

Under the Patronage of H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai,  
Deputy Prime Minister, Minister of Defence, and Chairman of the Executive Council of Dubai



## DUBAI WORLD CONGRESS FOR SELF-DRIVING TRANSPORT

24-25 September 2025 | Dubai World Trade Centre

# REDEFINING MOBILITY: THE PATH TO AUTONOMY

SPONSORSHIP &  
EXHIBITION PACKAGES

[www.sdcongress.com](http://www.sdcongress.com)



# WELCOME TO THE FUTURE OF MOBILITY

The Dubai World Congress for Self-Driving Transport is back for its 4th edition – bigger, bolder and more visionary than ever.

Held under the esteemed patronage of **H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defence, and Chairman of the Executive Council of Dubai**, this dynamic two-day event – organised by Dubai's Roads & Transport Authority (RTA) is set to be the ultimate hub for innovation in autonomous technology.

Expect a power-packed conference, an exhilarating exhibition, and a prestigious awards ceremony crowning the winners of the 2025 Dubai World Challenge for Self-Driving Transport.

The Congress will unite the brightest minds and trailblazing pioneers in self-driving tech, fuelling the global revolution towards autonomy. More than just a gathering – the Dubai World Congress for Self-Driving Transport is a giant leap towards realising the ambitious vision of **His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai** – where 25% of all trips in Dubai will be smart and driverless by 2030.



# EVENT HIGHLIGHTS

**DATES: 24-25  
SEPTEMBER  
2025**

**LOCATION:  
DUBAI WORLD  
TRADE CENTRE**



**3000+**  
Attendees



**5**  
World-class  
keynotes



**55+**  
International  
speakers



**22+**  
Expert sessions



**60+**  
Exhibitors

**Attendees can look forward to:**

## Self-Driving Transport Conference



Insights from industry leaders, policymakers, and academics.

## Self-Driving Transport Exhibition



Showcasing the latest innovations and applications in autonomous technology.

## Dubai World Challenge for Self-Driving Transport Showcase



Participants from around the globe display pioneering solutions.

## Awards Ceremony



Celebrating the winners of the prestigious challenge in autonomous mobility.

Visit our official website for further information: [www.sdcongress.com](http://www.sdcongress.com)

# CONGRESS AT A GLANCE

As the premier regional event shaping the future of autonomous transport, the Dubai World Congress for Self-Driving Transport will bring together over 600 international experts, innovators, and thought leaders for a groundbreaking exchange of ideas. This is where visionaries and pioneers will drive the conversation on cutting-edge technologies, global standards and the evolution of self-driving transport, reinforcing Dubai's position as a world leader in autonomous mobility.

The Congress features world class keynote speakers, industry-leading voices and more than 20 dynamic content sessions – delivering insights, strategies, and innovations that will define the future. Beyond the sessions, this is an unmissable opportunity to learn, network, and forge powerful partnerships with the brightest minds shaping the next era of smart transportation. The future is here – be part of it!

