



SPONSORSHIP MANUAL

16th AUTOSAR Open Conference

Date: 27th - 28th May 2025

Where: Bruges, Belgium



About the Conference

[16th AOC Updates](#)

[Call for Papers](#)

[Ticketing \(available in November\)](#)

[Agenda \(available in November\)](#)

Main Topics

“AUTOSAR solutions for SDV challenges”

AUTOSAR’s interface with other Software Technologies

AUTOSAR Systems connected to the Cloud

Safety and Security in SDV applications

AUTOSAR Deployment with DevOps

Important Dates

May 26th, 2025 - 08:00-18:00: Booth set-up

May 26th, 2025 - 20:00-22:00: Get together (AOC Warm-Up)

May 27th-28th, 2025: Exhibition/Conference

28th of May until 22:00: Booth dismantling



Sponsorship Opportunities

AUTOSAR

Tier	Price	Booth Space	Benefits
PLATINUM	16.000€	30m ²	• Logo placed on the sponsor banner, website • Recognition on the ticketing page • Visibility in newsletter publication (Q1 + Q2) • Conference/Exhibition tickets [4x] • Logo placed on the conference screen in the breaks • 20 second pitch during the welcome note • Announcement as sponsor on LinkedIn • Space for your A5 promotional tabletop displays during lunch/coffee station
GOLD	12.000€	25m ²	• Logo placed on the sponsor banner, website • Visibility in newsletter publication (Q1 + Q2) • Recognition on the ticketing page • Conference/Exhibition tickets [3x] • 20 second pitch during the welcome note • Announcement as sponsor on LinkedIn
SILVER	9.000€	20m ²	• Logo placed on the sponsor banner, website • Conference/Exhibition tickets [2x] • 20 second pitch during the welcome note • Announcement as sponsor on LinkedIn
BRONZE	5.000€	15m ²	• Logo placed on the sponsor banner, website • Conference/Exhibition tickets [1x] • 20 second pitch during the welcome note

www.autosar.org

Note: This price covers the costs of the exhibition space according to the sponsorship package and the benefits mentioned on the picture above.

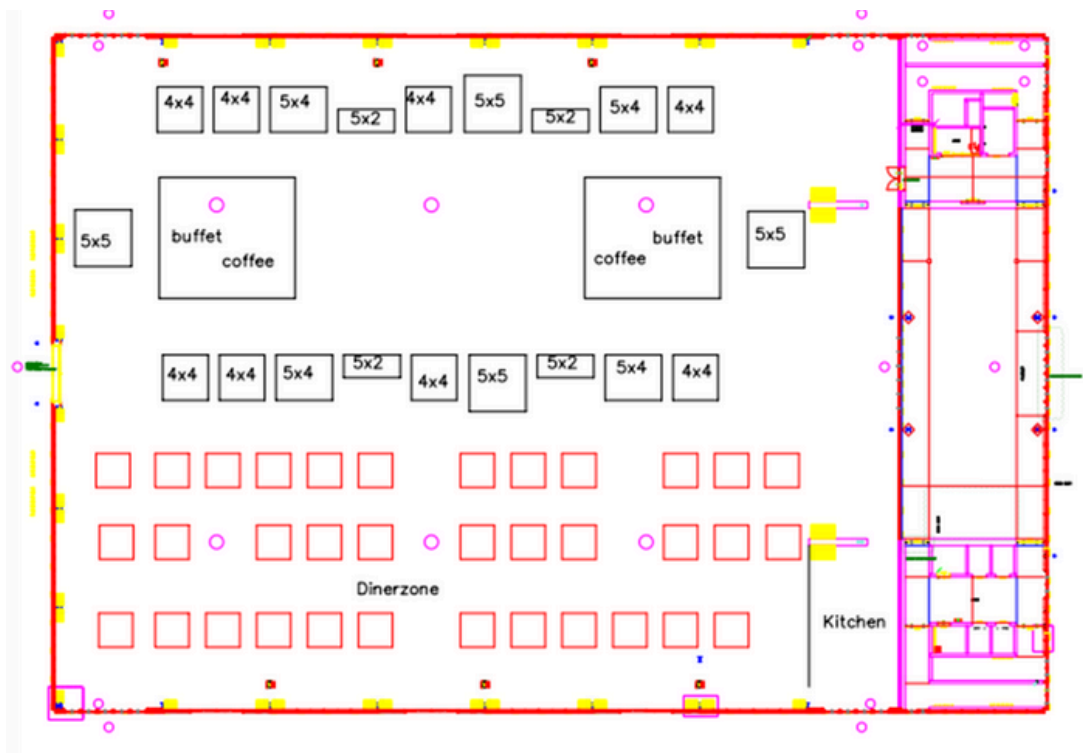
We are confident that this collaboration will bring value to both your company and the AUTOSAR initiative. We look forward to showcasing at the 16th AOC in Belgium and collectively shaping the future of the automotive industry.

If you have questions on sponsorship package, please contact comm.support@autosar.org



Exhibition Floor Plan

Final floor plan will be finalized in April, 2025.



