

Sponsorship Menu 2024

# 22. escar Europe

The World's Leading Automotive Cyber Security Conference

November 19 - 20, 2024

Dortmund, Germany

# Introduction



## What is escar?

The **escar** conference provides a platform for collaboration between industry, academia and government regarding security threats, vulnerabilities, and risk mitigation/ countermeasures for automotive systems and connected and automated vehicles. In this field, **escar** addresses a broad range of topics, including aspects like electronic theft protection, advances in cryptography and many more.

**escar** offers an opportunity for information exchange, networking and is a platform to define research needs. Every year **escar** impresses with its international and high-quality speakers, who give recent insights and encourage discussions. This is supported by a worldwide announced **Call for Papers**, which is divided into a scientific and industry track. New in 2024 is a student track.

The **escar** community grows constantly and reaches higher number of attendees each year. Due to its continuous success **escar** is also represented in the US and Asia.

## The escar conference was initiated in 2003 by isits AG

With over 20 years of experience isits AG International School of IT Security AG (Germany) has established itself throughout Europe as a vocational education and training institute in the field of cyber and IT security. Moreover, isits AG organizes symposiums, workshops and conferences.

A promotional poster for the 21st escar Europe conference. The background is dark blue with a glowing wireframe car in the center, surrounded by digital circuit patterns. The text is white and blue. The escar logo is in the top right corner of the poster.

**21<sup>st</sup> escar Europe**  
The World's Leading Automotive Cyber Security Conference  
November 15 to 16, 2023  
[www.escar.info](http://www.escar.info)

