

# FORUM AUTOMOTIVE LOGISTICS 2025

## Partner/Sponsoring Possibilities

[www.forum-automobillogistik.de/en](http://www.forum-automobillogistik.de/en)

# Your value added as a co-partner of the "FAL"

VDA

German Association  
of the Automotive Industry

BVL<sup>7</sup>

This is where industry experts and managers discuss the topics of today and the future!

Present yourself at THE hotspot for innovations, solutions and best practices and take advantage of the wide reach of BVL and VDA!

Meet the key players in automotive logistics and production!

Around 500 participants 50 +  
speakers

in 2024

47  
Exhibitors

100%  
Booked exhibition  
space

14  
event partners



in 2024

57%

of all participants represent OEMs,  
suppliers and automotive logistics companies

43%

e.g. from science and research,  
software/IT, intralogistics, logistics real estate,  
consulting

## Conference-Partnership

- #maximum visibility, only 1 company
- Keynote (20 min. incl. Q&A) in the opening sequence or evening event
- Content contribution in BVL magazine / VDA publication
- Meet & Greet with the VDA President and the BVL Executive Board
- First point of contact as part of the exhibitor/sponsor tour with VDA President and BVL Board of Management
- 1 slot break advertising
- Part of the FAL program
- "On-demand" retrieval of the contribution in the media library
- Social media (BVL/VDA) - extra post
- BVL/VDA media
- FAL-APP
- Highlighted visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- BVL podcast episode with podcast host Boris Felgendreher
- Largest available exhibition stand (6x2m, incl. two bistro tables, four bar stools)
- 7 participant tickets in total

**Price: 50.000 EUR (net)**



## PLATIN

- Keynote (20 min. incl. Q&A) in the opening sequence on the 1st day of the forum
- Part of the program
- Contact point as part of the exhibitor/sponsor tour with VDA President and BVL Board Member
- „On-demand“ retrieval of the contribution in the media library
- Social media (BVL/VDA)
- BVL/VDA media FAL-APP
- Highlighted visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- BVL podcast episode with podcast host Boris Felgendreher
- Standard stand (2.00 x 3.00 m, bistro table, two bar stools)
- 5 participant tickets in total

Preis: 22.500 EUR (netto)

## GOLD

- Co-host of a specialized session (incl. opening presentation, max. 15 min. incl. Q&A)
- Part of the program
- Contact point as part of the exhibitor/sponsor tour with VDA President and BVL Board Member
- „On-demand“ retrieval of the contribution in the media library
- Social media (BVL/VDA)BVL/VDA media
- FAL-APP
- Highlighted visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- Small stand (2.00 x 2.00 m, bistro table, one bar stool)
- 3 participant tickets incl.

Preis: 13.900 EUR (netto)

## Content-to-Go@FAL

- max. 7 companies
- Own stage on the "Open Stage" in the exhibition area (short presentation max. 15 min. incl. Q&A), in the coffee and lunch breaks (day 1), or in the coffee break (day 2). Allocation by the organizers.
- "On-demand" retrieval of the contribution in the media library
- Social media (BVL/VDA)
- BVL/VDA media, FAL-APP
- Visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- incl. 1 speaker ticket (full forum ticket)
- Moderation by organizer

**3.800 EUR (net)**

## Masterclass@FAL

- max. 2 companies
- Present the operational excellence of your company in your own masterclass
- 45 minutes Masterclass in the conference room for exclusive use
- Available on the 1st Forum day (afternoon) and 2nd Forum day (morning). Allocation by the organizers)
- Own program item in the program booklet
- "On-demand" retrieval of the contribution in the media library
- Social media (BVL/VDA)
- BVL/VDA media, FAL-APP
- Visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- incl. 1 speaker ticket (full forum ticket)

**8.700 EUR (net)**

## Break advertising on the monitors

- Broadcast of your image/product film (max. 1.30 min. length)
- A total of 5 broadcasts on 3 monitors during the coffee and lunch breaks
- 1 x bookable per sponsor
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings

**2.900 EUR (net)**

## Your give-away on site

- Distribution of your give-aways on tables/counters in the event area (distribution by organizer)
- Production and delivery of the give-aways by the sponsor
- Release of the give-aways by the organizer
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- 1 participant ticket

**3.200 EUR (net)**

## „Farewell greeting powered by...“ (farewell gift) (max. 1 company)

- Small give-away or sweet greeting
- Handover to all participants by hostesses at the end of the 2nd Forum day - when leaving the event - no wastage, exclusive sponsoring
- The organizer bears the procurement and delivery costs.
- Creation in consultation with the sponsor
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- 1 participant ticket

**4.800 EUR (net)**

## SET THE PACE – XXL-Carrera-track

- Exclusive sponsoring of the venue with branding options on the boards and vehicles
- Up to six drivers in DTM cars can compete against each other
- Lane changes, refueling stops, pit lane...
- On-site race track support
- Guaranteed attention and highlighted visibility of the sponsor
- Logo presence in the digital program booklet, on the FAL website, on site and in BVL/VDA mailings, FAL APP
- On request: Your beach flag / roll-up on the area on site
- 1 participant ticket

