3-5 February 2026
The Henry Hotel, Dearborn, MI

Future Mobility USA
An **Automotive World** event

Sponsorship Pack

Position your experts as thought leaders. Gain exposure for your brand. Generate demand.

400+ delegates
75+ speakers

Sponsorship
Opportunities

Headline Sponsor

$14,950	**$25,415**	**$31,395**
1 day	**2 days**	**3 days**

Logo in the most prominent position on the conference website, stage, and all promotional materials, ensuring maximum visibility and recognition

Exhibit space (3m x 1.8m / 10ft x 6ft) in the conference networking area

Executive speaking opportunity on a panel of your choice

30-minute tech talk speaking opportunity

Exclusive sponsorship of the delegate lanyards

Exclusive sponsorship of all networking breaks

Five delegate passes

Company profile in the conference brochure, including logo, company overview, and contact details

Full-page advert on the inside front cover of the conference brochure

Executive interview (minimum 1,000 words) created by our in-house editorial team and published in Electric Mobility Magazine and AutomotiveWorld.com

2026
Detroit

Sponsorship Opportunities

Sponsor

$9,950
1 day

$16,915
2 days

$20,895
3 days

Logo on the conference website, stage, and all promotional materials

Exhibit space (3m x 1.8m / 10ft x 6ft) in the conference networking area

Executive panel discussion or 30-minute tech talk speaking opportunity

Three delegate passes

Company profile in the conference brochure, including logo, company overview, and contact details

"
Highlights included **great speakers, a diverse audience** and a really nice venue!
"

Product Owner, BMW Technology Corporation

Sponsorship Opportunities

Exhibitor

$7,950
1 day

$13,515
2 days

$16,695
3 days

Logo on the conference website, stage, and all promotional materials

Exhibit space (3m x 1.8m / 10ft x 6ft) in the conference networking area

Company profile in the conference brochure, including logo, company overview, and contact details

"

The **keynotes, panel discussions, location and overall format** were all very good. Thank you!

"

Technical Market Analyst, Magna

Day 1: Agenda

8am	**Registration**
9am	**Panel: Accelerating electric vehicle adoption**

The global market for electric vehicles (EVs) has grown significantly in recent years, but demand is softening, leading automakers to reign back their product plans, investment strategies, and sales targets. To reignite the market and accelerate adoption, stakeholders must find a way to address the key barriers to entry while enhancing the appeal and accessibility of EVs.

- What are the main barriers to the widespread adoption of EVs?
- What technological advancements are required to accelerate the transition to EVs?
- How can stakeholders improve consumer awareness and education regarding the benefits of EVs?
- What role should governments play in expediting the transition to EVs?

9:45am	**Break**
10am	**Tech Talk**
10:30am	**Tech Talk**
11am	**Tech Talk**
11:30am	**Break**
11:45am	**Panel: Creating a better electric vehicle battery**

NMC lithium-ion batteries dominate the electric vehicle market, but high production costs and limited driving range leave plenty of room for innovation. Opportunities for improvement include optimizing existing batteries and developing new chemistries and compositions to unlock game-changing performance. With additional factors like superfast charging and ease of recycling to consider, the mobility sector faces a significant challenge.

- What are the main barriers to the widespread adoption of EVs?
- What technological advancements are required to accelerate the transition to EVs?
- How can stakeholders improve consumer awareness and education regarding the benefits of EVs?
- What role should governments play in expediting the transition to EVs?

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"

This conference taught me about the **pace of change** in the e-mobility sector.

"

Product Strategy Leader, Ford Motor Company

12:30pm	**Lunch**
1:30pm	**Tech Talk**
2pm	**Tech Talk**
2:30pm	**Tech Talk**
3pm	**Break**
3:15pm	**Panel: The future of electric vehicle charging**

The global market for electric vehicles is burgeoning, but to achieve mass adoption, stakeholders must overcome numerous challenges, including transforming the charging experience. Consumers are demanding faster, smarter, more convenient, and environmentally friendly EV charging, and it is up to the industry to deliver.

- How will increasing demand for EVs impact the development and rollout of charging infrastructure over the next decade and beyond?
- Which technological innovations are most likely to shape the future of EV charging?
- When can we expect these technologies to become widely available and affordable?
- What are the potential environmental and economic impacts of these advancements?

