

# Connected Cars Insurance USA

AUGUST 18-20, 2020

# WHERE THE FUTURE OF AUTO INSURANCE IS DECIDED



CO-LOCATED WITH:

**TU-Automotive  
Detroit**

**W** WARDSAUTO.  
Interiors Conference.

**ADAS & Autonomous  
Vehicles**

**W** WARDSAUTO.  
**UX** User Experience  
Conference™

Powered by:  **Automotive**  **WARDSAUTO.**  **WARD** INTELLIGENCE™

 **#TUINSURANCE**

[automotive.knect365.com/connected-car-insurance-usa/](http://automotive.knect365.com/connected-car-insurance-usa/)

 **informa tech**

**“ CONNECTED CAR INSURANCE USA CONNECTED OUR BUSINESS WITH THE RIGHT PEOPLE, AT THE RIGHT COMPANIES. BEING A TECH COMPANY PROPOSING HIGHLY INNOVATIVE FINTECH SOLUTIONS IT IS SOMETIMES HARDER FOR US TO CAPTURE CONTACTS THAT ACTUALLY LEAD TO FRUITFUL CONVERSATIONS WITH DECISION MAKERS ACROSS OUR TARGET ACCOUNTS. THE TU-AUTOMOTIVE TEAM IS UNSURPASSED IN THIS SENSE. THEY ARE FANTASTIC TO WORK WITH. THEY’RE FLEXIBLE, ACCESSIBLE AND RESPONSIVE, AND THEY PUT IN THE EFFORT TO MAKE THEIR EVENTS A SUCCESS. I ALWAYS KNOW THAT THEY WILL DO WHATEVER IS NECESSARY TO MAXIMIZE OUR INVESTMENTS. ”**

Sygie

**“ IT’S A GREAT NETWORKING EVENT WITH GREAT PANELS AND PRESENTATIONS. WE ATTEND TO UNDERSTAND THE MARKETPLACE AND WHERE IT IS, WHAT OUR COMPETITORS ARE DOING, AND ACTUALLY WHAT OUR CUSTOMERS AND PROSPECTS ARE LOOKING FOR AND CONNECTED CAR INSURANCE IS THE BEST PLACE TO BE FOR THOSE KINDS OF PURPOSES. ”**

Nino Tarantino, CEO – North America, Octo Telematics

**“ THIS IS WHAT WE SEE AS THE BEST ANNUAL MEETING PLACE TO UNDERSTAND WHERE THE MARKET IS GOING FOR CONNECTED VEHICLE TECHNOLOGY AND INSURANCE. ”**

Maríel Devesa, Head of Innovation, Farmers Insurance

## DEAR COLLEAGUE,

As the world has continued to adapt over the past few months, we have been continuously reviewing the best ways to serve the Automotive and Insurance communities.

We believe the need for our community to connect, inform and innovate is stronger than ever and Informa Tech Automotive Group is committed to providing you this platform.

We are thrilled to announce the launch of the Virtual edition of *Connected Car Insurance USA!*

For sponsors, exhibitors, speakers and registered attendees for the in-person August event, we've been in touch via email to share more information about how to join the Virtual Event.

Informa Tech Automotive Group's virtual events will deliver the same, high-quality content including world renowned keynotes, conference tracks, workshops, roundtables and working groups that we are known for. We are excited to provide new innovative networking opportunities through data driven networking engagements across various new virtual formats.

See you virtually there! If you have any questions, please reach out to any member of Informa Tech Automotive Division staff.

**Thank you for your continued support.**

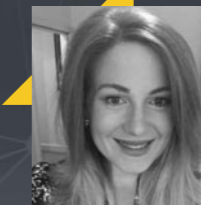
*John and Caroline*



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P.S. We believe in the power of gathering our community to share, inspire, and strengthen our industry, and are committed to continue to do this through many channels. Informa Tech Automotive Group is proud to invite you to the *Summer Festival of Automotive*: a season of automotive digital insight, from Webinars to Whitepapers, Intelligence Reports to Interviews, we have a range of content to suit all. Easy-to-access and available OnDemand, we've got what you need during challenging times to stay ahead of all the latest industry news, strategy and innovation.

# CONSUME EXPERT CONTENT LIVE AND ONDEMAND



## PRESENTATIONS, PANELS AND LIVE Q&AS

As with any Informa Tech Automotive Group physical event, our virtual events offer you the same interactive and varied conference formats.

- Presentations offer in-depth focus on a certain topic, technology or strategy. These sessions feature all the components of a good story; the characters, the setting, the plot, the conflict, and the resolution.
- Panels invite debate. Multiple perspectives from different industry stakeholders facilitates conversation around a specific industry trend.
- Live Q&As put an expert in the hotseat. Expert moderators lead the discussion, moderating any questions from you, the audience.

