
qpdc
36th DIGITAL BUSINESS CONGRESS
Congress
The Next Human Agenda
Reinventing Work in the Intelligent Age
Lispolis
5 - 6 may 2027
Lisbon + online

Congress 5 – 6 May | Lisbon + online



5 – 6 May | Lispolis

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

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The Next Human Agenda

Reinventing Work in the Intelligent Age

As Artificial Intelligence transforms work, leadership and society, the real question is no longer what technology can do, but what we choose to do with it.

The APDC Congress 2027 puts this choice at the heart of the agenda, bringing together business leaders, policymakers, academics, experts and the next generation of leaders and professionals to discuss how to build a more productive, inclusive and human-centred future.

Business. Technology. Public Policy. One shared agenda for the future.

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2 DAYS. 2 STAGES. ONE AGENDA FOR THE FUTURE.

LEADERSHIP STAGE

Where the future is debated and decided

The agenda for leaders and decision-makers who are transforming business, the economy and society.

FUTURE VOICES STAGE

Where the future finds its voice

The agenda for the next generation of leaders, entrepreneurs and professionals who challenge the present and are building the future.

Two complementary agendas. One Congress connecting those who make decisions today with those who will lead tomorrow.

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Congress Chairwoman

Magda Cocco

Group Executive Partner Regulatory & Digital | Head of Practice Partner Digital Frontiers, Partner Information, Communication & Technology, VdA

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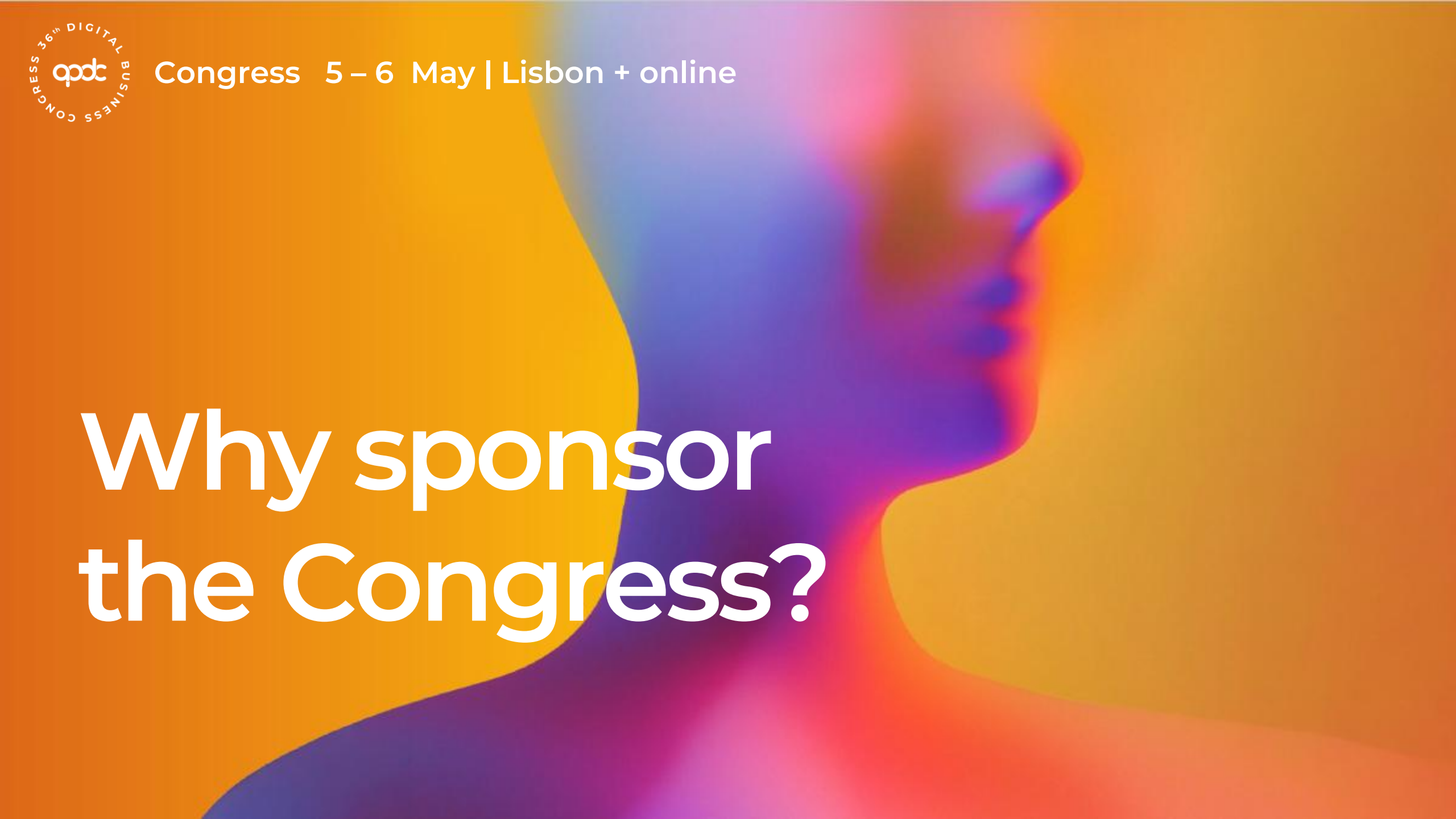
Congress Hosts