4pm	**Exhibits and networking**
5pm	**Close**

"

A diverse range of expert speakers discussed **many important topics** at the event.

"

Senior Battery Engineer, Mercedes-Benz

> "
> This conference is a **worthwhile learning and networking opportunity**. I'll be back next year.
> "
>
> Senior ADAS Development Engineer, Robert Bosch

Day 2: Agenda

8am   **Registration**

9am   **Panel: Meeting connectivity expectations with the software-defined vehicle**

Modern consumers have incredibly high expectations when it comes to vehicle connectivity. To capture value in this burgeoning market, mobility stakeholders must create a comprehensive connectivity offering that meets and even surpasses consumer requirements in multiple categories, including safety and security, comfort, infotainment, and personal assistance.

- What connectivity features do consumers want in the software-defined vehicle?
- How do connectivity requirements vary by powertrain type, region, and consumer demographics?
- What challenges do automakers face when developing a winning connectivity offering?
- How can automakers overcome these challenges to meet consumer requirements and maximize revenue?

9:45am   **Break**

10am   **Tech Talk**
10:30am   **Tech Talk**
11am   **Tech Talk**

11:30am   **Break**

11:45am   **Panel: Functional safety and the software-defined vehicle**

As vehicles increasingly rely on software for critical vehicle functions such as engine control and collision avoidance, ensuring their safe operation is essential amidst potential faults or errors. As a result, functional safety is playing a central role in the shift to software-defined vehicles (SDVs).

- What are the biggest challenges in implementing functional safety for complex software systems in SDVs?
- What tools, methodologies, and standards can engineers use to overcome these challenges?
- How can engineers balance the need for innovation and rapid development with the rigorous requirements of functional safety?
- How will the role of functional safety evolve as we move towards Level 5 autonomous driving?

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12:30pm	Lunch
1:30pm	Tech Talk
2pm	Tech Talk
2:30pm	Tech Talk
3pm	Break

3:15pm   **Panel: Zonal architectures for the software-defined vehicle**

Automotive E/E architectures have evolved from early generations based on decentralized models and single ECUs to today's zonal architectures, which are revolutionizing how a vehicle's systems are designed, integrated, and managed.

• How do zonal architectures impact the design, development, and functionality of SDVs?
• What are the main challenges to integrating zonal architectures into SDVs, and how can they be overcome?
• What are the potential cost and efficiency implications associated with developing and maintaining zonal architectures?
• ow will zonal architectures evolve over the next decade and beyond?

4pm	Exhibits and networking
5pm	Close

"

The **tech talks were excellent**, and the Q&A sessions worked well.

"

Engineer, Frounhater IESE

> " The autonomous mobility **topics covered at the event were highly relevant**. "

Investment Associate, Hyundai CRADLE

Day 3: Agenda

8am	**Registration**
9am	**Panel: A timeline for Level 5**

Over the past few years, stakeholders across the mobility ecosystem have pushed back their ambitious timelines for Level 5 autonomous vehicle (AV) development and deployment. While some companies, such as Elon Musk's Tesla, still believe a breakthrough is just around the corner, most now accept that mass deployment is more than a decade away.

- What is the likely adoption timeline for all levels of autonomous driving (L1-L5)?
- What are the main technological challenges to achieving Level 5, and what is the industry doing to overcome them?
- How must the regulatory landscape evolve to enable the widespread adoption of AVs?
- What are the potential regional differences in the adoption of AVs?

9:45am	**Break**
10am	**Tech Talk**
10:30am	**Tech Talk**
11am	**Tech Talk**
11:30am	**Break**
11:45am	**Panel: Delivering next-generation ADAS technologies**

The mobility sector has, in recent years, achieved rapid development in advanced driver assistance systems (ADAS), resulting in much wider adoption. This trend is on track to continue, with the North American ADAS market expected to more than double to around US$23bn by the end of this decade as automakers strive to deliver enhanced driving safety, comfort, and efficiency to their customers.

- What is the long-term vision for the role of ADAS in shaping the future of mobility?
- Which technological innovations are most likely to influence the future of ADAS?
- What are the main obstacles companies face in developing secure, dependable, and scalable next-generation ADAS functionality?
- Will ADAS adoption eventually become widespread across all regions and vehicle segments, and if so, what is the timeframe?

