

FORUM AUTOMOBILLOGISTIK 2027

Pitch Deck

powered by





FORUM AUTOMOBILLOGISTIK 2027

Agenda

Overview

**Content
&
Key Topics**

Exhibition

Sponsoring

Impression

Participants

Social Media

Contact



FORUM AUTOMOBILLOGISTIK 2027

Overview & Content

1.



FORUM AUTOMOBILLOGISTIK 2027

Overview

- **Leading Automotive Logistics Industry Platform —**
Positioned as a central hub for current challenges and solutions along the automotive supply chain
- **Decision-makers & high-quality networking—**
Ideal for nurturing existing customers and building new contacts
- **Thought leadership through compelling content and a distinguished lineup of speakers —**
The perfect setting to showcase expertise
- **Highlighting Solutions (Showcases/Expo Focus) —**
A powerful stage for use cases, demos, and “problem → solution” approaches
- **Strategic Relevance Through a Diverse Mix of Stakeholders —**
The intersection of industry, logistics, and the regulatory environment; attractive to providers addressing transformation, digitalization, and efficiency topics



50+
Speakers



20+
Sessions



2
Stages



VDA-Award &
Networking Night



450
Participants



40
Partner



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Content & Key Topic

FAL27 Brings the Community Together –

Volatile markets, geopolitics, and cyber risks are transforming automotive logistics. The solution? Digitalization and data rooms for resilient supply chains! The event will bring together around **450 experts** from **industry, logistics, and tech** to systematically build resilience in automotive logistics.

Why this matters now:

- **Resilience Is Becoming a Competitive Advantage**
- **Digital + Secure + Competitive:** Without a data foundation, there is no controllability; without security, there is no reliability; without efficiency, there is no sustainability.
- **Netzwerke instead of Silos:** Interoperability and collaborative partnerships are key to speed and stability.

Content & Key Topic

The focus is on the key drivers of resilient supply chains—from the shop floor to the global network:

Additional value:

- **Strategically Integrated Networking**
(Time slots & formats (in the program and at the venue))
- **Exclusive plant tours as a practical application:**
Experience processes, best practices, and innovations firsthand

The Future of Operational Digitalization	Automation & Robotik	Networked Data Infrastructure & Interoperability	Global Risk Management
• Real-Time Transparency & Data-Driven Decisions along the Value Chain • From Reporting to a Controllable Supply Chain (Predictive / Prescriptive) • End-to-End Digital Processes as the Foundation for Stability and Speed	• Automation as a Response to Cost Pressure, Volatility, and the Shortage of Skilled Workers • Scalable Robotics and Assistance Systems for Warehousing, Material Handling, and Production • Boost Productivity—Without Sacrificing Flexibility	• Data Rooms, Standards, and Interfaces for OEMs, Suppliers, and Logistics Service Providers • Interoperability as a Prerequisite for End-to-End Planning, Track & Trace, and Collaboration • From Point Solutions to Shared Data and Process Logic	• Geopolitics, Regulation, Capacity, Raw Materials: Identifying, Evaluating, and Securing Risks • Multi-Sourcing, Nearshoring/Regionalization, Scenario Planning & Resilience Design • From Reactive Crisis Mode to a Structured Resilience Strategy

Content & Key Topic

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Cybersecurity in a Volatile World	Old vs. New Industry – The Battle for Tech Resources	Start-ups as Drivers of Innovation	Flexible Mobility in Uncertain Times
• Protecting Critical Supply Chain IT/OT and Digital Partner Networks • Security-by-Design for Data, Platforms, and Connected Processes • Resilient Organizations: Prevention, Detection, Response, Recovery	• Competition in Digital Skills, Platform Expertise, and Innovation Speed • Implementing Organizational • Transformation: Skills, Operating Model, and Partnering Technology Expertise as a Strategic Bottleneck	• Faster implementation of new solutions through co-creation and pilot projects • Relevant fields: Automation, data platforms, visibility, security, AI • From “Nice to Have” to Measurable Impact (Time-to-Value)	• Logistics Networks as Enablers of New Mobility and Production Models • Adaptable Structures for Fluctuating Demand and New Propulsion Systems • Resilience as a Prerequisite for Market Viability



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Exhibition & Sponsorship

Your Visibility as a Partner

2.