**6.180 EUR (net)**



## Check In gift "Welcome to Dresden powered by..."(max. 1 company)

- Local specialty or brain food (nut mix in bag form) -> energy for the concentrated program
- Handover to all participants directly at the check-in counter - no wastage
- The organizer bears the procurement and delivery costs.
- Creation in consultation with the sponsor.
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- 1 participant ticket

4.800 EUR (net)



## Coffee Miniature "powered by..."(max. 1 company)

- The cuddly "coffee miniature" is coming back to the FAL!
- Italian coffee specialties from the "smart" coffee miniature
- Your beach flag, your roll-up next to the coffee miniature
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- 1 participant ticket

5.300 EUR (net)

RESERVED



## Conference-Bag (max. 1 Company)

- Cotton shopper (recycled cotton)
- Your logo and the FAL logo
- Handed out to all participants directly at the check-in counter - no wastage
- The organizer bears the procurement and delivery costs.
- Creation in consultation with the sponsor.
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- 1 participant ticket

4.800 EUR (net)



## Sustainability partner FAL 2025(max. 1 company)

- As a sustainability partner, you support us in making the FAL 2025 climate-neutral and compensating for (as yet) unavoidable CO2 emissions.
- Social Media (BVL/VDA)
- BVL/VDA media
- FAL-APP
- Highlighted logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- Sustainability aspects in Dresden: regional food and drinks, avoidance of printed products (on recycled paper if necessary), local partners and service providers
- 1 participant ticket

**5.000 EUR (net)**

## Advertisement in the digital program booklet

- 1/1 ad on 2nd cover page (19 cm x 26.8 cm), 4c
- The program booklet is available as a PDF on the event website and will be communicated in the newsletters
- BVL and VDA newsletters and in various mailings.
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- 1 participant ticket

**4.560 EUR (net)**

## Organization of pre-event / speaker evening(max. 1 company)

Organization of the pre-event / speakers evening, co-host, logo visibility in the program booklet on the FAL website, on site and in BVL/VDA mailings

**6.900 EUR (net)**

## Podcast-Episode/Webinar „Road to FAL“

- Recording of a podcast episode or webinar broadcast on the topic of "Automotive Logistics" (length of podcast episode: 45 minutes, reach: approx. 1,000 streams in the first six weeks/length of webinar max. 60 min. average of 100 participants)
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings

**4.500 EUR (netto)**

## LOGO partnership

- Logo presence in the program booklet, on the FAL website, on site and in BVL/VDA mailings, FAL APP
- On request: Your beach flag / roll-up on the area on site 1 participant ticket

**3.500 EUR (net)**



## Touch wall / reaction wall, branded

- FAL in Motion! Put your brand in the limelight
- Interactive reaction wall, branded with your logo, your message or your desired motif.
- Location in the trade exhibition or in the aisles
- Logo presence in the program booklet, on the FAL website, on site and in BVL/VDA mailings, FAL APP
- On request: Your beach flag / roll-up on the area on site
- 1 participant ticket

On request

## XXL table football, branded

- Soccer always works!
- Actively showcase your company, branded with your logo.
- Location in the trade exhibition or in the aisles
- Logo presence in the program booklet, on the FAL website, on site and in BVL/VDA mailings, FAL APP
- On request: Your beach flag / roll-up on the area on site
- 1 participant ticket

On request

## Photo column, branded

- When it "clicks"!
- Your photo column attracts attention
- everything brandable
- With support
- Location in the trade exhibition or in the aisles
- Can be printed out on site
- with green screen, up to three different, freely designable backgrounds are possible
- All images are also available digitally after the event
- Social media and web connection
- Logo presence in the program booklet, on the FAL website, on site and in BVL/VDA mailings, FAL APP
- On request: Your beach flag / roll-up on the area on site
- 1 participant ticket

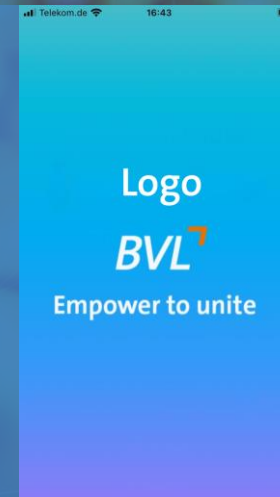
On request

## APP-SPONSORING 'Splash screen / Menu Bar' in the FAL-APP

Your sponsor logo on the 'splash screen': Each time the FAL event APP is opened, your logo is displayed for a few seconds on the loading screen and on the subsequent menu bar of the APP. In addition, we place your logo with high visibility on dedicated APP advertising spaces (banner carousel) so that you also experience high visibility while using the APP.

The exclusive placement of your logo ensures high visibility throughout the entire FAL. The FAL APP is available approximately one week before and up to one week after the event. A link to click on is not possible. Graphics in coordination with BVL.

Price € 4.500, - net





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Take advantage of our many opportunities to present your company at the Automotive Logistics Forum 2025. Contact us directly if you are interested or have any questions.

Would you like to draw attention to yourself with an individual format? We look forward to hearing your ideas and will be happy to develop a suitable concept together with you.



**Be Part of it!**