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12:30pm	**Lunch**
1:30pm	**Tech Talk**
2pm	**Tech Talk**
2:30pm	**Tech Talk**
3pm	**Break**
3:15pm	**Panel: Achieving sensor fusion for autonomous driving**

Sensor fusion techniques, which combine data from cameras, radars, Lidars, and ultrasonic sensors to help the vehicle perceive its surroundings and make decisions, will play a critical role in the evolution of autonomous vehicles. Our panel of experts discuss how they approach the complex task of achieving sensor fusion in the quest for Level 5 autonomous driving.

- What is sensor fusion, and what role does it play in enabling autonomous driving?
- What are the main challenges to achieving sensor fusion?, and how can they be overcome?
- How will sensor fusion evolve as we move towards Level 5 autonomous driving?
- How might sensor technology and artificial intelligence advancements impact the future of sensor fusion?

4pm	**Exhibits and networking**
5pm	**Close**

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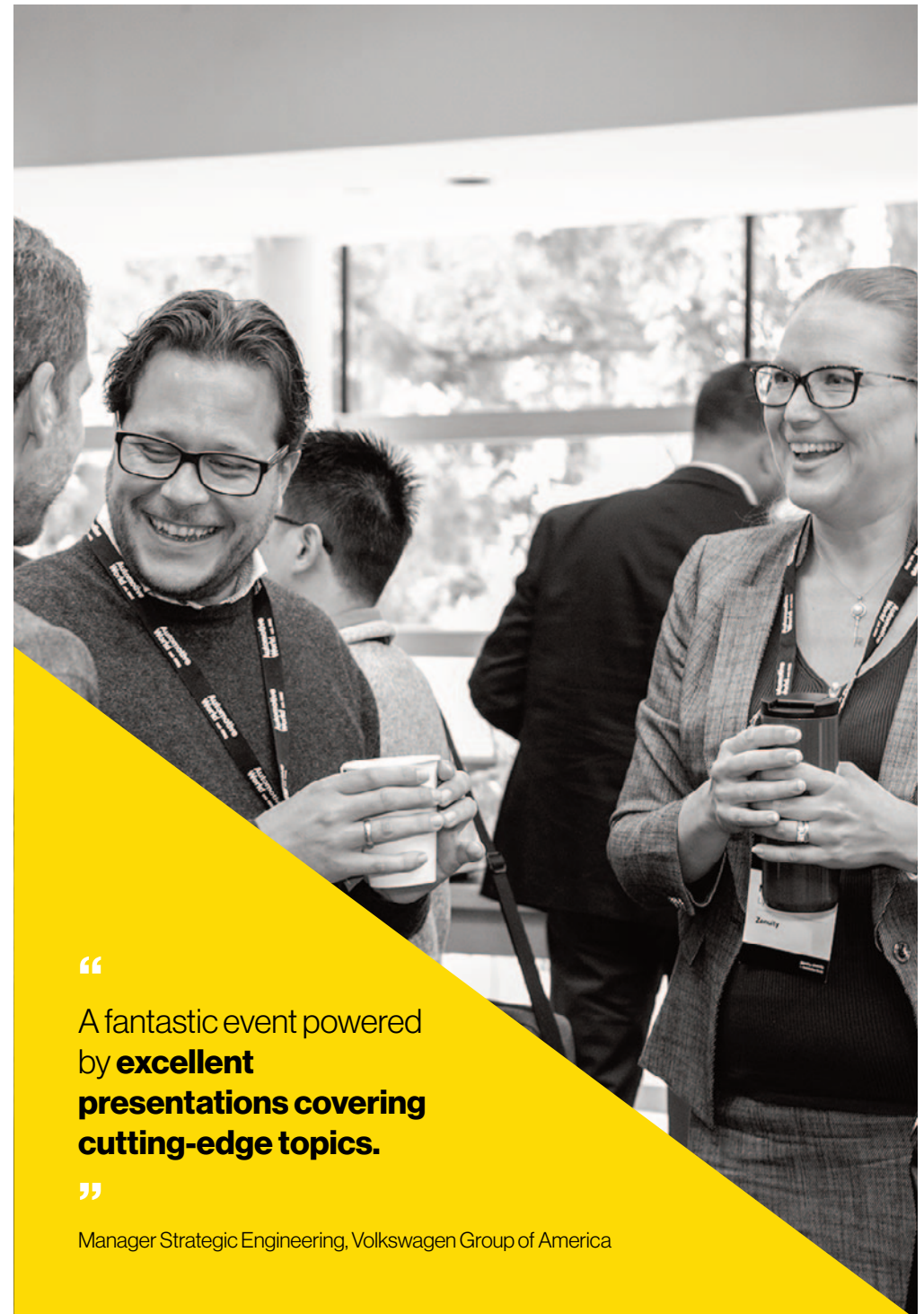
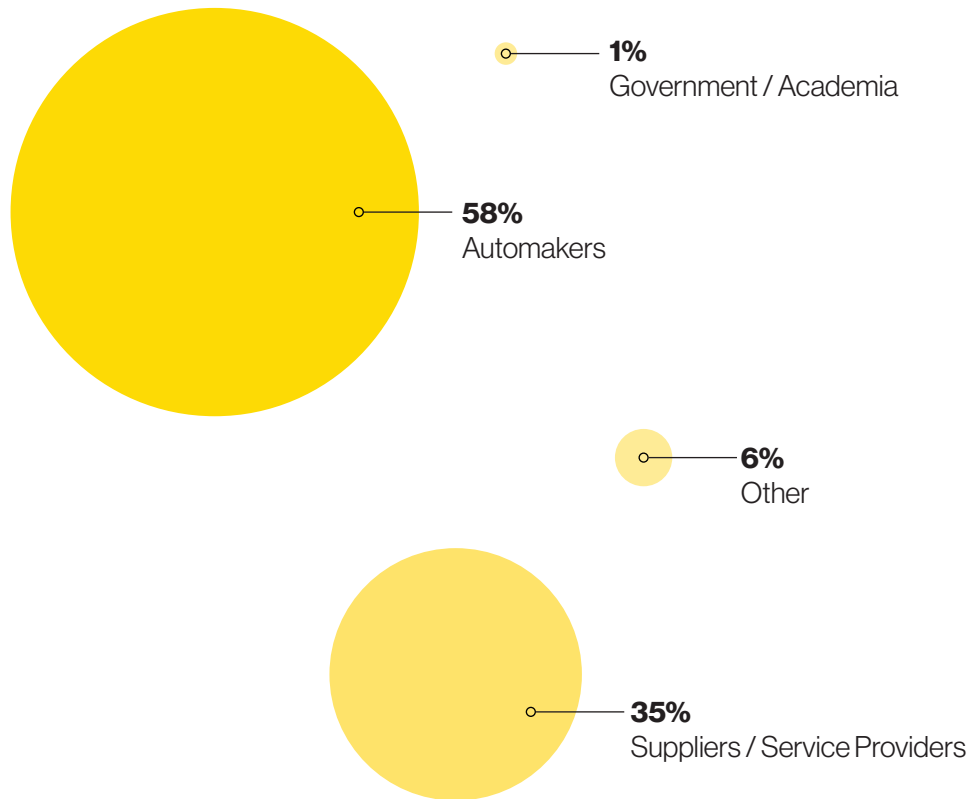A fantastic event powered by **excellent presentations covering cutting-edge topics.**

"

Manager Strategic Engineering, Volkswagen Group of America

Who attends?

Here's an overview of our delegates...

