

FORUM AUTOMOTIVE LOGISTICS

Partner/Sponsoring Possibilities

4.+ 5. March 2026

Sponsored by Volkswagen Konzernlogistik in Wolfsburg

„Speed & Efficiency – Winning Tomorrow’s Competition“

www.forum-automobillogistik.de/en

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

VDA

Verband der
Automobilindustrie

BVL⁷

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

50 +
Partner

100%
Booked exhibition
space



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 Partner

- Keynote (15 min. incl. Q&A) in the opening sequence or evening event
- Content article in BVL magazine / VDA publication
- Meet & greet with the VDA President and the BVL Executive Board
- First point of contact during the exhibitor/sponsor tour with the VDA President and BVL Executive Board Board of Directors
- 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
- Webinar (availability only from 2026)
- Highlighted visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- Largest available exhibition stand in 6x2m, incl. two bistro tables, four bar stools
- Tickets included: 7

Price: EUR 45,000 (net) - only available once



3x Reserved

Platinum Partnership

- Keynote (15 min incl. Q&A) Opening sequence on the 1st or 2nd day of the forum Forum day
- Part of the program
- Contact point during the exhibitor/sponsor tour with VDA President and BVL Board Member "On-demand" access to the presentation in the media library
- Social media (BVL/VDA) BVL/VDA media
- FAL App
- Prominent visibility in the program booklet on the FAL website, on site and in BVL/VDA mailings 5 tickets included
- Standard stand (2.00 x 3.00 m, bistro table and two bar stools)

29,000 EUR (net) - 3x available

Gold Partnership

- Co-host of a specialist sequence incl. opening presentation max. 15 min incl. Q&A
- Q&A part of the program
- Contact point as part of the exhibitor/sponsor tour with VDA President and BVL Board Member "On-Demand" access to the presentation 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 and a bar stool)
- 3 tickets included

11.900 EUR (net) - 3x available

NEW

Content compact@FAL

- Short presentation (2x max. 10 min. incl. Q&A and moderation) on a topic e.g.: Transports; Intralogistics; Real Time Track & Trace; Automation
- NEW: in the regular FAL program, on the regular FAL stages (Parallel Stage 1 + Parallel Stage 2) (Day 1 and 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
- Moderation by organizer
- Incl. 1 speaker ticket

3.950 EUR (net) - 8x available

NEW

Connect Tables powered by

- The concept: The theme tables are moderated discussion rounds with a maximum of 8 participants who exchange ideas on a specialist topic in 30 minutes - personal, focused and at eye level.
- Become a partner of the Connect Table Area and brand the area with your BeachFlags/roll-ups.
- Direct dialog: Host role at a topic table (max. 8 people, 30 min.)
- Qualitative networking: Personal discussions at eye level
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- 1 participant ticket

4,990 EUR (net) - 1x available



SOLD

SET THE PACE - XXL Carrera track

- Exclusive sponsorship of the facility with branding options on the boards and on the cars
- Up to six drivers in DTM cars can compete against each other
- Lane changes, fuel stops, pit lane...
- On-site 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

7,500 EUR (net) - 1x available

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)- 2x available

“Farewell greeting powered by...” (farewell gift)

- Small give-away or sweet greeting
- Handed over 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) - 1x available

Lanyard

- High logo visibility: Each participant receives a lanyard to attach the participant ticket to
- Logo visibility on the entry ticket
- Lanyard must be printed and delivered at the sponsor's expense
- Prerequisite: Lanyard has 2 carabiners;
- Logo presence (on site and digital)
- Visibility in FAL-APP

4,800 EUR (net) - 1x available



Check-in gift “Welcome to Wolfsburg powered by...”

- Local speciality or brain food (nut mix in bag form) -> energy for the concentrated program
- 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) - 1x available



NEW

FAL-Lounge powered by

Turn your brand into a meeting point! Use our presence area for strong encounters and lasting impressions.

- Lounge area approx. 7x5 m - ideal for your individual staging
- Lounge furniture for relaxed conversations & FAL umbrella design included
- On request: your beach flag / roll-up on the area on site
- Monitor with stand for your free use
- Logo presence in the digital program booklet, on the FAL website, on site and in BVL/VDA mailings, FAL APP
- On request: branding panels to design your area
- 2 participant tickets

12,900 EUR (net) - 1x available



SOLD

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

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

6,900 EUR (net)

Advertisement in the digital program booklet

- 1/1 advertisement on 2nd cover page (19 cm x 26.8 cm), 4cThe program booklet is available as a PDF on the event website and is communicated in the BVL and VDA newsletters as well as in various mailings.
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings

4,560 EUR (net)

Webinar “Road to FAL”

- Conducting a webinar on the topic of “Automotive Logistics” (length 45-60 minutes, average 100 participants)
- Logo visibility in the program booklet, on the FAL website, on site and in BVL/VDA mailings
- availability only from 2026

5,000 EUR (net)

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 site1 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

Co-Create!

Your brand, your campaign - made to measure

Fancy something out of the ordinary? Showcase your ideas creatively - we make (almost) anything possible!

- Individual formats & special ideas Photo campaign as an eye-catcher and souvenir
- Sustainability partner - show your attitude with added value
- Conference bag - your brand to go
- Ball pit - playfully attract attention and much more.

We look forward to your suggestions!

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

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 splash screen and on the subsequent menu bar of the APP.

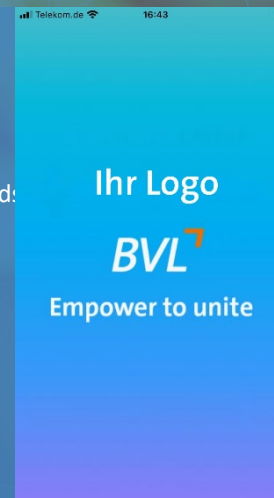
In addition, we place your logo with high visibility on dedicated APP advertising spaces (banner carousel) so that you also experience high visibility while using the APP.

The exclusive placement of your logo ensures a high level of attention throughout the 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 the BVL.

Price € 3.400, - net





Lisa Schädler
Project Management Sales
Bundesvereinigung Logistik (BVL)
+49 421 173 84 63
schaedler@bvl.de



Christian Böckmann
Department manager Sales
Bundesvereinigung Logistik (BVL)
+49 421 173 84 34 05
boeckmann@bvl.de



Christine Körner
Project manager FAL
Bundesvereinigung Logistik (BVL)
+49 160 957 513 14
koerner@bvl.de

Be part of it!

Take advantage of our many opportunities to present your company at the Automotive Logistics Forum 2026. 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.