

KONZEPT
HAUS

**MOBILITY
DESIGN
CONFERENCE**
CALIFORNIA '26

BECOME OUR PARTNER | 23 OCTOBER, 2026

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WHO ARE WE?

TALENT

Our talent division specialises in Design Executive Search, full-time and part-time recruitment, and headhunting for the mobility and transportation sector as well as digital design.

LEARNING

Instead of pure theory and academia, we connect with your people and teams using impactful stories, key insights and personal experience - delivered in a highly engaging way.



CONSULTING

We are your partner, to identify and face your design and business challenges. Our unique approach engages both sides of the brain to create a fusion between analytical thinking and creativity.

DESIGN PROJECT MANAGEMENT

We take care of your automotive design projects. This includes the strategic planning and operational execution of each project - on-site, fully outsourced.

MOBILITY DESIGN CONFERENCE 2026

The Mobility Design Conference is an event **designed by car designers, for car designers**. It focuses on the ideas and voices that will shape the future of car design over the next 5-10 years — not just from the current leaders but from the dedicated professionals working in the field day in and day out. These are the people who form the backbone of MDC, the **future decision-makers, leaders, and visionaries**. It's a space for connecting with peers and tackling big-picture questions, focusing on how we can elevate and strengthen our industry together.

MDC welcomes everyone to join. **Let's gather, discuss, and collaborate to make car design better for the future!**

02

STAGES

30

SPEAKERS

200

ATTENDEES



**PREVIOUS EVENTS
& NUMBERS**



MOBILITY DESIGN CONFERENCE 2025

In Partnership with
» IAA MOBILITY

The **Mobility Design Conference 2025** brought together leading designers, innovators, and industry experts to **explore the future of mobility design**. As the official design kickoff of the week in Munich, the conference created a focused platform for inspiring talks, engaging panel discussions, and meaningful networking within the global design community.

Centered around the key themes **CMF, UX, and Process & Tools**, the event offered exclusive insights into emerging trends and the evolving role of design in shaping the next generation of mobility experiences. The conference fostered **open exchange, new perspectives, and valuable connections** among professionals who are driving innovation across the automotive and mobility industries.