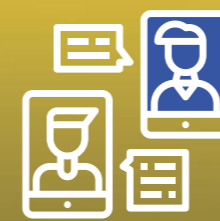
All sessions are enhanced by the Live Discussion module. As a member of the audience, you can use this chat function to ask questions in real-time to any presenter, panellist or interviewee.



## ROUNDTABLES

These first-come-first-serve sessions limited to 15 participants give you the chance to learn and network with like-minded industry professionals, interested in the same topic.

The group and video chat functions facilitate group discussion. A designated moderator will lead, posing questions to the group, initiating discussion, and ensuring all voices are heard.



## LIVE DEMONSTRATIONS

The best-of-the-best technology innovators are attending to showcase their transformative solutions. Experts will walk you through their products by video, demonstrating potential and showcasing expertise.

## VIRTUAL TOPIC CLUSTERS



Partnerships & Collaboration



Usage-Based Insurance



Autonomous Vehicles



Data Monetization



Connected Claims



Artificial Intelligence



Telematics



Distracted Driving



Cyber-Security



Blockchain



Digitization

# DAY 1: AUGUST 18<sup>TH</sup>, 2020

Plenary: Trends				
9:50-10:00am	<b>Welcome from Informa Tech Automotive Group followed by Chairperson's Opening Remarks.</b>			
10-10:45am	<b>Opening Keynote Panel: Driving the Future of Automotive- Trends and Outlook that are Building a New Automotive Roadmap</b> <ul style="list-style-type: none"> <li>• What has the industry learned from Covid-19?</li> <li>• How will the need to get back to business in the "new normal" drive innovation and agility?</li> <li>• Will we see changes in how the industry collaborates following this global pandemic?</li> <li>• How will the industry adapt to deal with potential change in customer needs and wants?</li> </ul>			
11-11:20am	<b>Keynote Fireside Chat: Will Corona Have an Impact on the Future of Digital Services in Cars?</b> <ul style="list-style-type: none"> <li>• Already today many companies have learned that home office is a reasonable alternative to offices. How will be the impact on commuters and what does this mean for OEMs and the services they will have to offer?</li> <li>• Contactless interfaces - will we now see the breakthrough of services like automated payments for parking, gas, etc.</li> <li>• Will the pandemic accelerate or delay the race for autonomous vehicles?</li> </ul>			
11:30-11:50am	<b>Keynote Presentation by SiriusXM</b>			
12-12:20pm	<b>Setting the Scene – Where Are We Now and Where Are We Going? Understanding the Impact of Mobility on the Automotive Industry</b> <ul style="list-style-type: none"> <li>• What will mobility services look like in the "new normal"? Will demand for mobility services go down and will car sharing replace public transport?</li> <li>• How can we bring technology together to make transportation more efficient and effective?</li> <li>• Post Covid-19, will mobility services be more important to keep governments on their environmental targets? What bio safety measures must be put in place in order to convince and reassure the general public?</li> </ul>			
12:20pm-1:15pm	<b>Lunch Break</b> <b>Exhibition show floor tour</b> –Join the show floor tour and get the highlights of the exhibition show floor presented for you. Understand who you should visit, what is on offer and where the innovation lies.			
<b>Choose content from 5 streams, giving you access to a multitude of live content. Don't be afraid of FOMO! All content will be available on-demand as well.</b>				
<b>1:20-3:25pm</b>				
<b>Track 1 – Data</b>	<b>Track 2 – Software Defined Vehicle</b>	<b>Track 3 – Interiors</b>	<b>Track 4 – Electrification</b>	<b>Roundtables</b>
<b>Presentation: How is Data Commercializing the Automotive Market?</b>	<b>Presentation: Managing a Million+ Vehicle Configurations for Software Updates: Staying Ahead of the Game</b>	<b>Presentation: The Rise of Cabin Sensing and Related Technologies</b>	<b>Presentation: The Global Roadmap to Electrification</b>	<b>Round Table: From Ownership to Usership</b>
<b>Presentation: Changing Lanes: Monetizing on the Future of the Software Defined Vehicle</b>	<b>Presentation: Managing the Complexity of Millions of Connected Vehicles on a Global Scale</b>	<b>Engineering SeatCentric Audio Experiences for Tomorrow's Vehicle Cabins</b>	<b>Presentation: Managing Risk and Turbulence in Global Supply Chains</b>	<b>Round Table: How are Radio Broadcasters Embracing New Connected Technologies to Remain Relevant</b>
3:15-3:25pm	<b>Keynote Presentation from Ontario Minister of Economic Development, Job Creation and Trade</b>			
3:25-4:15pm	<b>TU-Automotive Awards Ceremony and Happy Hour Networking</b> <i>Join us for happy hour and celebrate the end of Day 1 with some virtual networking and a drink in the comfort of your own home or office!</i>			

