Trimble | Insight | EUROPE

Lock in your 2027 sponsorship at 2026 prices

Trimble Insight Europe keeps growing and for 2027, we're taking things to the next level in Berlin! With an incredible program already taking shape, we want our top partners with us from day one!

This year's Partner Pavilion sold out fast, and because packages are allocated on a first-come, first-served basis, reserving early is the only way to guarantee your preferred space and take advantage of the 2026 rates.

Supercharge your next sponsor booth

Maximize your presence on the show floor with high-impact **experiential activations** tailored to your goals:

- **100% Attendee Footfall:** Host dedicated food, beverage, or exclusive lounge spaces to keep steady traffic flowing to your brand.
- **Direct Executive Access:** Sponsor official networking breaks or private meeting rooms to connect face-to-face with key decision-makers in a relaxed setting.

Details available on request.

EARLY BOOKING BONUS: Confirm your sponsorship by November 30, to secure your 2027 spot at 2026 rates!

Next steps

1. Complete and sign your order form below.
2. Email your signed form to ***insight_europe@trimble.com***.
3. Interested in **experiential activations**? Note your request in your email, and we'll will build a custom package for you.

Don't miss out. Book today!

Trimble Insight | EUROPE

Sponsorship packages

Benefit	Headline sponsor	Diamond	Platinum	Gold	Silver	Bronze	Community	TIAP
2026 price	n/a	€42,000	€34,000	€23,000	€16,000	€11,000	€5,000	€4,000
2027 price	€85,000	€47,000	€37,000	€25,000	€18,000	€12,000	€6,000	€4,000
SAVING	-	€5,000	€4,000	€2,000	€2,000	€1,000	€1,000	no price change
Passes (staff only)	15	10	8	6	4	2	2	2
VIP Event & dinner	6	5	3	2	2	1	1	1 dinner
Extra passes	40% off	35% off	25% off	20% off	15% off	10% off	15% off	5% off
Partner Pavillion	Premium booth	XL booth	L booth	M booth	M booth	S booth	-	Half booth
LED Screen	2	1	1	1	1	-	-	-
Verified attendee list*	Full access	Full access	Full access	Full access	Full access	Full access	Full access	Full access
Meeting room	Exclusive access	Exclusive access	Shared access	Shared access	Shared access	Shared access	-	-
Tiny house upgrade**	Included	+ €3,500	+ €3,500	+ €3,500	+ €3,500	+ €3,500	+ €3,500	-
Spotlight***	20 min	10 min	7 min	5 min	-	-	-	-
Stage presence	Main	Main	Panel	Breakout	-	-	-	-
On-site interview	Included	Included	Included	Included	-	-	-	-
Digital Marketing	Included	Included	Included	Included	Included	Included	Included	Included

*Subject to opt in by attendees.
**Tiny House Executive Upgrade: Partners with Shared Access can upgrade to a fully private, custom-branded CI Tiny House Meeting Hub inside the pavilion at €3,500 for a dedicated unit reservation. Limited units available on a first-come, first-served basis.
***Must include a joint customer. Spaces are limited. First come, first served.

Trimble Insight | Europe

Order Form: Corporate Event Sponsorship

Company Information:
Company Name (including legal form):
Company No.:
Street name and No.:
Postal code, City, Country:
VAT No.:

Contact Person:
Email Address:
Phone Number:

Event Details
Event Name: *Trimble Insight Europe 2027*
Event Date: *22 - 23 September 2027*
Event Location: *Wilhelm Studios, Berlin*
Event Organiser: *Transporeon GmbH - a Trimble Company*

Sponsorship Packages
[ ] Headline €85,000
[ ] Diamond €42,000
[ ] Platinum €34,000
[ ] Gold €23,000
[ ] Silver €16,000
[ ] Bronze €11,000
[ ] Community €5,000
[ ] TIAP €4,000
[ ] Tiny House Upgrade €3,500
[ ] Experiential Package

Experiential sponsorship packages

[ ] Charlottenburg Palace Gala Night, on request
[ ] Berlin Currywurst & Spice Battle, €15,000
[ ] Silent-Tech Talk, on request
[ ] The Späti Corner, on request
[ ] Live Street Art & Spatial Mural, €20,000
[ ] Vintage Photoautomat Experience, €3,000
[ ] Urban Trabi Meeting Lounge, €15,000
[ ] Vöner (Vegan Döner) & IPA Session, €15,000 - €20,000
[ ] Pfannkuchen Bakery Lounge, on request
[ ] Executive Tech Recharge Lounge, on request

