EuroBrake®

FISITA®

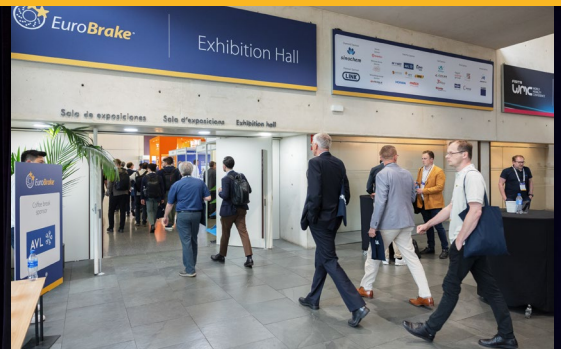
8 – 10 June 2027

Palau de Congressos de Catalunya, Barcelona, Spain

Sponsorship and exhibition opportunities













Sponsorship and exhibition opportunities

Since its launch in 2012, EuroBrake has grown into the world's leading annual technical conference and leadership event for the braking community. EuroBrake is the leading global platform for braking technology and innovation, uniting engineers and researchers from across the global community. Join us and position your company as an industry leader at EuroBrake.

Now entering its 15th edition, EuroBrake 2027 promises to be bigger and better than ever, with more than 1,000 delegates, a robust technical programme featuring 100+ presentations, and around 100 exhibitors representing the entire value chain. We look forward to welcoming you to EuroBrake 2027 — the leading global gathering for the braking community.

Why sponsor/exhibit?

- Connect with a highly targeted audience of braking and chassis specialist, OEMs, suppliers and innovators from around the world.
- Showcase your products, technologies and expertise directly to key technical and commercial stakeholders shaping the future of braking and mobility.
- Strengthen brand visibility through on-site, digital and pre-event marketing exposure across FISITA's global network.
- Generate high-quality leads and build meaningful partnerships by engaging with delegates who influence purchasing, design, and technology decisions — while taking advantage of exclusive networking and knowledge-sharing opportunities across technical sessions, workshops, and social events.

Who should sponsor/exhibit?

Organisations in the key areas of the braking industry, including passenger car, commercial vehicle, rail and academia associated with:

- Components and systems
- Engineering support
- Environmentally friendly approaches
- EV and hybrid brake system technologies
- Friction materials
- Future and alternative brake technologies
- Manufacturing
- Modelling and simulation technologies
- Raw materials
- Testing

Interested in getting involved? Contact Kerry McDiarmid, Head of Sales, at **k.mcdiarmid@fisita.com** to learn more about how you can be part of this industry-leading event.



Exhibition opportunities

Exhibition packages

6sqm

Floor space only	**EUR 4,320**
Shell scheme	**EUR 5,870**

Includes: 1 full conference and 1 exhibition-only ticket

8sqm

Floor space only	**EUR 5,250**
Shell scheme	**EUR 7,100**

Includes: 1 full conference and 2 exhibition-only tickets

10sqm

Floor space only	**EUR 6,590**
Shell scheme	**EUR 8,400**

Includes: 2 full conference and 2 exhibition-only tickets

All prices shown exclude VAT.
Deadlines are applicable

All packages include:

- Single power supply
- Refreshments and lunch on conference days
- Listing in the final programme, mobile app and EuroBrake website

Shell scheme packages include:

- White modular system supplied by SERVIS
- Fascia board, standard inscription (max 30 letters)
- 1 x table
- 2 x white chairs
- Waste paper bin
- Carpet



Sponsorship opportunities

All prices shown exclude VAT
Copy / information requirement deadlines are applicable.

EuroBrake®

Diamond Sponsor – EUR 22,000

- 15 sqm exhibition booth in a prominent location.
- Diamond sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Full page colour advert in the final programme.
- Mobile app banner (shared with other applicable sponsor/s) and 3 dedicated push notifications
- Quote, testimonial or announcement of your EuroBrake participation via the Braking News e-newsletter and FISITA's LinkedIn channel.
- 6 full conference tickets

Platinum Sponsor – EUR 20,000

- 10 sqm exhibition booth in a prominent location
- Platinum sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Full page colour advert in the final programme.
- Mobile app banner (shared with other mobile app sponsor/s) and 2 dedicated push notifications
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- 4 full conference tickets

Gold Plus Sponsor – EUR 18,000

- 10 sqm exhibition booth in a prominent location.
- Exclusive sponsorship of either the EuroBrake delegate bags or refreshment breaks (to be supplied by sponsor)
- Gold plus sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Full page colour advert in the final programme.
- Mobile app banner (shared with other mobile app sponsor/s) and 1 dedicated push notifications
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- 3 full conference tickets



Sponsorship opportunities

All prices shown exclude VAT and copy / information requirement deadlines are applicable.