# DAY 2: AUGUST 19<sup>TH</sup>, 2020

10-10:50am	<b>Women in Automotive Breakfast Networking Session including presentation on Relationships are the Foundation of your Negotiation Success</b> <i>In partnership with Automotive Women's Alliance Foundation</i>	
	<b>Plenary – Trends</b>	<b>Plenary – Connected Car Insurance</b>
10:55-11am	<b>Chairperson's Opening Remarks</b>	<b>Chairperson's Opening Remarks</b>
11-11:20am	<b>How User Experience Drove Design for the All-new F-150</b> <ul style="list-style-type: none"> <li>• Learning from the Ford F-150's chief interior and exterior designer how understanding hugely diverse customer needs is key to creating the best user experience.</li> <li>• Research and experiences with customers that drove the design team to implement specific features</li> <li>• How design brought new features to the customer never before seen in the truck industry – foldable shifter, max recline seating, center console work surface, etc.</li> </ul>	<b>Coronavirus &amp; Providing Solutions for an Uncertain Future</b> <ul style="list-style-type: none"> <li>• The nationwide shutdown has resulted in significantly fewer vehicles on the road, less accidents and less pay-outs for carriers. Are reimbursements key to customer retention following the pandemic?</li> <li>• As a direct result of COVID-19 oil prices are falling and consumers are reserved to use shared vehicles. Private vehicles are unexpectedly rising in popularity. How can mobility insurance products reflect this? Who insures the health of a shared vehicle passenger?</li> <li>• What challenges will the industry face over the coming months, and how can insurers overcome them?</li> </ul>
11:30am – 12:15pm	<b>Keynote Panel Discussion: Overlanding and Glamping: Adding Outdoor Space to Vehicle Interiors</b> <ul style="list-style-type: none"> <li>• Overlanding is a fusion of automotive enthusiasts and outdoorsmen; glamping is posh camping.</li> <li>• How are these exploding trends offering huge opportunities for automakers and suppliers to literally expand the interior universe with a vast array of accessories and appliances, from expanding roofs and portable kitchens, to custom furniture and solar panels?</li> </ul>	<b>Presentation: An Analysis of UBI Products</b> <ul style="list-style-type: none"> <li>• As the level of UBI offerings increase, how are these propositions expected to develop in the coming years?</li> <li>• How do MHYD, PAYD &amp; PHYD differ and who can benefit from each of them?</li> <li>• Embedded or application system – which is the right telematics system for the customer and why?</li> </ul>
		<b>Presentation: Utilizing Connectivity to Increase Customer Satisfaction</b> <ul style="list-style-type: none"> <li>• How can insurers utilize the benefits of connectivity to provide new products and services that will ensure customer retention?</li> <li>• What new B2C roles can telematics create for the insurance business and what effect will this have on branding and customer loyalty?</li> <li>• Leveraging multiple data points to expand insurers customer bases.</li> </ul>
12:15-1:30pm	<b>Lunch Break</b> <b>Exhibition show floor tour</b> –Join the show floor tour and get the highlights of the exhibition show floor presented for you. Understand who you should visit, what is on offer and where the innovation lies.	
12:20pm – 1:20pm EDT	<b>WardsAuto 10 Best Interiors Awards Ceremony</b>	
1:30-1:50pm	<b>Keynote Presentation: Fuelling Innovation with a User-Centric Approach</b> <ul style="list-style-type: none"> <li>• How are automakers bringing new technologies and services</li> </ul>	<b>Panel: Findings from Insurer &amp; Automaker Collaboration</b> <ul style="list-style-type: none"> <li>• Which new companies are entering this space to facilitate auto-finance collaboration?</li> </ul>