Carolina Freitas
João Adelino Faria

Journalists, RTP

Production and live streaming by

RTP Rádio e Televisão de Portugal


36th DIGITAL BUSINESS CONGRESS
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Why sponsor the Congress?

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Why sponsor the Congress?

Thought Leadership

Position your organisation at the heart of the conversations shaping the future of the digital economy.

Brand Visibility

Associate your brand with Portugal's leading gathering of business, technology and institutional leaders.

Business Development

Build strategic relationships and unlock new opportunities with the country's leading decision-makers.

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The Last Edition in Numbers

AUDIENCE

1.248
onsite participants

1.790
Online participants

CONTENT

39
sessions

97
speakers

REACH

360k
social media impressions

42k
website page views

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Who You'll Meet at the Congress?

Portugal's leading meeting point for organisations and decision-makers

BUSINESS LEADERS

CEO | CIO | CTO | CDO | Technology, Innovation and Digital Transformation Leaders

PUBLIC SECTOR

Government | Regulators | Policy Makers

INNOVATION ECOSYSTEM

Startups | Scaleups | Investors | Academia

Some of the organisations represented at the last edition

edp · galp · E-REDES · REN · BPI · Millennium bcp · novobanco · Santander · grupo ageas portugal · FIDELIDADE · ctt · Jerónimo Martins · GRUPONABEIRO · MC Sonae · worten · MEO · NOS · vodafone · Grupo Brisa · ANA Aeroportos de Portugal · The Navigator Company · Pestana Hotel Group · Mota-Engil Engenharia · Hovione · Luz Saúde · cuf

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Audience Profile

ORGANIZAÇÕES

77%
Grandes organizações
+250 colaboradores

PARTICIPANTES

63%
Cargos de direção e gestão
Decisores

SETORES

TIC
Telecomunicações
Setor Público
Energia
Banca e Seguros
Indústria
Saúde
Retalho
Transportes e Mobilidade

PORQUE PARTICIPAM

75% Insights estratégicos

52% Networking

45% Aprendizagem

30% Oportunidades de negócio

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An Integrated Visibility Strategy

Your brand visibility begins before the Congress and extends far beyond the event.

BEFORE THE CONGRESS

Congress Website

Newsletters

Social Media

Marketing Campaigns

DURING THE CONGRESS

Stages

Live Streaming

Exhibition Area

Networking

Brand Presence

AFTER THE CONGRESS

On-demand Videos

Articles & News

Photography

Social Media

Qualified Leads

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Sponsorship opportunities



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STRATEGIC PARTNERSHIPS

Three partnership options aligned with the Congress narratives.

HUMAN AGENDA PARTNER

For organisations seeking maximum visibility and influence

€25K

The only partnership spanning both Congress narratives, combining senior thought leadership, engagement with the next generation and maximum brand visibility.

Includes speaker on Leadership Stage and Future Voices Stage

LEADERSHIP PARTNER

For organisations shaping strategic conversations

€20K

Partnership focused on the Leadership Agenda, positioning your brand at the heart of the topics shaping the future of business and technology.

Includes speaker on Leadership Stage

FUTURE VOICES PARTNER

For organisations empowering the next generation of leaders

€20K

Position your brand at the heart of the Future Voices Agenda, engaging with the next generation of leaders, entrepreneurs and professionals.

Includes a dedicated speaking session on the Future Voices Stage and exclusive branding of the networking event.

Sponsorship opportunities are subject to availability and will be allocated on a first-confirmed basis.

VAT not included

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BRAND EXPERIENCE OPPORTUNITIES

EXCLUSIVE SPONSORSHIPS to maximise your brand visibility.