## The 5 Key Pillars Driving Future Mobility:



Autonomous Vehicle Technologies and Innovations



Public Trust & Human Adoption



AI & Infrastructure Technology



Governance, Policy & Regulations



Innovative Partnerships & Business Models

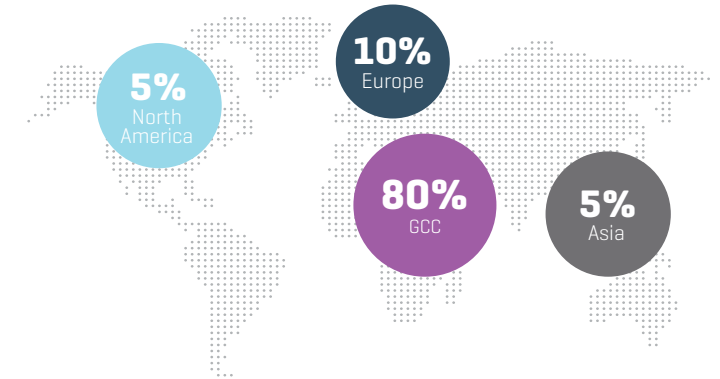


# ATTENDEE PROFILE

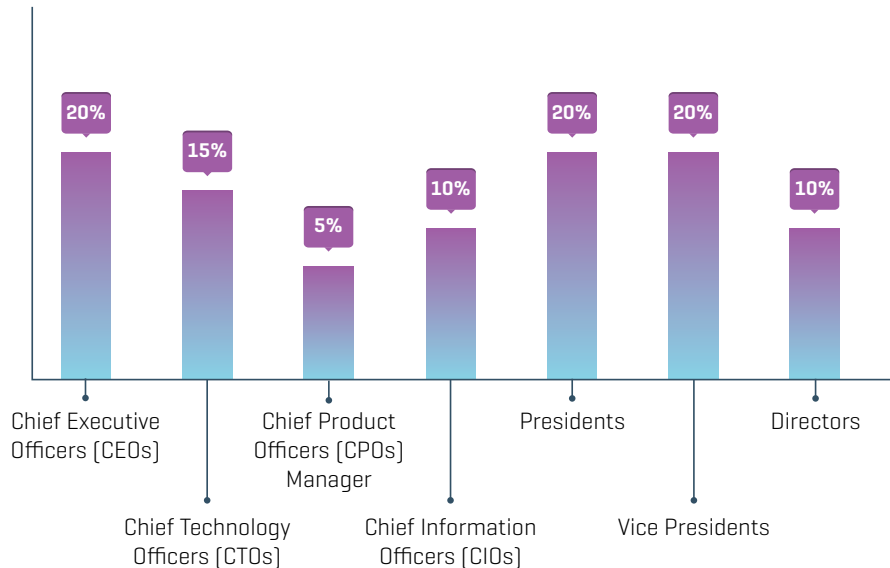
The Dubai World Congress for Self-Driving Transport audience is made up of representatives from automakers, tier 1's, start-ups, investors, TSPs, software developers and more including:

Government & Regulatory Bodies [Policy Makers, Regulators, Government Agencies]	35%
Automakers & Tier 1 Suppliers	15%
Software & Hardware Manufacturers [Software Developers, Hardware Manufacturers, TSPs]	15%
Investors & Financial Services [Investors, Financial Services, Insurers, Fleet Managers]	10%
Industry Associations & Consultants	10%
Academia [Researchers, Universities, Think Tanks]	5%
Wireless Carriers & Connectivity Providers	5%
Startups & Innovators	5%

The perfect balance of technical, strategic & C-suite job functions



The perfect balance of technical, strategic & C-suite attendees including:



## Departments



# THE EXHIBITION

Step into a futuristic showcase where innovation meets opportunity! The Dubai World Congress for Self-Driving Transport Exhibition brings together key global stakeholders from government leaders to top automotive manufacturers and tech pioneers – who are shaping the future of autonomous mobility.

This is where decision-makers unite to tackle industry challenges, explore cutting-edge solutions and forge strategic partnership that will redefine the transport landscape. With over 60 exhibitors, 15+ technical seminars, live product demonstrations and exciting and interactive activations, attendees will witness breakthrough innovations in action. Don't miss the Challenge Showcase, where experts will unveil game-changing technologies that will drive the autonomous revolution forward.