- **Access to a highly relevant target audience**
- **Qualified Leads Instead of Wasteful Spend**
- **Meetings via an app for structured preparation**
- **Use Cases & Solutions Live on Site**
- **Thought Leadership & Trust Through Visibility**



FAL Partner Level

Packages that are right for you.

Choose your partnership level—**Basic, Gold, or Platinum**—based on your company's size and goals.

The levels provide the framework; we'll work with you to tailor the content to your specific needs:

no one-size-fits-all packages, but a presence that aligns with your brand and delivers real added value.

Basicpartner (up to 13.900€):

The perfect way to make a name for yourself at FAL and make your mark.

- Admission as a partner in the program, in-person & online
- Special rates for additional event tickets: Up to **2 additional** tickets at **€690** each

Goldpartner (up to 13.900€):

For partners who want to strategically expand their presence and strengthen their position within the community.

- **Enhanced partner visibility** within the program, on-site, and online (website & app)
- A key stop on the exhibitor/sponsor tour with the VDA President and BVL Board of Directors
- Special rates for additional event tickets: Up to **7 additional** tickets at **€690** each

Platinpartner (up to 22.500€):

For companies with high expectations for reach and visibility — with plenty of creative freedom.

- **Highlighted** partner visibility in the program, on-site, and online (web & app)
- Included in the exhibitor/sponsor tour with the VDA President and BVL Board of Directors
- Social media: "3 Questions for..." format
- Special rates for additional event tickets: Up to **15 additional** tickets at **€690** each

Important: The levels are based on revenue—these aren't off-the-shelf packages, but rather a custom partner package that we'll put together with you to align with your brand, message, and vision.



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Exhibition

Become an exhibitor at the 2027 Automotive Logistics Forum and use our new booth design to showcase your company!

Booth@FAL27

- Area: 2 x 2 meters
- Includes back panel print, LED backlit
- Power connection, three-prong plug
- Furniture: 1 bistro table, 2 bar stools
- 1 event ticket (full-price)
- Visibility as a Basic Partner: [Details here.](#)

➤ **Book a Booth Space**

➤ **A floor plan will be posted shortly**

STANDBAU

NEUES KONZEPT

INKLUSIVE:

- 1 x Stehtisch, Holz weiß
- 2 x Barhocker, chrom/schwarz
- 1 x Mehrfachverteiler
- 1 x Druck nach gelieferten Daten, Backlite Banner 2.095 mm x 2.525 mm
- Druck inkludiert

ZUSÄTZLICH BUCHBAR:



Monitor
Aufpreis: 650 €



MODULARES SYSTEM
FLEXIBEL & ANPASSBAR



TECHNOLOGIE & INNOVATION
IM FOKUS



OFFENE KOMMUNIKATION
EINLADENDES DESIGN



NACHHALTIG &
ZUKUNFTSORIENTIERT



FORUM AUTOMOBILLOGISTIK 2027

Our Best Sellers–

Partner Packages: Content (1/3)

Reserved
1 out of 2

Packages „Flagship“

- **Keynote** (15 min., including Q&A) during the opening session on the 1st or 2nd day of the forum
- Article in a VDA publication
- Meet & Greet with the VDA President and the BVL Executive Board
- **1 break advertisement slot**
- Included in the FAL program
- BVL/VDA media
- FAL app
- **Webinar** (availability in 2027/2028 TBD)
- **Exhibition space with a new design**
- **Included tickets:**
 - 4 tickets
 - 1 speaker ticket
- **Prominent visibility as a Platinum Partner**—including Platinum Partner benefits. [Details here.](#)
- Co-organizer of the pre-event

Price: 39.900 EUR (net)

Paket „Performance“

- **Keynote** (15 min., including Q&A)
- Part of the FAL program
- BVL/VDA media
- FAL app
- **Exhibition space with a new design, standard**
- **Included tickets:**
 - 3 tickets
 - 1 speaker ticket
- **Prominent visibility as a Platinum Partner** – including Platinum Partner benefits: : [Details hier.](#)

Price: 24.900 EUR (net)



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Our Best Sellers–

Partner Packages: Content (2/3)

