



VEHICLE & TRANSPORTATION
TECHNOLOGY INNOVATION MEETINGS

MICHIGAN

INTERNATIONAL BUSINESS
CONVENTION FOR AUTOMOTIVE
& VEHICLE INNOVATION

PLENARY CONFERENCE - B2B MEETINGS - EXHIBITION

JULY
12/13
2023

Suburban Collection Showplace

46100 Grand River Avenue
Novi, MI 48374

YOU ARE INVITED!

Plan to join us at VTM Michigan for a chance to meet with global automotive and mobility leaders. Local economic development and community partners will be hosting Michigan's first international B2B forum on innovations in mobility to showcase our region as the *Global Epicenter of Mobility*. This event is patterned after the successful VTM Turin, which attracted over 300 companies and organizations.

ABOUT VTM MICHIGAN

VTM Michigan is a mobility technology event that brings together the vehicle and transportation community, including: manufacturers, tier one suppliers, key decision makers, disruptive technology specialists, entrepreneurs and solution providers for air/land/water.

THE PROGRAM WILL INCLUDE

Conference: A half-day conference focused on the challenges and opportunities for future mobility and new vehicle technologies

B2B Meetings: Pre-arranged B2B meetings

Workshops: Participants will have the opportunity to host or participate in workshops addressing current topics, including:



Electric & hybrid vehicles, batteries & components



Hydrogen, new sustainable propulsion systems



Software-defined vehicles



Urban air mobility



Connectivity, smart infrastructure, cloud services



Sensing and control technologies for ADAS & autonomous driving



Safety-security validation & certification



Micro-mobility & new mobility concepts

BECOME A SPONSOR

As an event sponsor, Michigan is offering local companies discounted registration and exhibit space adjacent to the Michigan Pavilion.

COMPANY OPTIONS

Basic* (\$2,900) – 43 sq. ft. booth equipped with hard walls, table, chairs, carpet and company sign; and admission for one delegate.

Deluxe* (\$3,900) – 83 sq. ft. booth equipped with hard walls, table, chairs, carpet and company sign; and admission for two delegates.

Executive (\$6,000) – 129 sq. ft. booth equipped with hard walls, table chairs, carpet, company sign, counter, stool and power; and admission for three delegates.

Host a Workshop (\$1,500) – Must submit abstract for approval.

Extra delegates (\$150 per person)

*Power not included

VISIBILITY & NETWORKING

- Key mobility companies and organizations, including Michigan-based OEMS and Tier One Suppliers, will be available for one-to-one meetings with participants
- We are expecting the participation of international delegations from Italy, France, the U.K., Sweden, Netherlands, Canada, Korea, Japan and more

PARTICIPANT BENEFITS

- Detailed event catalogue
- Detailed company profile in the online VTM Michigan 2023 catalogue
- Customized two-day schedule of pre-arranged B2B meetings based on your choices
- Workshops and conferences
- Show-sponsored networking events

MICHIGAN PAVILION

- A Michigan Pavilion will anchor the Michigan area
- EDO sponsors will have space in the pavilion
- We are targeting 50-100 Michigan company participants
- Michigan exporters may be eligible for a 75% reimbursement of registration fees and travel expenses through Michigan's State Trade Expansion Program (MI-STEP)

REGISTRATION & INFORMATION

Event registration is through the booking form provided by event organizer – [abe-advanced business event](#)

For assistance or more information, contact:

Chris Olzem, *Senior Business Development Representative, Oakland County*
olzemc@oakgov.com | (248) 202-9138

For information about STEP eligibility, contact:

David Newhouse, *International Trade Development Manager, MEDC*
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NEXT STEPS

More information and to register, visit:
michiganvehiclemeetings.com

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