# EXHIBITION OPPORTUNITIES

## STANDARD EXHIBITION BOOTH

S.NO	CATEGORY	MIN. SQM.
1	Shell Scheme	12 sqm
2	Space Only	36 sqm

**Standard Booth** stand includes the following:



**Carpet**



**Shell Scheme Structure**



**Name and Booth No.**  
on white fascia board



1X  
**Spot Lights**



1X  
**White Round Table**



2X  
**White Chair**



1 X  
**13-amps Power Socket**  
[UK plug type]



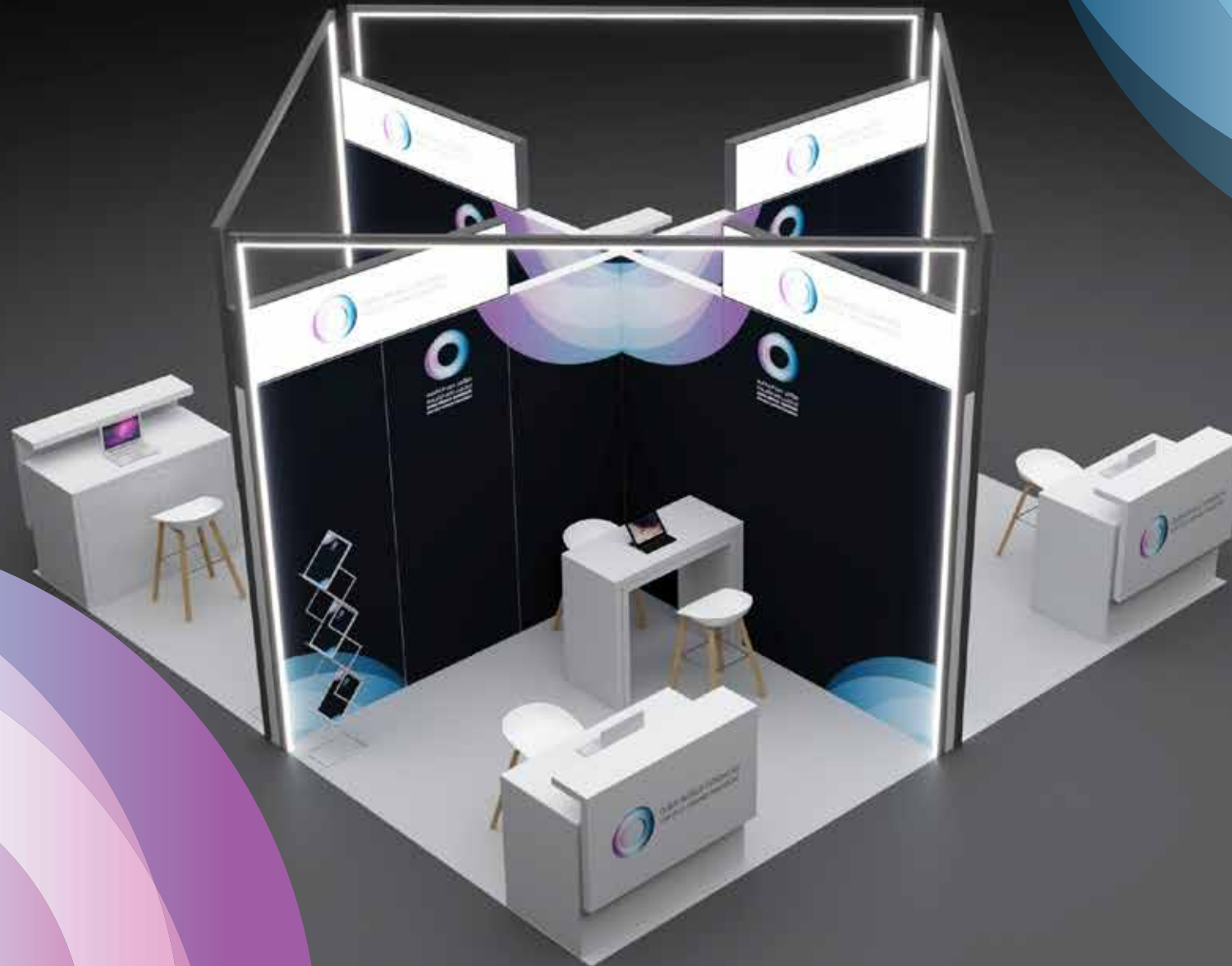
1X  
**Waste Bin**

### General Rules:

- Two [2] exhibitor badges for every 9sqm space/booth booked.
- The bookings will be considered on first come - first served basis
- Sponsors and Exhibitors will have to pay the mandatory insurance fees which covers the Third-Party Public Liability Insurance for exhibitors. The insurance costs would vary upon various stand sizes.
- Companies booking above 18 sqm can book additional space for vehicle display.

# STANDARD BOOTH

Subject to approval of Booth Design





# STARTUP OPPORTUNITIES

## STARTUP BOOTH

S.NO	CATEGORY	MIN. SQM.
1	Shell Scheme	6 sqm
2	Space Only	18 sqm

Startup Booth stand includes the following:



**Logo**



**42" LED Screen**

[additional cost upon request]



**Laptop/  
Product Shelf**



**High Chair**

[additional cost upon request]