EuroBrake®

Gold Sponsor – EUR 12,000

Choose one of the following sponsorship options.

- Exclusive sponsorship of the lunches, with the opportunity to place promotional materials such as napkins and/or coasters (to be supplied by sponsor)
- EuroBrake Lanyards (to be supplied by sponsor)
- Conference Stationery – pens/pads (to be supplied by sponsor)
- Water bottle (to be supplied by sponsor)

Plus:

- Gold sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Mobile app banner (shared with other mobile app sponsor/s) and 1 dedicated push notification
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- Discount for exhibition space and advertising packages
- 2 full conference tickets

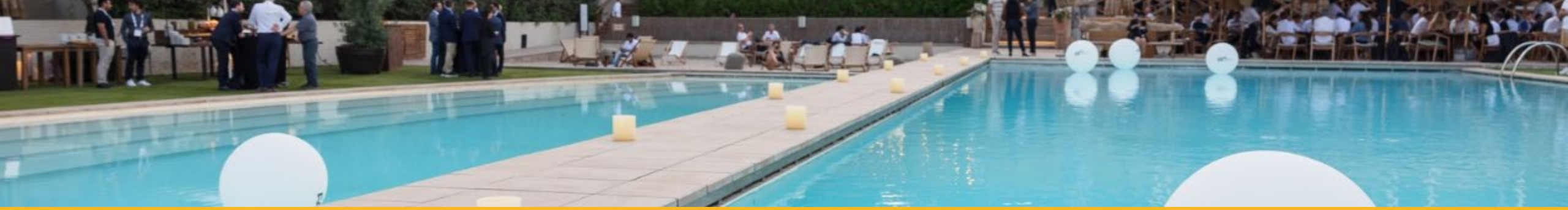
Silver Sponsor – EUR 8,250

- Silver sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website).
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel.
- Discount for exhibition space and advertising packages.
- 1 full conference ticket

Bronze Sponsor – EUR 5,500

- Bronze sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- Discount for exhibition space and advertising packages
- 1 full conference ticket





Sponsorship opportunities

All prices shown exclude VAT
Copy / information requirement deadlines are applicable.

EuroBrake®

Welcome Drinks Sponsor – From EUR 20,000

- Exclusive sponsorship of the welcome drinks reception
- Opportunity to give a welcome speech at the reception
- Welcome drinks sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Full page colour advert in the final programme
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- Mobile app banner (shared with other mobile app sponsor/s) and a dedicated push notification
- Discount for exhibition space and advertising packages
- 2 full conference tickets

Networking Dinner Sponsor – From EUR 20,000*

- Exclusive sponsorship of the networking dinner and pre-dinner drinks reception
- Opportunity to place promotional materials such as napkins and/or coasters (to be supplied by sponsor)
- Opportunity to put a gift on each table (gift to be provided by the sponsor)
- Dinner sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Full page colour advert in the final programme
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- Mobile app banner (shared with other mobile app sponsor/s) and a dedicated push notification
- Discount for exhibition space and advertising packages.
- 6 full conference tickets including dinner tickets

* If shared with another sponsor. Sole sponsorship is EUR 40,000

Registration Sponsor – EUR 16,000

- Exclusive sponsorship of the registration area – your logo on signage and digital screens at the registration desk
- Logo visibility on registration email and the registration page
- Logo displayed on name badge
- Sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- Mobile app banner (shared with other mobile app sponsor/s) and a dedicated push notification
- Option to provide a small, branded giveaway at reception – to be provided by the sponsor
- Discount for exhibition space and advertising packages
- 2 full conference tickets



Sponsorship opportunities

All prices shown exclude VAT
Copy / information requirement deadlines are applicable.