# DAY 2: AUGUST 19<sup>TH</sup>, 2020

	together that are not only usable but also add value to the customer enhancing their in-car experience? <ul style="list-style-type: none"> <li>What does the future hold for UX?</li> </ul>	<ul style="list-style-type: none"> <li>What benefits can be seen from current automaker-insurer partnerships?</li> <li>How can both insurers and OEM's overcome the challenges presented by embedded insurance to create the type of product the customer needs?</li> </ul>		
2-2:20pm	<b>Keynote Interview: Volkswagen Group of Americas – New Connectivity Platform</b> <ul style="list-style-type: none"> <li>Understand how VW is expanding its digital platform to bring about new efficiencies</li> <li>What concrete advantages will this move bring to VW's efficiency and supply chain ecosystem?</li> <li>How will moving towards the cloud strengthen partnerships, collaboration and modernization especially in the wake of Covid-19?</li> </ul>	<b>Roundtable: Overcoming the Challenges to Mobility Insurance</b>	<b>Roundtable: Reinventing the Insurance Broker Model with Technology, Data &amp; Human Interaction</b>	
Informa Tech Automotive Insurance Awards Ceremony Screening				
<b>Choose content from 5 streams, giving you access to a multitude of live content. Don't be afraid of FOMO! All content will be available on-demand as well.</b>				
<b>2:25-4:45pm</b>				
<b>Track 1 – ADAS &amp; Autonomous</b>	<b>Track 2 – User Experience</b>	<b>Track 3 – Interiors</b>	<b>Track 4 – Mobility</b>	<b>Roundtables</b>
<b>Presentation: Li DAR Driving the Autonomous Car</b>	<b>Presentation: HMI Strategies</b>	<b>Presentation: Bringing Quality and Craftsmanship to EV Interiors</b>	<b>Presentation: Addressing Mobility Challenges Post COVID</b>	<b>Roundtable: Entertainment and the Auto Industry – The Future of Infotainment</b>
<b>Presentation: Safety Systems for Level 2-plus and Above</b>	<b>Presentation: Measuring desirability – How Can Automakers Keep Car Buying Emotive</b>	<b>Presentation: New Concepts and Technology for Enhancing Interiors</b>	<b>Panel Discussion: Creating a Long Term Profitable and Sustainable Mobility Business Model</b>	<b>Roundtable: Future proofing the automotive sector through V2X</b>
<b>Presentation: The State of Autonomy</b>	<b>Presentation: Fuelling Innovation with a User-Centric Approach</b>	<b>Presentation: Creating New Aesthetics and Functionality with Advanced Materials</b>	<b>Panel Discussion: Smart Cities &amp; the Value of Public-Private Partnerships</b>	<b>Roundtable: Vehicle Data Hubs</b>
3:50-4:45pm	<b>Happy Hour Networking</b> Join us for happy hour and celebrate the end of Day 2 with some virtual networking and a drink in the comfort of your own home or office!			
4- 4:45pm	<b>Interiors &amp; UX Themed Speed Networking</b> Register in advance to join this 'Interiors & UX themed' virtual speed networking session. If you are interested in or working specifically in the field of interiors and UX in automotive, this session is for you! You'll meet 6 other people who share your focus on interiors and UX, and hopefully form some useful new relationships to follow up on!			

