI included**
- **from 997 EUR onwards**, ordered at our stand building partner



Example: 4 sqm LED booth



Additional services and equipment (furniture, carpet, monitors etc.) can be ordered from our service providers at extra charge (webshop).

Exclusive Sponsoring Options and Advertising

Are you looking for a higher logo visibility or exclusive branding options like lanyards, a coffee bike, or seat advert? We offer a variety of sponsoring opportunities accommodating your individual interest. Take a look at the options below or contact us for more information.



Overview: Exclusive Sponsorings (1/4)

<p>Lanyard and Name Badge Sponsor</p>	<p>Your company logo clearly visible on the lanyards and name badges given to all participants at the beginning of the conference.</p>	<p>€ 6.500</p>
<p>Exclusive Check-In Give-Away</p>	<p>Your exclusive give-away (e.g. branded chargers) is distributed to all participants at check-in. You produce the giveaway, we take care of the distribution.</p>	<p>€ 4.000</p>
<p>Conference Bag Sponsor</p>	<p>Conference bag with your logo for all participants with your advertising and insert in the conference bag. You produce the bags and have them delivered directly to the conference location.</p>	<p>€ 6.000</p>
<p>Notepad and Pen Sponsor</p>	<p>Your company logo on all pens and writing pads at the conference. The pads are produced by us, you provide the pens. Pads and pens are available in the hall and in the workshops.</p>	<p>€ 3.000</p>



Overview: Exclusive Sponsorings (2/4)

<p>Juice Bar Sponsor</p>	<p>Your branded juice bar in the exhibition. We take care of everything including bar, cups, staff, supplies, etc. When giving out the currency is: 1 Juice for the participants = 1 business card for the sponsor.</p>	<p>€ 10.000</p>
<p>Coffee Bike Sponsor</p>	<p>Your branded Coffee Bike on-site, coffee from your custom branded mugs. At the handout, the currency is: 1 coffee for the participants = 1 business card for the sponsor.</p>	<p>€ 8.000</p>
<p>Coffee Mug Sponsor</p>	<p>Coffee cups with your logo, used by all participants during the conference. You produce the cups and deliver them to the conference venue.</p>	<p>€ 3.500</p>
<p>Coffee Break Sponsor</p>	<p>Table displays with your company logo on all tables in the exhibition during coffee breaks, as well as the possibility to set up roll-ups at the food counters.</p>	<p>€ 1.500</p>



Overview: Exclusive Sponsorings (3/4)

<p>Lunch Break Sponsor</p>	<p>Table displays with your company logo on all conference tables during lunch breaks, as well as the option to set up roll-ups at the food counters.</p>	<p>€ 1.500</p>
<p>Ice Cream Sponsor</p>	<p>Your branded ice cream counter in the exhibition. We will take care of everything, including ice cream, cups, staff, consumables, etc. At the time of distribution, the currency is: 1 ice cream for the participants = 1 business card for the sponsor.</p>	<p>€ 4.500</p>
<p>Cocktail Bar Sponsor</p>	<p>Table displays and roll-ups with your company logo at the cocktail bar as well as drinks and napkins with branded names. At the hand-out the currency is: 1 cocktail for the participants = 1 business card for the sponsor.</p>	<p>€ 6.000</p>
<p>Candy Bar Sponsor</p>	<p>Your branded candy bar on display. We will take care of everything, including the sweets, consumables, etc.</p>	<p>€ 7.000</p>



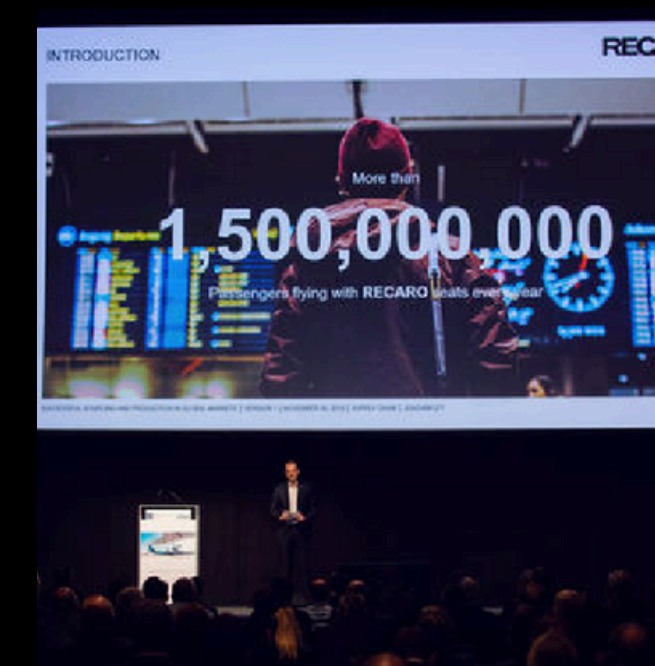
Overview: Exclusive Sponsorings (4/4)

