

# Automotive Ethernet Congress 2026

Enabling the Future of In-Vehicle Networking

24 – 26 March 2026 | Munich  
[automotive-ethernet-congress.de](https://automotive-ethernet-congress.de)

# WE CONNECT **TECHNOLOGY** & **PRODUCT** ENTHUSIASTS



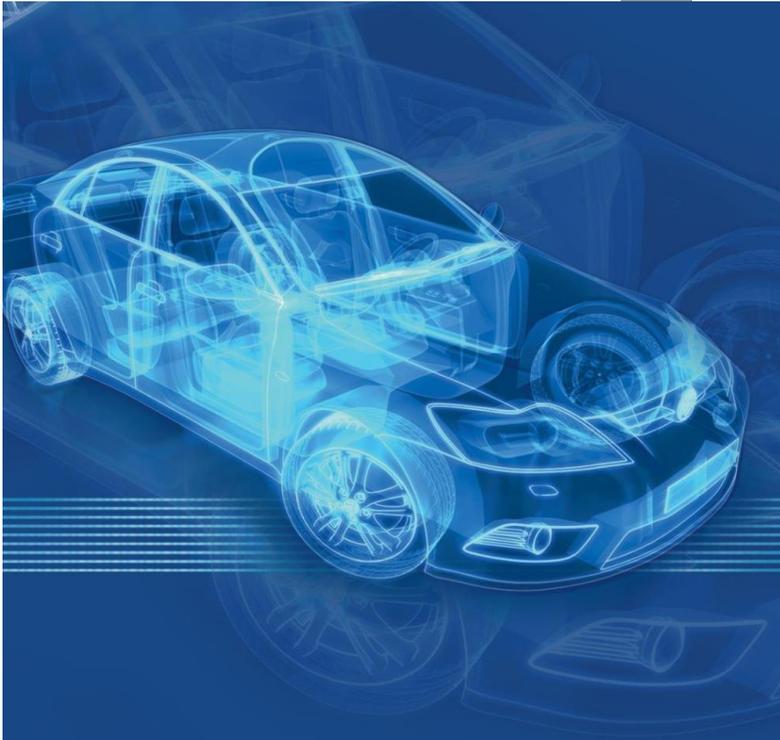
## **Focus**

Here, current, and future technology and product developments will be the focus of the program, exhibition, and associated workshops.



## **Discuss**

The Congress will offer you the opportunity to share and discuss new ideas around the implementation and use of Ethernet in the vehicle and in your own projects.



## Enabling the Future of In-Vehicle Networking

The Automotive Ethernet Congress 2026 is the meeting point for everyone who wants to drive the development and application of Ethernet in vehicles.

Automotive Ethernet has become a **key enabler** in modern vehicles – yet its rapid evolution and integration into **zonal architectures** and **software-defined vehicles (SDVs)** pose ongoing challenges.

The **12th Automotive Ethernet Congress**, taking place from **March 24–26, 2026** in Munich, brings together experts, developers, and decision-makers to address both the strategic transformation of vehicle architectures and the latest technical advancements in Ethernet.

With cutting-edge presentations, an international exhibition, and deep dive trainings and workshops, the congress is the leading platform to explore the future of Ethernet in the automotive sector – and to **turn innovation into implementation**.

Powered by

Elektronik  
automotive

 componeers

## Location

Science Congress Center Munich  
Walther-Von-Dyck Str. 10  
85748 Garching bei München  
Germany

# Target Group

ECU Tester  
Management Level  
Managing Director  
Head of Department  
Team Leader  
Technical Experts  
Engineers  
Architects  
Developers  
Product Manager  
Sales Marketing  
Research and development  
Decision Makers

## Industries

Automotive manufacturers  
(OEMs), suppliers and Tier-1  
suppliers, semiconductors and  
electronic companies, technology  
and software companies, research  
institutes and universities



# Your Benefits as a Partner



## High Profile Target Group

Global platform and place to meet for the entire ethernet community  
New customer acquisition, lead generation  
Contact to decision makers, technical experts, product/project managers



## Powerful Interactions

Presentations + Workshops + Trainings  
Plugfest + Discussions  
Matchmaking + Networking



## High Visibility

Editorial reporting in the run-up to and after the event  
Multifaceted promotional package in print and online



## Strong International Reach

Over 1,200 participants, nearly 50 exhibitors, and attendees from 27+ countries in 2025

# Become an Exhibitor or Partner

Choose your favorite participation from 4 options!

