



DESIGN4PRODUCTION

IN COOPERATION:



AUTOMOBIL
PRODUKTION



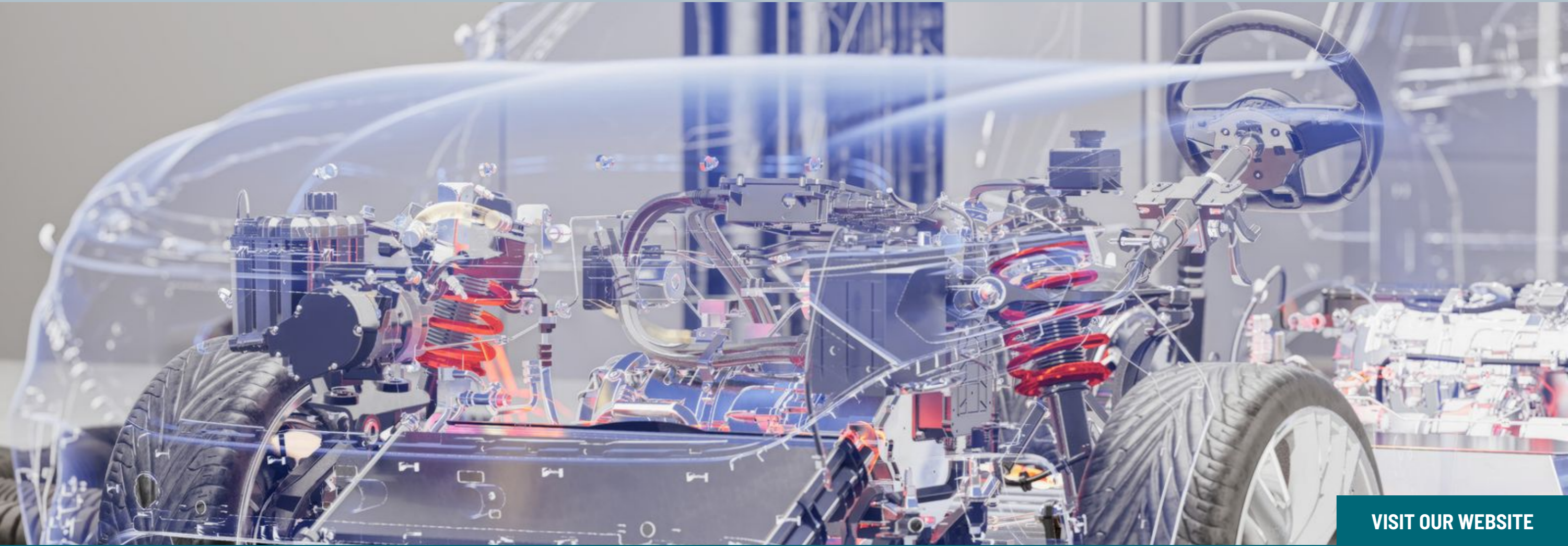
car design news

Design 4 Production Sponsor Prospectus 2024

15 May, 2024 | SZ Tower, Munich, Germany

www.design-4-production.com

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Conference Overview

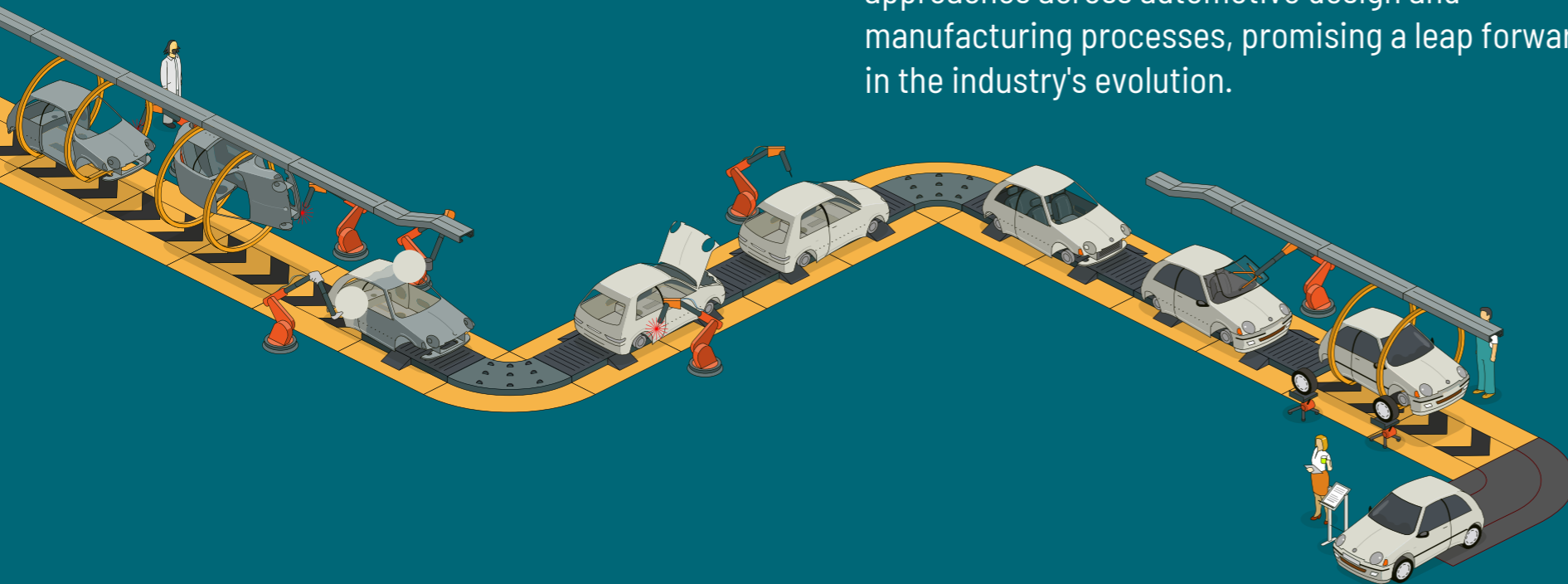
From silos to collaboration in design, R&D and manufacturing

