

TECH SHOW

FRANKFURT

SPONSORSHIP BROCHURE 2027

19 - 20 MAY 2027 | HALL 3, MESSE FRANKFURT

TECH SHOW
FRANKFURT
techshowfrankfurt.de

INCORPORATING



CLOUD & AI
INFRASTRUCTURE



CLOUD & CYBER
SECURITY EXPO



BIG DATA
& AI WORLD

BARC



DATA CENTRE
WORLD

THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN GERMANY

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SPONSORSHIP PACKAGES

OVERVIEW	PLATINUM BOARDROOM IMPACT (see page 4)	GOLD STRATEGIC INFLUENCE (see page 5)	SILVER THOUGHT LEADERSHIP (see page 6)	BRONZE TECHNICAL AUTHORITY (see page 7)	INNOVATOR MARKET CREDIBILITY (see page 8)
EXHIBITION PACK	30m ² Turnkey C or D	15m ² Turnkey A or B	9m ² Turnkey A	6m ² Turnkey A	4m ² Innovation Showcase
1-2-1 MEETINGS	10 meetings guaranteed, Concierge included	5 meetings guaranteed, Concierge included	Scheduled via Event App, Concierge included	Scheduled via Event App	Scheduled via Event App
ROUNDTABLES	90min Executive Roundtable	available as add-on	-	-	-
SPEAKING OPPORTUNITIES	(choose 2) 40min Keynote, 25min Session, 90min Workshop	(choose 2) 30min Keynote, 25min Session, 90min Workshop	(choose 1) 25min Session, 45min Panel, 45min Workshop	(choose 1) 25min Session, 45min Panel, 45min Workshop	(choose 1) 15min Session, 45min Panel
ACTIVATION & THOUGHT LEADERSHIP	Dedicated Keynote campaign, Branded content & editorials, Strategic media facilitation, Post-event executive summary.	Exclusive Co-curation of content stream, Expert Panel moderation, Strategic media facilitation, Post event content stream recap.	Customer Interview, Industry- specific targeted newsletter, Access to registered media directory.	Sponsor announcement, Whitepaper download, Access to registered media directory.	Innovator showcase, Sponsor announcement, Access to registered media directory.
BRAND PRESENCE	Premium presence across event wide branding	Category leadership across selected content stream	Prominent brand presence across selected signage	Featured on selected onsite branding	Featured in our Innovator Showcase
INVESTMENT	€75,000	€35,000	€15,000	€10,000	€5,000

FOR BOARDROOM IMPACT

PLATINUM PACKAGE

PRE-SHOW

- **4 MONTHS OUT** - **branded content opportunity** (interview, article, or whitepaper), **target persona & editorial briefing** for meetings and roundtables, **speaker coaching** (editorial support, audience insights & best practices)
- **3 MONTHS OUT** - **dedicated keynote campaign** (with branded content opportunity), **bespoke campaign kit** (including email/social/registration promo assets)
- **5-4 WEEKS OUT** - **priority access to selected visitor list** & concierge app, **strategic media facilitation** (social media feature, pre-show newsletter feature, & access to registered press)

ONSITE

- **10 x targeted 1-2-1 meetings** (see page 15 for 1:1 meetings and page 14 for Roundtable)
- **90 MINUTE** executive roundtable (see page 14 for more detail)
- **CONCIERGE SUPPORT** - for maximum meeting conversion
- **CHOICE OF 2 SPEAKING OPPORTUNITIES** - 40min keynote, 25min solo session, 90min workshop, or 45min panel discussion.
- **PREMIUM BRAND AWARENESS** - across onsite communications, signage, and visitor guide
- **PHOTOGRAPHY ONSITE PACKAGE** - for post-event marketing, social and PR use
- **30m² TURNKEY STAND C OR D** (see page 11 and 12 for more detail)

POST-SHOW

- **1-2 WEEKS** - **GDPR compliant attendee data** (with selected contact details), **post-show newsletter spotlight** (sent to database of contacts)
- **4-6 WEEKS** - **roundtable executive summary** (if applicable, as a whitepaper), **performance summary** (audience reach, content engagement, and session attendance)

INVESTMENT: €75,000 + VAT

FOR STRATEGIC INFLUENCE

GOLD PACKAGE

PRE-SHOW

- **4 MONTHS OUT** - **content stream leadership** (across a selected topic in our conference theatres, see more on page 17), **Target persona & editorial briefing** (for meetings and roundtables), **branded content opportunity** (interview/article/whitepaper)
- **3 MONTHS OUT** - **branded content** across socials and newsletters, **bespoke partner campaign toolkit** (including email/social/registration promo assets)
- **5-4 WEEKS OUT** - **priority access to visitor list & matchmaking app**, **concierge support**, **strategic media facilitation** (social media support, pre-show newsletter feature, press release publication, and access to registered press)