## EXHIBITOR

**€3,790**

- 6m<sup>2</sup> exhibition space
- 2 tickets for your own staff
- 25% discount for additional staff
- VIP invitation code for customers (10%)
- Exhibitor marketing package
- Company logo in selected comms activities
- Company logo in event app

## SILVER PARTNER

**€6,950**

- 6m<sup>2</sup> exhibition space
- 3 tickets for your own staff
- 30% discount for additional staff
- VIP invitation code for customers (15%)
- Exhibitor marketing package
- Company logo in selected comms activities
- Company logo in event app
- Company profile on the event website
- Participants list according to GDPR consent

## GOLD PARTNER limited

**€8,995**

- 6m<sup>2</sup> exhibition space
- 5 tickets for your own staff
- 30% discount for additional staff
- VIP invitation code for customers (20%)
- Exhibitor marketing package
- Company logo in selected comms activities
- Company logo in event app
- Company profile on the event website
- Participants list according to GDPR consent
- Social Media Promotion
- Logo featured on stage
- Company logo in the event video
- Coverage in editorial follow-up reports

## PLATINUM PARTNER

limited

**€14,995**

- 8m<sup>2</sup> exhibition space with premium placement
- 8 tickets for your own staff (incl. speaker)
- 30% discount for additional staff
- VIP invitation code for customers (20%)
- Exhibitor marketing package
- Company logo in selected comms activities
- Company logo in event app
- Company profile on the event website
- Participants list according to GDPR consent
- Social Media Promotion
- Logo featured on stage
- Coverage in editorial follow-up reports

### ### EXCLUSIVE SPECIAL SERVICES ###

- Meeting Room
- Spotlight Interview
- Billboard at Main Entrance
- Promotion in the event app
- Logo on Photo Wall

# Exclusive Sponsoring

Stay in view everywhere – Automotive Ethernet Congress offers you the most effective distribution for your marketing message – target group-specific, fast and without wastage.

## Congress Bags

*exclusive*

€4,500

Your brand on every shoulder – turning your message into a constant companion throughout the congress

## Lanyards

*exclusive*

€2,450

Around your customers' necks, on every visitor's mind – the lanyard as a smart advertising space

## Pens or Notepads

*exclusive*

€1,990

Everyday essentials that keep your brand in constant use and lasting memory

## Lunch Area

*Limited per day*

€2,500

Be seen where everyone gathers – includes two branded roll-ups, optional custom coffee cups, and branded displays in the lunch&coffee area.

## Roll-Up

*limited*

€890

At high-traffic areas – your roll-up banner leading the way and representing your brand.



## Meeting Room

*Limited*

€4,995

Your space for forward-thinking conversations. Available exclusively for Exhibitors, Partners, Sponsors, and Speakers.

\* Inflatable Meeting Rooms are still available (see page 9)

\* Prices exclude production costs. Production available on request

# Exclusive Sponsoring

Stay in view everywhere – Automotive Ethernet Congress offers you the most effective distribution for your marketing message – target group-specific, fast and without wastage.

## In-Bag Giveaway

*limited*

€990

Your branded item (e.g. flyer, brochure) goes straight into the hands of every participant – placed inside the official congress bag.

## Sweet Advertising

*limited*

€1,290

Your branded sweets (e.g. mints, gummy bears, cookies) will be handed out at the entrance to the plenary hall – perfect for high-visibility.

## Own the Evening

*limited*

€2,500

Networking Evening presented by your brand - with displays prominently placed throughout the venue, lightbox and an optional welcome speech.

## Targeted Online Banner Placement

*limited*

€2,300

Reach your ideal audience with precision. Maximize impact by placing your message in the perfect context.

## Own Ideas?

Feel free to contact us

From energy drinks to wireless chargers and umbrellas – let's create something unique together.



## 90 Min Workshops

*limited*

€4,500

Make your brand shine – the lightbox as a bright magnet for attention

# The Inflatable Meeting Room

## Smart Spaces for Dynamic Business Meetings

The Inflatable Meeting Room is a portable, inflatable space. It sets up in minutes and offers excellent acoustics – perfect for business meetings and interactive presentations. Whether you're hosting a creative brainstorm or a formal discussion, this flexible solution delivers comfort, functionality, and a standout experience for your appearance.

A combination of functionality and design.



### Boxer

*Limited to 3*

An innovative square structure with an opening at the front, with a **capacity** of up to **12** people seated. Openings can be fully slid together, allowing the structure to be completely closed.



### Office

*Limited to 6*

A compact dome structure, with seating **capacity** of up to **8** people, including space for table and screen. The Office provides privacy and promotes good acoustics, contributing to a professional environment.