# DAY 3: AUGUST 20<sup>TH</sup>, 2020

	<b>Plenary - Trends</b>		<b>Plenary – Connected Car Insurance</b>	
10:55-11am	<b>Chairperson's Opening Remarks</b>		<b>Chairperson's Opening Remarks</b>	
11-11:45am	<b>Keynote Panel: The Complexity and Layered Landscape of Cybersecurity</b> <ul style="list-style-type: none"> <li>Are sensors being developed and installed in cars too quickly? What are the consequences?</li> <li>Should OEMs install their own security for each component or rely on suppliers?</li> <li>Discover whether blockchain is the potential solution for suppliers and OEMs</li> </ul>		<b>Keynote Presentation: Determining Risk with the Help of IoT</b> <ul style="list-style-type: none"> <li>How have other carriers incorporated IoT and what more can be done to utilize its effectiveness in accurate risk assessment?</li> <li>As the IoT insurance market continues to grow, which best practices will ensure a consistent revenue stream and reduction in premium prices?</li> </ul>	
			<b>Keynote Presentation: The Move from Reactive to Pro-Active Insurer</b> <ul style="list-style-type: none"> <li>A new generation are looking for a more personalized service. To what extent can telematics provide an answer?</li> <li>How can better customer rates and safety be encouraged through a 'pro-active' model?</li> </ul>	
			<b>Presentation: The Benefits of Digitalizing Legacy Systems</b> <ul style="list-style-type: none"> <li>claims process increase customer loyalty?</li> <li>A discussion on the role AI could play in simplifying the future claims handling process.</li> <li>How can insurers begin to overhaul outdated legacy systems while safeguarding current levels of services for clients?</li> </ul>	
12:20-1:30pm	<b>Lunch Break</b> <b>Exhibition show floor tour</b> –Join the show floor tour and get the highlights of the exhibition show floor presented for you. Understand who you should visit, what is on offer and where the innovation lies.			
12:20-1:10pm	<b>WardsAuto 10 Best UX Awards Ceremony</b>			
12:30-1:15pm	<b>Cybersecurity Themed Speed Networking (45 minutes)</b> Register in advance to join this 'cybersecurity themed' virtual speed networking session.			
1:30- 1:50pm	<b>Debate: Making Sense of L3 Autonomy</b>		<b>Presentation: Creating New Business Models to Underwrite at a Commercial Level</b>	
<b>Choose content from 5 streams, giving you access to a multitude of live content. Don't be afraid of FOMO! All content will be available on-demand as well.</b>				
<b>1:55-3:20pm</b>				
<b>Track 1 – ADAS &amp; Autonomous</b>	<b>Track 2 – Cybersecurity</b>	<b>Track 3 – Disruptors &amp; Investment</b>	<b>Roundtables</b>	<b>Track 4 - Insurance</b>
<b>Interview: User Intervention and Interaction – Guiding Your Design to be More Efficient and Effective</b>	<b>Deep-Level Software Security</b>	<b>From Startup to Automaker – What's the Best Way to Integrate a Startup into a Traditional Business?</b>	<b>Roundtable: The Impact of Covid-19 on Customer Relationships</b>	<b>Fireside Chat: Protecting the Data of the Commercial Driver – What You Need to Know</b>
<b>Interview: V2X &amp; The Safety Spectrum</b>	<b>Understanding the Impact of Increasing Levels of Autonomy on Cyber Risks</b>	<b>An ACES Investment Study</b>	<b>WORKSHOP: Foundation Elements of Diversity, Equity &amp; Inclusion</b> <i>In partnership with Center for Automotive Diversity, Inclusion and Advancement</i>	<b>Vitality Drive – A Shared Value Approach to Motor Insurance</b>
<b>How Autonomy, Connectivity and Machine Learning are Driving the Future of Agriculture</b>	<b>Cybersecurity – Who or What is the Weakest Link?</b>	<b>Panel Discussion: An ACES Investment Study</b>		
3:20pm	<b>End of Virtual Event</b>			

# ONDEMAND CONTENT PRE-EVENT

## DATA ONDEMAND

### Presentation: Translating Data into Products Customers Want

- What methods are 3rd parties using to translate data to increase its usability in creating new products?
- What further developments need to take place before data can be transformed into the types of incentives customers want?
- How to create a comprehensive scoring method with the data we already have to efficiently assess risk.

### Fireside Chat: Protecting the Data of the Commercial Driver – What You Need to Know

- What unique challenges do insurers face when dealing with the data generated from the telematics systems of commercial drivers?
- How does this differ to the personal vehicle data? Is there anything personal lines can learn from commercial, and vice versa?
- Who owns this data? The driver, the fleet manager, the insurer?
- What steps can carriers put in place to ensure they comply with the data rules, such as the CCPA?

### Presentation: Increasing the Value of the Connected Car Data

- As the vehicle becomes increasingly connected, generating vast levels of data, how can this data be developed into a financial revenue stream for insurers?
- Which industries could insurers collaborate with to enhance the value of their data?
- How can data be utilized to improve customer engagement and maximize insurance as a brand?

**JOIN BY BOOKING YOUR SEAT TODAY ON THE WEBSITE**

# CELEBRATING THE BEST IN AUTOMOTIVE INSURANCE

At **Connected Car Insurance USA**, we love to take the opportunity to celebrate industry success. That's why this year we are launching the Informa Tech Automotive Insurance Awards.

These prestigious awards celebrate the best talent across automotive insurance. **Nominations will close July 1st, 2020.** The winners will be announced during the virtual Connected Car Insurance USA.



INSURER OF THE YEAR



INSURETECH PRODUCT/SERVICE OF THE YEAR



AUTOMAKER PARTNERSHIP OF THE YEAR



DATA SERVICE OF THE YEAR



OUTSTANDING CONTRIBUTION TO AUTO INSURANCE AWARD



YOUNG INSURER OF THE YEAR 2020

**FOR MORE INFORMATION ABOUT THE AWARDS AND TO NOMINATE, [CLICK HERE](#)**

# YOU'RE INVITED TO THE SUMMER FESTIVAL OF AUTOMOTIVE

Informa Tech Automotive Group invites you to take part in the Summer Festival of Automotive.

A summer of digital content, from Webinars to Whitepapers, Intelligence Reports to Interviews, Informa Tech Automotive Group has a range of content to suit all. Easy-to-access and available on-demand, we've got what you need during lockdown to stay ahead of all the latest industry news, strategy and innovation.