Design 4 Production (D4P), taking place on May 15, 2024, will be a pivotal event in the automotive industry, encouraging cross-functional collaboration in innovation, efficiency and speed to market in vehicle design, development and production. It will feature senior leaders and experts from design studios, R&D and manufacturing engineering, and showcase vital partnership with suppliers.

The conference's mission will be to help break down silos in design, engineering, and production across the value chain. Leaders and experts will share insights on fostering efficiency without compromising quality, exploring strategies that bridge the gap between conceptualisation and implementation, including for new materials, electrification and circular processes across product lifecycles. The sessions promise to unravel innovative approaches across automotive design and manufacturing processes, promising a leap forward in the industry's evolution.

Moving beyond traditional models, DP4 will shed light on co-creative collaboration, including integrating critical suppliers and technology experts early in product development, through to production. Attendees can expect a deep dive into the dynamics of agile design-for-manufacture strategies and the seamless integration of cutting-edge technology. The exploration of collaborative methodologies will provide a roadmap for industry professionals seeking to enhance their efficiency, reduce development cycles, and stay at the forefront of technological innovation. This conference is a unique opportunity for participants to gain valuable insights into the evolving landscape of automotive design to production.

Beyond the informative sessions, the conference will provide a platform for networking with industry professionals. Join us for a day of sharing knowledge, exploration, and networking at Design 4 Production.



Content Pillars

The key topic areas for the conference

STRATEGY

In a dynamic landscape, automotive manufacturers must adapt to technological shifts by fostering collaboration and breaking silos. Strategies involve streamlining engineering through design for manufacture (DFM) and design for assembly (DFA), emphasizing connectivity for the rapid scale-up of innovative designs. Discussions and workshops will explore insights into development cycles, new technology and challenges with DFM and DFA principles.

CIRCULARITY and INNOVATION

Explore how the automotive industry combines circularity, sustainability and innovation from product development through to production and vehicle lifecycles. Examine sustainable materials, recycling challenges, and ground-breaking technologies like 3D printing. Understand the role of suppliers and technology providers in supporting shorter development cycles and improving circularity. Discussions look at where sustainability seamlessly intertwines with innovation in automotive design and production.

CO-CREATIVE COLLABORATION

Discover strategies for seamless collaboration in automotive design, quality, and manufacturing. Learn about evolving relationships between internal and external design studios, engineering teams, and agile innovation processes. Explore insights on tools, processes, and best practices for comprehensive views across teams and suppliers. Topics include agile innovation, successful OEM-supplier collaborations, and the impact of advanced simulation and virtual technologies such as digital twins and AR/VR.

NEXT-GEN VEHICLES

Explore the future of next-gen vehicles, focusing on advancements in EV battery and pack design, strategic team alignment, and opportunities in vehicle architectures. Dive into decisions shaping battery design, emphasising total battery and chassis integration and the digital evolution of vehicles. Uncover the interplay between battery advancements and digital integration, shaping a tech-driven automotive landscape.

Who will you meet

Job function and titles



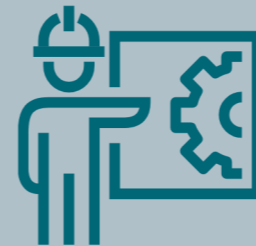
Automotive Manufacturing
Manufacturing Engineering,
Plant Leadership



Automotive Parts Manufacturers
Tier 1, 2 and other suppliers



Automotive Design
Interior - CMF; Exterior - Styling,
Design Engineering



Engineering
R&D, Product Development



Purchasing and Procurement

Marketing and Promotion

How we secure delegates for the conference

Email marketing



Newsletter



Digital advertising



Social media (paid and unpaid)



Delegate sales



Event website



Sponsorship

Deliverables and Pricing

Sponsorship of Design 4 Production includes branding pre, during and post conference, the opportunity to join a panel, present a case study or host a workshop.