03

STAGES

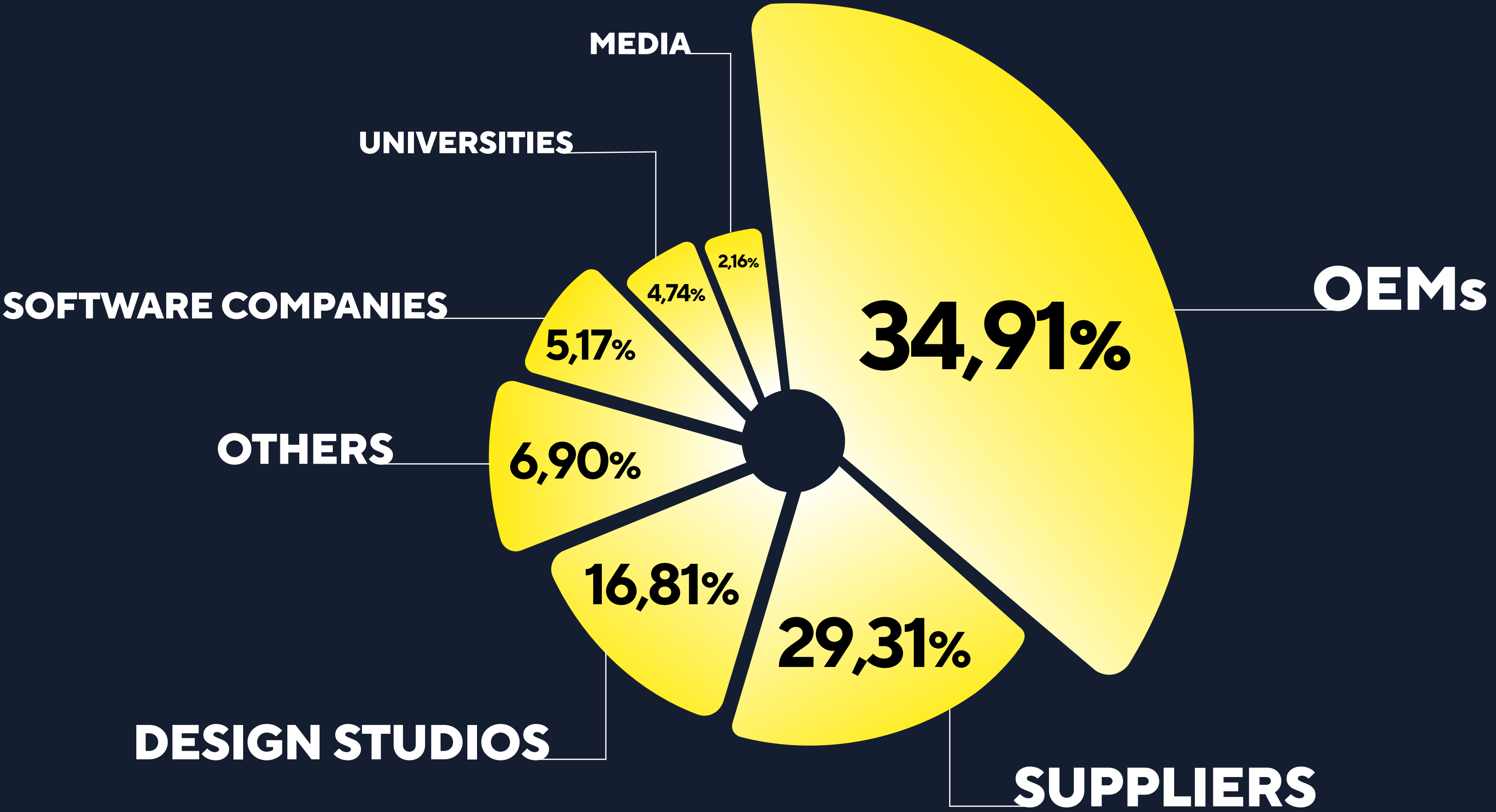
35

SPEAKERS

300

ATTENDEES

GUESTS, PARTNERS, SPEAKERS - COMPANIES

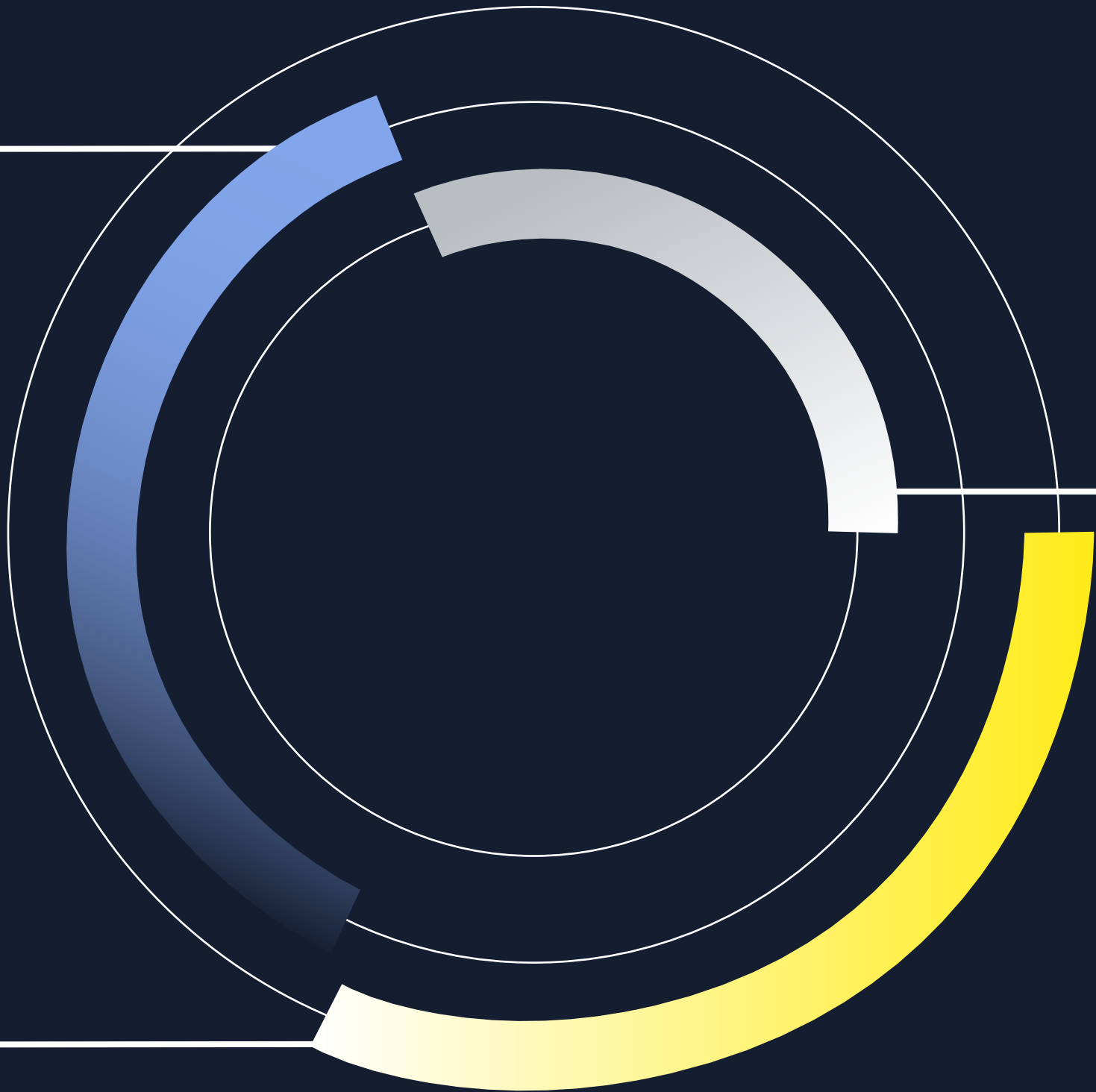


GUESTS, PARTNERS, SPEAKERS - JOB LEVEL

WORKING LEVEL
34,33%

EXECUTIVE LEVEL
27,04%

MANAGEMENT
38,63%





**PAST
PARTNERS**

SHAPING THE AUTOMOTIVE JOURNEY, TOGETHER!

KISKA.