Exhibitors Hub

We have listened to your feedback from the 15th AOC and are committed to enhancing our communication channels.

To keep you consistently informed about updates related to the Exhibition, ensure timely submission of required information, and avoid any questions getting lost in emails, we are excited to introduce the Exhibitor Hub on the Cvent platform.

After we receive your application form, you will be sent an invitation email to register on the platform. Once registered, you will gain access to tasks, information, floor plans, etc.



Professional on-site support for your booth

We are pleased to announce our partnership with XPO.world in Belgium, offering you on-site professional support to maximize your experience at the 16th AOC Exhibition.

You can conveniently order essential services, including furniture, equipment (such as power supplies and screens), and booth construction materials, through the dedicated XPO.world page for the 16th AOC.

Upon your first visit, you will be prompted to activate your account. Simply click [the link](#) containing your personal activation code. Once activated, you will gain full access to the [exhibitor shop](#)*.

For personalized assistance or to bring your creative ideas to life at the 16th AOC Exhibition, please contact Dirk Van Bouchout at XPO.world (dirk.van.bouchout@xpo.world). Be sure to include the event name and dates in your correspondence.

For inspiration, we encourage you to look at the provided references. Your creativity in showcasing your company's representation and its connection with AUTOSAR is highly encouraged. **Demonstrations of AUTOSAR implementation in your products and services are particularly welcome.**



*2 chairs and one table are already included in the price of all sponsorship packages



Additional Information - Bruges Meeting & Convention Centre

Address:

Sint-Maartensbilk 1, 8000 Brugge, Belgium

Accessibility:

By rail:

- 10 minutes on foot from Bruges Station
- Bruges Station has direct connections with Brussels Airport.
- All information, timetables and prices can be found on the [SNCB/NMBS](#) website. With the Thalys from Amsterdam, Paris or Cologne you can quickly reach Bruges via Brussels South.

On foot:

The BMCC is a 10-minute walk from the railway station and within walking and cycling distance of Bruges' hotels and tourist attractions.

By bicycle:

Bruges is a compact city, so you can easily cycle everywhere. The BMCC has a spacious underground bicycle parking facility.

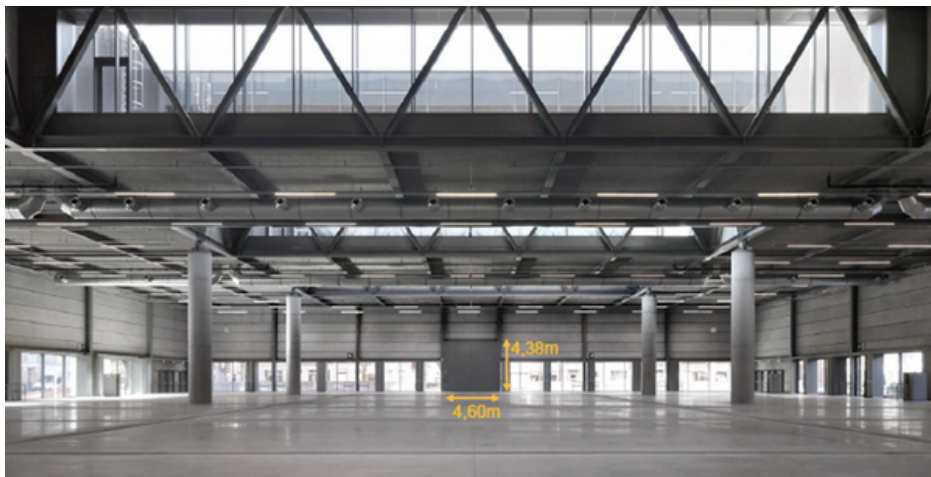




Additional Information - Bruges Meeting & Convention Centre

View exhibition hall from exhibition area.

One large entrance gate accessible via Maagdenstraat (36), 8000, Brugge



Entrance back gate exhibition hall.

Accessible via Maagdenstraat (36), 8000, Brugge





General Rules

- Without an explicit commitment from BMCC, nothing may be suspended or attached to ceilings, walls, support beams, light rails, sound rails, etc. If there is anything you want to attach, please inform Comm.Support in advance
- The technical construction happens under the supervision of a facility coordinator of BMCC, that will be onsite on the **26th of May**.
- Exits, passageways or emergency exits must be kept free in all circumstances. Electrical cabinets, fire extinguishing materials must always remain accessible.
- It is prohibited to nail, plaster or paint windows, doors, panels or walls. They shall not be provided with any adhesive.
- Cable ducts: A large number of cable ducts are available in the exhibition hall. All cables departing from the electrical boxes must be laid in the cable ducts. All cables need to lie in available cable trays. Cables that are lying unprotected on the floor, in the hallways, in passageways and emergency exits will be removed. The ducts can easily be opened. It is forbidden to throw liquids directly into the cable ducts.
- Deliveries: The venue can receive goods (maximum 1 week before the event) via courier services without carrying the responsibility.
- Waste management: During the construction and dismantling in the expo hall, sorted waste must be deposited in the waste containers. Wrapping paper, papers or any other packaging material must be removed daily.