

apdc

35th DIGITAL BUSINESS CONGRESS

Congress

Europe in the Digital Age

**Balancing Sovereignty, Security
and Innovation**



6 - 7 may 2026

Lispolis

Lisbon + online

At a defining moment for Europe's digital future, APDC's 2026 Congress brings together visionary leaders from ICT, Media, business and public policy to shape the path ahead.

Under the theme **“Europe in the Digital Age – Balancing Sovereignty, Security and Innovation”**, this edition invites bold thinking and collective action to build a more resilient, competitive and human-centred digital Europe.

6 – 7 May

Hybrid Event in Portuguese/
simultaneous translation to English.
Live-Streamed from the congress venue

Venue: Lispolis





Congress 6 - 7 may | Lisbon + online

SPONSORSHIP OPPORTUNITIES

Why sponsor the Congress?

APDC's Congress is Portugal's flagship ICT and media event, bringing together C-level executives and senior decision-makers from all sectors of activity in one unique business environment.

Sponsoring the Congress means positioning your brand at the center of strategic conversations, gaining high-impact exposure and direct access to an audience with real decision-making power.

One event. One audience. Maximum reach.

2025

5.910 participants

712 onsite | 5,198 online

**HEADLINE
PARTNER**

€25K

Includes speaker on Main
Stage and Future Voices
Stage

**SPOTLIGHT
PARTNER**

€20K

Includes speaker on Main
Stage

**VISION
PARTNER**

€15K

Includes speaker on Future
Voices Stage

DIGITAL SPONSOR

€10K

SOLD OUT

BADGES

€10K

SOLD OUT

AUDITORIUM ENTRANCE

€10K

SOLD OUT

PHOTO BOOTH

€10K

LOUNGE

€10K

LUNCHES

€10K

CHECK-IN

€7,5K

SOLD OUT

CHARGING STATION

€7,5K

PSL ACCESSIBILITY

€5K

SOLD OUT

EXHIBITOR

€3K

FUTURE VOICES

STAGE PARTNER

€10K

SOLD OUT

FUTURE VOICES

LIVE PARTNER

€10K

HEADLINE PARTNER

Slot on the Main Stage as keynote speaker or participation in a debate panel

Organisation of a session on the Future Voices Stage, either exclusive to clients or open to congress participants, and promoted in the Congress programme.

25.000€ (+VAT)

PARTICIPATION

30 Live event registration

Exclusive invitation code for clients

1 reserved table at the private lunches (10 seats)

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Exclusive Newsletter sent to APDC database

Mention on social media

Video loop with sponsors' logos in between sessions

Video before the session State of the Nation of Communications (up to 30sec)

Sponsors' video (up to 30sec), played on a loop during breaks across both days

Sponsor's logo on the photo wall

EXHIBITION

3 sqm stand in the exhibition area

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

SPOTLIGHT PARTNER

Slot on the **main stage** as keynote speaker or participation in a debate panel

20.000€ (+VAT)

PARTICIPATION

20 Live event registration

Exclusive invitation code for clients

5 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Exclusive Newsletter sent to APDC database

Mention on social media

Video loop with sponsors' logos in between sessions

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Sponsors' video (up to 30sec), played on a loop during breaks across both days

Sponsor's logo on the photo wall

EXHIBITION

3 sqm stand in the exhibition area

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

VISION PARTNER

Organisation of a session on the Future Voices Stage, either exclusive to clients or open to congress participants, and promoted in the Congress programme.

15.000€ (+VAT)

PARTICIPATION

10 Live event registration

Exclusive invitation code for Clients

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Partner news featured in an APDC editorial newsletter, integrated into the regular editorial flow and sent up to 15 days before the Congress