Informa Tech Automotive Group is here to able you to **Connect** with your industry, **Accelerate** your business, **Showcase** your expertise and **Educate** yourself, your teams and your business.

- **CONNECT** - Online networking gives you're the opportunity to speak with other key automotive industry players. From VIP 1-on-1 virtual video meetings to interactive roundtables session limited to 15; from webinars sessions to live Q&A sessions with influencers, Informa Tech Automotive Group offers a variety of digital networking to suit all preferences.
- **ACCELERATE** - Leverage digital opportunities so that your business development can still effectively reach prospects During this time, Automakers are looking for solutions to optimize their business.
- **SHOWCASE** - Businesses are being forced to pivot their offerings during this time. Showcase your innovations, your strategies and your solutions. We're all learning as we go! Together we can ensure the industry is stronger than ever!
- **EDUCATE** - As we all change how we work and acclimatize to working from home, businesses need to ensure that staff feel appreciated. Assist them is staving off boredom, help them realise their future career goals, and ensure your staff are ahead of the latest trends. All from the safety of their homes.

WE HAVE SEVERAL SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THE SUMMER FESTIVAL OF AUTOMOTIVE. TO START YOUR FESTIVAL JOURNEY, [EMAIL SANJAY.SINGH@INFORMA.COM](mailto:SANJAY.SINGH@INFORMA.COM)

## A MULTITUDE OF LIVE AND ON-DEMAND STAGES FOR YOU TO CHOOSE FROM:

 ADAS, AV & AUTONOMY	 COMMERCIAL VEHICLES	 CONNECTIVITY	 CYBER SECURITY	 DATA	 ELECTRIFICATION	 <b>INSURANCE</b>
 INTERIORS	 MARKETS	 MOBILITY	 PROPULSION	 RETAIL	 SOFTWARE	 UX

## WATCH

Connected Car Insurance USA is taking part in this year's Summer Festival of Automotive, hosting a series of pre-event webinars to get you excited for the main event in August.

### PRESENTATION: TRANSLATING DATA INTO PRODUCTS CUSTOMERS WANT

- What methods are 3rd parties using to translate data to increase its usability in creating new products?
- What further developments need to take place before data can be transformed into the types of incentives customers want?
- How to create a comprehensive scoring method with the data we already have to efficiently assess risk.

### FIRESIDE CHAT: PROTECTING THE DATA OF THE COMMERCIAL DRIVER – WHAT YOU NEED TO KNOW

- What unique challenges do insurers face when dealing with the data generated from the telematics systems of commercial drivers?
- How does this differ to the personal vehicle data? Is there anything personal lines can learn from commercial, and vice versa?
- Who owns this data? The driver, the fleet manager, the insurer?
- What steps can carriers put in place to ensure they comply with the data rules, such as the CCPA?

### PRESENTATION: INCREASING THE VALUE OF THE CONNECTED CAR DATA

- As the vehicle becomes increasingly connected, generating vast levels of data, how can this data be developed into a financial revenue stream for insurers?
- Which industries could insurers collaborate with to enhance the value of their data?
- How can data be utilized to improve customer engagement and maximize insurance as a brand?

## LISTEN

We know that you need OnDemand content that fits in with your busy life. We're launching the Informa Tech Automotive Group podcast this summer, which will feature exclusive content including:

- Never-before-heard content from 2019's Informa Tech Automotive Group events
- Exclusive previews of upcoming sessions
- Wards Intelligence Analyst debates
- Interviews with industry experts

## READ

Whether you choose to read the blogs or download the eBooks, there is plenty of content for you to consumer throughout the Summer.

### Want to contribute?

Email [Freya.smale@informa.com](mailto:Freya.smale@informa.com) for information on how you can become a contributor.

# INNOVATIVE VIRTUAL WAYS TO NETWORK

We know how important it is to meet your fellow attendees. Our virtual event platform offers you a multitude of ways to network virtually. We'll give you time to navigate through the Exhibition Hall and take part in the Virtual Live Product Demonstrations. Speed Networking gives you the opportunity to quickly meet with your fellow attendees. Recorded Virtual Show Floor Tours are available to assist you in navigating around the platform.

**And that's not all!** Take the guesswork out of networking with the Matchmaking Service. A.I. automatically matches you with fellow attendees based on you profile and who you are looking to meet.

## SPEED NETWORKING



Speed Networking will take place throughout the virtual event and presents the perfect opportunity to make sure you come away from the conference with contacts and conversations to follow up on.

## SHOW FLOOR TOURS



Virtual events can be difficult to navigate. Watch our recorded tutorials to get a feel for how to use the platform, how to get the most out of sessions and how to find what you are looking for.