DIGITAL PRESENCE
Website & Livestream Visibility

€10K

BADGES
Brand Seen by Everyone

€10K

AUDITORIUM WELCOME
Welcome to the Main Stage

€10K

AUDITORIUM SEATS
Visible Throughout Every Session

€10K

LOUNGE
Premium Networking Space

€10K

EXCLUSIVE LUNCHES
Exclusive Networking Lunches

€10K

CHECK-IN
The First Brand Impression

€7,5K

PHOTO BOOTH
Memorable Brand Moments

€7,5K

WELL-BEING
Hydration with your brand

€7,5K

CHARGING STATION
High-Traffic Brand Visibility

€5K

PSL ACCESSIBILITY
Supporting Accessible Events

€5K

VAT not included

Sponsorship opportunities are subject to availability and will be allocated on a first-confirmed basis.

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The only partnership spanning both the Leadership and Future Voices agendas.

STRATEGIC PARTNERSHIPS

HUMAN AGENDA PARTNER

25.000€ (+VAT)

Limited Availability

THOUGHT LEADERSHIP

- Leadership Stage speaking opportunity, either as a keynote speaker or as a participant in a debate panel.
- Dedicated session or participation in a debate panel on the Future Voices Stage.

CORPORATE PARTICIPATION

- 30 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- One reserved table at the private Congress lunches — 10 seats.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Exclusive newsletter sent to the APDC database.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- 30-second brand video shown before the State of the Nation – Communications session.
- 30-second corporate video played during Congress breaks.
- Logo on the official photo wall.

BRAND ACTIVATION

- 3 sqm stand in the exhibition area.

LEADS

- GDPR-compliant access to qualified participant contacts.

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Focused on the Leadership Agenda, for organisations shaping the strategic conversations of the Congress.

STRATEGIC PARTNERSHIPS

LEADERSHIP PARTNER

20.000€ (+VAT)

Limited Availability

THOUGHT LEADERSHIP

- Leadership Stage speaking opportunity, either as a keynote speaker or as a participant in a debate panel.

CORPORATE PARTICIPATION

- 30 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 5 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Exclusive newsletter sent to the APDC database.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- 30-second brand video shown before the State of the Nation – Communications session.
- 30-second corporate video played during Congress breaks.
- Logo on the official photo wall.

BRAND ACTIVATION

- 3 sqm stand in the exhibition area.

LEADS

- GDPR-compliant access to qualified participant contacts

Congress 5 – 6 May | Lisbon + online





Focada na Future Voices Agenda, para organisations engaging with the next generation of leaders and professionals.
Focused on the Future Voices Agenda, for

STRATEGIC PARTNERSHIPS

FUTURE VOICES PARTNER

20.000€ (+VAT)

Limited Availability

THOUGHT LEADERSHIP

- Dedicated session on the Future Voices Stage
- Opportunity to nominate one additional guest for a Future Voices debate panel

BRAND ACTIVATION

- Exclusive networking event for Future Voices participants, taking place at the end of the first Congress day.
- Sponsor branding across the entire event, including music, DJ and networking areas.
- Opportunity to transform the outdoor space adjacent to the auditorium into a branded networking experience.
- Possibility to create a lounge area, coffee networking space, technology showcases or interactive brand activations.

CORPORATE PARTICIPATION

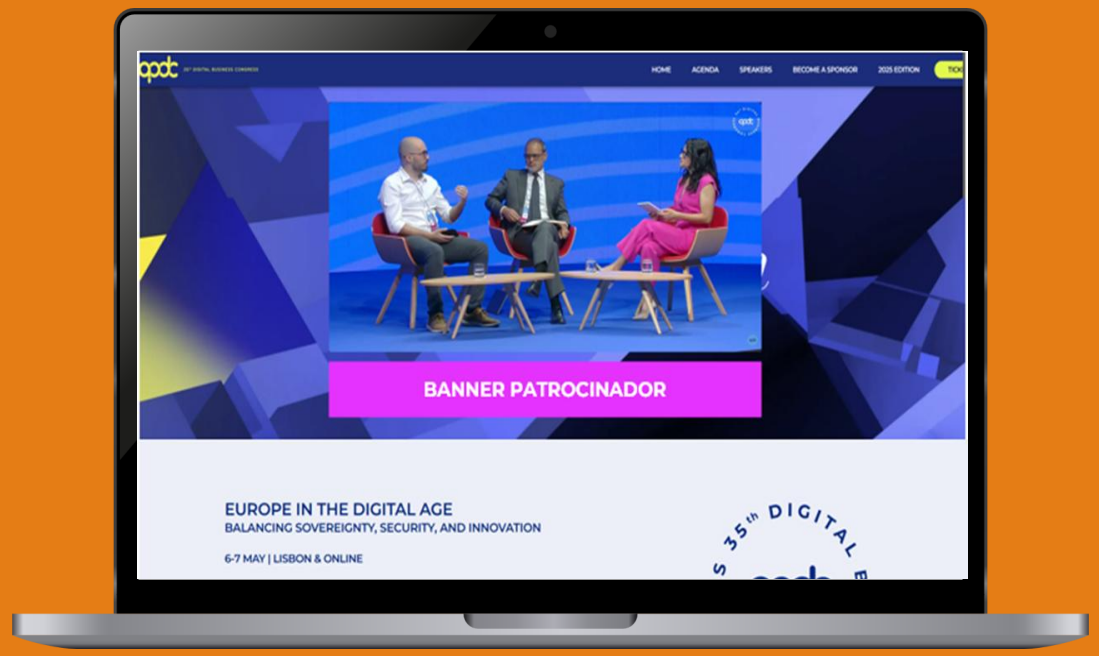
- 20 registrations for employees of the sponsoring company
- 30 invitations for young professionals from the sponsoring company (up to 35 years old)