Mention on social media

Video loop with sponsors' logos in between sessions

Sponsors' video (up to 30sec), played on a loop during breaks across both days

Sponsor's logo on the photo wall

EXHIBITION

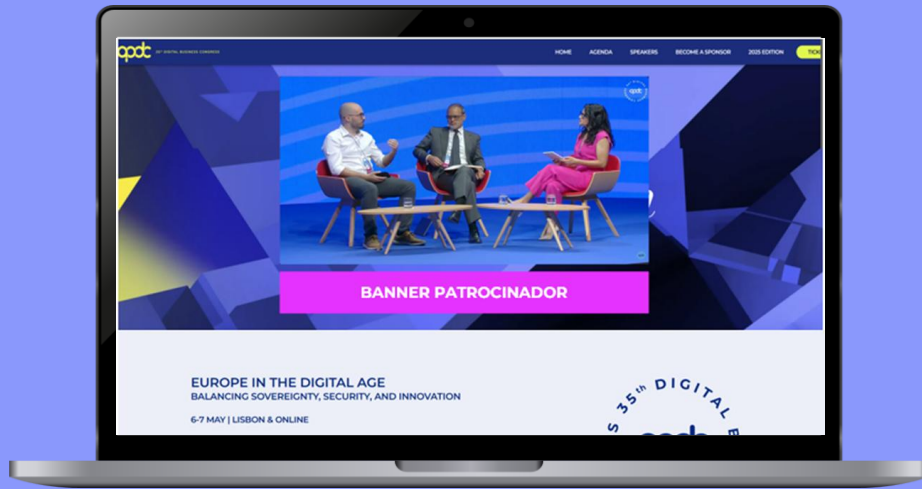
3 sqm stand in the exhibition area

POST-CONGRESS

Access to the list of participants who have authorized to share contacts



DIGITAL SPONSOR



10.000€ (+VAT)

EXCLUSIVE

A rotating banner on the Congress website homepage, displayed below the live stream window during the two days of the congress

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Partner news featured in an APDC editorial newsletter, integrated into the regular editorial flow and sent up to 15 days before the Congress

Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

SOLD OUT

BADGES



10.000€ (+VAT)

EXCLUSIVE

Lanyards with the sponsor's logo. The lanyards are provided by the sponsor

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

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Logo on the Congress website

Partner news featured in an APDC editorial newsletter, integrated into the regular editorial flow and sent up to 15 days before the Congress

Mention on social media

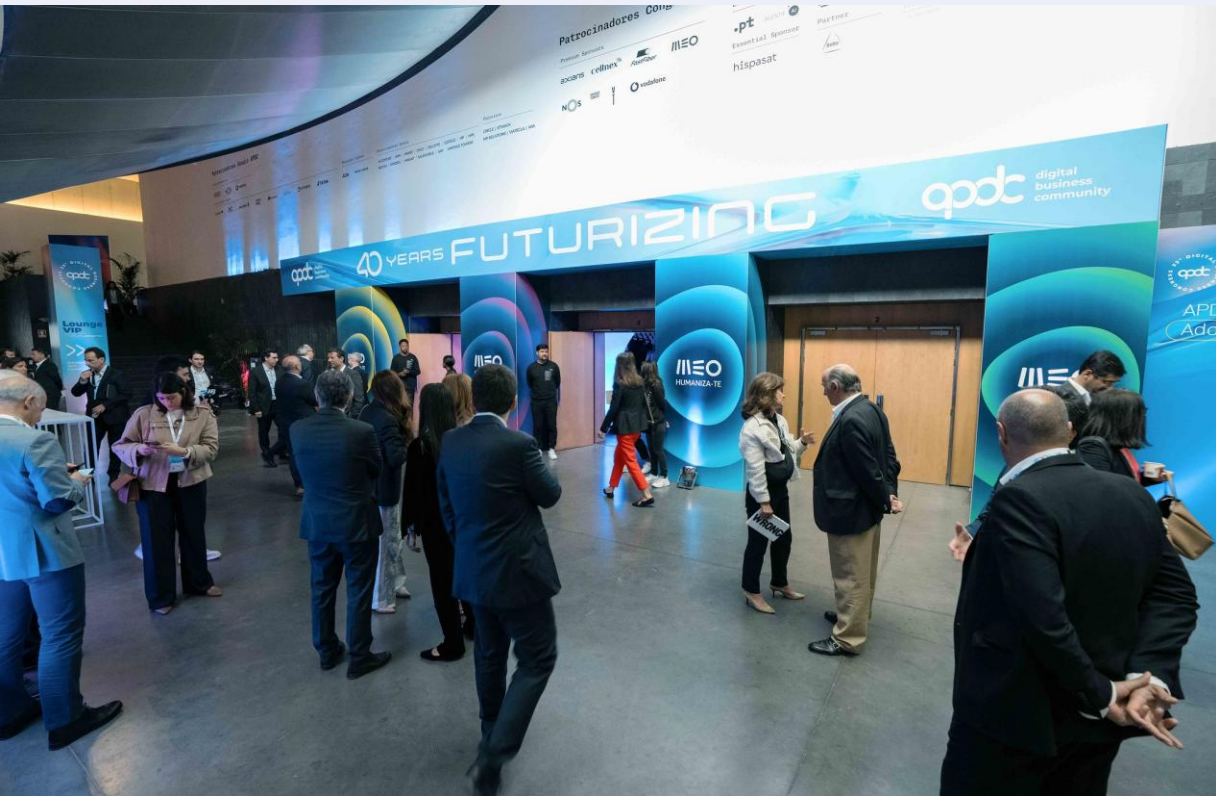
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