## VIP MEETINGS



As always, our dedicated VIP team is here to deliver that extra special experience to high-level attendees. Our team will not only match you to fellow attendees, they will also arrange the meetings on your behalf.

## GROUP CHATS



Network with like-minded attendees through Group Chats. Group Chats will be set up per session and per event theme. Pose a question or offer up your expertise.

# SAMPLE CONNECTED CAR INSURANCE USA ATTENDEE LIST



- 38% Senior Management
- 15% C-Level/Owner
- 11% Production/Operations
- 11% Sales/Business Development
- 5% Innovation/Strategy
- 4% Marketing/Communications
- 2% Claims/Underwriting
- 2% Consulting
- 2% Cyber Security/ Data
- 2% Program & Project Management
- 2% Research/Analyst
- 1% Accounting/Finance/Legal
- 1% Engineering/Design/Manufacturing
- 1% Staff/Support/Customer Service
- 1% Investment Director
- 1% Media

## IN 2019, WE WERE JOINED BY:

**AIG** • **Allstate Insurance Company** • Allstate Roadside Services • American Association of Insurance Services • **American Family Insurance** • AmeriTrust • **Amica Mutual Insurance** • AmTrust Financial • AmTrust Group • Arity • Arizona Department of Transportation • Assurant • Auto Club Group • Autodata Solutions Inc • Automatic Labs, A SiriusXM Company • Autonomic • axitech • Bosch Connected Devices and Solutions • California Casualty Management Company • Cambridge Mobile Telematics • Carfax • **Carrot Insurance** • CCC • Clutch • Connected Vehicle Trade Association • Continental Intelligent Transportation Systems • Copiloto Seguro • Cordoba • **Country Financial** • Cowen and Company • Danlaw, Inc. • DENSO International of America • Desjardins General Insurance Group • **Digisure** • Dreyev • Driveway • eDriving • E-Motion, Inc. • Enterprise Holdings • Equifax • **Farmers Insurance Group** • Fiat Chrysler Automobiles • FICO • Ford Motor Company • Fujitsu America • GAINSCO • GEICO • General Motors • Great West Casualty • **Hagerty Insurance** • **Hanover Insurance Group** • Here Technologies • Honda • Horace Mann • Illinois Autonomous Vehicles Association • IMS • IN THE CAR • Insurance Institute for Highway Safety • Intel • IoT Insurance Observatory • J.D. Power • Kansas Department of Transportation • KarChing • Lake of Bays Semiconductor Inc. • LexisNexis Risk Solutions • LGVO Innovation Consulting SAC • **Liberty Mutual Insurance** • LightMetrics • Lytx • Metromile Enterprise • Micromech • Mile Auto • Mobile Video Computing Solutions • Mobileye • Mobis • Mojio • MooveAI • **Motion Auto Insurance** • Motion Intelligence • **Munich Reinsurance America** • Mydrive Solutions Ltd • **Nationwide Insurance** • New York State Department of Financial Services • Nexar inc. • Nextbase • NON • Novarica • ORIGO • Otonomo • Owlcam • Paper Co. Ltd • Pinnacle Actuarial Resources • Plymouth Rock Assurance Corporation • Privacy4cars.com • **Progressive Insurance** • Protective Insurance • Ptolemus Consulting Group • Pythia LLC • REDTAIL Telematics • Reuters • Rivian Automotive • Roadz • SambaSafety • Satify • Sentiance • **Sentry Insurance** • Sherpa Solutions • SiriusXM Connected Vehicles • Slice Insurance Inc. • Solera, Inc. • SpeedGauge • **State Farm Insurance** • State of Michigan • Strategy Analytics • Subaru of America, Inc. • Sumitomo Corporation of Americas • **Swiss RE** • Sygic • Tesla • The Auto Club Group • The Floow • The Risk Institute • ThruGreen, LLC • Tokio Marine Holdings • Toyota • Tracker Connect • TransUnion • **Travelers** • TrueMotion • TrueNorth Risk Solutions • University of Nevada, Reno • US Department of Transportation • **USAA** • **Utica National Insurance Group** • Verisk Analytics • Verizon Connect • Vizzion • Volkswagen Group of America • Volvo Cars Tech Fund • Xemplar Insights LLC • Xtract • **Zaman Insurance and Reinsurance Broker LLC** • **Zurich North America**

➤ **JOIN BY BOOKING YOUR SEAT TODAY ON THE WEBSITE** ◀



# PACKAGE BUILDER

Going virtual offers you, our sponsors and exhibitors, even more chance to **Connect** with prospects, **Accelerate** your business, **Showcase** your expertise and **Educate** the industry about your products/services.

