



**Welcome as a sponsor/exhibitor to the 10<sup>th</sup> International Conference on Driver Distraction and Inattention (DDI2026), in Gothenburg, Sweden, October 20-22, 2026.**

The International Conference on Driver Distraction and Inattention is the primary international event on this topic, attracting delegates from more than 20 countries. It is designed to bring participants – from academia, industry and government – up-to-date on the developments and trends in the field of inattention and distraction in driving.

The conference features keynote speakers, plenary and parallel sessions, a poster exhibition and a panel dialogue with various experts, representing various disciplines in this line of research. Networking is also an important part of the conference and we are looking forward to hosting the most recent and relevant research dialogue together with experts from all around the world to move forward with our common challenge to save lives in traffic.

For a description of the general scope of the DDI conference and the focus topics for DDI2026, we invite you to visit the conference website: <https://ddi2026.org>

DDI2026 follows the highly successful DDI Conferences held previously in Gothenburg, Sweden (2009, 2011, 2013, 2018, 2022), Sydney, Australia (2015), France (2017), online in 2021 and Michigan (2024).

DDI2026 is hosted and co-organised by the SAFER Vehicle and Traffic Safety Centre at Chalmers, in Sweden, the Université Gustave Eiffel, in France, and the University of New South Wales, in Australia.

We are very pleased to welcome you to this important international road safety event!

Best regards,

The Co-chairs of the conference:

- Dr Alexandra Fort, Université Gustave Eiffel, France
- Dr Christophe Jallais, Université Gustave Eiffel, France
- Dr Jonas Bårgman, SAFER/Chalmers University, Sweden
- Prof Michael Regan, University of New South Wales, Australia



## Sponsorship packages

### Gold sponsor 60 000 SEK (exkl. VAT)

As a Gold Sponsor, your organisation will enjoy high visibility and exclusive opportunities to engage with key decision makers, researchers and industry leaders:

- Premium **exhibition space** (4x2m) in a high-traffic area of the conference venue — with priority selection of stand location (first-come, first-served among Gold sponsors). Includes table, chairs, electricity, and high-speed Wi-Fi.
- Prominent **logo placement** in the printed final program and on-site digital signage throughout the venue.
- Three complimentary full **conference registrations**, providing full access to all sessions, meals, and social events.
- Recognition as a Gold Sponsor on a **dedicated slide** during the breaks.
- Your logo and link on the **conference website**, listed under Gold Sponsors.
- Opportunity to deliver a 2 to 3-minute **address during the conference dinner** - a chance to speak directly to an engaged and influential audience.
- Inclusion in pre-conference and post-conference **newsletters**, distributed to a wide international network of professionals in traffic safety and mobility.
- **Social media mentions** before and during the event, increasing your brand's visibility to a wider international audience.

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### Silver sponsor 40 000 SEK (exkl. VAT)

As a Silver Sponsor, you will benefit from targeted visibility and strong presence throughout the event:

- **Strategic exhibition space** (3x2m) in the conference venue, with priority selection of stand location (first-come, first-served among Silver sponsors). Includes table, chairs, electricity, and Wi-Fi.
- **Company logo** featured in the printed final program and on digital signage displayed on-site throughout the event.
- Two complimentary **full conference registrations**, providing full access to all sessions, meals, and social events.



- Acknowledgement as a Silver Sponsor via logo display on a **dedicated slide** shown during the breaks.
  - Your logo and link on the **conference website**, listed under Silver Sponsors.
  - Inclusion in pre-conference and post-conference **newsletters**, distributed to a wide international network of professionals in traffic safety and mobility.
  - **Social media mentions** before and during the event, increasing your brand's visibility to a wider international audience.
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### Exhibitor Package – 15 000 SEK (excl. VAT)

This package is ideal for companies or organisations that want a strong on-site presence and visibility throughout the event communications:

- **Exhibition space** (2x2 m) in the conference venue, including table, chairs, electricity and Wi-Fi. Priority on-stand location is given to the earliest confirmed contracts.
  - **One complimentary full conference registration**, including access to all sessions, meals, and social activities.
  - **Company name featured** in the printed final program, on **on-site digital signage**, and on the **conference website**.
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### Tailored opportunities for maximum impact

#### We warmly welcome customised collaborations!

In addition to the sponsorship packages listed, we are open to tailored proposals that create added value — both for your organisation and for the conference participants. If you have an idea for a specific activity, branding opportunity, or engagement that aligns with your goals, don't hesitate to reach out. We are flexible, responsive, and happy to explore solutions that deliver maximum impact for you and our conference participants.

#### For registration and questions please contact:

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