AUDITORIUM ENTRANCE



EXCLUSIVE

Portico with sponsor's image placed on entrance of the auditorium

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

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Logo on the Congress website

Partner news featured in an APDC editorial newsletter, integrated into the regular editorial flow and sent up to 15 days before the Congress

Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

10.000€ (+VAT)

PHOTO BOOTH

Instant printed photos featuring a customized frame with the sponsor's logo

Photos delivered immediately to participants, ensuring high visibility and engagement

10.000€ (+VAT)

EXCLUSIVE

Dedicated photo booth area located next to the official photo wall

Sponsor logo prominently displayed within the photo booth space

Instant printed photos featuring a customized frame with the sponsor's logo

Photos delivered immediately to participants, ensuring high visibility and engagement

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts



LOUNGE



10.000€ (+VAT)

EXCLUSIVE

- Lounge area reserved for the sponsor

- Sponsor branding prominently displayed on the stage backdrop

- Sponsor branding featured on the two columns positioned in front of the stand

- Possibility of a demonstration area

PARTICIPATION

- 30 Live event registration

- 2 Invitations for reserved lunches

VISIBILITY

- Logo in all the Congress' communication material

- Logo on the Congress website

- Mention on social media

- Video-loop with sponsors' logos in between sessions

- Sponsor's logo on the photo wall

POST-CONGRESS

- Access to the list of participants who have authorized to share contacts

CONGRESS LUNCHES



10.000€ (+VAT)

EXCLUSIVE

Sponsor branding in the lunchroom – reserved and open lunches

1 reserved table at the private lunches (10 seats)

PARTICIPATION

20 Live event registration

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Partner news featured in an APDC editorial newsletter, integrated into the regular editorial flow and sent up to 15 days before the Congress

Mention on social media

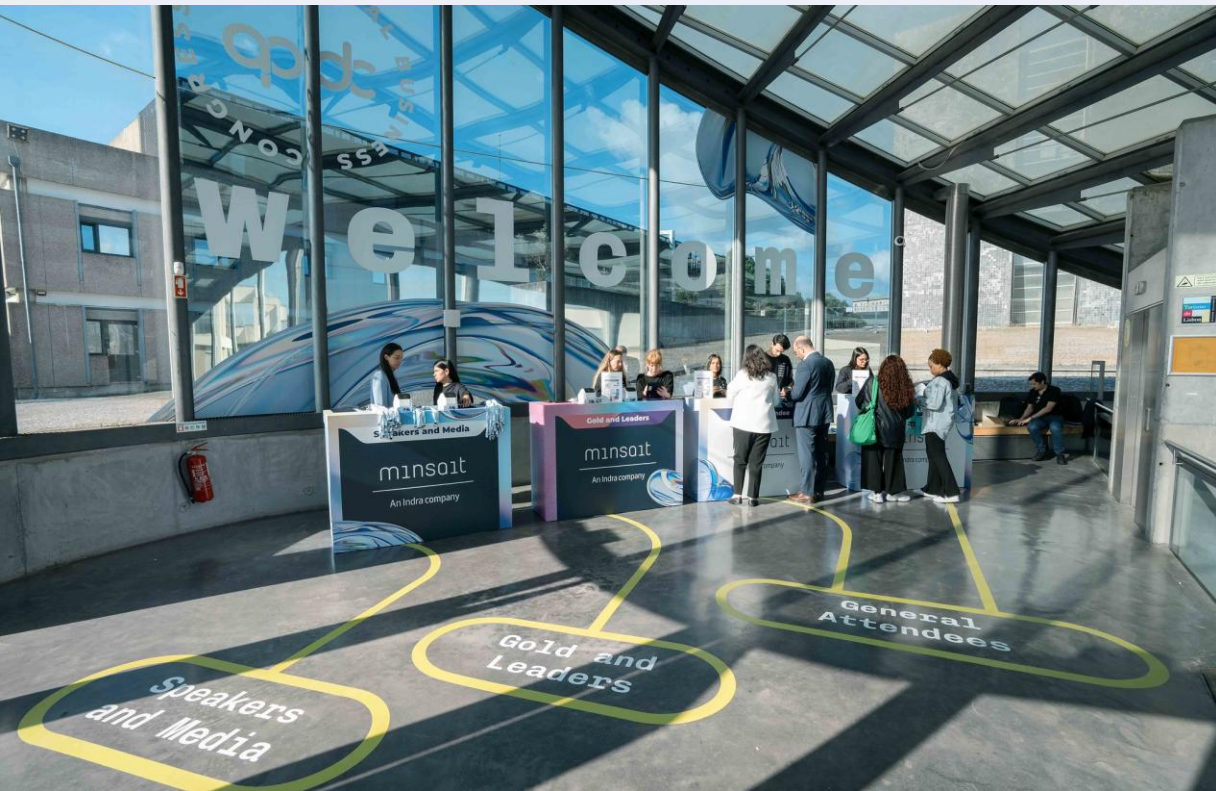
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