Adobe

PHIARO

AUTODESK

Kontrolka
HMI Concept & Design

DESIGN
WORKS

A BMW Group Company

SCHRÖTER
MODELL-UND FORMENBAU



pininfarina

INK INVENT™
— RheoLight™ Crystal Glass Pigments —

depix

BASF
We create chemistry

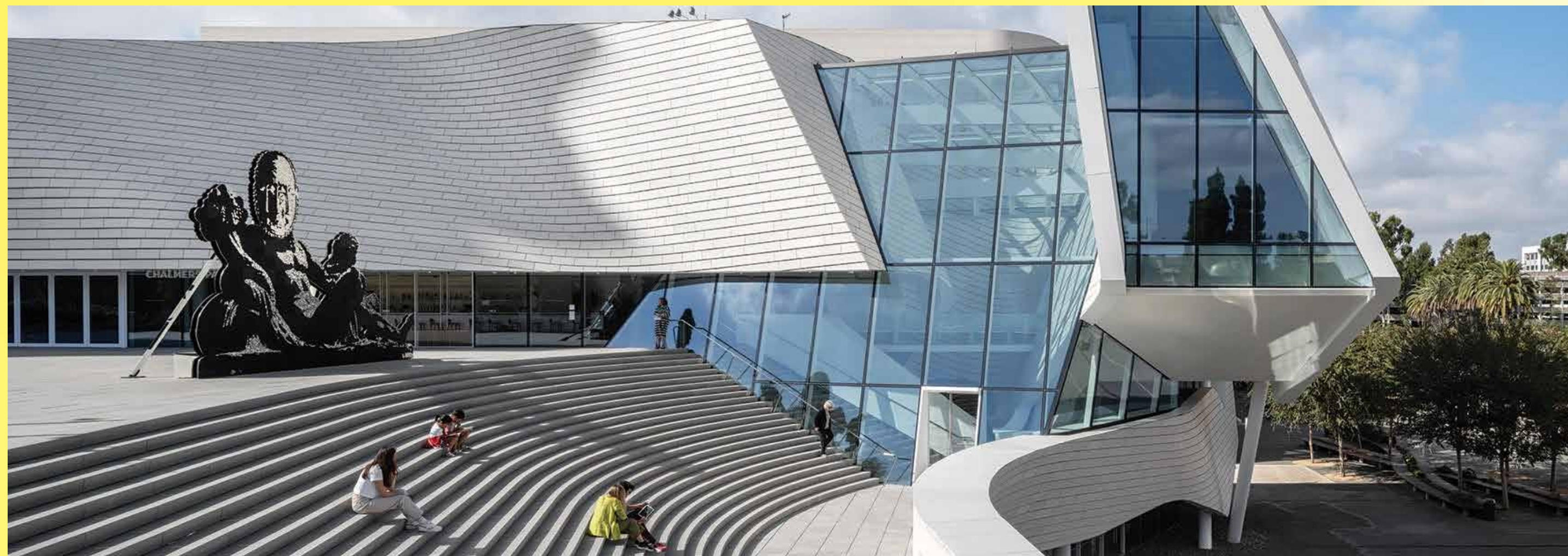
Coatings

DEERSTREET

Uf
Ultrafabrics®

LOCATION - OCMA IRVINE

3333 Avenue of the Arts, Costa Mesa, CA 92626, United States



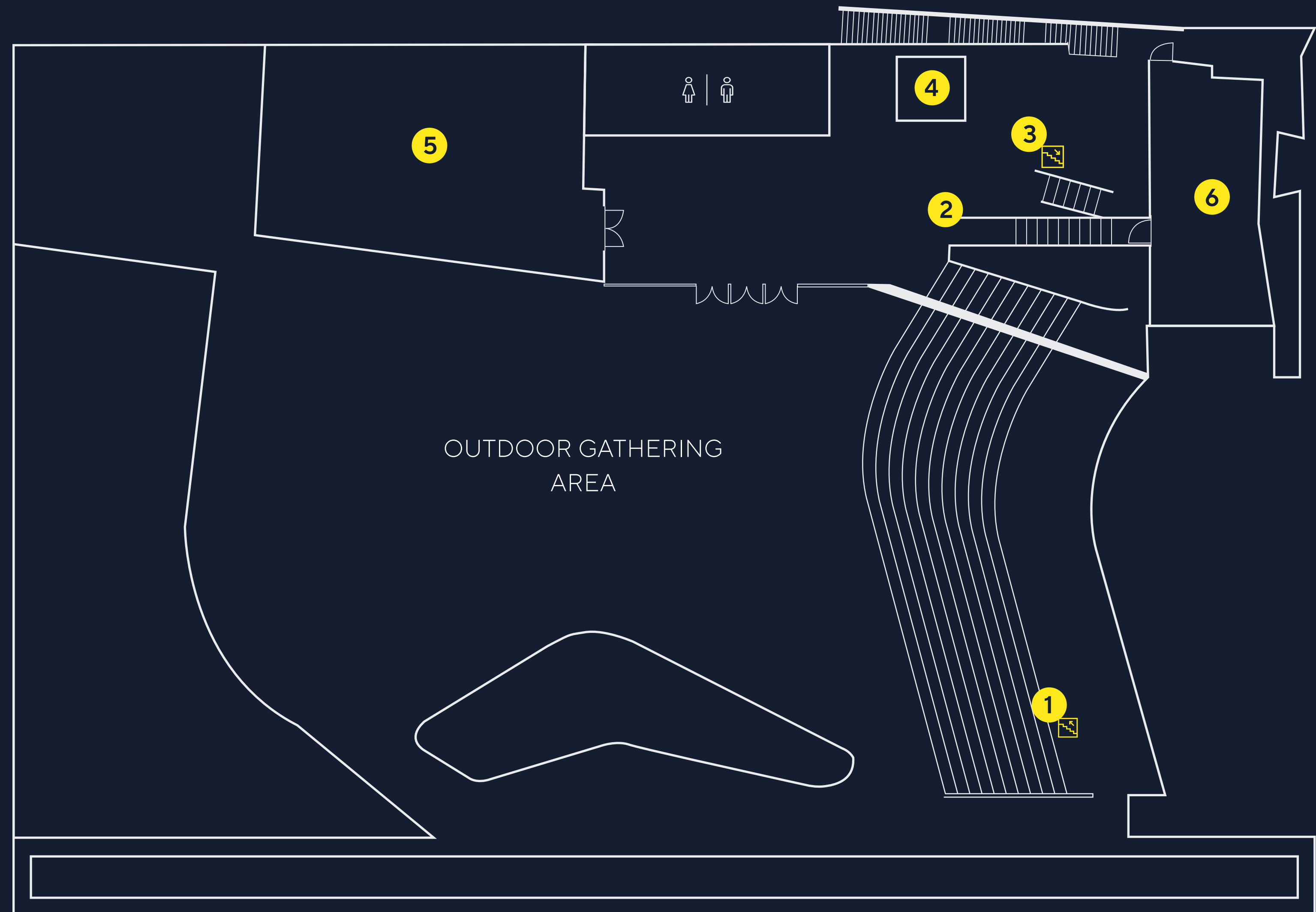
STREET MAP

- Orange County Museum of Art (OCMA IRVINE)
- Plaza Tower Parking Structure



FOYER

1. ENTRANCE
2. CHECK-IN
3. WAY TO MUSEUM
4. GUEST ELEVATOR
5. BLUE ROOM
6. YELLOW ROOM



SPONSORSHIP BENEFITS

DIRECT ACCESS TO DESIGN DECISION-MAKERS

Meet and engage with influential figures from global OEMs, design studios, and future mobility startups — the people shaping tomorrow's transportation landscape.

NETWORKING OPPORTUNITIES

Build meaningful relationships with industry leaders, creatives, and potential collaborators in an inspiring setting. Our format encourages authentic interaction, from casual conversations to deep dives into shared ideas.

BRAND VISIBILITY IN A CURATED COMMUNITY

Position your brand at the intersection of design and innovation with visibility across the event space, and digital channels.

THOUGHT LEADERSHIP & CREDIBILITY