Payment Terms:

Total Amount Due: €
PO Number (if applicable):
E-mail address for invoicing:

Invoice will be issued by Event Organizer a minimum two months prior to Event start date. Payment is subject to the terms and conditions attached herein. Please sign below to confirm your sponsorship commitment and acceptance of the terms and conditions herein:

Company Representative

Signature:

Name:

Date:

Thank you for choosing to sponsor our corporate event. We appreciate your support and look forward to a successful partnership. Please return the completed Order Form along with your Company Logo in vector file format (.eps) and CMYK color format to hiya_banerjee@trimble.com.

Your personal data is processed in accordance with our Privacy Notice (https://www.transporeon.com/en/data-protection), specifically section 7 related to our business relationship.

Trimble Insight Europe 2027 | Sponsor Terms and Conditions

1. **Definitions.**
   - "**Agreement**" means these Terms and Conditions; the Order Form; the Partner Sponsorship Prospectus and any other policies or guidelines related to the Conference provided to you by Transporeon.
   - **"Transporeon"** means **Transporeon GmbH** and/or its affiliates, and includes all authorized employees, agents, and representatives of the same acting within the scope of their employment and/or authority.
   - "**Sponsor**" means any person or company approved by Transporeon to exhibit at the Conference and/or sponsor portions of the Conference depending on the sponsorship package.
   - "**Conference**" means the Trimble Insight Europe 2027.
   - "**Venue**" means Event Location described in Order Form.
   - "**Partner Pavilion**" means the designated exhibition space during the Conference at the Venue.

2. **Sponsorship.** Sponsorship packages are set forth on the partner sponsorship prospectus. Sponsor may purchase any **sponsorship package**. Sponsorship packages come with the benefits as described on the website and/or in the prospectus. Transporeon reserves the right to change any benefits provided via sponsorship package at any time as long as the substituted benefits are of substantially similar quality and value.

3. **Registration.** All prospective Sponsors must sign and accept the Agreement and Order Form in accordance with the application procedures established by Transporeon. The submission of a signed Agreement is an offer to Transporeon; Transporeon will notify Sponsor if its Agreement is accepted. All prospective Sponsor personnel planning to attend the Conference must register to attend the Conference in accordance with the registration procedures and must meet any applicable eligibility requirements established by Transporeon. All Sponsors and Sponsor attendees must register using their company name; if approved, all credentials (including badges) will be issued accordingly. Transporeon may refuse registration to any applicant or decline to accept the submitted Agreement of any proposed Sponsor, in its sole discretion, and such decision will be final. You agree to provide truthful and accurate information during registration; if we determine you have provided false and/or misleading information during the registration process, your registration may be revoked by us without notice or refund. All Sponsors and attendees agree to be bound by the terms of the Agreement, including these Terms and Conditions, and any applicable Venue terms, conditions, and/or policies. Invoices for registration fees are payable within 60 days of receipt of invoice.

4. **Assignment of Sponsor Space for packages including Booth option.** If the sponsorship package selected does not include the Sponsors's right to select a Booth location, then Sponsor space will be assigned by Transporeon once a Conference application form has been approved by Transporeon. Transporeon reserves the right, in its sole discretion, to change Sponsor space assignments at any time as it may deem necessary and without notice.

5. **Booth Specifications, Installation, and Dismantling.** All booths used by Sponsor in the Partner Pavilion ("**Booth**") will be managed, installed and dismantled by Transporeon. Sponsor is responsible for providing logos and any other content requested by Transporeon for the purpose of Booth design. Should Sponsor want to bring additional Sponsor equipment (e.g. hardware), Sponsor must seek prior approval from Transporeon and the Sponsor is responsible for making all arrangements for shipment, insurance, delivery, receipt, and storage of all Sponsor materials through the provider designated by Transporeon and/or the Venue. All Booths shall be erected and ready for viewing on the evening before the Conference opening and Sponsor shall be responsible for final Booth setup (e.g. testing video feed, laptop connectivity) before Conference opening. Goods (e.g. merchandise, swag) received by Sponsor after the Conference opening must be delivered to the official decorator or Partner Pavilion manager, as designated by Transporeon, and set up during times when the Partner Pavilion is closed. Booth materials and displays may not, without approval by Transporeon, be removed from the Partner Pavilion until the hall has been officially closed.. The deadline for clearance of materials from the Partner Pavilion will be indicated by Transporeon, which will be strictly enforced. Sponsor is also responsible for compliance with any additional requirements set forth in the Agreement.

