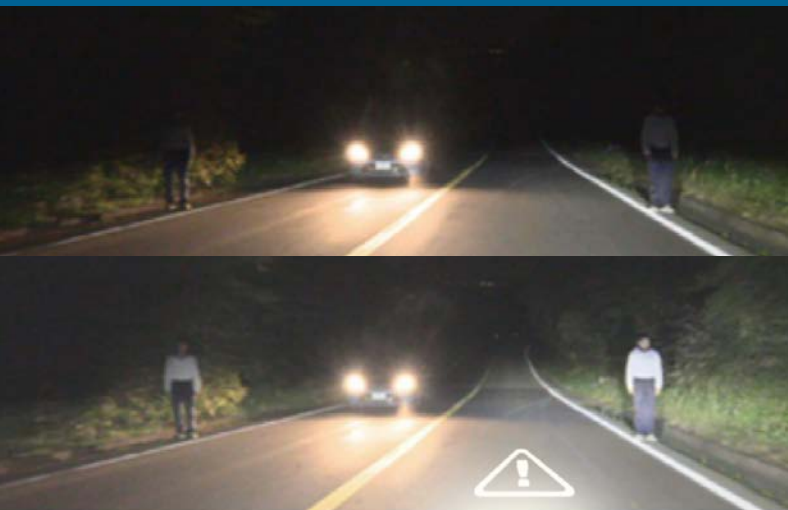


SAVE THE DATE  
21-22 SEPTEMBER 2021

# DVN WORKSHOP 21-22 SEPTEMBER 2021

HYATT PLACE HOTEL, NOVI, MI

Social Cocktail • Meet & Greet Dinner  
Conference • Expo



- According to NHTSA Night driving accounts for around half of accidents.
- Studies show that the main causes for the accidents are the driver being unaware of the hazard.
  - Low visibility
  - Poor illumination
  - Glare

## How to Save Lives in Night-Time Driving

Topics include ADB, LED, MicroLED, ADB performance assessment, Simulation, testing, measurements, and regulation

REGISTER

Sponsored by:



## **DVN Sixth US Workshop will take place in-person at the Hyatt Place Hotel, Novi, MI, on September 21-22, 2021**

DVN 23<sup>rd</sup> workshop will take place in-person in Novi, MI, on September 21-22, 2021, at the Hyatt Place Hotel, during the Motor Bella 6 days event replacing 2021 NAIAS. All sanitary measures prevailing in Detroit at that date will be in place. Conference and exhibition spaces will be safely laid out for hundreds of in-person attendees and a full onsite agenda.

Registered attendees who will not be able to travel to Detroit will benefit from an online replay of the complete event.

The Theme of our one-and-a-half day conference and exhibition:

### **"How to save lives in night-time driving?"**

will highlight how new technologies will contribute to increased safety provided US regulation authorities allow their introduction in the US. The event will bring together around 250 worldwide participants involved in lighting and ADAS: directors, managers, and experts. Among the 30 lectures

on the agenda, exceptional contributions are expected from US Authorities, Regulators, car makers Audi, BMW, GM, Ford, Stellantis, Toyota, Volvo, and lighting suppliers Hella, Marelli AL, Mobis, Valeo, Varroc, Lumileds, Nichia, Osram, Texas Instruments, Everlight, which will highlight the recent safety oriented trends in Lighting and smart car interior. Discussion panels and exhibition booths will host fruitful exchanges between all attendees.

- Network & Promote: This US DVN workshop allows your company to network with International and US players and promote your lighting products or service offer towards the International & US market.

- The theme "How to save lives in night-time traffic?"

discussed during the Workshop Sessions by the best international experts will help you to orient your company strategic decisions concerning your product and service roadmaps.

## **ADMISSION**

### **ADMISSION FOR 1½ DAY WORKSHOP INCLUDING LUNCHES & DINNER: €1,000**

- 1 free entry for DVN Gold members
- 3 free entries for DVN Platinum Members

## **EXHIBITORS**

### **STAY IN TOUCH WITH YOUR CUSTOMERS & PROSPECTS**

and present your product/service innovations or other important messages to high-level decision makers.

### **TARGETED VISIBILITY**

- Your company logo on DVN event agenda and conference hall
- Your company A4 page advertising in the workshop booklet handed out to each participant.

### **NETWORK & PROMOTE IN PERSON**

- 3 free entrees for dinner and conference
- The US DVN workshop in-person attendees will visit your booth during the 30mn conference breaks every two hours, during the lunch, and the welcome cocktail.
- The online attendees will also be invited to a video-visit of each exhibition booth during which the exhibitor will be interviewed.
- All attendees will have access to the replay VOD of the event for 2 full weeks.
- The September 21st weekly DVN Newsletter sent to 3 500 lighting players including 1,000 Gold members, will display all Exhibitors' innovative products/services.

### **EXHIBITION BOOTH PRICELIST**

**Standard Booth:** 4m x 3m - 10,000 Euros  
**XXL Booth:** 7m x 3m - 15,000 Euros

An exhibition area of about 700 sqm covered with booths of International and US companies is available during the workshop next to the main conference room. You can choose to showcase your company and present your latest products and create privileged contacts within this unique international gathering of targeted decision-makers in the auto lighting industry.

**DVN members and Exhibitors must contact  
Salomon Berner**

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