Align with the most relevant topics in design and mobility by participating in or supporting discussions that drive the industry forward.



**PARTNERSHIP
OPPORTUNITIES**

MAIN PARTNERSHIP

EXHIBITION & ON-SITE BRANDING

- 1 Exhibition Booth
- Size approx. 8 sqm
- Including: 1 Power Plug, 2 Tables, 4 Chairs
- Main Sponsor of the MDC
- Prominent Logo Position on Print Material

COMMUNICATION

- Prominent Logo Position on Website
- Exclusive Newsletter
- 5 Social Media Postings (*Instagram & LinkedIn*)
- Exclusive Content Creation (*Event Highlight Videos, Blog Posts or Interviews*)

TICKETS

- 6 Complimentary Tickets
- 10 Tickets with a 10% Discount (*for Company Employees or Partners*)
- Speaking Opportunity in one Panel

PRICE - EUR 20,000

Exclusive newsletter



Logo Position on Website



Prominent logo position

5x



MEDIUM PARTNERSHIP

EXHIBITION & ON-SITE BRANDING

- 1 Exhibition Booth
- Size approx. 5 sqm
- Including: 1 Power Plug, 2 Tables, 4 Chairs
- Good Logo Position on Print Material

COMMUNICATION

- Good Logo Position on Website
- Prominent Mention in Generic Newsletter
- 3 Social Media Postings (*Instagram & LinkedIn*)
- Co-Branded Content Creation

TICKETS

- 4 Complimentary Tickets
- 4 Tickets with a 10% Discount (*for Company Employees or Partners*)