EuroBrake®

Video Showcase – multiple opportunities – EUR 800

Bring your brand to life with a sponsored Video Showcase. Feature your latest innovations, products, or success stories in a short video displayed on the official event platform and promotional channels.

- 2-minute video to showcase your product or service solution
- Looped on the video monitor, along with other sponsor content, for the entire conference in key locations (to be confirmed in mid-March)

Mobile App Push Notifications – From EUR 200 (per notification)

Reach delegates directly during EuroBrake through a sponsored mobile push notification. These short, high-visibility messages appear on attendees' phones via the official event app — an ideal way to promote your stand, announce product demonstrations, or highlight special activities.

Availability is limited to ensure maximum impact and visibility. Notifications can be scheduled at key moments throughout the event to drive traffic and engagement.

Mobile App Sponsor – EUR 9,500

- Splash screen image as the app launches on each device
- Logo displayed in all app-related instructions and download banners
- Mobile app banner (shared with other mobile sponsor/s)
- 3 dedicated push notifications through mobile app (pre, during and post conference)
- Mobile app sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- Discount for exhibition space and advertising packages
- 1 full conference ticket

Wi-Fi Sponsor – EUR 9,500

- Network or password to be named after the company
- Logo displayed in all Wi-Fi mentions and log in instructions
- Wi-Fi sponsor recognition on all marketing materials promoting your company profile and brand (Braking News e-newsletter, LinkedIn and EuroBrake website)
- Quote, testimonial or announcement of your participation in EuroBrake via the Braking News e-newsletter and FISITA's LinkedIn channel
- Discount for exhibition space and advertising packages
- 1 full conference ticket



Student Opportunities Programme sponsorship

EuroBrake's Student Opportunities Programme plays a vital role in connecting emerging engineering talent with the global braking community. For 2027, we are running the programme with accessible sponsorship options that enable organisations to support students while gaining meaningful visibility and engagement.

Why Support the Student Programme?

- Enable students to attend EuroBrake and engage with the industry
- Support future engineers at a formative stage of their careers
- Demonstrate commitment to education, talent development and the wider engineering community
- Gain positive brand exposure without the need for major investment

All prices shown exclude VAT
Copy / information requirement deadlines are applicable.

Student Opportunities Programme Sponsor – EUR 5,000
2 available

- Company logo on event website and app
- Logo displayed on venue screens and event signage, especially in the Student area
- Full page advertisement and company profile in the printed programme
- Company recognition on the Student page in programme
- Company acknowledgement in student communications
- Company video showcase during network & session breaks
- Pre and post event social media recognition
- Speaking opportunity on coaching/leadership to students during lunchtime presentation sessions
- Optional at discretion of company – "prize" – e.g site/company visit in home country, financial prize, mentoring session etc to winners
- Optional at discretion of company – small prize to each finalist – eg. Branded pen
- Seat on judging panel
- 2 full conference tickets



Advertising opportunities

EuroBrake®

Final Programme	Rates
Inside front cover	EUR 2,100
Inside back cover – ON REQUEST	EUR 1,890
Outside back cover	EUR 2,625
Full page	EUR 1,575
Half page	EUR 780

EuroBrake ticket bundle offer*	Rates
5 tickets	€5,600
10 tickets	€9,800

**Ticket bundle offer only applies to 3-day full conference tickets.*

Product Presentation – EUR 2,000

Showcase your latest braking technology, product, service or innovation to EuroBrake's specialist audience of engineers, technical experts and industry decision-makers.

With a dedicated presentation slot, you can demonstrate your expertise, share a case study or introduce a new solution while encouraging discussion and valuable business connections.

Your package includes:

- A dedicated presentation slot in a private presentation room or speakers' corner.
- The opportunity to present products, services, technologies or research directly to delegates.
- A focused setting for audience engagement and questions.
- 1 dedicated push notification
- One full conference ticket

An affordable way to enhance your EuroBrake presence, available on its own or alongside an exhibition, sponsorship or advertising package.

Please contact Kerry McDiarmid for the list of venue branding/advertising options: **k.mcdiarmid@fisita.com**