

EVENT OPPORTUNITIES 2025



TECH SHOW
FRANKFURT
techshowfrankfurt.de

INCORPORATING



CLOUD & AI
INFRASTRUCTURE



CLOUD & CYBER
SECURITY EXPO



BIG DATA
& AI WORLD | **BARC**



DATA CENTRE
WORLD

ORGANISED BY



THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN GERMANY

OUR 2024 SPONSORS INCLUDED

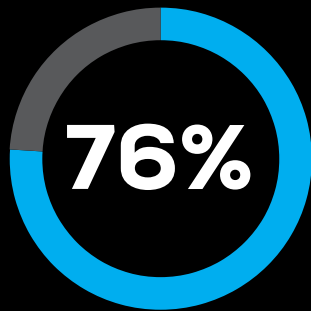


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KEY STATISTICS

PURCHASING POWER



of Big Data
visitors have
influence
over **buying**
decisions



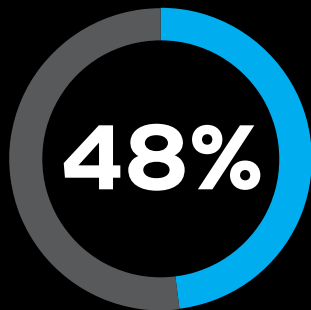
MEET YOUR MATCH

1,230+

confirmed
onsite meetings
between
buyers and
suppliers



DECISION MAKERS



of attendees
are **Board**,
C-Suite,
and other
Leadership
roles



ENGAGED AUDIENCE

12,500+

session scans
across all of
our conference
theatres



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CONTACT THE TEAM
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TESTIMONIALS

"It's probably the biggest of its kind in Germany - but it's not only vendor driven because you also have a lot of presentations by clients. I think that there's a good balance between external solution providers, consulting providers and companies sharing their experiences."

DAIICHI SANKYO - VISITOR

"We had an incredible time at the event, it was a fantastic opportunity to connect and showcase our expertise. We had enriching discussions and shared innovative insights."

BE-TERNA - EXHIBITOR

"Despite the numerous online alternatives, Big Data & AI World has shown this once again that personal exchange at trade fairs and conferences remains indispensable."

B.TELLIGENT - EXHIBITOR

"The show is highly relevant to my job function - I'm leading things like AI and data platform. Those developments are moving faster now - I feel I need to be more connected to the updated trends and I can get that and more from attending this event."

REMERGE GMBH - VISITOR

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2024 SPONSORS



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STAND ONLY OPPORTUNITIES

SPACE

FLOOR SPACE ONLY



SHELL

WALLS, CARPET AND
NAME BOARD INCLUDED



TURNKEY

FULLY EQUIPPED STAND
AT LOCATION AND SIZE
OF YOUR CHOICE



POD

FULLY EQUIPPED POD IN
COMMUNITY AREA



EXHIBITOR FEATURES – ALL STANDS INCLUDE:

- website listing & profile
- unlimited exhibitor badges
- lead scanner
- access to digital event platform

BRING A PARTNER TO YOUR STAND AS A JUNIOR STAND HOLDER

- own lead scanners
- own website listing
- can purchase their own sponsorships

FROM
€1950

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SPONSORSHIP PACKAGES

After selecting a silver, gold or platinum package, you can then choose your preferred sponsorship opportunities from the following pages, up to the value of your selected package. This allows you to customize a package that best fits your business needs. Please note that sponsorship prices do not include the cost of exhibition stands. *All sponsors are required to have a stand.*

THEATRE SPONSOR

The most impactful Sponsorship for Thought-Leaders from **29,950 EUR**. Become the host of one of our conference stages. **Theatre Sponsors** benefits:

- Premium Listing on event website and platform
- A guaranteed spot in the Event Newsletter
- A guaranteed announcement on our LinkedIn channel
- Your logo exclusively featured on the conference theatre stage
- 800+ guaranteed leads from the attendees of your theatre

FROM
€29950

STREAM SPONSOR

An alternative to a theatre sponsorship, where your sponsorship is not limited to one physical conference theatre but attached to a key topic (stream) of the conference.