CHECK-IN



7.500€ (+VAT)

EXCLUSIVE

Visibility with logo at the check-in desk

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

CHARGING STATION SPONSOR



7.500€ (+VAT)

EXCLUSIVE

Dedicated phone charging area available to all congress participants

High visibility in a high-traffic area located at the main access to the auditorium

Sponsor logo featured on the signage

Opportunity for additional brand visibility in the area

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Mention on social media

Video-loop with sponsors' logos in between sessions

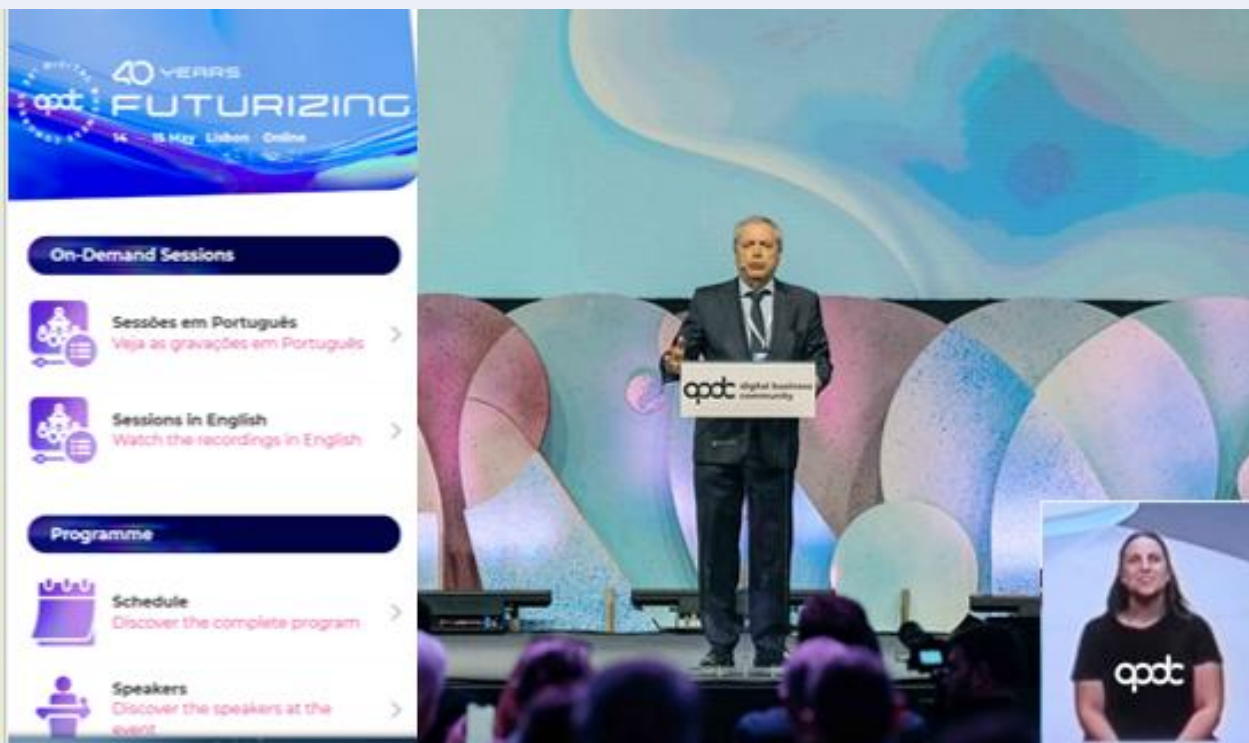
Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