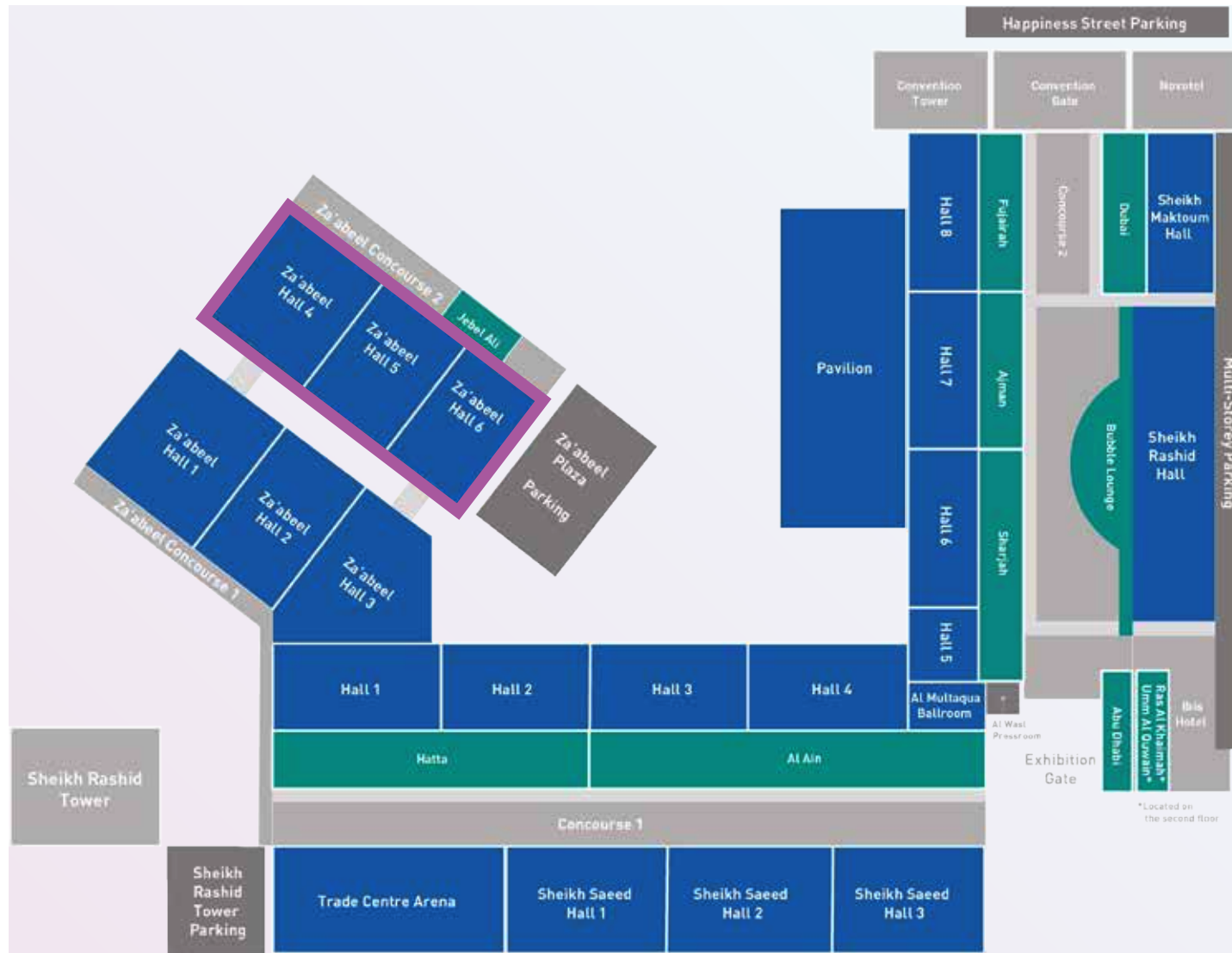
### General Rules:

- Two [2] exhibitor badges for every 6sqm space/booth booked.
- The bookings will be considered on first come - first served basis
- Sponsors and Exhibitors will have to pay the mandatory insurance fees which covers the Third-Party Public Liability Insurance for exhibitors. The insurance costs would vary upon various stand sizes.