BRAND VISIBILITY

- Brand visibility on Future Voices stage
- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts



BRAND EXPERIENCE OPPORTUNITIES

DIGITAL PRESENCE

10.000€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

- A rotating banner on the Congress website homepage, displayed below the live stream window throughout the two-day Congress.

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

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BRAND EXPERIENCE OPPORTUNITIES

BADGES

10.000€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

- Lanyards with the sponsor's logo*

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

* The lanyards are provided by the sponsor. Quantity: 2000

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BRAND EXPERIENCE OPPORTUNITIES

AUDITORIUM WELCOME

10.000€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

- Sponsor-branded welcome portal at the entrance to the auditorium.

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

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BRAND EXPERIENCE OPPORTUNITIES

AUDITORIUM SEATS

10.000€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

- Covers with the sponsor's logo on the auditorium seats

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

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BRAND EXPERIENCE OPPORTUNITIES

LOUNGE

10.000€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

- Lounge area reserved for the sponsor, with logo visibility
- Opportunity to create a demonstration area

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

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BRAND EXPERIENCE OPPORTUNITIES

EXCLUSIVE LUNCHES

10.000€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

- Sponsor branding in the lunch area – 2 days
- 1 reserved table (10 seats) – 2 days

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 10 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

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BRAND EXPERIENCE OPPORTUNITIES

CHECK-IN

7.500€ (+VAT)

Exclusive Sponsorship

EM EXCLUSIVO

- Logótipo destacado na zona de check-in

PARTICIPAÇÃO CORPORATIVA

- 20 convites para colaboradores da empresa patrocinadora.
- 10 convites para jovens talentos da empresa patrocinadora (até aos 35 anos).
- 20 convites para clientes da empresa patrocinadora.
- 2 convites para os almoços reservados do Congresso.

VISIBILIDADE DA MARCA

- Logótipo em todos os materiais de comunicação do Congresso.
- Logótipo no website do Congresso.
- Visibilidade nas redes sociais.
- Logótipo no vídeo apresentado entre sessões.
- Logótipo no painel oficial de fotografias.

LEADS

- Acesso aos contactos qualificados dos participantes, em conformidade com o RGPD.

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BRAND EXPERIENCE OPPORTUNITIES

PHOTO BOOTH

7.500€ (+VAT)

Exclusive Sponsorship

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

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

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BRAND EXPERIENCE OPPORTUNITIES

WELL-BEING

7.500€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

- 4 water stations distributed throughout the venue, with exclusive sponsor branding.
- Recycled paper cups, fully branded with the sponsor's visual identity.
- Option to provide branded reusable water bottles (bottles to be supplied by the sponsor).

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company.
- 10 invitations for young professionals from the sponsoring company (up to 35 years old).
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

