

# 2026 Stuttgart International Symposium on Automotive and Powertrain Technology

8 – 9 July 2026 | Look 21

Your options to showcase your brand in an environment  
of experts and professionals!

In cooperation with:



[stuttgart-symposium.de](http://stuttgart-symposium.de)



Look 21, Stuttgart



# From research and development to production

The Stuttgart International Symposium is an established meeting place for the automotive industry. In the heart of the automotive region, international experts from industry and science meet annually to discuss the latest automotive trends.

To watch the highlights of last years event, [click here.](#)

## Stuttgart International Symposium estimated numbers for 2026:

**400**  Attendees

**24** Exhibitors & Partners 

**4**  Stages

**110**  Speakers

**25**  Sessions

**10**  Keynotes





# New program and new location

In 2026, the event will return as a well-established industry meeting point—newly reconceptualized to strengthen its role as a platform for meaningful networking and strategic exchange among key players in the automotive and mobility sectors. The refreshed format places an even stronger emphasis on dialogue, collaboration, and forward-looking insights.

## New Event Structure:

### DAY 1: Executive Insights & Strategic Dialogue

The opening day is dedicated to high-level perspectives from the mobility industry. Attendees will hear inspiring keynote speeches delivered by prominent thought leaders, followed by a top-tier panel discussion addressing the most pressing trends, opportunities, and challenges shaping the future of mobility.

### DAY 2: Deep-Dive Technical Exchange

The second day shifts the focus to technical expertise. Experts from across the automotive ecosystem will present on current technological developments, offering a platform for in-depth knowledge sharing, discussion, and collaborative problem-solving.

### INNOVATIVE FORMATS:

Complementing the two-day agenda, newly introduced interactive and innovative event formats will enhance engagement, foster spontaneous exchange, and add fresh energy to the participant experience.





# The platform for your success!

Get in touch with experts and managers from industry and research and discuss the latest developments and the latest research findings! From users to decision makers, all target groups will be addressed through a broad program.

## How you can get involved:

- As a **speaker**, you can present the latest R&D and enhance your professional reputation.
- As an **exhibitor**, you can showcase your products and services to a qualified audience.
- **NEW:** By booking a **branded zone** you can offer visitors added value by creating areas where they particularly enjoy spending time.

In the combination you bundle all presence opportunities visibly and tangibly!



**The Platform** | Exhibitor | Exhibition Stand | Sponsor Brand Zone | Food Zone and Drink Zone | Coffee Zone | Activity Zone | Relaxing Zone | Networking Event | Further Sponsorship |

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# Become an exhibitor!

Showcase your expertise where the industry meets: As an exhibitor at the Stuttgart International Symposium, you can present your company, products or services directly to leading experts from development, management and research in the field of automotive and engine technology.

To make your participation as easy and flexible as possible, you can either bring your own stand design or choose one of our convenient modular stand construction packages. No matter which booth option you choose, we will help you focus on what really matters: valuable conversations, new contacts, and exciting exchanges with your target group.

Use this opportunity to strengthen your visibility and turn connections into business success.

## How will you present yourself with a stand of any size:

- Located in the area where the catering for all participants will take place
- Power supply (230V, triple socket outlet)
- Listing in the exhibitors directory on the event website
- Social media template to promote your participation
- Free participation in the get-together
- 10% discount on the listed participant prices to invite your own network to the Stuttgart Symposium

## Our exclusive sustainable stand construction packages also include:

- Set-up and dismantling is handled by the organizer
- Back wall with your customized graphic, printed on a reusable fabric
- Storage of the back wall fabric for the next year



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# Your booking options for an exhibition stand

## Price List for Exhibition Stand Options



Option 1: Exhibition Stand 2x2 m

Exhibition Stand, with your own stand: **2.400 €**

Including stand construction by the booth builder: **4.000 €**



Option 2: Exhibition Stand 2x3 m

Exhibition Stand, with your own stand: **3.600 €**

Including stand construction by the booth builder: **6.000 €**



Option 3: Exhibition Stand 2x4 m

Exhibition Stand, with your own stand: **4.800 €**

Including stand construction by the booth builder: **8.000 €**

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# Become sponsor of a branded zone!

New

## A win-win opportunity for you and the participants

Sponsoring a themed area gives your company a high level of visibility away from the traditional stand. You create a value-added area where attendees want to be. Your brand will be recognized in a positive environment.

All of the following examples are merely suggestions.

**We are open to your ideas and would be happy to work with you to develop a solution that suits your business and your budget.**

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# Food zone and drink zone

Offer guests an attractive catering environment!  
Go beyond the standard and welcome visitors to your company food lounge with attractive furniture and ambiance for eating & drinking. A highly frequented area completely in your corporate design!

## Your benefits:

- This area is the only opportunity for conference attendees and exhibition visitors to take their coffee and lunch breaks. This guarantees a high frequency of visitors.
- It bears the name of your company and is therefore promoted in the program.
- You can place your own advertising materials such as roll-ups or flags.
- Listing in the exhibitors directory on the event website
- Social media template to promote your participation
- Free participation in the get-together
- 10% discount on the listed participant prices to invite your own network to the Stuttgart Symposium

## And this is what your company area could look like:

- Modern service counters at various points in the room
- Modern furniture in the catering area
- Your advertising on placemats, tablecloths, napkins, team shirts...
- To make it even more brand specific, you can offer drinks and food from your city/region/country.
- As an additional highlight for the participants, an ice cream trolley is possible.
- Visitors can also enjoy freshly squeezed fruit juice or smoothies.