6. **Fees and Payment Terms.**

   Fees due from Sponsor will depend on Sponsorship Package selected and any additional items selected by Sponsor. Payment in full is required within sixty (60) days of Transporeon invoice or must be paid in advance of the Conference start date, whichever is first. The fees do not include VAT. If Sponsor is established in Germany, Transporeon charges the fees plus VAT. If Sponsor is not established in Germany, services are considered "other services" and are not subject to VAT in Germany in accordance with the Art. 56 of Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax. The recipient of performance owes the VAT (reverse tax obligations – "reversed charge").

7. **External Activity.** Sponsors will not provide entertainment for customers (or prospective customers) or schedule any meetings/gatherings, unless via the Conference app provided by Transporeon if provided, without prior written approval from Transporeon during any scheduled Conference event (either during the day or evening). This applies from the evening before the Conference start date until 11pm on the Conference end date.

8. **Use of Booth Space; Exclusion or Removal of the Sponsor's Property.** All demonstrations, sales activities, and distribution of circulars and other promotional materials must be confined to Sponsor's Booth. Sponsor agrees to keep the Booth and immediate surrounding area tidy at all times. Absent written approval by Transporeon, Sponsor will not assign, sublet, or share the space assigned, nor display, distribute, or otherwise promote items or materials not manufactured or sold in the ordinary course of Sponsor's business. Sponsor's activities, and the conduct of its personnel, will comply at all times with Trimble and Venue policies as well as applicable laws, rules, and regulations. Sponsor personnel will conduct themselves in a professional and non-disruptive manner at all times. Sponsor personnel in violation of these terms may be required to leave the Partner Pavilion and/or the Conference, and temporarily or permanently banned from re-entry by Transporeon and/or the Venue. Transporeon reserves the right to remove any or all of Sponsor's property from the Conference should: (1) the Conference be canceled or relocated, (2) the Sponsor or its personnel violate any of the conditions of the Agreement; or (3) Transporeon deem such property unsuitable for, or not in keeping with the purpose and character of the Conference. In the event of (2) or (3) above, Transporeon may, in its discretion, either require Sponsor to (a) modify Sponsor property to become compliant, or (b) remove such property at Sponsor's expense. In the event of (2) or (3), Transporeon assumes no liability for damage to Sponsor's property or any obligation to return Sponsor fees.

9. **Default in Occupancy.** The failure of Sponsor to occupy the assigned Booth space within two (2) hours of the opening of the Conference will be deemed a default in occupancy. In the event of a default in occupancy, Transporeon will have the right to otherwise use such unoccupied space in its sole discretion and Sponsor will remain obligated to pay all fees as required hereunder.

10. **Independent Contractors.** The relationship between Transporeon and Sponsor will be that of independent contractor and this Agreement will not be construed as creating a partnership, employer-employee relationship, joint venture or agency between Transporeon and Sponsor.

11. **Insurance.** All property and equipment of the Sponsor, owned or otherwise furnished, will remain under Sponsor's custody and control during transit to and from, and within the confines of the Partner Pavilion. In case Sponsor wants to bring additional Sponsor materials equipment

(e.g. hardware) [see clause 5], Sponsor will maintain appropriate insurance coverage and must seek prior approval from Transporeon. Upon request, Sponsor will promptly provide Transporeon with a Certificate of Insurance evidencing the above (i.e., workers compensation; Commercial General liability). Any cancellation of a Sponsor insurance policy, or material alteration of coverage or limits prior to the Conference, requires prompt written notification to Transporeon prior to the Conference.

