

18th AOC: Sponsorship Opportunities

June 8-9, 2027
Munich, Germany

For more information, contact comm.support@autosar.org



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Why Sponsor AOC?

Position your company at the center of one of the automotive software industry’s most relevant gatherings. The 18th AUTOSAR Open Conference brings together the global AUTOSAR community, including OEMs, suppliers, semiconductor companies, software experts, tool providers, and decision-makers shaping the future of vehicle E/E and software architecture.

Sponsoring the 18th AOC gives your company the opportunity to showcase its expertise, strengthen brand visibility, and connect directly with a highly specialized audience working on the next generation of automotive software. From SDV and AIDV to CAPI, platform implementation, standardization, and cross-industry collaboration, the AOC creates a focused environment for meaningful exchange and long-term business relationships.

As a sponsor of the 18th AOC, you can:

- Present your company as an active contributor to the future of automotive software
- Connect with OEMs, Tier-1 suppliers, technology partners, and decision-makers
- Showcase your solutions, expertise, and innovation in the context of SDV, AIDV, and AUTOSAR implementation
- Build new relationships with companies working on scalable, reliable, and future-proof software architectures



AOC Locations

AUTOSAR is a worldwide development partnership and a globally established standard for automotive software and E/E architecture. With a network of 300+ partners, AUTOSAR connects leading companies and experts across the international automotive software ecosystem.

Reflecting this global role, the AUTOSAR Open Conference follows an international rotation across key automotive regions: Asia – North America – Europe. Each edition brings the AUTOSAR community closer to regional innovation hubs while strengthening worldwide exchange and collaboration.

After the 17th AOC in Shanghai, China, the conference returns to Europe: **the 18th AUTOSAR Open Conference will take place in Munich, Germany, on June 8-9, 2027.**



** The images of personas were generated using AI and provided for illustrative purposes only.*

AOC Attendee Personas



AUTOMOTIVE SOFTWARE STRATEGISTS

Senior representatives and decision-makers shaping software strategies, platform roadmaps, and future E/E architectures. They attend the AOC to understand how AUTOSAR supports the transition toward scalable, future-proof automotive software development.



SOFTWARE ARCHITECTS & PLATFORM LEADS

Experts responsible for designing, integrating, and maintaining complex automotive software platforms. They look for practical insights into AUTOSAR implementation, standardization, interoperability, and solutions that help manage growing software complexity.



ENGINEERS & DEVELOPERS

Technical specialists working directly with AUTOSAR standards, tools, middleware, and implementation topics. They attend the AOC to exchange hands-on knowledge, explore use cases, and follow the latest technical developments from the AUTOSAR ecosystem.



BUSINESS DEVELOPMENT & PARTNERSHIP LEADS

Professionals looking to identify new collaboration opportunities, strengthen industry relationships, and connect with OEMs, suppliers, software companies, semiconductor experts, and technology partners within the AUTOSAR community.



RESEARCHERS & INNOVATION EXPERTS

Academic, research, and innovation-focused participants following emerging trends in SDV, AIDV, E/E architecture, and automotive software. They bring new perspectives and help connect future technologies with industry application.



MEDIA & INDUSTRY OBSERVERS

Communication professionals, associations, and media representatives covering developments in automotive software and mobility. They help extend the visibility of AOC topics, innovations, and partner activities beyond the conference itself.