Package „Touring“

Reserved
1 out of 3

- **Co-host of a panel session**, including an opening presentation of up to 15 minutes (including Q&A)
- Part of the FAL program
- BVL/VDA media
- FAL app
- **Exhibition space with a new design**
- **Included tickets:**
 - 2 tickets
 - 1 speaker ticket
- Prominent visibility **as a Gold Partner**—including Gold Partner visibility features. [Details here.](#)

Price: 14.900 EUR (net)

Package „Urban“

Reserved
2 out of 6

- **Short presentation** (max. 10 min., including Q&A and moderation) on one topic such as: Automation & Robotics | Networked Data Infrastructure | Flexible Mobility in Uncertain Times
- As part of the regular FAL program: on the FAL stages (Parallel Stage 1 + Parallel Stage 2) (Day 1 or Day 2). Scheduling & moderation by the organizers
- Part of the FAL program
- BVL/VDA media
- FAL app
- **Exhibition space with a new design**
- **Included tickets:**
 - 1 ticket
 - 1 speaker ticket
- **Visibility** as a Basic Partner: [Details here.](#)

Price: 8.690 EUR (net)



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Our Best Sellers–

Partner Packages: Content (3/3)

Package „Night Drive“

- **Dinner speech** as part of the evening program, max. 15 min (content should be tailored to the evening program)
- **Main partner of the evening program**
- Logo visibility during the evening (roll-ups/beach flags/branded menus/use of the large screen and stages)
- Part of the FAL program
- BVL/VDA media
- FAL app
- **Exhibition space with new design**
- Included tickets:
 - 2 tickets
 - 1 speaker ticket
- **Prominent visibility as a Gold Partner**—including all Gold Partner visibility opportunities. [Details here.](#)

Price: 19.900 EUR (net)



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Sponsoring –

Content kompakt (Without booth)

Reserved
2 out of 6



- **Short presentation** (max. 10 min., including Q&A and moderation) on one topic such as: Automation & Robotics | Networked Data Infrastructure | Flexible Mobility in Uncertain Times
- As **part of the regular FAL program**: on the FAL stages (Parallel Stage 1 + Parallel Stage 2) (Day 1 or Day 2).
- Scheduling & moderation by the organizers
- Part of the FAL program
- BVL/VDA media
- FAL app
- **Included tickets:**
 - 1 speaker ticket
- **Visibility** as a Basic Partner: [Details hier.](#)

Price: 4.490 EUR (net)

Sponsoring – Visibility on Site



SET THE PACE – XXL-Carrera-Bahn

- Exclusive sponsorship of the Carreabahn with various branding opportunities
- Up to six drivers: lane changes, fuel stops, pit lane... **On-site support**
- **Reserved**
- Upon request, each flag or roll-up banner in the on-site area
- 2 participant tickets
- Visibility as a Basic Partner–[Details here.](#)

Price: 11.900 EUR (net)

Welcome or Farewell Giveaway

- A small **giveaway** or a sweet treat from the partner
- **Distributed to all participants** as a welcome or farewell gift—no wasted reach, exclusive sponsorship
- The organizer covers the procurement and delivery costs. Production is arranged in consultation with the sponsor.
- **1 participant ticket**
- **Visibility** as a Basic Partner–[Details here.](#)

Price: 3.900 EUR (net)

Lanyard

- High logo visibility: Each participant receives a lanyard to attach their participant ticket to
- Logo visibility on the admission ticket
- The lanyard must be printed and delivered at the sponsor's expense
- Requirement: The lanyard must have 2 carabiners
- Visibility in the FAL app
- 1 participant ticket
- Visibility as a Basic Partner–[Details here.](#)

Price: 6.900 EUR (net)



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Sponsoring

Focus of the Pre-Event / Speakers' Evening	Your Brand, Your Campaign – Tailored to Your Needs	LOGO Partnership	APP SPONSORSHIP “Splash Screen / Menu Bar” in the FAL app
➤ 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 ➤ Visibility as a Basic Partner– <u>Details here.</u>	➤ Looking for something out of the ordinary? Bring your ideas to life in a creative way—we can make (almost) anything happen! ➤ Custom Formats & Unique Ideas ➤ Photo op as an eye-catcher and keepsake ➤ Sustainability partner—show your commitment with added value ➤ Conference bag—your brand to take home ➤ Ball pit—attract attention in a playful way ➤ And much more—we look forward to your suggestions! ➤ Visibility as a Basic Partner– <u>Details here.</u>	➤ Logo placement in the program booklet, on the FAL website, on-site, and in BVL/VDA mailings and the FAL app ➤ Upon request: Your beach flag or roll-up banner in the on-site exhibition area ➤ 1 attendee ticket ➤ Visibility as a Basic Partner– <u>Details here.</u>	➤ Your sponsor logo on the “splash screen”: Every time the app launches and in the banner carousel, your logo will attract maximum attention—one week before through one week after the FAL. ➤ No links allowed. ➤ Graphics will be coordinated with the BVL. ➤ Exclusive visibility! Visibility as a Basic Partner– <u>Details here.</u>
Price: 7.900 EUR (net)	Price: Upon request	Price: 3.500 EUR (net)	Price: 3.900 EUR (net)