12. **Disclaimer; Liability.** Transporeon, its employees, its members, their service contractors, agents, and building and grounds officials are not responsible for the safety of the Sponsor, its personnel, or its property from theft, fire, accident, vandalism or other causes. Any protection to persons or property provided by Transaporeon including, but not limited to the provision of security watchmen and other precautions intended to protect property during installation, show periods and removal, will be deemed gratuitous, and will not give rise to any duty of care by Transporeon. Transporeon will make reasonable efforts to attract the maximum number of attendees to its Conference but does not guarantee specific volumes or levels of attendance. Booth attendance and foot traffic by a specific Booth is a function of the particular exhibit and is not the responsibility of Transporeon.
Neither Transporeon, its conference vendors and subcontractors, nor the Venue shall be liable to the Sponsor or any other third party for any indirect, incidental, consequential, or other damages, including but not limited to loss of profits, revenue, or data, under any theory of law, including simple negligence. This limitation of liability does not apply to damages caused by intent or gross negligence. It also does not apply to any damages resulting from injury to life, body, or health. Furthermore, this limitation does not apply to damages from a breach of a cardinal obligation; in such cases, liability is limited to foreseeable damages typical for this type of contract. Under all other circumstances whatsoever, the maximum liability of Transporeon under this agreement shall be limited to the total fees received by Transporeon from the Sponsor.

13. **Force Majeure.** Transporeon will not be liable for the fulfillment of this Agreement as to delivery of the Booth in the event that such non-delivery is due to a Force Majeure event. "**Force Majeure**" is defined as any cause beyond the reasonable control of Transporeon, including without limitation: destruction of, or damage to the Venue or the Partner Pavilion by fire, act of God or acts of public enemy; pandemic; strikes; war or war-like conditions; or terrorist attack. In the event that the Conference is postponed due to a Force Majeure event, then the performance of the parties under this Agreement will be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Conference, the obligations of the parties under this Agreement will terminate and Transporeon may reimburse Sponsors for any prepaid Booth space rental fees, less a reasonable and objectively justifiable pro rata share of expenses actually incurred by Transporeon in connection with the Conference which are demonstrably not saved by the cancellation.

14. **Cancellation by Sponsor.** Sponsor agrees that Transporeon will suffer actual harm that will be difficult to determine if Sponsor cancels this Agreement other than as expressly permitted herein. Sponsor will pay as liquidated damages to Transporeon, depending upon the timing of such cancellation, the following amounts, as a reasonable estimate of harm to Transporeon for the cancellation:

a. **For cancellations received by Transporeon within three (3) months of the Conference start date:** 100% of prepaid amounts

15. **Indemnification.** Sponsor agrees to fully and completely indemnify, hold harmless, and defend Transporeon, its officers, directors, employees, agents and assigns, from and against any and all claims, liability, loss, cost or expense, including all costs incurred in settling a third-party claim or satisfying a final judgment (including court-awarded costs and fees) arising from any and all claims or causes of action made against Transporeon alleging that acts or omissions by Sponsor under this Agreement gave rise to such claims, resulting from Sponsor's breach of this Agreement, or third-party claims of intellectual property infringement.

16. **Partner Pavilion Access.** The Conference is a private event and is not open to the public. Transporeon retains sole discretion and control to admit or reject the Conference area any and all entrants including, but not limited to, Sponsor personnel and/or registrants. Any person denied admittance will be deemed to have waived any right and all claims for damages, reimbursement, or reinstatement, against Transporeon and the Partner Pavilion, including their respective agents and employees.

17. **Reserved Rights.** Transporeon and the Partner Pavilion reserve the sole and exclusive right to sell or serve at or about the Partner Pavilion, any alcoholic beverages, soft drinks, or food, souvenirs, or other merchandise, except for candy and similar snacks customarily offered by exhibitors at exhibit Booths. No other food or beverage, samples or otherwise, may be served or distributed by Sponsor without the prior consent of Transporeon or the Venue.

18. **Good Neighbors.** Sponsor are expected to be courteous, respectful, and non-disruptive to other Booths and the Exhibit Hall in general. Sponsor may not hold any live musical performances within their Booth during posted exhibit times. Live presenters, recorded presentations, slides or videos will be permitted if tuned to a conversational level.

19. **Sponsor's Use of Live or Recorded Music or Other Intellectual Property.** Sponsors are responsible for any copyright licensing fees resulting from the use of music, live or recorded, or any other proprietary item, that is the intellectual property of a third party.