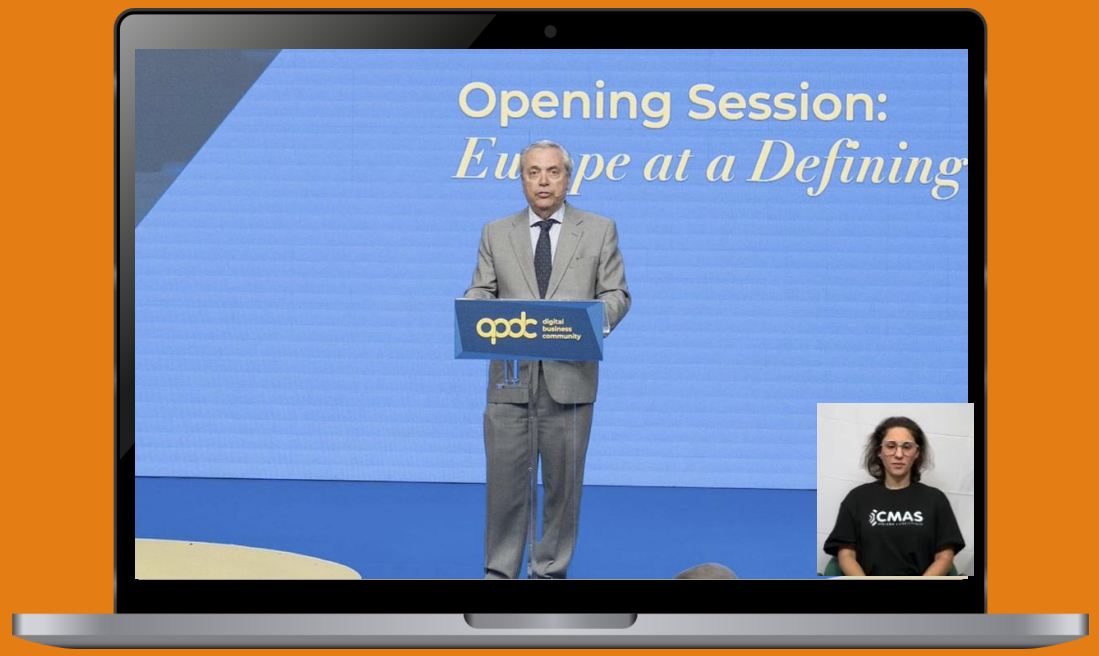
BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts.

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BRAND EXPERIENCE OPPORTUNITIES

PT SIGN LANGUAGE

5.000€ (+VAT)

Exclusive Sponsorship

EXCLUSIVE

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

CORPORATE PARTICIPATION

- 20 registrations for employees of the sponsoring company
- 10 invitations for young professionals from the sponsoring company (up to 35 years old)
- 20 invitations for clients of the sponsoring company
- 2 invitations to the private Congress lunches.

BRAND VISIBILITY

- Logo featured across all Congress communication materials.
- Logo on the Congress website.
- Social media visibility.
- Video-loop with sponsors' logos displayed on screen between sessions.
- Logo on the official photo wall.

LEADS

- GDPR-compliant access to qualified participant contacts

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	HUMAN AGENDA PARTNER	LEADERSHIP PARTNER	FUTURE VOICES PARTNER	DIGITAL SPONSOR	BADGES SPONSOR	AUDITORIUM WELCOME	AUDITORIUM SEATS	LOUNGE	PRIVATE LUNCHES	CHECK-IN	PHOTO BOOTH	WELL-BEING	CHARGING STATION	PT SIGN LANGUAGE
	€25K	€20K	€20K	€10K	€10K	€10K	€10K	€10K	€10K	€7,5K	€7,5K	€7,5K	€5K	€5K
Stage Presence	Leadership Stage + Future Voices	Leadership Stage	Future Voices	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------
Registrations for employees	30	30	20	20	20	20	20	20	20	20	20	20	20	**20**
Invitations for young professionals	10	10	30	10	10	10	10	10	10	10	10	10	10	10
Invitations for clients	20	20	-------	20	20	20	20	20	20	20	20	20	20	**20**
Invitations for Private Lunches	10	5	-------	2	2	2	2	2	10	2	2	2	2	**2**
Logo featured across all Congress communication	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Logo on the Congress website	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Exclusive newsletter sent to the APDC database	●	●	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------
Social media visibility	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Video-loop with sponsors' logos between sessions	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Brand video shown during breaks	<30s	<30s	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------
Brand video before the State of the Nation Communications	<30s	<30s	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------
Logo on the official photo wall	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Stand in the exhibition area	3 sqm	3 sqm	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------
GDPR-compliant access to qualified participant contacts	●	●	●	●	●	●	●	●	●	●	●	●	●	●

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GOLD SPONSORS

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SILVER SPONSORS

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TALENT PARTNERS

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INSTITUTIONAL PARTNER

ANACOM — AUTORIDADE NACIONAL DE COMUNICAÇÕES

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AXIANS
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HP
INETUM
META

PARTNERS

CIRCLE
MP RELATIONS
VdA
ETHIACK
VIATECLA


Thank
you
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