17th AOC Sponsors

Platinum Sponsors

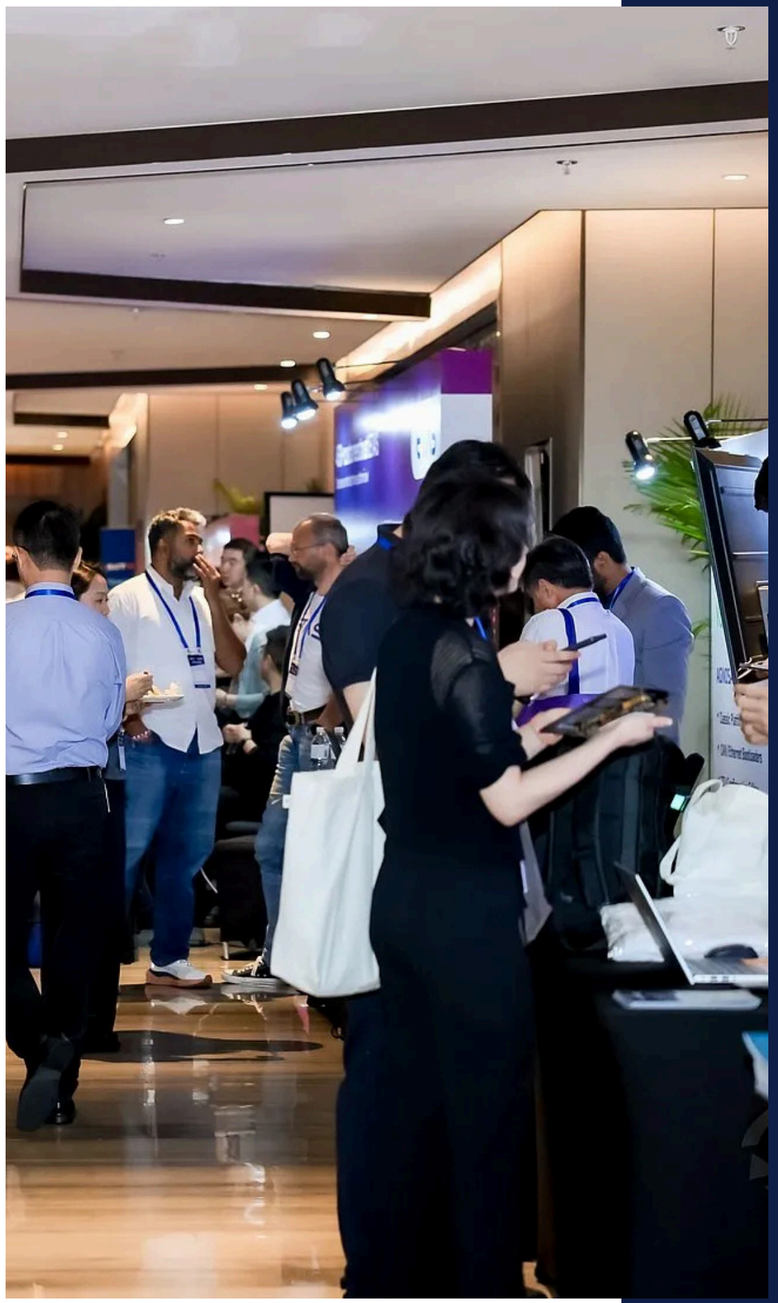
开源小满
EasyXMen

Gold Sponsors

ETAS
Hetion Software
VECTOR
avelabs
An Arrow Company
TASKING
EMPOWERING YOUR CODE, PULSE BY PULSE.
KOTEI
PopcornSAR
FUJITSU
Neusoft
REACH
SystemWeaver®