20. **Confidentiality and Nondisclosure.** The Sponsor acknowledges and agrees that any and all information provided by Transporeon at, or in relation to, the Conference is confidential and considered protected Transporeon intellectual property ("**Confidential Information**"). Sponsor agrees that it will not re-disclose Confidential Information to third parties. Excluded from such Confidential Information will be information: (1) in the public domain (outside of the Conference) at the time it is received or after, provided it was not made public by Sponsor; (2) lawfully known to the Sponsor on a non-confidential basis immediately prior to the time of disclosure, (3) disclosed with the prior written approval of Transporen, or; (4) that was independently developed by or for Sponsor without the use of or any reference to Confidential Information. Sponsor acknowledges that monetary damages may be an insufficient remedy for certain breaches of this Agreement. Therefore, Sponsor agrees that Transporeon may, in accordance with the provisions of German law, seek and enforce all available non-monetary remedies, including but not limited to the right to demand an injunction and specific performance, where applicable.

21. **Governing Law and Venue; Waiver of Jury Trial.** This Agreement will be governed exclusively by, and construed and enforced exclusively in accordance with, the laws of Germany, to the exclusion of the United Nations Convention on Contracts for the International Sale of Goods (CISG). The place of jurisdiction for any legal disputes is Ulm, Germany.

22. **Miscellaneous.** This Agreement sets forth the entire understanding between Transporeon and Sponsor in connection with this Agreement, and supersedes all prior or contemporaneous proposals, communications, agreements, negotiations, and representations, whether written or oral, regarding the subject matter thereof. No amendment to this Agreement will be valid unless made in writing and signed by Transporeon and Sponsor. Sponsor may not assign or otherwise transfer this Agreement, or assign or delegate any of its rights herein, without Transporeon's express prior written consent. Subject to the preceding sentence, this Agreement will be binding upon, inure to the benefit of, and be enforceable by the parties and their successors and permitted assigns. Any assignment, transfer, or attempted assignment or transfer by Sponsor in violation of the terms of this Agreement will be ineffective and will constitute a material breach of this Agreement. No waiver of any provision or breach of this Agreement (a) will be effective unless made in writing, or (b) will operate as or be construed to be a continuing waiver of such provision or breach. Any notification of any event required pursuant to this Agreement will be in writing, will reference this Agreement, and will be personally delivered or sent by nationally or internationally recognized express courier to the other party (if to Sponsor, to the address listed on the Agreement, and if to Transporeon, to its corporate offices at Heidenheimer Str. 55/1, 89075 Ulm, Germany , ATTN: Legal). Notice will be deemed effective upon delivery or refused delivery attempt (as evidenced by the delivery receipt). The Parties have specifically requested that this Agreement be drafted in English. If there is a conflict between versions of this Agreement in any other language, the English language version controls. A fax signature or signature delivered as an image attachment to an email message will be deemed equivalent to an original ink signature.

Trimble. Insight | EUROPE

Trimble Insight Europe 2027

22-23 SEPTEMBER 2027 | BERLIN, GERMANY

Europe's Premier Transportation & Logistics Innovation Summit

Tiny House

Upgrade your event footprint with a private meeting space



Give your executives and VIP clients a private space to meet and connect. Available as an add-on to selected sponsorship packages, the TINY SPACE G3 offers a quiet place for conversations away from the busy Partner Pavilion.

With plenty of natural daylight and those all-important wireless smartphone charging points, your guests will stay comfortable and connected.



Make it your own with branded interior finishes and exterior panels, giving your company added visibility on the show floor.

- **Capacity:** Designed for 3–4 guests, with flexible seating for up to 6.
- **Climate and tech:** Climate control, underfloor heating and wireless smartphone charging.
- **Brand visibility:** Custom-branded exterior panels and interior finishes.

TRIMBLE INSIGHT EUROPE 2027 EXPERIENTIAL PROSPECTUS

Why sponsor food, drink and networking spaces?

Get your brand noticed beyond the exhibition stand. Sponsoring food and drink areas, networking breaks or exclusive lounges gives you more opportunities to connect with attendees and key decision-makers in a relaxed setting.