ONSITE

- **5 x targeted 1-2-1 meetings** (see page 15 for more detail)
- **CONCIERGE SUPPORT** throughout - for maximum attendee conversion
- **CHOICE OF 2 SPEAKING OPPORTUNITIES** - 30min keynote, 25min solo session, 90min workshop
- **CONTENT STREAM OWNERSHIP** - including moderation possibility
- **PHOTOGRAPHY ONSITE PACKAGE** - for post-event marketing, social and PR use
- **15m² TURNKEY STAND A OR B** (see page 9 and 10 for more detail)

POST-SHOW

- **2 WEEKS** - **GDPR compliant attendee data** (with selected contact details), **post-show newsletter spotlight** (sent to database of contacts)
- **4-6 WEEKS** - **roundtable executive summary** (if applicable, as a whitepaper), **performance summary** (audience reach, content engagement, and session attendance)

INVESTMENT: €35,000 + VAT

FOR THOUGHT LEADERSHIP SILVER PACKAGE

PRE-SHOW

- **4 MONTHS OUT** - Targeted industry campaign (branded content across the Tech Show Frankfurt social channels and monthly newsletters), **Speaker coaching** (editorial support to shape session content), **Branded content** (customer interview)
- **2 MONTHS OUT** - bespoke partner campaign toolkit (including email/social/registration promo assets)
- **4 WEEKS OUT** - priority access to visitor list & matchmaking app, concierge support (to maximise 1-2-1 meetings), **PR support** (social media coverage, pre-show newsletter feature, press release publication, and access to registered press)

ONSITE

- **CHOICE OF 1 SPEAKING OPPORTUNITY** - 25min customer case study, 45min workshop, or 45min panel discussion
- **PROMINENT VISIBILITY** - selected signage
- **PHOTOGRAPHY ONSITE PACKAGE**
- **9m² TURNKEY STAND A** (See page 9 for more detail)

POST-SHOW

- **1-2 WEEKS** - **GDPR compliant attendee data** (with selected contact details), **post-show newsletter spotlight** (sent to database of contacts)

INVESTMENT: €15,000 + VAT

FOR TECHNICAL AUTHORITY

BRONZE PACKAGE

PRE-SHOW

- **2 MONTHS OUT** - Targeted announcement (branded content such as whitepaper distributed across Tech Show Frankfurt social channels and newsletters), **bespoke partner campaign toolkit** (including email/social/registration promo assets), **editorial support** (to shape session content)
- **4 WEEKS OUT** - **1-2-1 meeting function (via event app, filterable list & matchmaking)**, **concierge support** (to maximise 1-2-1 meetings), **PR support** (social media coverage, pre-show newsletter feature, press release publication, and access to registered press)

ONSITE

- **CHOICE OF 1 SPEAKING OPPORTUNITY** - 25min session in a technical themed theatre, 45min workshop, or 45min panel discussion
- **ONSITE VISIBILITY** - selected signage
- **PHOTOGRAPHY ONSITE PACKAGE**
- **6m² TURNKEY STAND A** (See page 9 for more detail)

POST-SHOW

- **2 WEEKS** - **GDPR compliant attendee data** (with selected contact details), **post-show newsletter spotlight** (sent to database of contacts)

INVESTMENT: €10,000 + VAT

FOR CREDIBILITY & GROWTH

INNOVATOR PACKAGE

PRE-SHOW

- **2 MONTHS OUT** - **Innovator showcase announcement** (brand listing on our innovator showcase announcement, 50-word profile & logo), **bespoke partner campaign toolkit** (including email/social/registration promo assets), **editorial support** (to shape session content)
- **4 WEEKS OUT** - **1-2-1 meeting function** (via event app, filterable list & matchmaking), **concierge support** (to maximise 1-2-1 meetings), **PR support** (social media coverage, pre-show newsletter feature, press release publication, and access to registered press)

ONSITE

- **INNOVATION SHOWCASE POD** - fully equipped, located in a prominent location. (See page 13 for more details)
- **CHOICE OF 1 SPEAKING OPPORTUNITY** - 15min solo session or 45min panel discussion

POST-SHOW

- **1-2 WEEKS** - **GDPR compliant attendee data** (with selected contact details), **post-show newsletter spotlight** (sent to database of contacts)

INVESTMENT: €5,000 + VAT

STAND OPPORTUNITIES

YOUR EXHIBITION PRESENCE.