<p>Dinner Sponsor</p>	<p>Involvement in dinner selection, cards with logo on the tables, logo on the food selection, mentioned on stage, on the website and agenda.</p>	<p>€ 10.000</p>
<p>Pre-Networking Event Sponsor</p>	<p>Hosting of a pre-event reception on your behalf, including opening speech contribution, full catering, VIP invitations from the list of attendees for you, their promotional messages and exhibitors at the venue.</p>	<p>€ 12.000</p>
<p>Stage Branding</p>	<p>Your exhibits on the conference stage, visible during all sessions and on numerous photos and videos afterwards.</p>	<p>€ 7.000</p>
<p>Champagne Reception Sponsor</p>	<p>Exclusive champagne reception before the dinner around your exhibition stand, all participants are directed to your stand, identification of sponsoring in the agenda, verbal mention of sponsoring by the moderator.</p>	<p>€ 2.500</p>
<p>Session Sponsor</p>	<p>Your logo and company name in the agenda as sponsor of a session, e.g. panel or workshop, verbal mention by the moderator in the session.</p>	<p>€ 2.500</p>



Overview: Advertising

<p>Live Display Ad</p>	<p>Your content on all our event monitors throughout the conference (PDF or video).</p>	<p>€ 2.000</p>
<p>Flying Banner in the Exhibition</p>	<p>Exclusive banner advertising with your company message in the entrance area of the conference (indoor).</p>	<p>€ 4.500</p>
<p>Advertising Clip Main Screen</p>	<p>Your promotional clip on the main conference screen on site and in the live stream of the conference.</p>	<p>€ 1.800</p>
<p>Seat Advert</p>	<p>Your exclusive give-away/information material will be displayed in the conference room at the participants' seats.</p>	<p>€ 3.000</p>
<p>Large Exhibit in the conference hall</p>	<p>Your exhibit in the conference hall (e.g. car). Visible to all participants and on many event photos.</p>	<p>on request</p>



Networking: On-Site and Online

Networking and meetings are a core element of any successful business event. We make this as easy as possible for you. Make new business contacts and get to know your business partners more personally.

✔ Networking Kick-Off

You can easily get to know people at our networking kick-off on the first conference day.

✔ Evening Reception

What better way to network than at a get-together directly in the exhibition area with flying dinner and drinks?

✔ Connect with Leads via QR Code

Connect with someone spontaneously by scanning their QR code in the app or on their name badge for a follow-up meeting.

✔ Speed Networking

Join our on-site Speed Networking Sessions and meet new contacts every 2 minutes.