SECTION 1: EXECUTIVE & HIGH-IMPACT NETWORKING HUBS

Activation Concept	Sponsor ROI & Value Proposition	Investment
1. Charlottenburg Palace Gala Night, Schloss Orangerie	An exclusive opportunity to connect with senior executives. Includes co-hosting the signature evening event, opening remarks alongside Trimble leadership, branded VIP shuttles, signature cocktails and branding opportunities in the palace gardens.	On request
2. Berlin Currywurst & Spice Battle Curry Wolf / Curry 36	Food drives 100% attendee footfall! Make the most of the Day 1 lunch break with a branded food truck and a Scoville Heat Challenge. Branding opportunities include chef aprons, napkins and takeaway hot sauce bottles that attendees can take home.	Estimate: €15,000
3. Silent-Tech Talk	Host 15-minute tech deep-dives using branded wireless headphones in high-traffic areas. With no background noise, attendees can focus on your presentation, while pre-registered lead lists help you follow up afterwards.	On Request
4. The Späti Corner	Bring a taste of Berlin to the exhibition floor with a traditional *Späti*, complete with neon signs and milk-crate seating. Enjoy informal networking over Club-Mate, Fritz-Kola and local snacks.	On request

Activation Concept	Sponsor ROI & Value Proposition	Investment
5. Live Street Art and Spatial Mural **Berlin Street Artists**	Attract visitors throughout the event as a well-known Berlin artist creates a live mural over two days, combining transportation and logistics themes with street art. Includes "Presented by [Sponsor]" branding and a video asset.	Estimate: €20,000
6. Vintage Photoautomat Experience **Flash-U Photo**	A retro black-and-white photo booth in the Partner Pavilion, where attendees can take home co-branded four-photo strips to keep or share on social media.	€3,000
7. Urban Trabi Meeting Lounge **Vintage Auto Berlin**	A vintage Trabant car converted into a comfortable two-person meeting space. The exterior can be fully wrapped in your company branding, creating a distinctive spot for meetings and attendee photos.	Estimate: €15,000
8. Vöner (vegan döner) & IPA session **Goldmund Berlin**	A food truck serving gourmet mini vegan kebabs and local IPAs as Day 1 sessions wrap up ahead of the gala. Connect with attendees in a relaxed setting, with branded food packaging and cups to increase visibility.	Estimate: €15,000 – €20,000
9. Pfannkuchen Bakery Lounge **Artisanal Bakery**	Give attendees a taste of your brand! Take over the official afternoon coffee break with traditional Berlin Pfannkuchen (doughnuts), each featuring your sponsor logo stencilled in icing sugar.	Coffee break host: On request
10. Executive Tech Recharge Lounge **Trimble Event Lounge**	Encourage attendees to stay longer with a lounge featuring secure phone charging lockers, premium barista coffee and comfortable seating for executives.	VIP Tier: On request

Section I | EXPERIENTIAL & EXECUTIVE HOSPITALITY

1. Charlottenburg Palace Gala Night

- **The Experience:** Elevate your brand by co-hosting the official Trimble Insight Berlin gala dinner at the historic Schloss Charlottenburg Orangerie. As a lead sponsor, your executive team will deliver opening remarks alongside Trimble leadership, welcoming hundreds of senior industry professionals. The package includes signature welcome cocktails and prominent branding throughout one of Berlin's most impressive royal landmarks.
- **Sponsor ROI:** Raise your company's profile and connect directly with senior executives and key decision-makers in a relaxed, historic setting.
- **Investment:** Title Sponsor: **On Request** | Co-Host Tier: **On Request**

2. Berlin Currywurst & Spice Battle

- **The Experience:** Capture delegate footfall during the main Day 1 lunch break with a Berlin street food truck serving the city's famous Currywurst. Add some fun with an interactive "Scoville Heat Challenge", where attendees can test their spice tolerance. Your branding will feature on chef aprons, napkins, food trays and co-branded takeaway hot sauce bottles that delegates can take home.
- **Sponsor ROI:** Increase brand visibility and engage with attendees during the busy lunch break, with branded hot sauce bottles providing a lasting reminder of your company after the event.
- **Investment: €15,000** *(Exclusive Lunch Activation)*