The exhibition area includes a 3x2m booth and each sponsorship package consists of a set number of tickets for staff with the option to buy more at a discount.

To elevate your sponsorship we offer anything from a branded coffee barista, to a VIP roundtable or to host a drinks reception, amongst many others.

To extend the sponsorship we can also work with you on custom content ie whitepapers and e-books, livestreams (webinars), digital advertising and bespoke email campaigns.



Your Participation as a **Platinum Partner**

(Only 2 available)

- Opportunity to join the conference programme (Workshop – 30 mins)
- 300-word company profile on conference website
- 3x2m exhibition booth
- Logo on all marketing collateral (website, email and social media)
- Logo on onsite branding including main stage
- 4 passes to attend plus speaker
- 15% discount on additional passes
- Delegate contact details sent post conference (name, job title, company, email address)
- Post conference marketing report



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Highlights for a **Platinum Partner**

- **30 min workshop on the main stage in the afternoon**
- **Partner stand in the networking area**
- **4 Tickets for staff**

Investment

€30,000

plus VAT, where applicable

Your Participation as a **Gold Partner**

(Only 4 available)

- Opportunity to join the conference programme (case study presentation – 20 mins)
- 150-word company profile on conference website
- 3x2m exhibition booth
- Logo on all marketing collateral (website, email and social media)
- Logo on onsite branding including main stage
- 3 passes to attend plus speaker
- 10% discount on additional passes
- Delegate contact details sent post conference (name, job title, company, email address)
- Post conference marketing report



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Highlights for a **Gold Partner**

- **20 min speaker slot (case study) on the main stage**
- **Partner stand in the networking area**
- **3 Tickets for staff**

Investment
€23,000

plus VAT, where applicable

Your Participation as a **Silver Partner**

- Opportunity to join the conference programme (panel discussion)
- 50-word company profile on conference website
- 3x2m exhibition booth
- Logo on all marketing collateral (website, email and social media)
- Logo on onsite branding including main stage
- 2 passes to attend plus speaker
- 10% discount on additional passes
- Delegate contact details sent post conference (name, job title, company, email address)
- Post conference marketing report



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Highlights for a **Silver Partner**

- **Join a 30 min panel discussion on the main stage**
- **Partner stand in the networking area**
- **2 Tickets for staff**

Investment

€16,000

plus VAT, where applicable

Your Participation as a **Bronze Partner**

- 50-word company profile on conference website
- 3x2m exhibition booth
- Logo on all marketing collateral (website, email and social media)
- Logo on onsite branding including main stage
- 2 passes to attend
- 5% discount on additional passes
- Delegate contact details sent post conference (name, job title, company, email address)
- Post conference marketing report



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Highlights for a **Bronze Partner**

- **Partner stand in the networking area**
- **2 Tickets for staff**

Investment

€9,000

plus VAT, where applicable

Elevate your Sponsorship

How to stand out from the crowd and extend your sponsorship

Elevate your sponsorship	€
Drinks Reception (Gold and Platinum only)	€12,000
VIP Roundtable 10-12 VIPs and Speakers (Gold and Platinum only)	€12,000
Red Sofa Sponsor (Gold and platinum only)	€10,000
Lunch Sponsor	€8,000
Coffee Barista Sponsor	€8,000
Lanyard Sponsor (sponsor to provide)	€4,000
Hydration Sponsor (sponsor to provide)	€4,000
Notebook and Pens (sponsor to provide)	€2,500
Seat Drop	€2,500

About Us

The 3 brands behind Design 4 Production



Car Design News

Car Design News (CDN) is the leading resource for car design professionals globally. Reaching 26,000+ highly engaged decision makers, influencers, and innovators from OEM's, Tier Suppliers and Start-Ups. CDN's vision to future proof the design industry extends to coverage of the leading design schools degree shows, identifying the superstars of the next generation.



Automotive Manufacturing Solutions

More than 43,000 vehicle manufacturers, parts manufacturers and solution providers (active database) rely on Automotive Manufacturing Solutions (AMS) to keep them up to date with current and future developments, strategies, and challenges.

AUTOMOBIL PRODUKTION

Automobil Produktion

Production, logistics and purchasing – Automobil Produktion reports on the intelligent, flexible and sustainable manufacturing of the future.

Automobil Produktion reaches 55,000 unique users per month and 16,000 users are registered to receive the newsletter.

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