TURNKEY PACKAGE

A

CONFIGURATIONS:

Back wall corner, and row stands

STAND SIZES:

6sqm - 18sqm

PRICE PER SQM

€1,490 + VAT



ITEMS INCLUDED

STAND PACKAGE & PRINT

- **High quality AMP** (Aluvision/BeMatrix/...) frames, 2m50H
- **End faces of frames** covered in white or black
- **Finger boards** with exhibitor name on open sides
- **Full recycled/recyclable Rewind® carpet** (colour of choice)
- **Storage 1sqm** with premium lockable door (combination lock)
- **Coat hanger** (4 hooks) on wall in storage
- **Full printed fabric** on all walls, including storage walls & door
- **Full colour print** 1m x 1m on front of counter

ELECTRICS & AV

- **Long-arm LED spotlights** (1 per 3sqm)
- **1x** multi-socket extension lead
- **1x** power supply 3kW
- **1x** 40" LED TV screen, mounted on wall (incl. HDMI cable)

FURNITURE

- **1x** high table Liu Ø80 (can be switched for low table)
- **2x** bar stool Albert Kuip (can be switched for low chairs)
- **1x** lockable desk Only 1m x 1m x 0,5m
- **1x** paper bin/waste basket

STAND OPPORTUNITIES

YOUR EXHIBITION PRESENCE.

TURNKEY PACKAGE

B

CONFIGURATIONS:

Back wall corner, and row stands

STAND SIZES:

15sqm +

PRICE PER SQM

€1,600 + VAT



ITEMS INCLUDED

STAND PACKAGE & PRINT

- **High quality AMP** (Aluvision/BeMatrix/...) frames, 2m50H
- **End faces of frames** covered in accent colour of choice
- **Full recycled/recyclable Rewind® carpet** (colour of choice)
- **Storage 2sqm** with lockable door (combination lock)
- **Canopy in AMP frames** 2m50 H x 1m W, with rounded arch
- **Full colour printed tensed fabric** on front of canopy
- **Full colour printed tensed fabric on back wall** (back wall only); on full side wall (corner stand); and on both side walls (row stand)

ELECTRICS & AV

- **Long-arm LED spotlights** (1 per 3sqm)
- **1x** multi-socket extension lead
- **1x** power supply 3kW
- **1x 40"** LED TV screen, mounted on wall (incl. HDMI cable)

FURNITURE

- **1x** high table Liu Ø80 (can be switched for low table)
- **2x** bar stool Albert Kuip (can be switched for low chairs)
- **1x** lockable desk Only 1m x 1m x 0,5m
- **1x** paper bin/waste basket

STAND OPPORTUNITIES

YOUR EXHIBITION PRESENCE.

TURNKEY PACKAGE



CONFIGURATIONS:

Back wall corner, and row stands

STAND SIZES:

20sqm +

PRICE PER SQM

€1,610 + VAT



ITEMS INCLUDED

STAND PACKAGE & PRINT

- **High quality AMP** (Aluvision/BeMatrix/...) frames, 2m50H
- **End faces of frames** covered in white or black
- **Full recycled/recyclable Rewind® carpet** (colour of choice)
- **2m W x 4m H totem**
- **Storage 2sqm** with lockable door behind totem (combination lock)
- **Full colour printed tensed fabric** on front of totem
- **Full colour printed tensed fabric** on back wall (back wall only); on full side wall (corner stand); and on both side walls (row stand)
- **Full colour print** 1m x 1m on front of counter

ELECTRICS & AV

- **Long-arm LED spotlights** (1 per 4sqm)
- **2x** multi-socket extension lead
- **1x** power supply 3kW
- **2x** 40" LED TV screen, mounted on wall (incl. HDMI cables)

FURNITURE

- **1x** lockable counter 1m x 1m x 0.5m, with front full colour graphic
- **6x** chairs Catifa white
- **2x** table Trompet Ø80
- **1x** paper bin/waste basket

STAND OPPORTUNITIES

YOUR EXHIBITION PRESENCE.