3. Silent-Tech Talk Stage

- **The Experience:** Stand out from the busy exhibition floor with a dedicated tech presentation area in the Partner Pavilion. Attendees use branded wireless headphones to listen to 15-minute technical presentations from your product experts, without disturbing nearby exhibitors or being distracted by background noise.
- **Sponsor ROI:** Engage attendees in a busy exhibition area while keeping their attention focused on your message. Capture leads from pre-registered attendees and walk-in participants who opt in to share their details.
- **Investment: On Request** *(Exclusive Stage Partner)*

4. The Späti Corner

- **The Experience:** Bring a taste of Berlin to the exhibition floor with a traditional *Späti* (late-night corner shop). Complete with colourful neon signs, vintage drinks fridges and milk-crate seating, this relaxed lounge offers attendees a place to meet and enjoy popular Berlin drinks such as Club-Mate and Fritz-Kola, alongside local snacks.
- **Sponsor ROI:** Create a welcoming space that encourages attendees to stay longer, connect informally and share their experience on social media.
- **Investment: On Request**

Section II | VIRAL & CULTURAL BRAND ACTIVATIONS

5. Live Street Art & Spatial Mural

- **The Experience:** Turn your brand presence into a live, evolving piece of art. Watch a well-known Berlin street artist create a large-scale mural over two days, combining geospatial and logistics themes with contemporary street art. The finished mural will feature prominent "Presented by [Sponsor]" branding, while the creative process will be filmed to produce a high-quality time-lapse video after the event.
- **Sponsor ROI:** Attract visitors throughout the event and gain a professionally edited, co-branded video to use in your marketing campaigns.
- **Investment: €20,000** *(Exclusive Art Partner)*

6. Vintage Photoautomat Experience

- **The Experience:** Bring a touch of Berlin nostalgia to the Partner Pavilion with an authentic, restored black-and-white Photoautomat booth. Attendees can pose for classic four-frame photo strips, printed instantly with your company logo and event branding.
- **Sponsor ROI:** Attract visitors and give attendees a personalised souvenir to take home, display in their offices or share on social media.
- **Investment: €3,000** *(Exclusive Photo Activation)*

7. Urban Trabi Meeting Lounge

- **The Experience:** Turn a classic East German Trabant into a unique meeting space. Fitted with comfortable leather seating and charging ports, this vintage car provides a private setting for two-person meetings. The exterior is fully wrapped in your company branding, making it a distinctive feature on the exhibition floor and a great photo opportunity.
- **Sponsor ROI:** Stand out on the exhibition floor, encourage attendee photos and social media shares, and provide a memorable setting for private client meetings.
- **Investment: €15,000**

8. Vöner (Vegan Döner) & IPA Session

- **The Experience:** Bring attendees together as the afternoon sessions wrap up and evening networking begins. A street food truck will serve freshly made Berlin Vöner (vegan döner kebabs) alongside locally brewed craft IPAs. Your branding will feature on food packaging, napkins, chef aprons and recyclable beer cups.
- **Sponsor ROI:** Connect with key decision-makers in a relaxed, informal setting as attendees enjoy food and drinks before the evening events.
- **Investment: €15,000 – €20,000** *(Exclusive Session Host)*

9. Pfannkuchen Bakery Lounge

- **The Experience:** Give attendees a taste of your brand during the official afternoon coffee break. Serve freshly baked Berlin *Pfannkuchen* (traditional jam-filled doughnuts), each featuring your company logo stencilled in icing sugar. Branding also extends to coffee cups, napkins and dedicated barista counters.
- **Sponsor ROI:** Put your brand in front of delegates during a dedicated coffee break, creating a memorable experience and opportunities for informal conversations.
- **Investment: On Request** *(Exclusive Coffee Break Host)*

10. Executive Tech Recharge Lounge

- **The Experience:** Sponsor a dedicated executive lounge in the Partner Pavilion, complete with secure phone charging lockers, comfortable seating, high-speed Wi-Fi and barista coffee service. Your company branding and messaging will feature throughout the space.
- **Sponsor ROI:** Encourage attendees to spend more time in the lounge, giving your brand ongoing visibility and opportunities to connect with key decision-makers as they recharge their devices, catch up on work or take a break.
- **Investment: On Request** *(VIP Tier Host)*