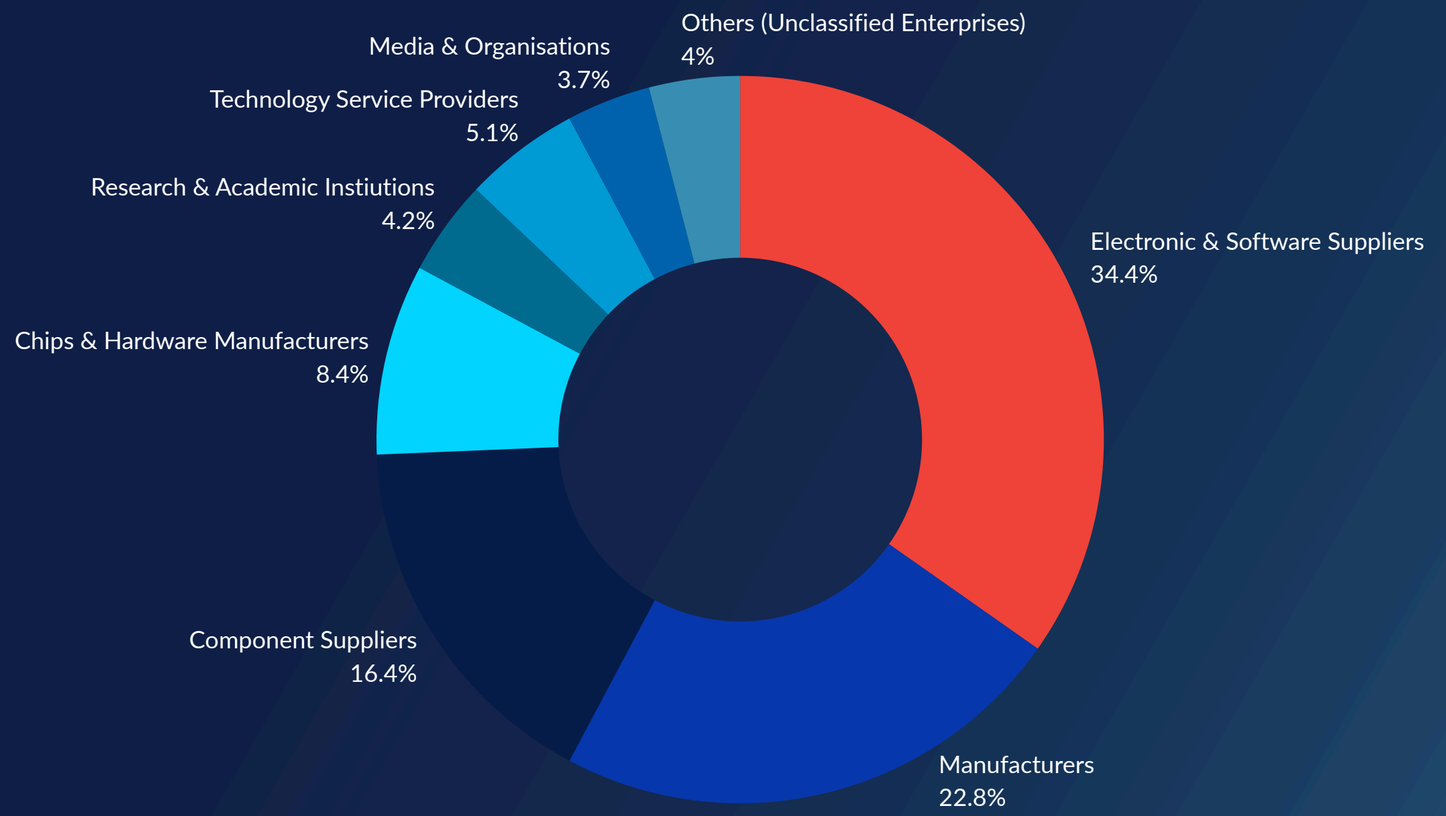
Silver Sponsors

AVIN SYSTEMS
GLIWA
LAUTERBACH
DEVELOPMENT TOOLS
MathWorks
AUMOVIO
CETC
普华基础软件
BTC
embedded systems
foxdot
Shifting Perspectives



17th AOC Attendee Breakdown

311 Attendees | Distribution of Partcipating Enterprises by Category



Sponsorship Opportunities

18th AOC: Platinum Sponsor | 15,000 EUR net excl. VAT

Market leadership & exclusive exposure

The Platinum Sponsorship is the highest visibility package for companies that want to position themselves as leading contributors to the AUTOSAR ecosystem. It offers premium brand presence before, during, and after the conference, combining on-site visibility, digital promotion, and exclusive communication opportunities.

Benefits

- On-site booth presence and **6 conference tickets**
- **1-minute sponsor pitch** during the conference
- Logo placement on sponsor banner, AUTOSAR website, ticketing page, and agenda
- Company profile on AUTOSAR website and ticketing page
- Logo on attendees' tickets in Apple and Google Wallet
- Exclusive sponsor announcement on LinkedIn
- Exclusive spotlight in the AUTOSAR **Newsletter Q1 & Q2**
- Logo placement on on-site information screens
- Logo placement on participants' badges
- **On-site interview by AUTOSAR Comm.Support**
- A5 promo tabletop signs at coffee and lunch areas



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Sponsorship Opportunities

18th AOC: Gold Sponsor | 12,000 EUR net excl. VAT

Generate qualified conversations

The Golden Sponsorship is designed for companies that want strong visibility and direct engagement with the AUTOSAR community. With booth presence, dedicated digital exposure, and multiple communication touchpoints, this package supports meaningful conversations with industry experts, partners, and decision-makers.