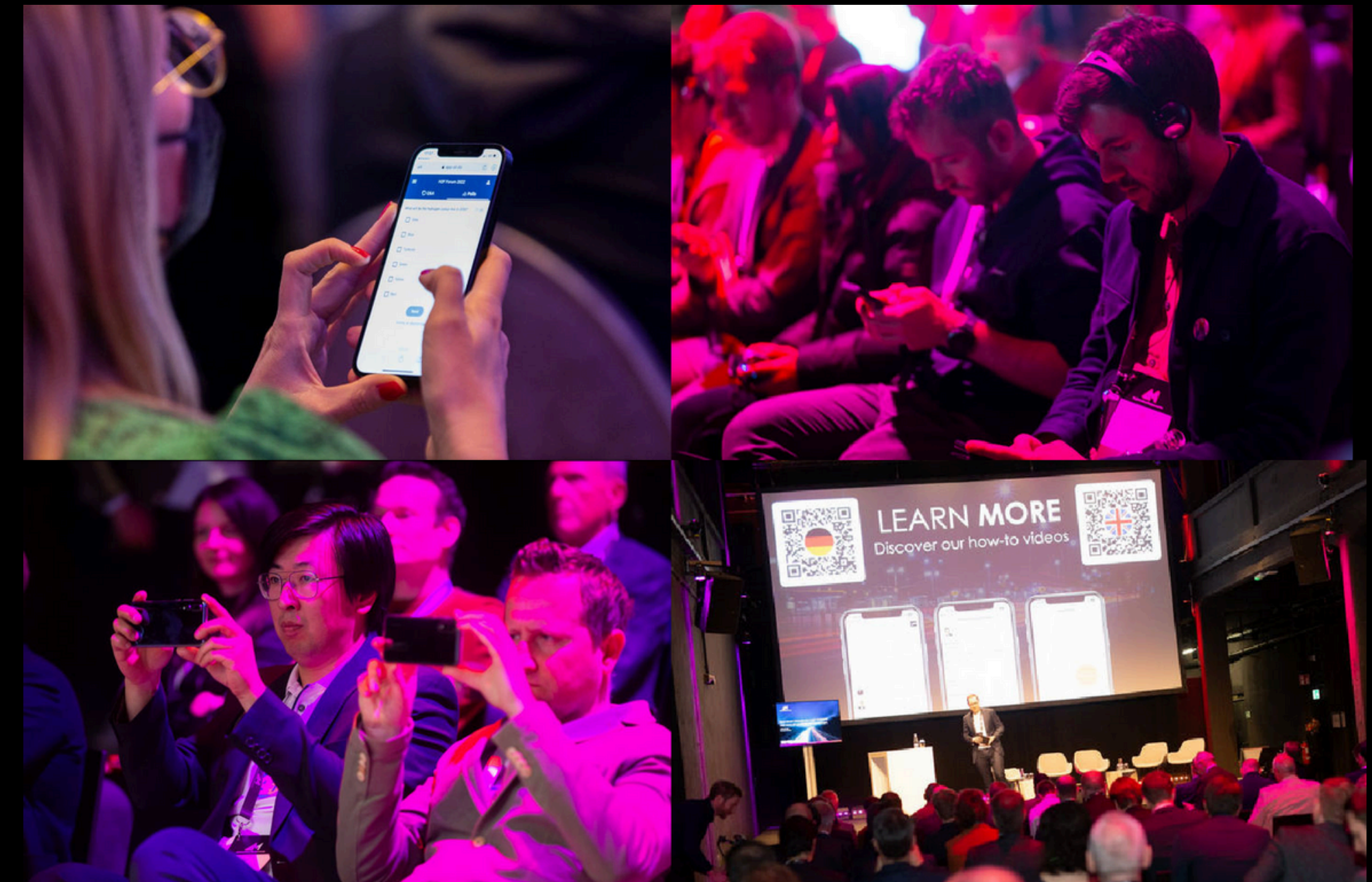


Virtual Conference Platform

In addition to the on-site event, we will set up a virtual conference platform. All participants (physical and virtual) as well as the speakers, exhibitors, and sponsors will get access to the platform. Attendees will be flagged as hybrid or virtual in the platform. The virtual conference platform opens for networking 7 days before the event.

The platform offers you the following features:

- ✓ Livestream of the conference program (main track) with live questions and polls
- ✓ Virtual exhibition and search for products
- ✓ AI based matchmaking
- ✓ B2B meeting requests (on-site or online)
- ✓ Start video calls directly from the platform
- ✓ Chats with other participants
- ✓ Speed networking sessions



Unlimited virtual tickets for exhibitors and sponsors

Virtual Exhibitor Package

Every virtual package includes the following features:



Virtual Exhibition Stand

All exhibitor packages include a virtual exhibition stand which presents your team, your products, a video, PDF documents, and a link to your website.



Your Products

Showing products is a particularly good way of presenting your company. You can create product presentations yourself and show them in a video.



Your Team

You can add virtual or physical team members to your company profile. Availability for video calls or on-site meetings can be set individually. The number of virtual attendees is unlimited.



Live Inbound Leads

Contacts who are interested in your company are displayed on your team page. These 'Live Inbound Leads' include visitors to your virtual exhibition stand, people interested in your products or team, and if you have a speaking slot, visitors to your 'sponsored session'.

Lead Export



Once you connected with a lead, you can export the data during or after the conference. Depending on the setting the participants chose, you will receive their name, company name, phone number, and email address. That gives you excellent chances to connect.

Matchmaking | B2B Meetings



The AI-supported software analyses all participants and constantly recommends interesting leads. Additionally, you can screen the participant list, using the filters in the platform, and schedule B2B meetings on-site at your booth or virtually.

About IPM

We keep you connected IPM AG has been initiating and organizing premium conferences in cooperation with the procurement boards of Airbus, Deutsche Bahn, and Volkswagen among others, for 18 years. The premium value of our 9 business conferences is reflected in the program and high-quality contributions from first-class speakers, innovative formats with strong participant engagement, as well as a high density of top managers. Thanks to our superior virtual conference platform, physical and virtual participation is seamless. Participants can meet face-to-face as well as virtually. Our mission: Through innovative conferences, we provide our clients with access to ideas, dialogue partners, and products that broaden their horizons and thus improve their business operations.

Conferences



Additive Manufacturing Forum



Automotive Masterminds



Aviation Forum



Construction Equipment Forum



Future Battery Forum



H2 Forum



NextTruck



Railway Forum Berlin



Vertriebsmanagementkongress

[Click on icons to learn more](#)

Individual registration

I hereby place a binding order under the conditions listed below:

Name of the booked package (see p.3-5)

Last name

First name

Function

Company

E-Mail

Phone number

Billing address

optional: PO number / booking number

further remarks:

Date

Signature



Your Contact



**Patrick
Purwin**
Sales Manager



+49 151 23200 972



p.p@ipm.ag



Patrick at LinkedIn



<https://www.automasterminds.de/>

IPM AG

Institute for Production Management | Schiffgraben 42, 30175 Hannover, Germany | www.ipm.ag