...by organization type

1%
Government / Academia

58%
Automakers

6%
Other

35%
Suppliers / Service Providers

"
The speakers came from diverse backgrounds and the **topics were relevant to my professional interests**.
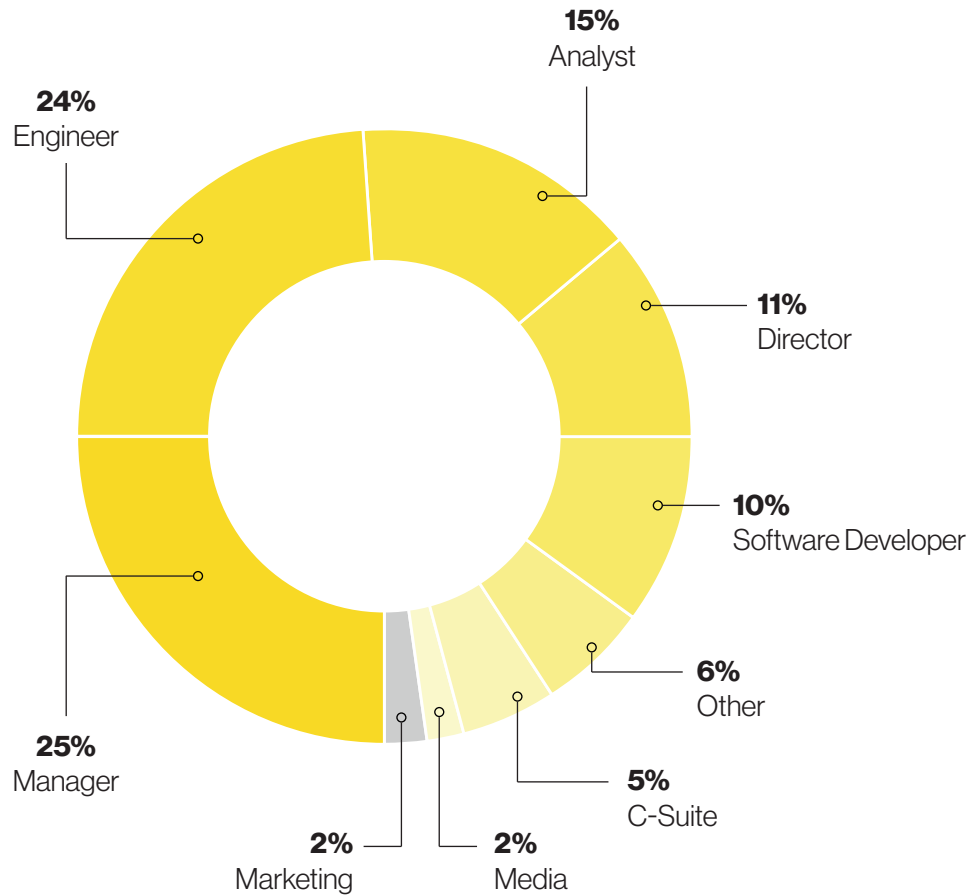"

Innovation Engineer, Stellantis

...by job function

24%
Engineer

15%
Analyst

11%
Director

10%
Software Developer

6%
Other

5%
C-Suite

2%
Media

2%
Marketing

25%
Manager

"

There was a **perfect mix of current and future SDV trends**. I recommend this event highly.

"

UX Design Researcher, Continental

...by company

Amazon	FEV	Mitsubishi Motors
Aptiv	Ford Motor Company	MSC Software
Argonne National Laboratory	Fujitsu Network Communications	Neusoft Automotive
AT&T	Garrett Advancing Motion	Nexar
Audi	General Motors	Nissan
Aurora Labs	Google	NXP Semiconductors
AVL	Great Wall Motor Company	PACCAR
BASF	Green Hills Software	Panasonic Automotive
BMW	Harman International	Parker
Boeing	HCL Technologies	Ricardo
BorgWarner	HELLA	Samsung
Bosch	HERE Technologies	Schaeffler AG
BP	Hitachi Automotive	Schneider Electric
Caterpillar	Honda	Siemens
Center for Automotive Research	HORIBA	Stellantis
Changan	Hyundai – Kia	Subaru
Continental	IAV	Sumitomo Corporation
Cummins	Infineon	TE Connectivity
DAF Trucks	INRIX	TomTom
Daimler Truck	Isuzu	Toyota
Denso	Jaguar Land Rover	Upstream
dlhBOWLES	Karamba Security	Valeo
Dow	Kaspersky Labs	Visteon
Drive System Design	KPIT	Vitesco Technologies
dSPACE	Luminar	Volkswagen
DURA Automotive	Magna	Volvo
Elektrobit	Mahindra	Volvo Cars
EMITECH Group	MAHLE	WABCO
ETAS	Mercedes-Benz	Waylens
Exa	Michelin	Webasto
ExxonMobil	Microchip	ZF