Informa Tech Automotive Group's unique 'Sponsor Package Builder' enables you to build a custom bundle of opportunities that suit your business needs.

## YOUR PARTNER FOR BUSINESS TRANSFORMATION

-  Maximise Your Brand Reach
-  Amplify Your Message
-  Generate New Business
-  Global Community Reach of +300,000

### INFORMA TECH AUTOMOTIVE GROUP:

CONNECTING THE ENTIRE AUTOMOTIVE AND TECHNOLOGY ECOSYSTEM TO INFORM, INSPIRE AND ACCELERATE A BRIGHTER FUTURE

Recognized brands trusted for research, education and networking



Marketing expertise to deliver real results to marketers

Specialized content & insights to drive better strategic and operational decisions



Unrivalled reach to decisionmakers in the technology marketplace

## THOUGHT LEADERSHIP

**POSITION YOURSELF AS AN INDUSTRY THOUGHT LEADER IN A CUSTOM ONLINE EVENT TO A HIGHLY TARGETED AND ENGAGED AUDIENCE.**

The virtual event offers the same great thought leadership opportunities that you are used to. Whether you choose to share expertise through a solo presentation, or take part in a panel or roundtable, there are a multitude of options available.

- Presentation
- Panel
- Roundtable
- Masterclass
- Workshop

What's more – all sessions are not only hosted live but are also shared OnDemand post-event. This expands your audience significantly. Full engagement analytics are also provided post-event.

You can also choose to sponsor a Pre-event Webinar as part of the Summer Festival of Automotive. Take your prospects on a journey in 2020 by telling your story through the Informa Tech Automotive Group.

*Interactive features include group messaging, voting and polling, video and audio streaming.*

## BRAND AWARENESS

**RAISE AWARENESS OF YOUR BUSINESS' EXPERTISE AND GET YOUR BRAND IN FRONT OF THE AUTOMOTIVE INDUSTRY.**



Position yourself as an industry leader through extended digital signage opportunities. Multiple banner, column ad, and sponsored virtual rooms enable to display your logo in pride of place. Prime positions are reserved for high-level sponsorship.



### AWARD SPONSORSHIP

Help the industry celebrate by sponsoring the Virtual Awards or take ownership of a specific category that is close to you and your company's heart.

Your logo will be featured across all the marketing collateral, including the shortlist guide, brochure, all emails and the virtual awards room itself.

## LEAD GENERATION

**EXPAND YOUR AND GENERATE DEMAND FOR YOUR PRODUCTS AND SOLUTIONS.**



### CONTENT MARKETING

Get in front of our 300,000+ strong network of automotive stakeholders. We'll host your content on custom landing page aligned to the most relevant Informa Tech Automotive Group brand for 1 year. Dedicated email promotion to our audience, along with newsletter inclusions, and social media promotion will drive leads for your business.

Lead reports are provided including name, email, address, phone, title, company, industry, company size & any requested custom questions.



### VIRTUAL BOOTHS

Virtual Booths are a fantastic way of having a dedicated space for your business development team during the event. You can customize your booth with your branding, videos and any collateral you have for the audience to take home in their virtual 'goodie-bags'.

#### Other features include:

- Instant Video Calls with lead scoring
- Live chat with sales staff
- Inbound meetings
- Showcase products
- Live stream product demos with Q&A



### SPONSOR PRODUCT GALLERY

Host your own dedicated product gallery or share your content in our Sponsor Product Gallery. Available during and post-event, attendees are able to navigate your various offerings at their leisure.



### MATCHMAKING SERVICE

Your business development team will benefit from Our interactive platform's unique A.I. matchmaking algorithm. You can save time with this A.I. tool, as it will recommend the best attendees to meet with based on your customer persona. You are still able to search through the entire attendee list and cherry pick prospects. With advanced filters, we've made this easy for your team!

As a sponsor, you can live chat with anyone at any time and see which attendees are online, so you can reach out to them at the right time. Your business development team can share documents, and add notes, ratings, or tags to leads in real-time so when you export, you have a mine of information to work from.



### VIP MEETINGS

Let us do the hard work for you. Our dedicated team of VIP Relations Managers are available to high-level sponsors. They will assist your team in setting up meetings. They also "virtually" chase anyone who is late to attend on your behalf.

**START CREATING YOUR CUSTOM PACKAGE TODAY**

*\*We have limited options available for Start Ups who are looking to do more than just attend. Email Sanjay.singh@informa.com for more information.*

# THANK YOU FOR READING.



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