# STARTUP



# CONGRESS VENUE



## Congress Meeting Venue

Za'abeel Hall 4 – 6,  
Dubai World Trade Centre,  
Dubai, UAE

## Congress timings

09:00 – 17:30

## Exhibition timings

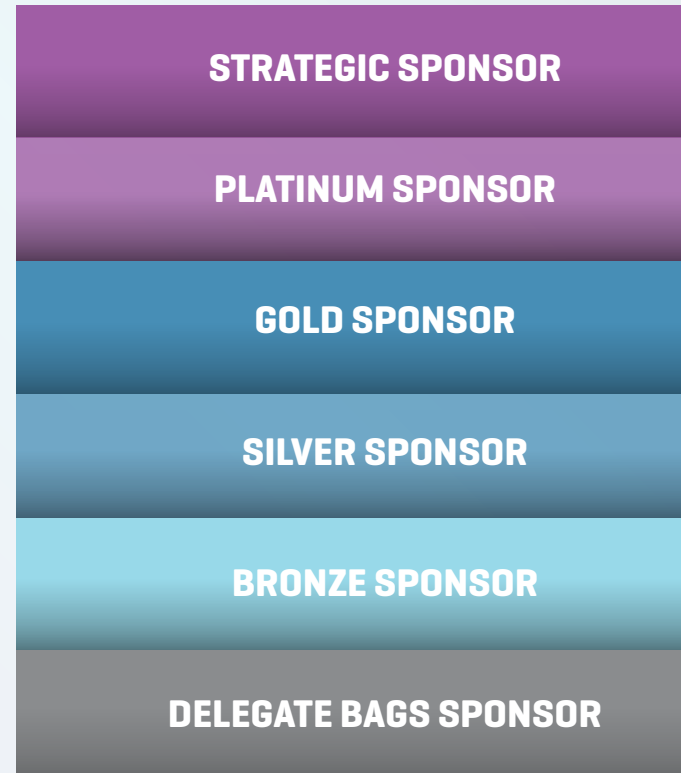
10:00 – 17:00

# SPONSORSHIP OPPORTUNITIES

Align your brand with innovation and play a pivotal role in the future of autonomous transport. Our sponsorship packages offer unparalleled visibility, access to exclusive networking events, and opportunities to demonstrate thought leadership in autonomous transport.

Additionally, tailored packages can be created to perfectly align with your specific objectives and requirements.

## PACKAGE OPTIONS



**All sponsorships include complimentary event passes, access to VIP networking sessions, and dedicated exhibition space — subject to final confirmation by RTA.**

SPONSORS BENEFITS	STRATEGIC	PLATINUM	GOLD	SILVER	BRONZE	DELEGATE BAGS
Receiving recognition for participating in the event	✓	✓	✓	✓	✓	✓
Opportunity to have a speaking slot in Main Agenda [subject to RTA approval]	✓	✓	✗	✗	✗	✗
Opportunity to have a speaking slot in Plenary sessions at Exhibition [subject to RTA approval]	✓	✓	✓	✓	✓	✗
Logo and profile of Sponsor to be uploaded on Congress website and hyperlink to Sponsor website.	✓	✓	✓	✓	✓	✓
VIP Passes* [VIP must be in top 3 tiers of the Sponsor Organization Hierarchy - names & positions to be provided by Sponsor and subject to RTA's approval]	✓	✓	✓	✓	✓	✓
Free Delegate Passes for the Congress Main Hall sessions*	25	20	15	12	5	5
Free Visitor Passes for the Exhibition*	40	35	25	20	15	10
Sponsor Logo on Delegate Bags	✗	✗	✗	✗	✗	✓
Integrated Media campaign prior to the event [Company Logo on emails & ads]	✓	✓	✓	✓	✓	✓
Company Name & Logo featured on the Congress website with a link to a dedicated profile page and to organization website	✓	✓	✓	✓	✓	✓
Sponsor Name and Logo on all campaign announcements and printed / digital materials [Program, Brochure...]	✓	✓	✓	✓	✓	✓
Logo in the wrap up video [shown at the Closing Ceremony]	✓	✓	✓	✓	✓	✓
Sponsor Logo on post event communications and press releases/ newspaper announcement.	✓	✓	✓	✓	✓	✓
Sponsor logo to be placed on venue branding during the event wherever possible.	✓	✓	✓	✓	✓	✓
Special word of thanks in newspaper announcements 'if possible'.	✓	✓	✓	✓	✓	✓
Free exhibition space at a prime location. **	✓	✓	✓	✓	✓	✗
Sponsor will have Gala dinner invitations***	✓	✓	✓	✓	✓	✓

\* Number of free tickets is subject to change in accordance with the Exhibition design and approval from RTA.

\*\* Booth spaces for sponsors will be allocated once the Exhibition layout is approved and are subject to availability.

\*\*\* Gala Dinner invitations will be extended based on the final arrangement and approval from RTA

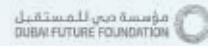
# PREVIOUS SPONSORS & PARTNERS

## PREVIOUS EVENT PARTNERS

Educational Partner



Technological Partner



Governmental Partner



Infrastructural/ Development Partner



Technology Partner



Knowledge Partner



## PREVIOUS EVENT SPONSORS





## **JOIN OUR ESTEEMED NETWORK OF PARTNERS**

Be part of a growing legacy of innovation and excellence. Past sponsors include leading names in technology, mobility, and sustainability who have proudly supported the mission of Dubai's Roads and Transport Authority.

Become a sponsor of the Dubai World Congress for Self-Driving Transport 2025 and connect with industry leaders, policymakers, and innovators shaping the future of autonomous transport.



مؤتمر دبي العالمي  
للتنقل ذاتي القيادة  
**DUBAI WORLD CONGRESS**  
**FOR SELF-DRIVING TRANSPORT**

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**SEPT | 2025**

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