

MINI TRADE MISSIONS

Add-ons to The Automate Show 2026 - June 25 - 26, 2026

Become an event partner for our **high-level German-U.S. business delegations** taking place alongside Automate 2026 in June and The Battery Show 2026 in October. These curated programs bring together senior executives, technology leaders, investors, and innovation stakeholders from both sides of the Atlantic—creating a unique platform for visibility, thought leadership, and direct business engagement.

During a focused program from Thursday afternoon to Friday in the Illinois / Michigan ecosystem, **up to 20 delegates will join us for each mini delegation for exclusive site visits with industry leaders, a networking event with key stakeholders, and a roundtable with German American executives.**



FREQUENCY

1 delegation
in 2026

LOCATION

Automate (Chicago, IL)
& The Battery Show
North America
(Detroit, MI)

AUDIENCE

12-20 delegates from
advanced manufacturing
and industry

40-60 networking
reception attendees

YOUR BENEFITS

- Logo placement across marketing materials, including event mailings and LinkedIn posts
- Event opening remarks and exhibit space
- Priority access to delegation members for tailored introductions and B2B matchmaking
- Complimentary event ticket to participate in all events

PACKAGE INCLUDES

		Presenting Partner (limit 1) \$5,000	Premium Supporting Partner (limit 2) \$3,500	Supporting Partner (limit 2) \$2,800
HIGHLIGHTS	Tickets to participate in Delegation	2	1	1
PRE-EVENT	Logo placement on event webpage & targeted email campaigns	✓	✓	✓
	Company tag and logo on LinkedIn event posts	✓	✓	✓
	Highlighted sponsorship announcement post	✓		
AT EVENT	Event opening remarks	✓		
	Partner recognition	✓	✓	
	Logo and QR code displayed during networking (linked to sponsor website)	✓	✓	✓
	Table for company marketing display and/or branded materials and option to bring banners	✓		
POST-EVENT	Attendee “Thank You” email with company logo	✓	✓	✓
	Event recap LinkedIn post with company tag and logo	✓	✓	✓