## Inflatable Meeting Room

Limited

€4,195

Available exclusively for  
Partners, Exhibitors and Speakers

- Furnished with table and chairs
- Technically equipped with monitor 60" on stand and power outlets
- Integrated lighting
- Branding options available
- Placements:  
Boxer on 3<sup>rd</sup> floor (Meeting floor)  
Office on Groundfloor, 1<sup>st</sup> / 2<sup>nd</sup> floor  
(Networking and Exhibition floors)

# Booking Form



- Exhibitor (€3,790)       Gold Partner (€8,995)  
 Silver Partner (€6,950)       Platinum Partner (€14,995)

**NEW: Rebook booth location from 2025**  
 (priority placement)

PLEASE CHECK	SPONSORING (Price without production costs)		
<input type="checkbox"/>	Congress Bags	<input type="checkbox"/>	In-Bag Giveaway
<input type="checkbox"/>	Lanyards	<input type="checkbox"/>	Sweet Advertising
<input type="checkbox"/>	Notepads	<input type="checkbox"/>	Own the Evening
<input type="checkbox"/>	Pens	<input type="checkbox"/>	Targeted Online Banner Placement
<input type="checkbox"/>	Lunch Area	<input type="checkbox"/>	Own Ideas
<input type="checkbox"/>	Roll-Up	<input type="checkbox"/>	Workshop
<input type="checkbox"/>	Meeting Room		

## CONTACT DETAILS MAIN CONTACT PERSON

Company	
First-/Last Name	
Phone	
Email	
Street, No	
ZIP, City, Country	

## BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

Company	
First-/Last Name	
Street, No	
ZIP, City, Country	
<b>PO Number</b>	
<b>VAT Number</b>	

Place / Date	Signature / Company stamp
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# Contact Us



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# References

Exhibitors & Sponsors 2019 – 2025



# GENERAL TERMS AND CONDITIONS OF BUSINESS

## for the booking of exhibition/sponsoring/advertising at events

### § 1 Scope of application

The following general terms and conditions of business regulate the booking of exhibition space, sponsoring or advertising by exhibitors and sponsors [hereinafter referred to as "exhibitor/sponsor"] at trade shows, seminars, workshops, congresses, conventions, conferences and other events [hereinafter referred to as "event"] of Componeers GmbH [hereinafter referred to as "organizer"]. Participation in events as an exhibitor/sponsor is ruled solely by the following terms and conditions of business. Terms and conditions proposed by the customer, other than these, will not be recognized by the organizer, which is unless the latter has expressly confirmed their application in writing.

In addition to the general terms and conditions of business (including stipulations specific to a particular event) for exhibitors/sponsors, the contractual framework for participation in events as an exhibitor/sponsor includes the house rules of the operator of the locality of an event, the organizational (e.g. exhibitor information), technical and other stipulations received by an exhibitor/sponsor before the commencement of an event.

### § 2 Registration, confirmation of registration

Registration for events as an exhibitor/sponsor is possible by letter, fax or e-mail. A registration becomes legally binding through a written online or offline confirmation of registration on the part of the organizer. A registration becomes binding for an exhibitor/sponsor upon its receipt by the organizer. Should events have limited exhibiting/sponsoring capacity, registrations will be ordered by their date of receipt.

### § 3 Services rendered

The terms and conditions for exhibiting, sponsoring and advertising at a particular event and the services included are regulated in the conditions specific to the event. The fees are in euros per event plus value-added tax.

The exhibitor/sponsor is responsible for the punctual delivery of correct copy, enclosures or for the punctual delivery of materials required for exhibiting, sponsoring or advertising. In the case of digital copy, the exhibitor/sponsor undertakes to deliver orderly copy, corresponding in particular to the format or technical requirements of the organizer, in due time before the closing deadline for copy. All services on the part of the organizer are rendered subject to due fulfillment and performance of obligations and assistance on the part of the exhibitor/sponsor.

The organizer reserves the right to substitute other speakers for those announced, and to make necessary amendments to the program while maintaining the overall character of an event. The organizer reserves the right to alter the date, scale and location of an event for due cause.

Should it not be possible to conduct an event for reasons of force majeure (strike, lockout, business disruptions, etc), because of the cancellation of an important part of an event, because of disturbance at the location of an event or because of an inadequate number of participants, exhibitors/sponsors will be informed immediately. In such cases the ready paid fee for exhibiting, sponsoring or advertising will be refunded, that is unless the organizer has already rendered advance performance for exhibiting, sponsoring or advertising. Further claims, e.g. for the reimbursement of traveling expenses, cost of overnight accommodation and non-productive time, are excluded, that is unless

they stem from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

Travel to and from an event and overnight accommodations are to be organized, booked and paid for by the exhibitor/sponsor.