Sponsoring



Digital Drive Lounge

Exclusive venue for automotive, and digitalization

- Lounge area customized to your ideas (branding, setup, experience)
- Optional: Coffee lounge for the best possible guest experience
- 2 attendee tickets
- Visibility as a Basic Partner – **Details here.**
- **Interested?** A quick conversation is all it takes—we'll design it to suit your needs for the perfect presentation.

Price: Upon request



Open Air Mobility Deck—Your Outdoor Space

- Outdoor space customized to your ideas (branding, setup, experience)
- Ideal for vehicles/exhibits and live demos
- 1 attendee ticket
- Visibility as a Basic Partner – **Details here.**
- Interested? We'll quickly discuss your exhibit and space requirements
- Weather Note: Event takes place outdoors – no liability is assumed for weather-related restrictions or cancellations

Price: Upon request

Digital Wall

- Your digital message and intermission ads on our large
- LED wall in the exhibition and catering area
- Exclusive placement: Limited advertising slots ensure that your brand stands out clearly and doesn't get lost in the crowd. (Maximum of 3 available)
- Flexible & eye-catching format: You provide a short spot—video, animation, or slideshow—and we handle the technical review, integration, and playback.
- Visibility in the FAL app
- 1 attendee ticket
- Visibility as a Basic Partner – **Details here.**

Price: 4.900 EUR (net)