Benefits

- On-site booth presence and **4 conference tickets**
- Sponsor booth presence briefly mentioned by the moderator
- Logo placement on sponsor banner, AUTOSAR website, ticketing page, and agenda
- Logo on attendees' tickets in Apple and Google Wallet
- Exclusive sponsor announcement on LinkedIn

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Sponsorship Opportunities

18th AOC: Silver Sponsor | 8,000 EUR net excl. VAT

Networking & presence

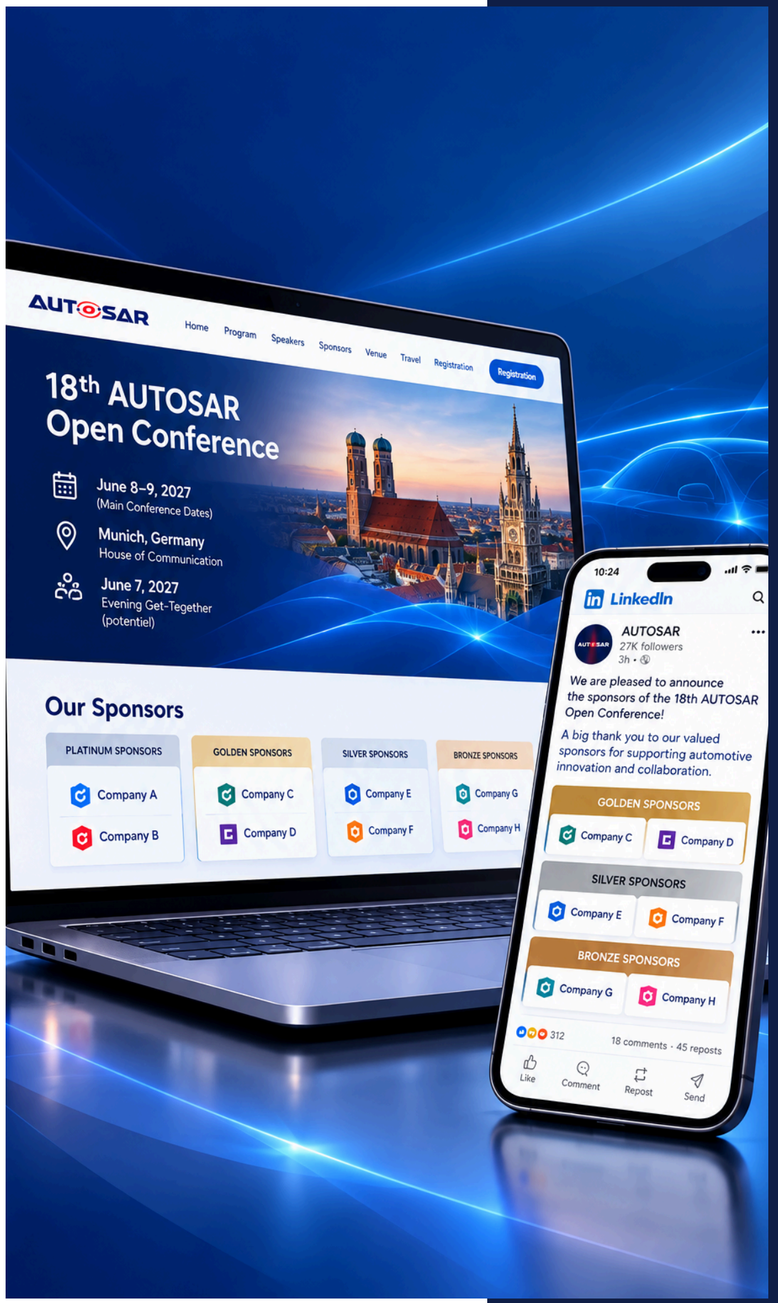
The Silver Sponsorship offers a strong opportunity for companies that want to be present on-site and connect with the AUTOSAR community throughout the conference. It provides booth visibility, conference access, and key brand exposure across the official AOC communication channels.