PRICE - EUR 10,000

Mention in Generic Newsletter



Logo Position on Website



Good logo position



SMALL PARTNERSHIP

EXHIBITION & ON-SITE BRANDING

- 1 Exhibition Booth
- Size approx. 3 sqm
- Including: 1 Power Plug, 1 Table, 2 Chairs

or
Branding Only

COMMUNICATION

- Logo included on Website
- Mention in Generic Newsletter
- 2 Social Media Postings (*Instagram & LinkedIn*)

TICKETS

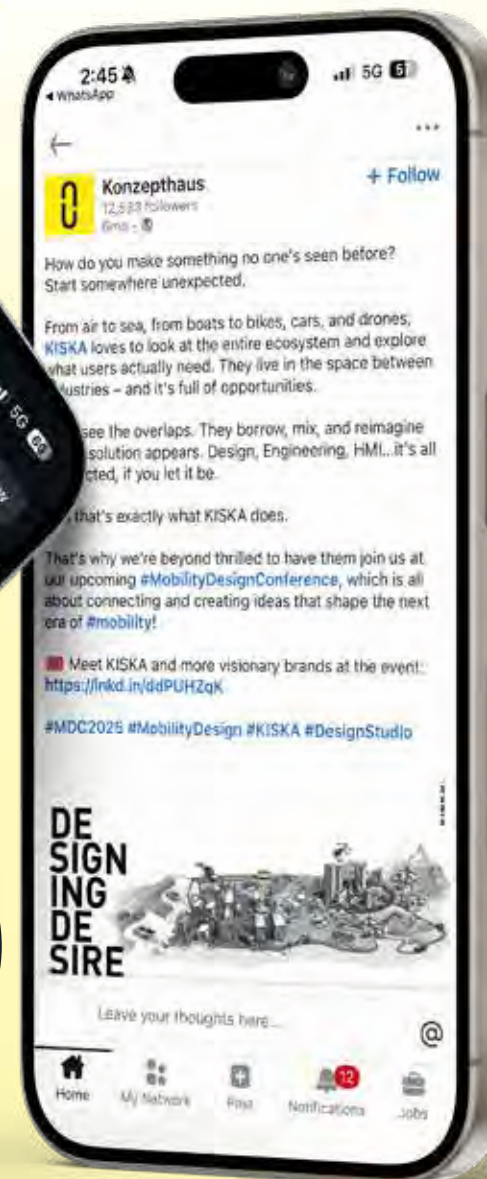
- 2 Complimentary Tickets
- 2 Tickets with a 10% Discount (*for Company Employees or Partners*)