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Participant Analysis

Forum Automobillogistik 2026

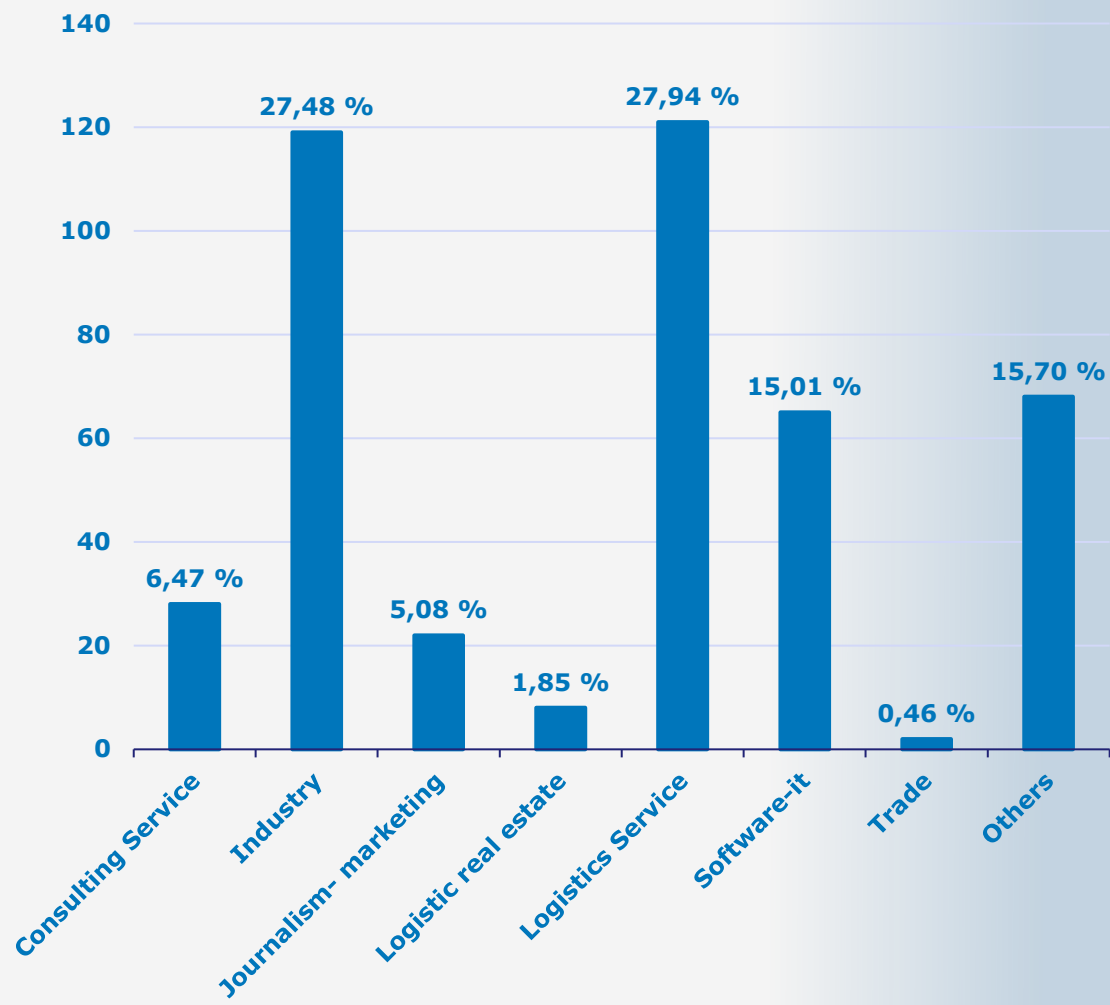
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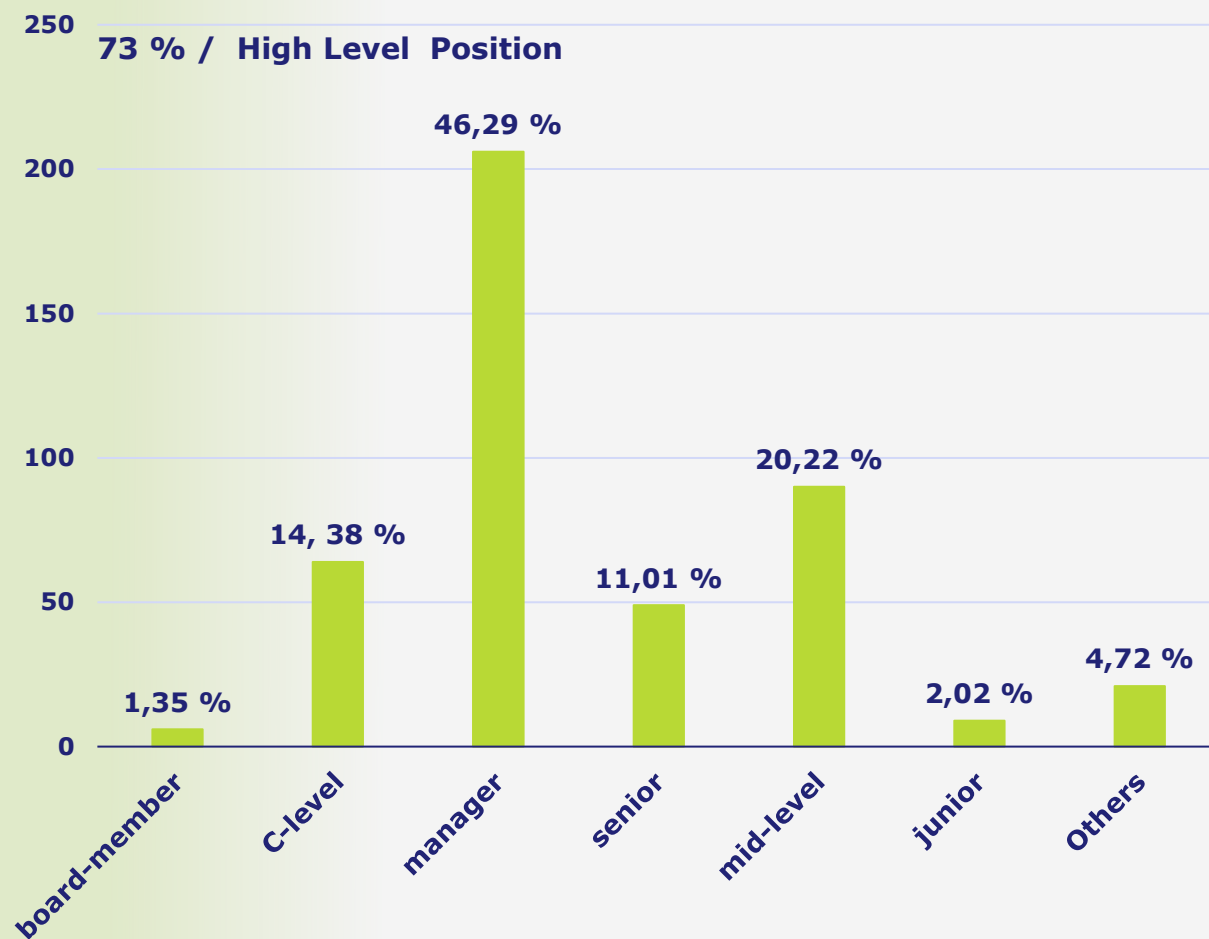
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Participants 2026 – Industries & Levels

