



**HxGN** LIVE Smart Simulation Summit  
Troy, MI | 09-10 November 2022

# Shift to Zero

Sponsor & exhibition prospectus



# Are you ready to shift to zero prototypes?

What if there was a way to compress program times, get separate teams to work from the same engineering data, and collaborate to achieve targets holistically?

Our President, Ola Rollén, recently said, “What stands in the way becomes the way.” Hexagon’s ability to leverage data sources, including simulation, production, metrology, and quality, is revealing new ways to support the product lifecycle from ideation to maintenance. Within the world of Design & Engineering, it is our use of data and data loops across the design, simulation, and manufacturing processes that will truly unlock the shift to zero prototypes.

Every vehicle manufacturer is under tremendous pressure to compress program duration, or at least accomplish more within a prescribed timeframe. What used to be a 48-month development cycle has already been reduced by many automotive OEMs to 24 months or fewer. Furthermore, the rapid evolution of electric vehicles has led to the wide adoption of new subsystems, including battery packs and electric motors. While overall vehicle requirements related to light-weighting, noise and durability are still key to success, and additional factors such as certification are critical for eVTOL and the aerospace industry, the approach to addressing these oft-competing performance attributes is facing a dramatic change.

The departments responsible for designing various subsystems and meeting certain targets are often separate. However, they need not be siloed. Achieving such drastic reductions in development timetables will not happen using unidirectional, waterfall processes, but rather through adopting agile methods that can shift more CAE to the left of the product development. By changing the approach to how design tools are used and how groups collaborate, and through leveraging technologies like Artificial Intelligence (AI) that facilitate more intelligent, efficient development, we can move towards digital prototyping and reduced development cycles; we can shift to zero.

Our combination of proven software and engineering expertise is giving our customers the confidence to rely on virtual simulation and eliminate full prototype iterations. Don’t take our word for it – come and hear about it from our customers at Hexagon Smart Simulation Summit 2022!

## 2022 Local venue

Troy, MI





# Why attend



**500+**  
**Customers**

Opportunity to present to an expected audience of **>500 people**, including peers, thought-leaders and top engineering talent.



**50+**  
**Speakers**

Learn how cutting-edge technologies for **EV development**, like those in the Romax suite, are empowering Hexagon's customers to deliver unparalleled performance in the rapidly growing electrification space.



**25+**  
**Partners**

Learn about our latest product launches and rising technologies in domains such as **Autonomous Systems, CFD, and Acoustics**.



**10+**  
**Sponsors**

See how new computing methods such as **AI/ML** and **HPC** are revolutionizing the way that foundational best-in-class simulation packages like **Adams** and **MSC Nastran** are used.



**6**  
**Workshops**

Explore our dedicated solutions for Manufacturing and Materials.

Be part of our community meeting, get hands-on experience, and find out how our technologies are driving change within the industry.

See many of our first class partners in computer-aided engineering (**CAE**), **materials and manufacturing**, and **hardware**, and hear about the latest and greatest in cloud offerings from our cloud partners.

All attendees at this year's summit register at zero cost.



# Revolutionize your development process:

- Convergence of tools, workflows, methods, and solutions.
- Interoperable, open, cloud-ready, and performance-enabled simulation technology.
- Systems thinking and cross-attributing workflows.
- Fast, yet accurate, solutions with no-compromise - AI and intelligent ROMs.

## Papers will be on the following technical conference themes:

- Manufacturing
- Systems Engineering
- Materials
- NVH & Durability
- Fluids & Thermal Management
- Machine Learning
- Autonomous Driving

## Workshops will be on the following technical conference themes:

- Non-Linear FEA Using MSC Apex
- Introduction to Virtual Manufacturing Solutions
- Systems Engineering Simulation – Leveraging Multi-physics Software to Validate Controls and Hardware Systems Performance
- Addressing the Challenges of Composite EV Parts with Simulation
- Meeting NVH Targets with Simulation
- Reduced Order Modelling and Machine Learning with ODYSSEE

# Conference highlights

## Zero cost to attend



**Keynote sessions and new technology overview**



**User paper presentations**



**Media coverage**



**Dedicated product workshops**



**Networking opportunities**



**Zero cost to attend**

# Past sponsors / speakers

Past sponsors / speakers		
Airbus	ETQ	Mahindra
AWS	Facebook	Microsoft
Bosch	Ford	Renault
Coca-Cola	GM	SNCF
CRDC	Hyundai	Stellantis
Dana	Icon	Stratasys
Denso	Johnson & Johnson	Thalesalenia
Domo	Leica	Valeo
DSM	LG Electronics	Volvo
Ericsson	Lucid	Yamaha

# Interested in becoming a sponsor?

## Sponsorship quick reference guide

S.No	Package items	Platinum \$ 10,000	Gold \$ 7500	Silver \$6000
1	Promotion through social media			
2	Keynote backdrop branding			
3	Speaker slot	Main session	Main session	Track session
4	Promo on website			
5	Kit inserts			
6	Booth space	10'x20'	10'x10'	10'x10'
7	Screensaver in session rooms			

## Additional sponsorship opportunities:

### Networking Lunch Sponsorship

- Sponsorship Cost: \$2,500
- Number of sponsorships available: 1
- Deadline to commit: October 7<sup>th</sup>
- Sponsorship Includes:
  - Collateral on tables
  - Literature racks in dining area
  - Logo on banner sign

### Welcome Reception Sponsorship

- Sponsorship Cost: \$3,000
- Number of Sponsorships available: 1
- Deadline to commit: October 7<sup>th</sup>
- Sponsorship Includes
  - Collateral on tables
  - Literature racks in area
  - Logo on banner stand
  - Featured drink

### Swag Sponsorship

- Sponsorship Cost: \$1,000
- Sponsorships available: 4
- Deadline to commit: September 16<sup>th</sup>
- Sponsorship Includes
  - Logo on back of badge
  - Sponsor provided items inserted in bag
  - Logo listed on bag
  - Logo on lanyard

### Live Event Sponsor

- Sponsorship Cost: \$1,000
- Sponsorships available: 4
- Deadline to commit: September 30<sup>th</sup>
- Sponsorship Includes
  - Branded banner stands
  - ADs/Logos playing on screen before and after sessions
  - Collateral available at check-in desk

## Add-ons:

### Additional 10x10 Booth Space

- Sponsorship Cost: \$3,000
- Number of sponsorships available: 3
- Deadline to commit: September 30<sup>th</sup>

### Social Media Sponsor

- Sponsorship Cost: \$750
- Sponsorships available: 4
- Deadline to commit: September 30<sup>th</sup>
- Sponsorship Includes
  - Dedicated sponsor eblast

# Contact us

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Hexagon is a global leader in digital reality solutions, combining sensor, software and autonomous technologies. We are putting data to work to boost efficiency, productivity, quality and safety across industrial, manufacturing, infrastructure, public sector, and mobility applications.

Our technologies are shaping production and people-related ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.

Hexagon's Manufacturing Intelligence division provides solutions that use data from design and engineering, production and metrology to make manufacturing smarter. For more information, visit [hexagonmi.com](https://hexagonmi.com).

Learn more about Hexagon (Nasdaq Stockholm: HEXA B) at [hexagon.com](https://hexagon.com) and follow us [@HexagonAB](https://twitter.com/HexagonAB).