- Premium listing on event website and platform
- Guaranteed spot in event newsletter
- Announcement on social media
- Logo included on stream listing
- Leads from all sessions under sponsored stream

FROM
€22950

SILVER SPONSOR

Any exhibitor who invests **11,950 EUR** on sponsorship items (excluding stand) will automatically become a **silver sponsor** with the following benefits:

- Your logo on the event website homepage
- Enhanced Listing on website
- Logo on appropriate on-site signage

€11950

GOLD SPONSOR

Invest **19,950 EUR** in sponsorship and you will be one of a limited number of **Gold Sponsors**. Gold Sponsors have all of the Silver Sponsor benefits plus the following:

- A guaranteed spot in our pre-event Newsletter
- A guaranteed announcement of your participation on our LinkedIn channel
- Enhanced Listing on event website & event platform

€19950

PLATINUM SPONSOR

A truly high profile partnership for the exhibition elite who invest over **29,950 EUR** in sponsorship. They will benefit from all of the Silver perks, all of the Gold perks AND all of the below:

- Logo on prominent onsite signage
- Logo featured on onsite print such as pocket guides or leaflets
- Premium Listing on event website
- Premium Listing on event platform

€29950

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HIGH-PROFILE OPPORTUNITIES

Go beyond lead generation - create meaningful relationships and a long-lasting impression with your target buyers in a unique and exclusive way.

HOST A 90-MINUTE ROUNDTABLE

A bespoke engagement with guaranteed ROI for your marketing and business development via Rel8, matched on your exact buyer persona.

- We create a target persona based on your criteria
- We activate and recruit matching senior-executives in our community
- You engage with them in an intimate meeting environment to establish a close relationship with your prospects.
- You share collateral with the attendees to shape the conversation
- You receive the full intelligence of attendees
- Post-event 1:1 follow up appointments to facilitate further lead generation

€20000

VIP-LOUNGE (EXCLUSIVE)

Align your brand with the top-tier participants of Big Data & AI World. Create with us the VIP-Lounge to shape experience of our most senior attendees.

- Inclusion of your logo and messaging in the VIP-campaign where appropriate
- Premium listing on all collateral online and onsite
- Branding on the VIP Lounge
- Data from all attendees entering the lounge

FROM
€59950

SIDE-EVENT (LIMITED TO 1)

- We work together to organise a side-event / aftershow meet
- Your side-event becomes part of the official curriculum of Big Data & AI World
- We invite the attendees you want to have there
- Receive the scanned leads of the side event

POA

ON SITE MEETING ROOM

- Half day minimum
- Private room to invite your clients or guests to
- Food and drink optional

€999

VIP-LOUNGE (NON EXCLUSIVE - LIMITED TO 3 SPONSORS)

€20000

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CONFERENCE OPPORTUNITIES

Shape the conference programme by forwarding a speaker & generate qualified leads.

SPEAKING SESSION

- Bring your client on stage to speak on your behalf
- We advertise your session on LinkedIn and in our Newsletter
- Pre-qualify visitors at your stand
- Includes full lead list of session participants

€9975

OFF PEAK SESSION

- Off-peak input session after 2:30pm
- Pre-qualify visitors at your stand
- Includes full lead list of session participants

€5950

KEYNOTE

- Thought Leader Session in the Keynote Theatre
- 30 minutes duration
- Marketing contribution and recording to be discussed

€13950

PANEL DISCUSSION

- Be a key partner of Big Data & AI World!
- We recruit 3-4 end users for you to liaise with before the event
- Participate in a panel discussion with them on stage
- Share your opinions and debate with the experts we recruit

€12950

INNOVATION PLUS

- 15 min session

€4500

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BRANDING OPPORTUNITIES

REGISTRATION DESKS

LIMITED TO 1 PER ENTRANCE (2 MAX.)

- Branding on site
- All registration desks will have your logo on
- Highly visual sponsorship, be seen first on site
- Can be combined with lanyards, badges or show bags

€5950

REGISTRATION FORM

LIMITED TO 1

- Branding on reg form and tickbox opt in data 3rd party
- Your logo will exclusively feature on the visitor registration form
- You will receive all 3rd party opt ins of registered visitors
- Mention in visitor communication about registration

€5950

BADGES

LIMITED TO 1 PER ENTRANCE (2 MAX.)