"
I really enjoyed the **mixture** of panel discussions, keynotes and **networking opportunities**.
"

Mobility Venture Investor, SAIC Capital

...by job title

|	
ADAS Algorithm Engineer	Data Scientist
ADAS Software Manager	DevOps Engineer
ADAS Validation Engineer	Director – Innovation & Technology
Advanced Technology Development Lead	Director Connected & Mobility Services
Advanced Research Senior Engineer	Director Of Engineering, Highly Automated Driving
Advanced Strategy and Rulemaking	Director, Co-Founder & Chief Innovation Officer
Automotive FAE	Director, Connectivity and HMI
Autonomous Product Owner	Director, NVH, Powertrain & Engineering
Autonomous Vehicle Service Engineer	Director, Technology Research
AV Business Integration	DUX Engineer
AV Product Integration Analyst	E-Powertrain & Simulation Science Senior Manager
AV Subsystem Validation	E-Powertrain Product Conformance Manager
Battery Development Engineer	Electrical Engineer
Battery Research Engineer	Electrochemical Energy Storage Principal Specialist
Battery Validation Engineer	eMobility Project Manager
BEV/HEV Service Commodity Manager	Engineering Designer of User Interaction
BFO Lidar	Engineering Manager, Innovation and Monetization
CAE Engineer	Enterprise Connectivity
CEO	EV Calibration and Analysis Supervisor
Chief Data Scientist	Experience Architect
Chief Engineer, ADAS Systems	FCG Engineer – Autonomous
Chief Operations Tech Officer	Feature Owner Navigation & Maps
Cockpit Electronics Validation Engineer	Forecasting Strategist
Connected Vehicle Carrier Planning	Founder & Chairman
Connected Vehicle Specialist	Functional Safety Engineer
Connectivity Research Supervisor	Global Head of Innovation – Connected Car
Corporate Solutions & Technical Strategy Lead	Global Wireless Anaylst
Cost Estimating	Hardware Engineer
CTO	Head of BESS & PtX
Customer Support Engineering Manager	Head Of Engineering, ADAS
Cyber Security Engineer	Head of Segment E-Mobility and E-Drive

"

The keynote presentations provided **excellent takeaway value**.

"