Company | Industry Sector



Position | Level Participants





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Impressions & Social Media

Forum Automobillogistik 2026

4.

Strong reach in Social Media

Thomas Wimmer • 1.
Senior Advisor | MX Manufacturing Excellence Enthusiast | Ehrenvorsitzender, ...
2 Monat(e) • Bearbeitet •

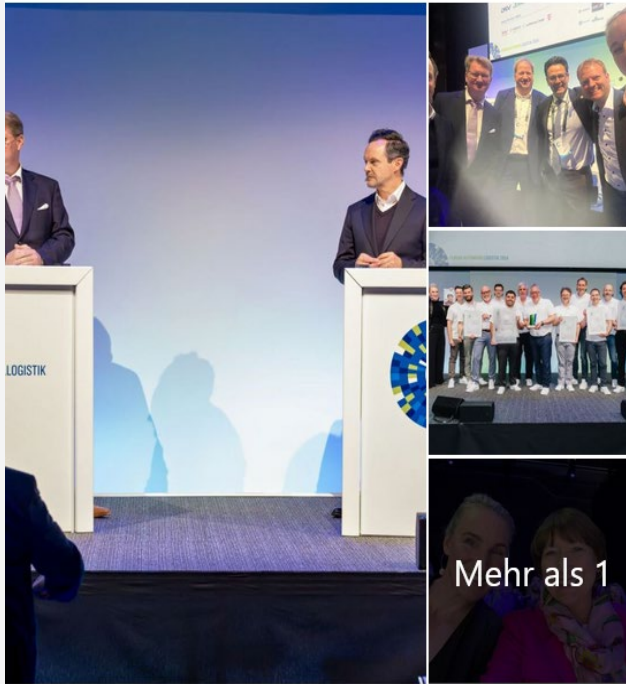
Schon am Vorabend des [Forum Automobillogistik \(#fal26\)](#) in [#Wolfsburg](#) wurden wir per Dinner Speech ermuntert,
- an Aufgaben zu arbeiten, die heute unmöglich zu lösen sind. Alle sieben... mehr



 Lisa Schädler und 78 weitere Personen 2 Kommentare

Julia Arlinghaus • 1.
Professor @ University of St.Gallen, Logistics & Supply Chain Management - ...
2 Monat(e) • Bearbeitet •

Effizienzhebel KI, aber wie?
Auftritt zum Forum Automobillogistik 2026 in Wolfsburg:
Ich durfte heute eine Podiumsdiskussion zur Zukunft der Automobillogistik... mehr