- Exclusive branding opportunity
- Every visitor, vip, speaker and exhibitor will have your logo on their badge
- 7000+ branded badges overall

€4950

LANYARDS

LIMITED TO 1 PER ENTRANCE (2 MAX.)

- Your logo on all delegate lanyards.
- Seen by everyone attending the event.
- Exclusive Sponsorship.
- Lanyards to be provided by sponsor or quote available upon request.

€3950

SHOW BAGS

1 SPONSOR MAX.

- Bags available at the registration area and throughout the event.
- Exclusive, highly visual sponsorship.
- Ensure every visitor that comes through the door is displaying your branding.
- Sponsor to supply bags.

POA

REGISTRATION AREA SPONSORSHIP

(LIMITED TO 1 PER ENTRANCE, 2 MAX.)

- Includes Reg desks, reg form, badges, lanyards.
- Ensure your brand is the first and last to be seen by every person that attends the event.
- Big impact branding at the front of the show with all registration area signage featuring your logo and text.
- Extensive pre-show branding with your logo on every pre-registered visitor e-mail.
- Provide branded t-shirts and promotional items for the registration staff.

€18950

MUST SEE WALL

LIMITED TO 20

- Feature in the solus email to all registered delegates one week before the show.
- Your logo will appear on the "You are here boards" where visitors can find who they are looking for on the on site floorplans around the show.
- Your stand will be highlighted on the giant show floorplans.

€999

CROSS SHOW SPONSORSHIP

- Website listings across your required shows.
- Show guide listings across your required shows.
- Highlighted on the floorplan as multi show exhibitor.
- Be listed on other shows as well - twice as many scanners and more connect profiles

€2450

CATERING AREA BRANDING

- Put your branding on one of the catering areas on the show floor via flyers, roll up banners or logo printing
- Mentioned in visitor communications about their visit

POA

MYFEST TOKENS

LIMITED OPPORTUNITY

- Provide 50 tokens for visitors per sponsor at myfest
- 3x exhibitors per show

€2500

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**BIG DATA
& AI WORLD**

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DIGITAL OPPORTUNITIES

BIG DATA & AI WORLD'S DIGITAL PLATFORM: INCREASE YOUR INVESTMENT BY HARNESSING THE POWER OF OUR DIGITAL MATCHMAKING PLATFORM

Connect at Tech Show Frankfurt empowers our audience and exhibitors to discover buyers and solutions that are right for them. The digital web based platform uses streamline navigation along with a powerful algorithm to make booking meetings easier than ever. Unlock new prospects, connect with new businesses, and maximise your ROI before stepping on-site.

HEADLINE SPONSOR

LIMITED TO 1

- Prime visibility as the headline sponsor on the website and the Connect @ Tech Show Frankfurt platform, maximising your brand exposure.

€9999
EACH

DASHBOARD CAROUSEL

LIMITED TO 4

- Interactive multi-tenant sponsorship placement. Includes image, logo, title text, description text and a call to action button with internal link capability.

€2500
EACH

STATIC BANNER

LIMITED TO 1

- Interactive single-tenant sponsorship placement. Static banner links to sponsor profile, session or content page.

€3500
EACH

TARGETED IN-SEARCH ADVERT

LIMITED TO 4

- Product categories sponsorship within directory search results
- This will guide individuals directly to the section where they can book on-site meetings with you.

€4500
EACH

CONNECT TECH SHOW FRANKFURT

We're here to help.

Need advice with marketing sponsorship opportunities or creating assets?

Schedule a call with our matchmaking platform team to run through best practices.



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BIG DATA
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BARC

OUR EVENT PARTNERSHIP

CloserStill Media, renowned for organizing world-class technology and business events, is the driving force behind Tech Show Frankfurt –one of Europe's leading exhibitions for cutting-edge tech innovation. As part of this dynamic platform, Big Data & AI World Frankfurt brings together industry leaders, tech pioneers, and decision-makers to explore the future of data, artificial intelligence, and digital transformation. With a proven track record in delivering high-quality events, CloserStill Media ensures an unparalleled experience for both exhibitors and attendees.