Executive Engineer, Toyota Motor Engineering and Manufacturing North America

"
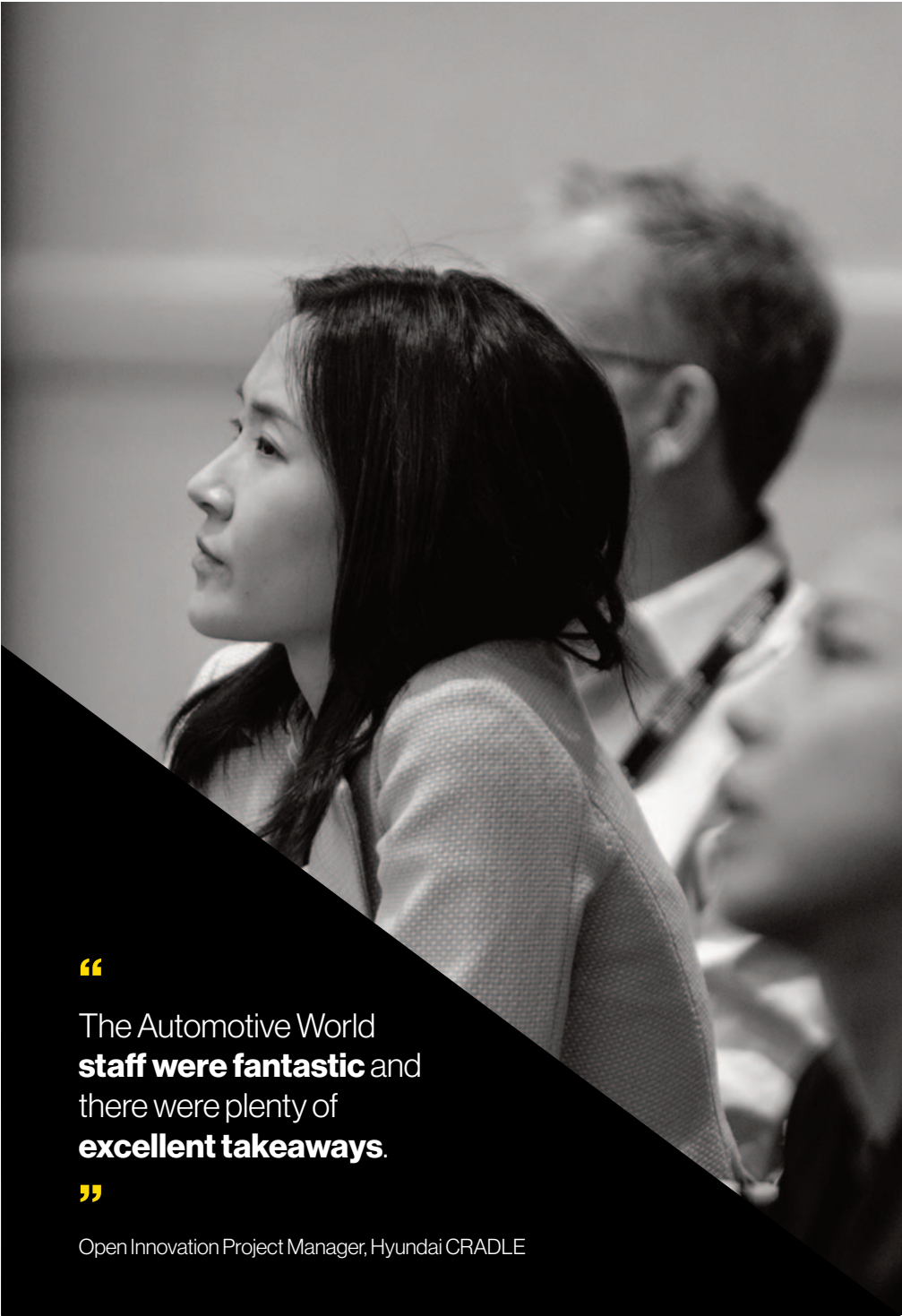
The Automotive World **staff were fantastic** and there were plenty of **excellent takeaways**.

"

Open Innovation Project Manager, Hyundai CRADLE

HMI Quality Engineer

HV Battery Project Engineering Lead

In Vehicle Security – Mobility

Infotainment Research Engineer

Innovation and Product Development Director, Automotive

Innovation Lead

Interaction Designer

Lead Design Engineer

Lead Operations Research Scientist

Lead Software Engineer

Machine Learning Scientist

Manager – Connectivity Planning & Strategy

Manager, Advanced Analytics / Data Science

Manager, Connected Vehicle Analytics

Manager, Vehicle Design & Technologies

Mechanical Design Engineer

Mobility Feature and Integration Supervisor

Mobility Product Owner – Connected Vehicle

Mobility Upstream Projects Manager

Network Innovation Lead

PM Charging Infrastructure

Powertrain NVH Engineer

President, Connected Car & Intelligent Transport Systems

Principal Engineer

Product Development Engineer

Product Owner – AI/ML Vehicle Routing Systems

Product Strategy AV Maps

Program Lead

Project Engineer

Purchasing Specialist

Quality Engineer

R&D Manager, Connected Infotainment

Research Engineer – Automated Driving Hil Simulation

Sales Engineer

Senior ADAS Development Engineer

Senior Analyst Autonomous

Senior Battery Engineer

Senior Director – Electrification

Senior Engineer – Core Telematics & V2X Product Development

Senior Engineer, Energy & Environment

Senior Engineer, Powertrain Systems Architecture

Senior Engineering Manager

Senior Manager IT Logistics

Senior Project Manager Vehicle Integration

Senior Scientist

Senior SW Developer

Skill Team Leader – Systems Engineering

Software Modeling Engineer

Subsystem Validation Engineer

System Architect Mobile Machinery

System Integration Engineer

Team Leader, Hybrid Controls and E-mobility

Tech Fellow – Active Safety/Autonomous Validation

Technical Fellow

Technical Legislation Specialist

Technology Innovation Engineer

UI/UX Designer

UX Design Researcher

V2V Security Program Manager

Vehicle Cybersecurity Specialist

Vice President, Product Innovation

VP of IoT & Connected Services

VPO – Global Energy Integration

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Let's talk!

support@automotiveworld.com