**Talk to us, we would be happy to make suggestions!**



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# Coffee zone

Fine-pored milk foam, golden-brown crema and an aromatic espresso flavor – offer your guests a sensual pleasure experience!

## Your benefits:

- A high frequency of visitors guaranteed: Coffee is a pick-me-up, a break filler and a wonderful companion for stimulating conversation. With really good coffee prepared by a barista, each guest can have their coffee the way they like it best: with or without milk foam, sweet or pure and aromatic. Visitors will thank you for it!
- You can place your own advertising materials such as roll-ups or flags
- Listing in the exhibitors directory on the event website
- Social media template to promote your participation
- Free participation in the get-together
- 10% discount on the listed participant prices to invite your own network to the Stuttgart Symposium

**Score points by sponsoring the most popular pick-me-up at the event!**

## And this is what your company area could look like:

- Piaggio Ape Coffee Car and Bar with your branding
- Coffee specialties such as espresso, latte macchiato and cappuccino, also frozen cappuccino, chocolate or milkshake – freshly prepared by a professional barista
- 3 bar tables
- Carpet in your corporate colors
- Area size approx. 5x6m

**The highlight:** a milk foam printer! This allows logos, hashtags or photos of visitors to be printed directly onto the milk foam.

Fascinated and thrilled that something like this is even possible, your guests quickly reach for their cell phones and capture this fleeting work of art for eternity!

**Talk to us, we would be happy to make suggestions!**



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# Activity zone

Give visitors fun and the opportunity to get actively involved! Present your brand in a playful way!

## Your benefits:

- Event gamification is a great way to engage people emotionally and to motivate them – it promotes dialogue between participants and fun at your company’s touchpoint, so that the event is associated with positive memories.
- Listing in the exhibitors directory on the event website
- Social media template to promote your participation
- Free participation in the get-together
- 10% discount on the listed participant prices to invite your own network to the Stuttgart Symposium

Perhaps your company already has its own game element that guests can try out? Perfect! We create the perfect conditions to showcase it. But we are also happy to search for the right game element for you.

## And this is what your sponsorship package could look like:

- A branded activity element such as a slot car track with bike drive, a Mario Kart race or similar. The elements may or may not be related to the automobile.
- Additional placement of your company information on a wall element or a roll-up
- Carpet in your corporate colors, area size depends on the activity



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# Relaxing zone

Exciting presentations require space to let the acquired knowledge sink in – offer attendees a place to retreat! Guests can relax on comfortable seating, regain their concentration and communicate with each other. Small tokens of appreciation will make them feel particularly welcome in your company zone.

## Your benefits:

- Your brand remains anchored in the memory with a relaxing, appreciative environment.
- Listing in the exhibitors directory on the event website
- Social media template to promote your participation
- Free participation in the get-together
- 10% discount on the listed participant prices to invite your own network to the Stuttgart Symposium

Make people feel valued by offering them comfort beyond the usual level.

## This is what your sponsorship package could look like:

- Branded deckchairs surrounded by green plants
- And/or a massage chair
- Additional placement of your company information on a wall element or a roll-up
- Mobile air conditioning unit or fans for the comfort of guests



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# Sponsoring of a networking event

Present your brand as the party animal among the companies! Get your messages across in a relaxed environment between small talk and music, drinks and snacks.

**At both evening events you can demonstrate your creativity as a good host:**

- At the get-together on the evening before the symposium
- At the networking evening in the garden of Look 21

**We are completely open to the nature of your involvement:**

- Do you have regional specialties? Let your guests try them!
- Do you prefer to offer drinks? How about branded beer, a wine or whiskey tasting?
- Do you want to bring a band or an artist?

The evening can be completely designed around your theme.



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# Further sponsorship opportunities

## Workshop

Take an active role in the conference program!

### Your benefits:

- We provide you with a room.
- Listing in the program
- Free participation in the get-together
- 10% discount on the listed participant prices to invite your own network to the Stuttgart Symposium

**Sponsoring costs:** 2.000 €

Speaker and content provided by the sponsor



## Big-Screen for your company showcase

Put your brand in the spotlight and present your solutions to all symposium participants!

### Your benefits:

A large Screen in a central area of the venue continuously displays your company presentation, images or videos throughout the event. This ensures maximum visibility for your brand during breaks and networking moments.

**Sponsoring costs:** 2.500 €

Content provided by the sponsor



## Lanyards for the name badges

Turn every guest into an advertising medium for your message!

### Your benefits:

Each participant receives a name badge with your lanyard and wears it for the entire event. This way, your company is present in every conversation, every picture and every interaction.

**Sponsoring costs:** 2.000 €

Lanyards provided by the sponsor



### Nothing suitable for you?

Contact us and we will work with you to find a solution that suits your company.

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Here you may find all information  
about the event.

## Scientific Board of the Research Institute for Automotive Engineering and Powertrain Systems Stuttgart – FKFS

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