PRICE - EUR 5,000

Logo Position on Website



Mention in Generic Newsletter

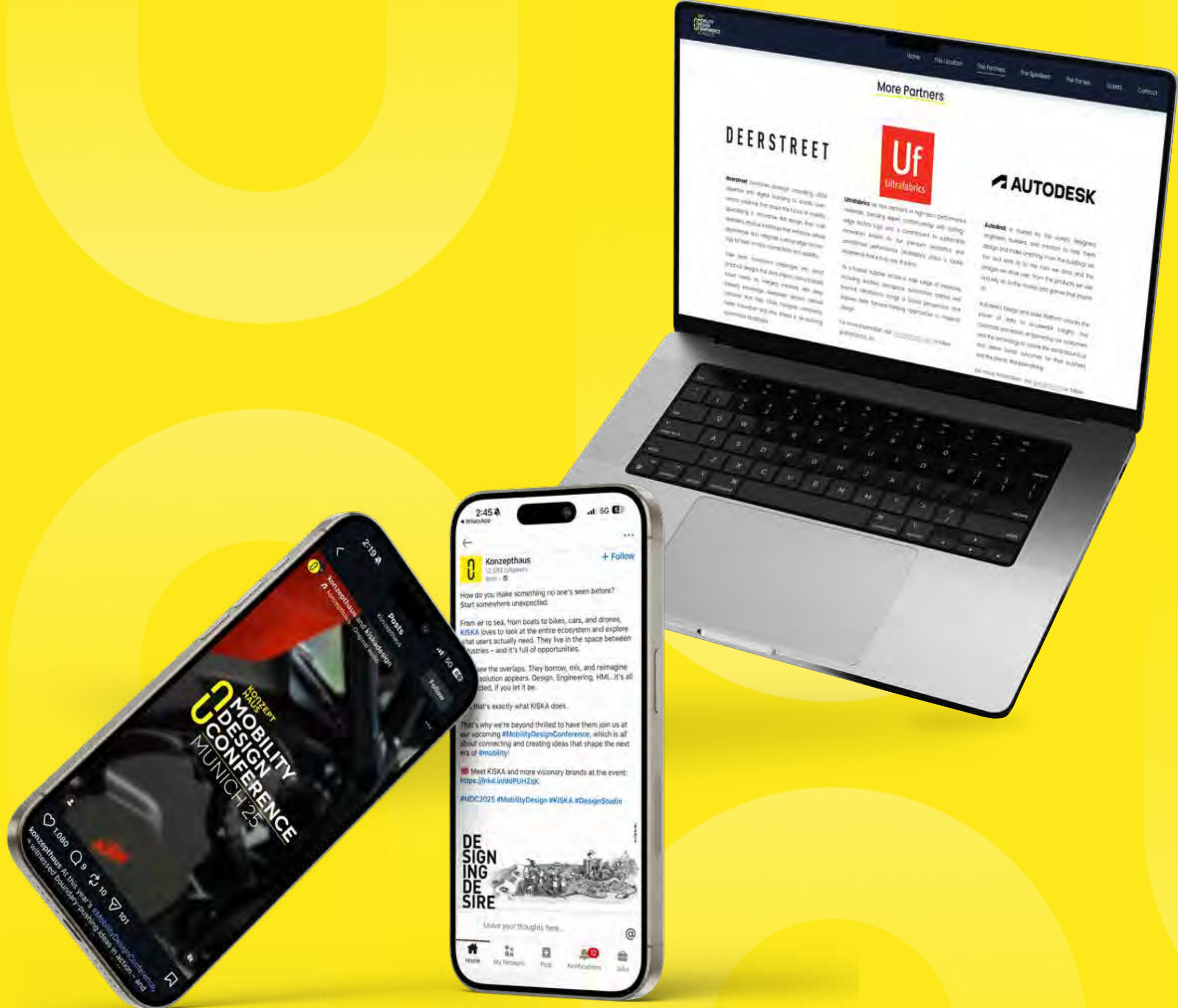


2x

PARTNERSHIP OVERVIEW

CATEGORY	SMALL	MEDIUM	MAIN
BOOTH LOCATION	3 sqm Booth or Branding Only	5 sqm Booth	8 sqm Booth
SETUP INCLUDED	1 Table, 2 Chairs, Power	2 Tables, 4 Chairs, Power	2 Tables, 4 Chairs, Power
BRAND VISIBILITY	Logo position on website + Newsletter mention	Good logo position on website + Good logo position on print Newsletter mention	Prominent logo position on website + Prominent logo position on print + Exclusive newsletter
SOCIAL MEDIA	2 Posts	3 Posts	5 Posts
CONTENT COLLABORATION	–	Co-branded content	Exclusive Content Creation
SPEAKING OPPORTUNITY	–	–	1 panel speaking slot
TICKETS (COMPLIMENTARY / 10% DISCOUNT)	2 / 2	4 / 4	6 / 10
PRICE	€ 5,000	€ 10,000	€ 20,000

BOOTH & BRANDING OPPORTUNITIES



ADDITIONAL SPONSORSHIP OPPORTUNITIES



LANYARD SPONSORSHIP

Company logo on all attendee badges.

COFFEE BREAK SPONSOR

Branded coffee cups and signage at beverage stations.



SWAG BAG INSERTS

Sponsors can place promotional items, brochures, or gifts in the attendee bags (*minimum of 500 items needed*).



ADDITIONAL SPONSORSHIP OPPORTUNITIES

ONSITE VIDEO PROMOTION

- Short video ads played between sessions or during breaks.

POST-EVENT SUMMARY REPORT

- Sponsors featured in a post-event recap shared with attendees and press.

TED TALK SPEAKER

- Deliver a 20 minute keynote style talk on one of our stages, sharing your insights, vision, or expertise with the international mobility design community.

CONTACT THE TEAM!



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