 Anne Suhling und 186 weitere Personen 5 Kommentare • 2 Reposts

DSV – Global Transport and Logistics
2 Monat(e) •

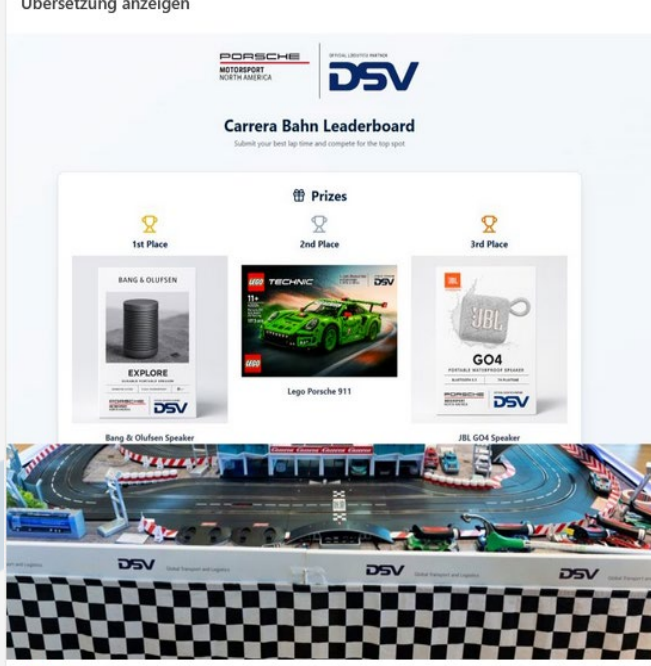
The automotive industry is transforming at an unprecedented speed.
... mehr
Übersetzung anzeigen



 406 10 Kommentare • 21 Reposts

Sven Diefenbacher • 2.
Vice President, Automotive Americas at DSV
3 Monat(e) • Bearbeitet •

[DSV - Global Transport and Logistics](#) is heading to Wolfsburg for [#FAL26 \(Forum Automobillogistik\)](#) and we're bringing our [Porsche Motorsport North America](#) x ... mehr
Übersetzung anzeigen



 Anne Suhling und 186 weitere Personen 4 Kommentare • 4 Reposts



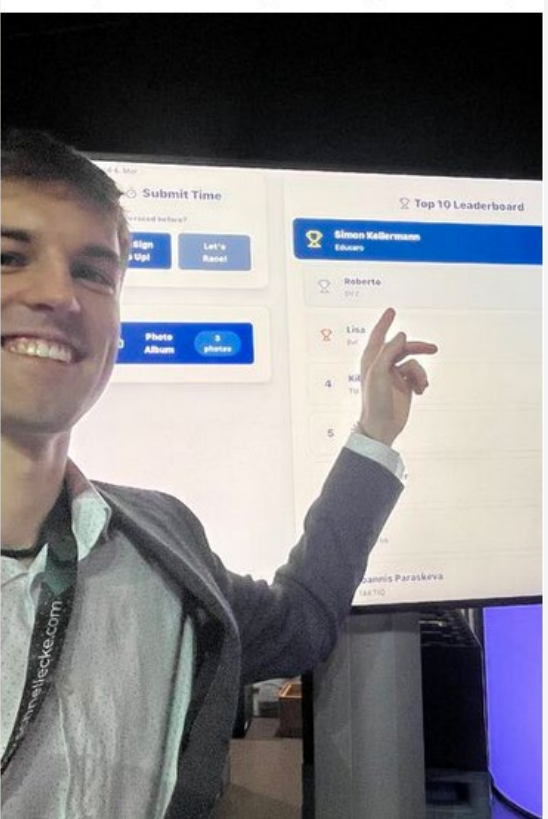
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Strong reach in Social Media

 **Simon Kellermann** ✓ • 1.
13 J. Erfahrung mit 11 Sprachschulen in Tunesien, Mexiko
2 Monat(e) • 📞

3 Dinge, die mir auf dem Automobillogistik-Forum aufgefallen sind:

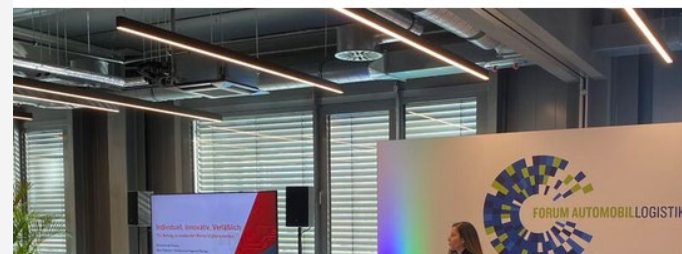
Zwei Tage FAL in Wolfsburg beim Gastgeber Volkswagen.



 **Texas Instruments Europe**
2 Monat(e) • 📞 + Folgen ...

Texas Instruments recently took part in the [Forum Automobillogistik 2026](#) in Wolfsburg, exploring this year's theme: "Speed & Efficiency - Winning Tomorrow's Competition".