Benefits

- On-site booth presence and **3 conference tickets**
- Sponsor booth presence briefly mentioned by the moderator
- Logo placement on sponsor banner, AUTOSAR website, ticketing page, and agenda
- Group sponsor mention on LinkedIn



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Sponsorship Opportunities

18th AOC: Bronze Sponsor | 5,000 EUR net excl. VAT

Be visible.

The Bronze Sponsorship is an entry-level visibility package for companies that want to support the 18th AUTOSAR Open Conference and gain brand presence within the AUTOSAR community. It is ideal for organizations looking for a focused and accessible way to be represented at AOC.

Benefits

- Visibility-only package; booth space and conference tickets are not included
- Logo placement on sponsor banner, AUTOSAR website, ticketing page, and agenda
- Group sponsor mention on LinkedIn

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2027 Sponsorship Level Benefits

Benefits	Platinum	Gold	Silver	Bronze
Booth on-site	Size TBD	Size TBD	Size TBD	X
Conference tickets	6x	4x	3x	X
1-min sponsor pitch/mentioning by moderator	✓	X*	X*	X
Logo placement on sponsor banner, AUTOSAR website, ticketing page & agenda	✓	✓	✓	✓
Company profile on AUTOSAR website & ticketing page	✓	X	X	X
Logo on attendees' tickets (in Apple & Google Wallet)	✓	✓	X	X
Exclusive sponsor annoucement on LinkedIn	✓	✓	X	X
Group sponsor mention on LinkedIn	✓	✓	✓	✓
Exclusive spotlight in the AUTOSAR Newsletter (Q1 & Q2)	✓	X	X	X
Logo placement on on-site information screens	✓	X	X	X
Logo placement on the participants' badges	✓	X	X	X
On-site interview by AUTOSAR Comm.Support	✓	X	X	X
A5 promo tabletop signs at coffee & lunch areas	✓	X	X	X

**Sponsor Booth presence will be shortly mentioned by the moderator of the Conference instead.*

Sponsorship Opportunities

18th AOC: Evening Event Sponsor

First touchpoint. Lasting visibility

Become the sponsor of the informal Evening Get-Together preceding the 18th AUTOSAR Open Conference. This package offers focused visibility during the first networking moment of the event and creates an opportunity to connect with the AUTOSAR community in a relaxed setting before the main conference begins.

Add-on package for confirmed Platinum, Golden and Silver Sponsors 6,000 EUR net excl. VAT

Companies that are not confirmed as Platinum, Golden or Silver Sponsors, but are interested in this opportunity, are welcome to contact comm.support@autosar.org. We will be happy to discuss a suitable solution for your brand.

Benefits

Visibility *before* the Evening Event

- Logo placement on the AOC website within the Evening Get-Together section
- Sponsor mention in participant communications related to the Evening Get-Together
- Logo placement in the event agenda and event app
- Inclusion in a sponsor LinkedIn post, subject to the timing of the communication campaign



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Sponsorship Opportunities

18th AOC: Evening Event Sponsor

First touchpoint. Lasting visibility

Visibility *during* the Evening Event

- Naming rights: “Evening Get-Together supported by [Sponsor]”
- Logo visibility on entrance signage at the evening venue
- Logo placement on bar and welcome drink signage
- Branded A5 tabletop signage throughout the networking area
- One sponsor roll-up banner displayed at the evening venue
- Optional branded welcome drink or drink voucher
- Sponsor acknowledgement during the welcome remarks by an AUTOSAR representative

Sponsor Access

- **2 complimentary tickets** for the evening event

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Your Brand. The AUTOSAR Community. One Global Stage.

Sponsoring the 18th AOC is an opportunity to present your company, connect with a highly relevant expert audience, and support one of the key international platforms for automotive software collaboration.

Let us find the sponsorship package that fits your visibility goals.

Become a sponsor of the 18th AUTOSAR Open Conference.
Contact AUTOSAR Comm.Support today.