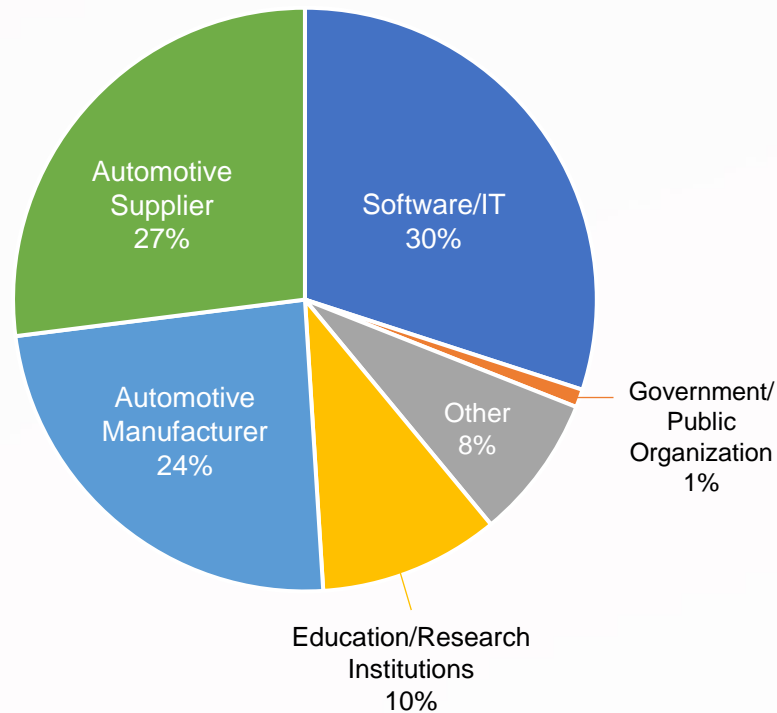
**escar**  
Embedded Security  
in Cars

External link to YouTube:  
<https://youtu.be/X4E7DJVPqWM>

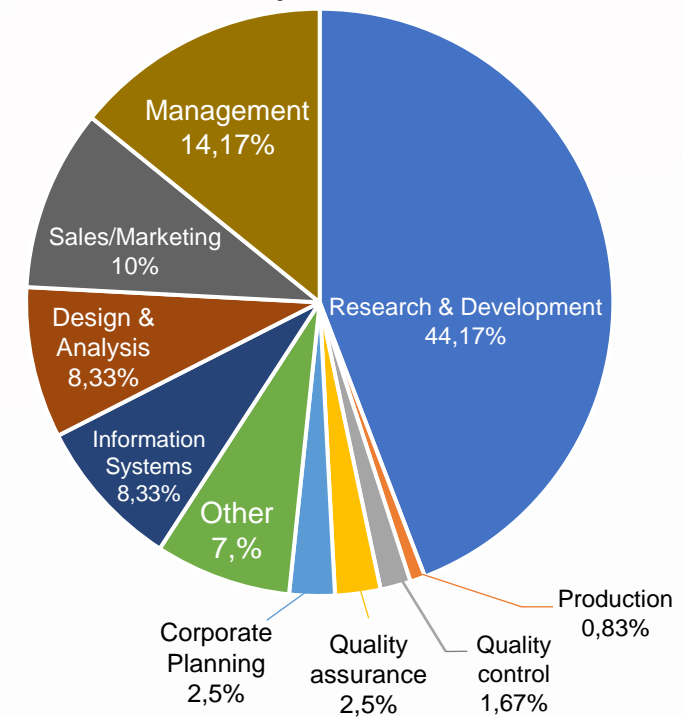
# Introduction

## Who attends escar conference?

Type of industry



Type of job category or department



# Introduction

## Which topics are discussed?

- Security in software-defined Vehicle and eco systems, incl changing value chains, continuous development, DevOps, application of new technologies
- Cyber security management System, incl. regulation, standardization, certification, interoperability, connection to other management systems, UN R155, ISO/SAE21434
- Offensive security, e.g., car hacking, penetration testing, protocol analysis, automation, fuzzing, etc.
- Architectures for securing new applications, like highly-automated and autonomous vehicles, electric vehicles, big data in automotive, backend- and cloud-infrastructures, domain controller, vehicle computer, zero trust architectures, etc.
- Security engineering, safety & security co-design, trust models & formal methods, development & validation tools, security (long term) maintenance, security (credential and overall) management, incident handling and response, and security economics for automotive domain, etc.
- Future security technologies and their application to automotive systems, e.g., post-quantum cryptography, Trusted Execution Environments, privacy-enhancing technologies, etc.
- Security technologies for systems and subsystems, automotive ECUs and subcomponents, networks, and applications, e.g., hardware security, OTA, in-vehicle and V2X network security, access control, intrusion detection, monitoring, automotive SIEM, security functions, etc.
- Further automotive- and security-related topics such as security usability, legal aspects, privacy and data protection, security for other transport systems like railway, aerospace or mobility services like robotaxis, etc.
- Use of AI and machine learning in automotive contexts, e.g., generative AI, privacy-preserving machine learning, adversarial examples, security of automated driving mechanisms using AI

# The Venue



The **22. escar conference** is taking place in Dortmund, the largest city of the Ruhr area.

Dortmund inspires with its passion for football and is characterized by its steel production.

The centrally located congress center impresses with its modern and first-class equipped event rooms, which are perfect for conferences, exhibitions and events. Several comfortable accommodations and the famous football stadium of Dortmund can be found within walking distance.

## **Kongresszentrum Dortmund**

Rheinlanddamm 200  
44139 Dortmund  
Germany

# Benefits



## Why should I become a Sponsor at 22<sup>nd</sup> escar Europe?

Are you looking for a gateway to dedicated experts, clients and new business contacts in the automotive cyber security sector or for expertise in product innovation, repositioning or benchmarking?

You can be sure you will meet these people at **escar**, the World's Leading Automotive Cyber Security Conference!

**Escar grows constantly with an average of 350 attendees and a recommendation rate of 98%.**

In 2024 **escar** will again be a hybrid conference. Our event platform brings all **escar** attendees together - whether on site in Dortmund or virtually. Take part actively at **escar** live in Dortmund or from home and communicate with other attendees, interact with speakers, ask questions and connect with other participants. Exchange ideas with exhibitors and make use of many more networking opportunities with the **escar** community.

**Secure now one of the limited sponsorship options to increase your company's visibility at escar!**

# Hybrid Event Platform

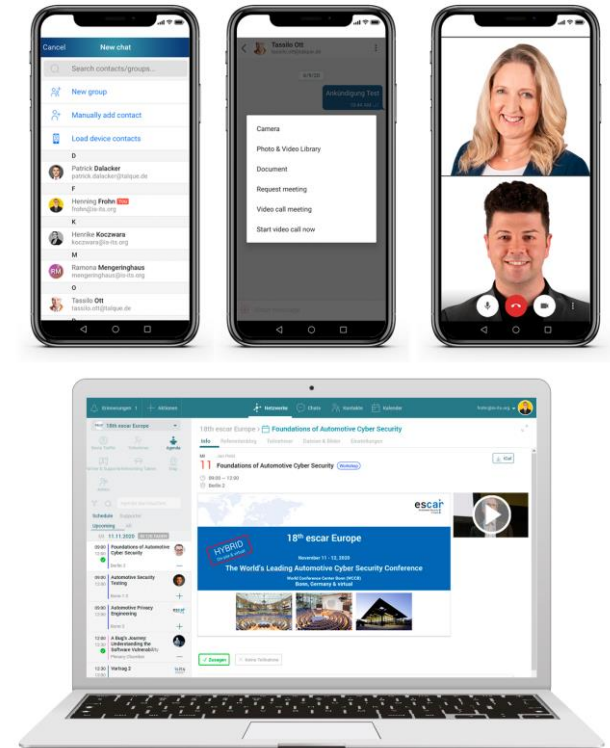
## Networking

Our event-app “talque” offers a matchmaking tool with different possibilities to get in contact:

- all relevant matches are marked and directly displayed/suggested
- interact with all participant profiles (attendees, speakers, exhibitors)
- contact via chat function
- access to the newswall

## 2D Booth

- Virtual booth with detailed company profile and contact information
- material such as videos, whitepapers, product information, etc. can be uploaded
- Dashboard with detailed analysis of virtual visitors