### § 4 Exhibition space, exhibits, advertising

The organizer puts exhibition or advertising space at the disposal of the exhibitor/sponsor; further services are regulated from event to event. The exhibition floor plan is created according to given technical and space factors, otherwise placement is package-related and in the order in which bookings are received. The registration of co-exhibitors is possible only with the written approval of the organizer.

Exhibitors/sponsors may only set up, show and use their exhibits, advertising material and printed matter in or on the exhibition or advertising space allocated them by the organizer. All exhibits and advertising material must clearly relate in subject to the particular event. Exhibits violating German regulations on protection of industrial property (unlicensed copies) are prohibited. All exhibits shown must satisfy technical, in particular fire protection requirements, and accident prevention regulations.

### § 5 Time to erect and dismantle

The times to erect and dismantle for exhibitors are binding and are indicated for the particular event in the exhibitor information. Costs incurred through non-adherence to the times to erect and dismantle will be charged to the exhibitor.

### § 6 Due date and payment, default, compensation

The fee for exhibiting, sponsoring, advertising is due for payment, in full and with no deductions, within fourteen (14) days of the date of the invoice. If the customer is in default of payment, the organizer is entitled to demand a late fee per annum of 5% above the prime lending rate issued by the European Central Bank. Should the organizer verifiably suffer higher damages through late payment, they are entitled to claim them for them. Payment is made on account. The invoice must be paid before the commencement of an event. No claim may be made to allocated space until an invoice is paid in full. It is the responsibility of the exhibitor to produce evidence of payment.

### § 7 Cancellation

In as much as the exhibitor/sponsor is not entitled to a mandatory legal right of withdrawal or right of termination, cancellation of participation free of charge is possible up to ten (10) days after receipt of confirmation of registration. The entire fee for exhibiting, sponsoring or advertising is due upon later cancellation or non-appearance. Should the organizer succeed in otherwise renting a cancelled exhibition, sponsoring or advertising space, the exhibitor/sponsor will be invoiced 50% of the fee. Cancellation is to be in writing and is not valid unless confirmed in writing by the organizer.

### § 8 Copyright

The printed and electronic material of an event is protected by copyright. Said material may not be reproduced, passed on to others or used in any other way without the express written approval of the organizer and the particular author. The organizer assumes no responsibility or liability of any kind for any incorrectness in the content of papers, presentations and documentation. The organizer is entitled to have photographs, film and sound recordings

produced of an event, of exhibition booths and the exhibits, and to use them as advertising or for press releases without requiring the approval of an exhibitor/sponsor. This also applies to recordings produced by the press or television direct with the approval of the organizer. Photography, film and sound recordings require the express approval of the organizer.

### § 9 Liability

The exhibitor/sponsor occupies and uses the exhibition space at their own risk. The organizer accepts no liability for damage, loss, accidents, costs or expenses caused by the representatives of the exhibitor, by exhibition objects or by event participants, or caused the exhibitor.

The exhibitor/sponsor is responsible for supervision and security of their exhibition booth. This also applies during the times of erection and dismantling, pauses and interruptions in an event.

The exhibitor/sponsor is responsible to the organizer for any damage to rental furniture or loaned items (exhibition booth walls, etc).

### § 10 Limitations of liability

In as much as events take place in the rooms and on the premises of third parties, the organizer cannot be held liable by the exhibitor/sponsor for accidents, loss of or damage to property, that is unless the claim results from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

### § 11 Data protection

The organizer will protect the personal data of exhibitors/sponsors and undertake all necessary measures for their security. Data will be collected by the organizer in observance of the regulations of the General Data Protection Regulation (GDPR), the Federal Broadcast Media Act (TMG) and other applicable data protection regulations and used to manage, support, assess and optimize the events that are offered, but not made known to third parties. Exhibitors, sponsors and joint organizers do not rate as third parties but are nevertheless also subject to the above regulations. An exhibitor/sponsor can revoke the use of their data for purposes of information at any time in writing with Componeers GmbH, Richard-Reitzner-Allee 2, 85540 Haar, Germany, [datsenschutz@componeers.net](mailto:datsenschutz@componeers.net) or require changes of address to be made.

### § 12 Court of jurisdiction

The court of jurisdiction is the place of business of the organizer if the customer is a merchant in the sense of the German Commercial Code, a legal person under public law or a special fund under public law. The same applies in as much as the customer, upon taking legal action, has a place of business or habitual residence in the Federal Republic of Germany.

### § 13 Severability clause

Should the provisions for exhibitors/sponsors be or become unenforceable, in whole or in part, the validity of the remaining provisions as well as the contract shall remain unaffected. In such a case the parties to the agreement shall endeavor to replace the unenforceable or inadequate provision by one that best reflects the economic purpose of the parties to the agreement.