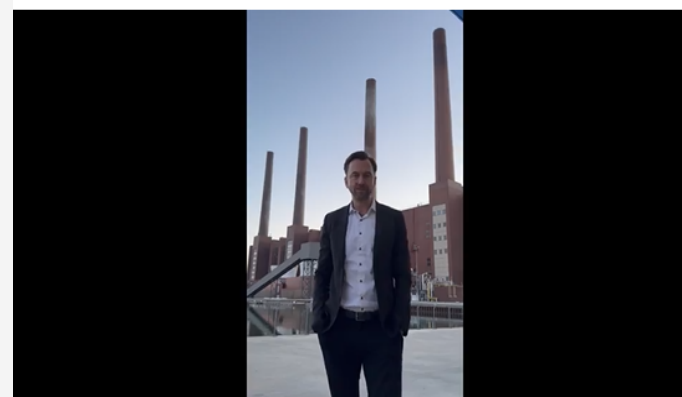
Übersetzung anzeigen



 **Simon Motter** ✓ • 2.
Leiter Volkswagen Konzernlogistik GmbH & Co. OHG
2 Monat(e) • Bearbeitet • 📞 + Folgen ...

Tag eins des [Forum Automobillogistik](#) ist wunderbar gelaufen. ✨

👏 Vielen Dank an alle auf und hinter den Bühnen, die zum Gelingen... mehr



 **Thomas Wimmer** ✓ • 1.
Senior Advisor | MX Manufacturing Excellence Enthusiast | Ehrenvorsitzender, ...
2 Monat(e) • 📞

„Volle Hütte, Sonne, Currywurst“ 🍌 ein super Fazit des [Forum Automobillogistik](#) durch [Simon Schütz](#), [Verband der Automobilindustrie \(VDA\)](#) e.V. : Man „spürt“ die Energie und viel Motivation nach vorne“. Krise sei leider das neu... mehr



 **Christoph Meyer** ✓ • 1.
Geschäftsführer/ Managing Director bei BVL - Bundesvereinigung Logistik
2 Monat(e) • 📞

Tag 1 beim [Forum Automobillogistik](#) (VDA x BVL) bei [Volkswagen](#) in Wolfsburg – und die zentrale Botschaft ist so klar wie anspruchsvoll: Es sind herausfordernde Zeiten. Das waren sie früher auch. Nur Jammern bringt uns nicht weiter –... mehr



 **Christoph Kattner** ✓ • 2.
Global Automotive & Logistics Expert and Speaker by day 🌞 ...
2 Monat(e) • 📞 Vernetzen

Two hours to prepare. 🕒
A presentation in front of leaders from the logistics sector. 🗣️
... mehr

Übersetzung anzeigen



 **Helmut Schweighofer** ✓ • 2.
CEO, DSV Road Holding A/S
2 Monat(e) • 📞 + Folgen ...

Moving beyond suppliers, becoming true partners.

... mehr

Übersetzung anzeigen





FORUM AUTOMOBILLOGISTIK 2027

Your Contacts

Take advantage of our wide range of opportunities to showcase your company at the Automotive Logistics Forum 2027. If you're interested or have any questions, please contact us directly. Would you like to draw attention to your company with a customized format? We look forward to hearing your ideas and would be happy to work with you to develop a suitable concept.



Lisa Schädler

**FAL27 Project lead |
Sponsorship & Partners**

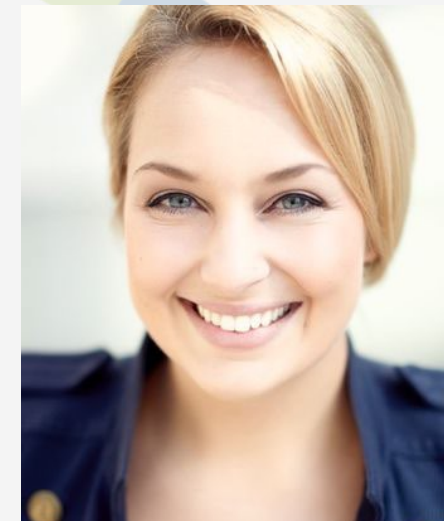
Bundesvereinigung Logistik (BVL)
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schaedler@BVL.de



Uwe Volmer

Sponsoring Content

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Julia Strempele

Exhibition

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