TURNKEY PACKAGE



CONFIGURATIONS:

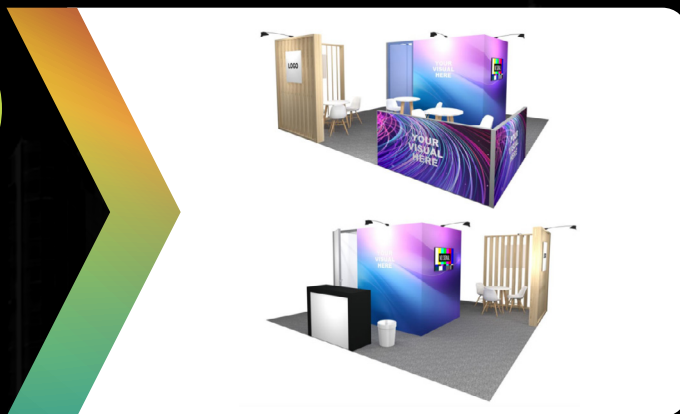
4 sides open

STAND SIZES:

30sqm +

PRICE PER SQM

€1,460 + VAT



ITEMS INCLUDED

STAND PACKAGE & PRINT

- **Meeting room** 2m x 3m in high quality AMP (Aluvision/BeMatrix/...) frames, 2m50H – with lockable door and one perspex panel
- **End faces of frames** covered in white or black
- **Full colour print wrap of meeting room** (incl. door) – 22,5sqm
- **Meeting room interior** in white fabric
- **Low walling** 2m x 2m x 1m H with full colour print on outside
- **Wooden detail walling** 2m x 2m x 2m50 H with 2x logo 80x80
- **Full recycled/recyclable Rewind® carpet** (colour of choice)

ELECTRICS & AV

- **Long-arm LED spotlights** (1 per 4sqm)
- **3x** multi-socket extension lead
- **1x** power supply 3kW
- **2x** 40" LED TV screen, mounted on wall (incl. HDMI cables)

FURNITURE

- **1x** luxury counter with lockable cabinet – 1m45 x 1m10 x 0.5m, with front full colour graphic
- **1x** low table Liu Ø80 with 3x chairs Albert Kuip
- **2x** high table Liu Ø80 with 2x bar stool Albert Kuip each
- **1x** table Twister 120x60 in meeting room, with 6 chairs Volt
- **1x** paper bin/waste basket

STAND OPPORTUNITIES

YOUR EXHIBITION PRESENCE.

FURTHER STAND OPPORTUNITIES

SPACE

Floor space only.

Bring your own stand and unveil the power of your brand.



€879
+VAT
(PER SQM)

SHELL

Walls, carpet and name board included.

Customise & equip your stand via the stand builder webshop.



€899
+VAT
(PER SQM)
(EXCL. ELECTRICS,
FURNITURE & GRAPHICS)

INNOVATOR SHOWCASE POD

Fully equipped 4m² pod with lockable branded counter, totem and screen.



€3,950
€5,000
with innovator
package purchase

*ALL STAND PACKAGES INCLUDE:

- website listing and access to eZone
- unlimited exhibitor badges
- unlimited lead scanning licenses
- access to digital event platform, for networking and planning meetings
- access to list of pre-registered visitors 4 weeks before the show

All exhibitors are required to pay a mandatory registration fee (819€) and insurance fee (345€) in addition to the package price. Insurance fee is able to be refunded if you show proof of your own adequate insurance.

TAILORED OPPORTUNITIES

EXECUTIVE ENGAGEMENT

ROUNDTABLES

Build trusted relationships with senior decision-makers through invitation-only roundtables, with participants recruited to your TAL and ICP and discussions shaped around your strategic priorities.

WHAT YOU WILL RECEIVE:

- **8 to 10 pre-qualified decision-makers** aligned to your ICP and TAL
- **90 min** private executive roundtable
- **Independent expert facilitator** to guide discussion
- **Editorial support** to shape the agenda around your strategic priorities
- **Delegate recruitment**, qualification and confirmation managed by our team
- **Dedicated onsite concierge support**
- **Full GDPR-compliant names**, job titles, companies and contact details of attendees
- **An executive summary** and whitepaper for post-event thought leadership & transcript of the session
- **Verbatim feedback** from the attendees and key discussion insights

**stand package required*

INVESTMENT **€25,000**



TAILORED OPPORTUNITIES

EXECUTIVE ENGAGEMENT

VIP LOUNGE

Host conversations with invited executives, speakers and senior technology leaders in Tech Show Frankfurt's dedicated VIP networking space.