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**BIG DATA
& AI WORLD | BARC**

BARC: PARTNERSHIP

As the premier event for data and AI leaders in Germany, Big Data & AI World (BDAIW) offers unparalleled opportunities to connect with top industry experts, discover the latest trends, and gain actionable insights. Partnering with BARC (Business Application Research Center) ensures that this event delivers not just content, but transformative knowledge.

BARC at Big Data & AI World Frankfurt.

As co-organizers, BARC infuses vendor-neutral industry knowledge from in-house expert analysts into the event: Conference topics, analyst sessions, panel moderations and more. Both visitors and exhibitors gain valuable insights backed by research and market intelligence, enabling them to make informed, data-driven decisions. In collaboration with CloserStill Media's conference team, BARC ensures that industry decision-makers are in attendance, facilitating key connections.

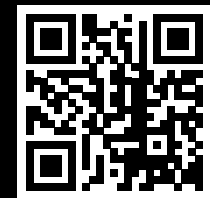
ABOUT BARC

BARC is a leader in data and analytics with over 25 years of experience in software and tool selection, advice and market research. BARC's mission is to ensure companies of all industries can fully make use of their potential via data, by taking the right decisions at the right time.

LEARN MORE

BARC

Data Decisions. Built on BARC.



www.barc.com

BARC.COM

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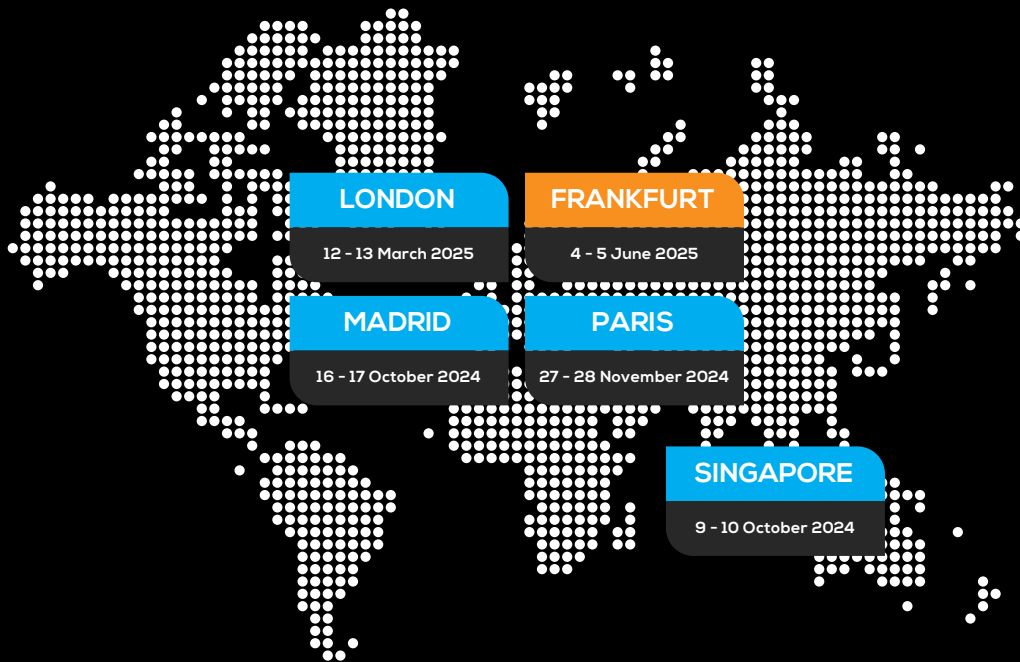
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EVENT OPPORTUNITIES 2025



DO NOT HESITATE TO ASK US FOR INFORMATION
ON OUR INTERNATIONAL OPPORTUNITIES:

FRANKFURT: 4-5 June 2025
techshowfrankfurt.de

Singapore: 8-9 October 2025
www.bigdataworldasia.com

Madrid: 29-30 October 2025
www.bigdataworld.es

Paris: 5-6 November 2025
www.bigdataworld.fr

London: 12-13 March 2025
www.bigdataworld.com

CONTACT THE TEAM TO DISCUSS YOUR SPECIFIC REQUIREMENTS

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