SOLD
OUT

PSL ACCESSIBILITY



EXCLUSIVE

Visibility of sponsor's logo on the front of all translators' t-shirts -
STREAMING ONLY

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

VISIBILITY

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Logo on the Congress website

Mention on social media

Video-loop with sponsors' logos in between sessions

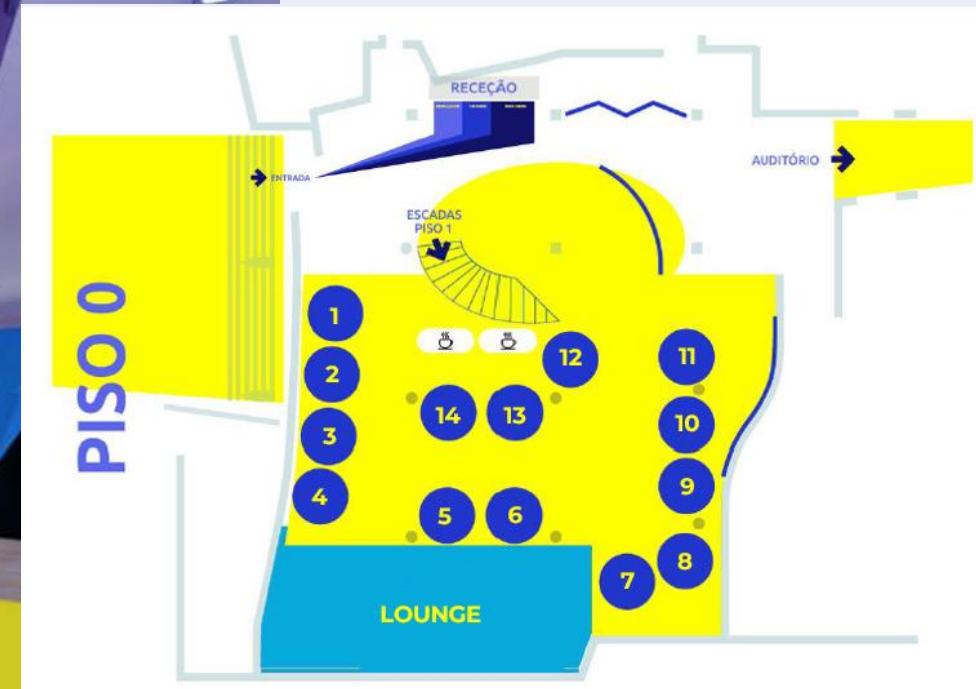
Sponsor's logo on the photo wall

POST-CONGRESS

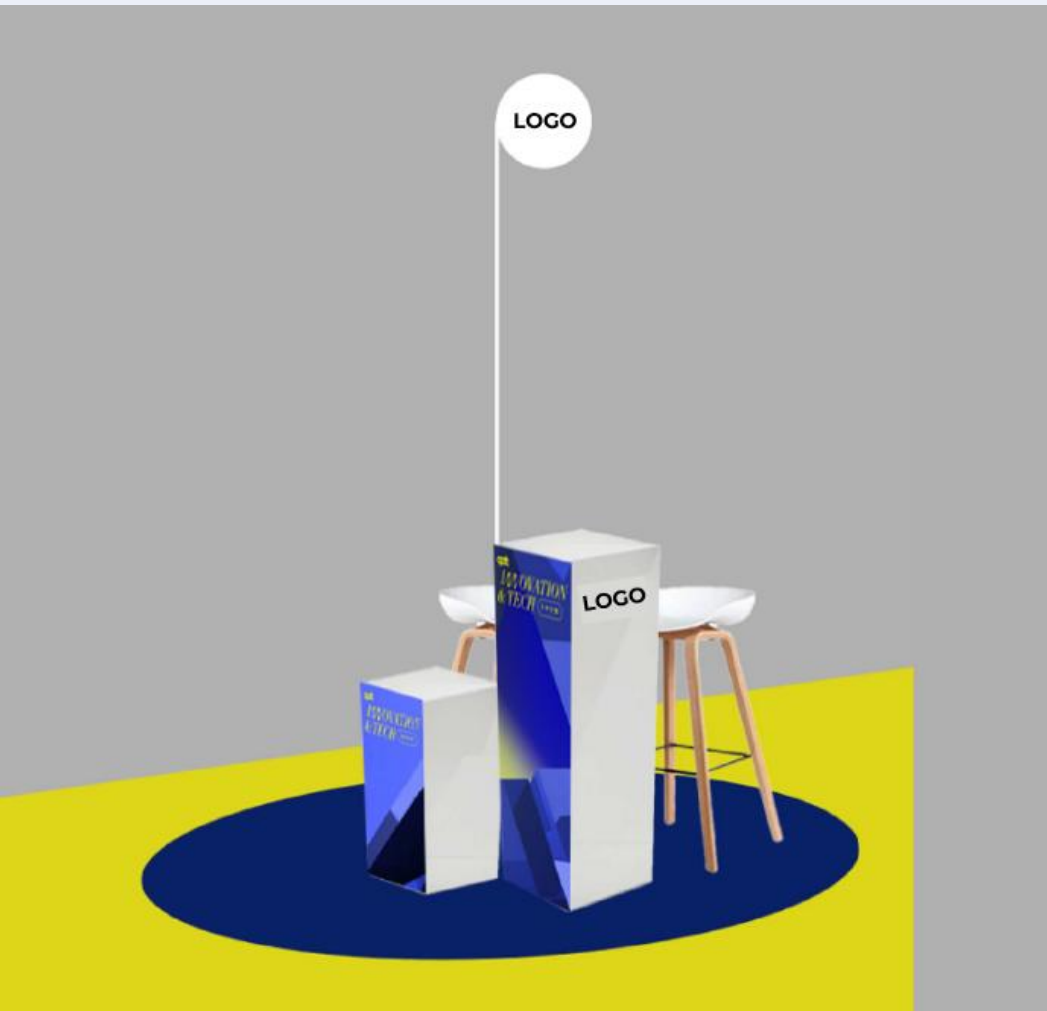
Access to the list of participants who have authorized to share contacts

5.000€ (+VAT)

EXHIBITION AREA



EXHIBITOR



BOOTH

Circular stand (2 m diameter, ~3.14 sqm)

Includes:

- blue carpet
- 2 high stools
- 2 pillars/columns
- logo signage
- 1 light point

PARTICIPATION

20 Live event registration

3.000€ (+VAT)

Future Voices

FUTURE VOICES

Empowering the Next Generation of Digital Leaders

Future Voices is the dedicated space within the APDC Congress focused on the next generation of digital leaders — students, young professionals, and early-stage entrepreneurs.

Talks about:

Digital careers | Skills for the AI era | Entrepreneurship
Digital citizenship | Connecting talent with companies

Future Voices

FUTURE VOICES **PARTNER**

Supporting the Next Generation of Digital Talent

By becoming a Future Voices Partner, your company positions itself at the forefront of developing the next generation of digital leaders.

What this partnership offers:

- Direct access to emerging digital talent
 - Strengthening of employer branding
- Brand association with innovation and the digital future
 - Informal engagement with young professionals
- Visibility at Portugal's leading technology congress

STAGE PARTNER



PARTICIPATION & CONTENT

- Exclusive Q&A session between young participants and a representative of the sponsor
- Opportunity to co-create a topic within the event agenda

TALENT ENGAGEMENT

- Direct interaction with students and young professionals
- Access to the authorized participants list

VISIBILITY

- Sponsor mention across all initiative communications
- Logo featured on all communication materials
- Logo displayed at the event venue

10.000€ (+VAT)

Future Voices

LIVE PARTNER



FUTURE VOICES NETWORKING AREA

- Opportunity to customize the outdoor patio next to the auditorium
- Create a lounge area, coffee networking space, technology demos, and more
- Future Voices Sunset Party

FUTURE VOICES SUNSET PARTY

- Informal event for young participants at the end of Day 1
- Sponsor branding integrated into the experience
- Music / DJ / networking

10.000€ (+VAT)

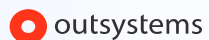
GOLD SPONSORS



SILVER SPONSORS



TALENT PARTNERS



INSTITUTIONAL SPONSOR



BRONZE SPONSORS

ACCENTURE

AXIANS

CLARANET

DXC TECHNOLOGY

HP

INETUM

MINSAIT

AWS

CISCO

DELOITTE

EQUINIX

HPE

META

VANTAGE TOWERS

PARTNERS

CIRCLE

MP RELATIONS

VdA

ETHIACK

VIATECLA

Thank
you