# At a glance



## Your benefits:

- Meet the experts of the automotive cyber security sector
- Exclusive exhibition space in our exhibition area
- Special ticket contingent for your experts
- All-day catering, conference dinner and social program included
- Interesting Add-ons to increase your visibility
- Access to our virtual event platform to make new contacts
- Virtual 2D Booth including detailed analysis of visitors
- Visibility of your company in our event materials (print & digital)
- Announcement of your presence in the escar newsletters and social media channels

# Overview of Sponsor Opportunities

| Your Benefits  | Premium Exhibition Partner | Exhibition Partner | Conference Supporter |
|--|----------------------------|--------------------|----------------------|
| Number of packages limited to  | 4                          | 20                 | 5                    |
| <b>Registration</b>  |                            |                    |                      |
| Full attendee registration (on-site and virtual)   | 2                          | 1                  | 1                    |
| Option to purchase additional full attendee registrations at a reduced rate of 499,00€ plus VAT    | 3                          | 2                  | 1                    |
| Virtual attendee registration (only virtual)   | 2                          | 1                  | 0                    |
| Option to purchase additional virtual attendee registrations at a reduced rate of 299,00€ plus VAT | 2                          | 1                  | 1                    |
| <b>On-site</b>   |                            |                    |                      |
| Exhibition stand area 6m <sup>2</sup> (no equipment included)                                      | ✓                          | ✓                  | -                    |
| Logo displayed on Delegates' Bag   | ✓                          | -                  | -                    |
| Delegates' Bag Insert  | ✓                          | -                  | -                    |
| Your company's information and logo included in the event materials (print & digital)              | ✓                          | ✓                  | ✓                    |

# Overview of Sponsor Opportunities

| Your Benefits   | Premium Exhibition Partner | Exhibition Partner | Conference Supporter |
|---|----------------------------|--------------------|----------------------|
| <b>Virtual</b>  |                            |                    |                      |
| 2D-Booth: virtual booth with detailed company profile, logo, company description, company videos, papers, contact details and 1 virtual admin access included | ✓                          | ✓                  | -                    |
| Dashboard with detailed analysis of virtual visitors  | ✓                          | ✓                  | -                    |
| Option to purchase an exclusive <b>virtual</b> symposium slot (30 mins.)  | ✓                          | ✓                  | -                    |
| Your company's information and logo on the event website  | ✓                          | ✓                  | ✓                    |
| <b>Costs (plus 19% VAT)</b>   | <b>7.299 €</b>             | <b>5.299 €</b>     | <b>2.799 €</b>       |

**Book your sponsorship now!**

<https://pretix.eu/is-its/escarEU24-Spon/>

# Add-on Supporter

## Get-together Supporter

- Your company logo displayed on table tents during the get-together.
- Option to upgrade food options for additional food and beverage fee.

Price: 2.199 €

plus 19% VAT

## Lunch Supporter

- Your company logo displayed on table tents during the lunch.
- Option to upgrade food options for additional food and beverage fee.

Price: 2.599 €

plus 19% VAT

## Dinner Supporter

- Your company logo displayed on table tents during the dinner.
- Option to upgrade food options for additional food and beverage fee.

Price: 3.799 €

plus 19% VAT

# Add-on virtual symposium



**Take actively part at escar with an exclusive virtual symposium.**

The virtual symposium allows you to hold a presentation to our virtual attendees (30 minutes). Your slot is exclusive, which means there will be no other sessions and talks during this time. The session will be displayed in the virtual conference program and can be linked to your virtual 2D Booth. Please note that the set up in Zoom or Teams needs to be organized by yourself.

## **Available Options (limited to 4 slots in total):**

Slot 1 and 2: In the late afternoon of the first conference day 19.11.24

Slot 3 and 4: In the early morning of the second conference day 20.11.24

**Price: 1.999 € per slot**

plus 19% VAT

# Add-on Branding



**Maximize your visibility with a logo or graphic branding in the conference room.**

Size of each LED panel: 1,03 m x 2,08 m

Price: 790 € per panel

plus 19% VAT

# Add-on rentable equipment

## easy-Package



**We want to make it easy for you.**

With this package you do not have to build your booth on site. Your booth will be set up and organized by us.

The easy-package includes a customizable backwall, a screen with HDMI and USB access, a table and two chairs.

If you wish to add items, please feel free to reach out to Yasemin Ludolph: [ludolph@is-its.org](mailto:ludolph@is-its.org)

### **Dimensions (W/H):**

Backwall: 300x250 cm

Smart TV: 55" screen

Price per easy-Package **2.499 €\***, plus 19% VAT

\*Price guarantee until 1<sup>st</sup> September 2024

# Impressions





# Impression



# Impressions



# Contact us



**Yasemin Ludolph**  
Event Manager

Email: ludolph@is-its.org  
Phone: +49 (0)234 92 7898-19



**Birgitte Baardseth**  
CEO

Email: baardseth@is-its.org  
Phone: +49 (0)174 7700 303



## Book your sponsorship package now!

Join our community of sponsors today through our online shop:  
<https://pretix.eu/is-its/escarEU24-Spon/>