WHAT YOU WILL RECEIVE:

PRE-SHOW

- **VIP Lounge** Partner branding across event marketing
- **Inclusion** in VIP delegate communications
- Opportunity to nominate VIP guests*

ONSITE

- **Exclusive branding** throughout the VIP Lounge
- **Reserved meeting space** for customer and prospect meetings
- **Opportunity** to provide branded refreshments or collateral*

**stand package required*



INVESTMENT **€25,000**

1-2-1 MEETINGS

INVESTMENT
5 MEETINGS
€5,000

INVESTMENT
10 MEETINGS
€9,000

Accelerate your enterprise pipeline through pre-qualified 1-2-1 meetings, matched to your ideal customer profile and agreed in advance around your commercial priorities.

WHAT YOU WILL RECEIVE:

- **5 or 10 pre-qualified target buyer meetings** at your stand
- **Best-practice guidance** on running value-led meetings
- **Based on your TAL and ICP**, our delegate team will identify, recruit and qualify relevant decision-makers.
- **Dedicated onsite concierge support** to manage every scheduled meeting

**stand package required*



TAILORED OPPORTUNITIES

SPEAKING OPPORTUNITIES

SPEAKING / PANEL SESSION

Build brand credibility through technical education, thought leadership and customer success stories.

SPEAKING SESSION

Best for **thought leadership**, **customer case studies**, and **technical education**.

INVESTMENT
25 MIN THEMED
THEATRE
€5,000

INVESTMENT
30 MIN
KEYNOTE
€8,000

INVESTMENT
40 MIN
KEYNOTE
€9,000

PANEL / LIVE PODCAST

Best for **customer advocacy**, **market leadership**, and **industry discussion**.

INVESTMENT
45-50 MIN
€8,000

INTERACTIVE WORKSHOP

Best for **technical audiences**, **hands-on demonstrations**, and **solution workshops**.

INVESTMENT
45 MIN
€5,000

INVESTMENT
90 MIN
€8,000



ALL SESSIONS INCLUDE:

- GDPR-compliant attendee data (contact details, job title, company) where consent has been provided

*REQUIREMENTS

- Speakers should have relevant strategic, technical or implementation experience
- Customer and end-user participation is strongly encouraged
- All speakers must adhere to the Tech Show Frankfurt Content & Speaker Guidelines 2027
- Stand presence required

TAILORED OPPORTUNITIES

CATEGORY LEADERSHIP

THEATRE SPONSORSHIP

Associate your brand with one of the themed theatres. Ideal for organisations looking to reinforce brand leadership and engage attendees around a broad technology domain.

WHAT YOU WILL RECEIVE:

PRE-SHOW

- **Promotional campaign** featuring your sponsorship

ONSITE

- **Exclusive theatre branding**, speaking opportunities, opening remarks, on-screen branding between sessions, premium signage

POST-SHOW

- **Session recap**, GDPR-compliant attendee details from all sessions within your theatre



INVESTMENT **€25,000**

CONTENT STREAM SPONSORSHIP

Align your brand with a key market topic through coordinated thought leadership before, during and after the event. Ideal for those looking to establish thought leadership, educate the market & own a specific conversation.

WHAT YOU WILL RECEIVE:

PRE-SHOW

- **Editorial planning with the Content Team**, leadership article or executive interview, marketing promotion, agenda and speaker alignment around your topic

ONSITE

- **Branding** across sessions under the content stream, speaking opportunities, opening remarks, photography

POST-SHOW

- **On-demand access to all stream sessions**, executive summary of key insights, performance report, and GDPR-compliant attendee details

INVESTMENT **€15,000**

**stand package required for all add-on sponsorship opportunities above*

RECOMMENDED ADD-ONS

BRAND & EVENT PRESENCE OPPORTUNITIES

MEETING ROOM



€800 p/day

LANYARDS



STARTING AT €5,000

MUST-SEE WALL



€800

REGISTRATION AREA



STARTING AT €15,000

FURTHER BRAND & EVENT PRESENCE ADD-ONS

HANGING BANNERS

DAY 1 NETWORKING
RECEPTION

FLOORTILE

CONTACT THE TEAM



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GLOBAL TECH SHOW PORTFOLIO 2026/2027



TECH WEEK
SINGAPORE

29-30
SEPTEMBER

**MARINA BAY
SANDS**



TECH SHOW
MADRID

4-5
NOVEMBER

**IFEMA
MADRID**



TECH SHOW
PARIS

18-19
NOVEMBER

**PORTE DE
VERSAILLES**



TECH SHOW
LONDON

10-11
MARCH, 2027

**EXCEL
LONDON**



TECH SHOW
FRANKFURT

19-20
MAY, 2027

**MESSE
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INCORPORATING



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CLOUD & CYBER
SECURITY EXPO



BIG DATA
& AI WORLD

BARC



DATA CENTRE
WORLD

THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN GERMANY