

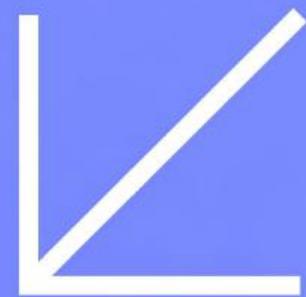
apdc

35th DIGITAL BUSINESS CONGRESS

Congress

Europe in the Digital Age

**Balancing Sovereignty, Security
and Innovation**



6 - 7 may 2026

Lispolis

Lisbon + online



Congress 6 - 7 may | 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.



Congress 6 - 7 may | Lisbon + online

António Gameiro Marques

Congress Chairman

Former Director-General of the
National Cybersecurity Office and
the National Cybersecurity Centre



6 – 7 May

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

Venue: Lispolis



6may

OPENING SESSION

EUROPE AT THE CROSSROADS: THE NEW GEOMETRY OF DIGITAL POWER

STRATEGIC AUTONOMY: REALITY OR ILLUSION?

THE BACKBONE OF SOVEREIGNTY: INFRASTRUCTURE AS POWER

FRONTIER TECHNOLOGIES: THE RACE EUROPE CANNOT LOSE

SCALING EUROPE: FROM INNOVATION TO ECONOMIC POWER

THE STATE OF THE NATION OF MEDIA

7may

EUROPE'S DIGITAL SOVEREIGNTY: INNOVATION, GOVERNANCE AND PUBLIC VALUE

REINVENTING THE DIGITAL STATE: PROGRESS AND CHALLENGES IN PORTUGAL'S REFORM

SECURITY AS STRATEGY: DEFENDING EUROPE'S DIGITAL SPACE

PORTUGAL'S ROLE IN THE EUROPEAN DIGITAL STRATEGY – THE EXPERIENCE OF PORTUGAL'S TECH UNICORNS

THE STATE OF THE NATION OF DIGITAL INFRASTRUCTURES

FROM CONNECTIVITY TO COMPETITIVENESS

THE STATE OF THE NATION OF COMMUNICATIONS

CLOSING SESSION



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 parallel session

**SPOTLIGHT
PARTNER**

€20K

Includes speaker on main
stage

**VISION
PARTNER**

€15K

Includes parallel session

DIGITAL SPONSOR

€10K

BADGES

€10K

AUDITORIUM

€10K

PHOTO BOOTH

€10K

LOUNGE

€10K

LUNCHES

€10K

CHECK-IN

€7,5K

PSL ACCESSIBILITY

€5K

EXHIBITOR

€3K

HEADLINE PARTNER

Slot of 7 min on the **main stage** as keynote speaker or participation in a debate panel

Organisation of a 60-minute **parallel session**, 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

Logo and company information on the Congress app

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 (over 30seg)

Sponsors' video (over 1 minute), 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 of 7 min 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

Logo and company information on the Congress app

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 (over 30seg)

Sponsors' video (over 1 minute), 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 60-minute **parallel session**, 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

Logo and company information on the Congress app

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 (over 1 minute), played on a loop during breaks across both days

Sponsor's logo on the photo wall

EXHIBITION

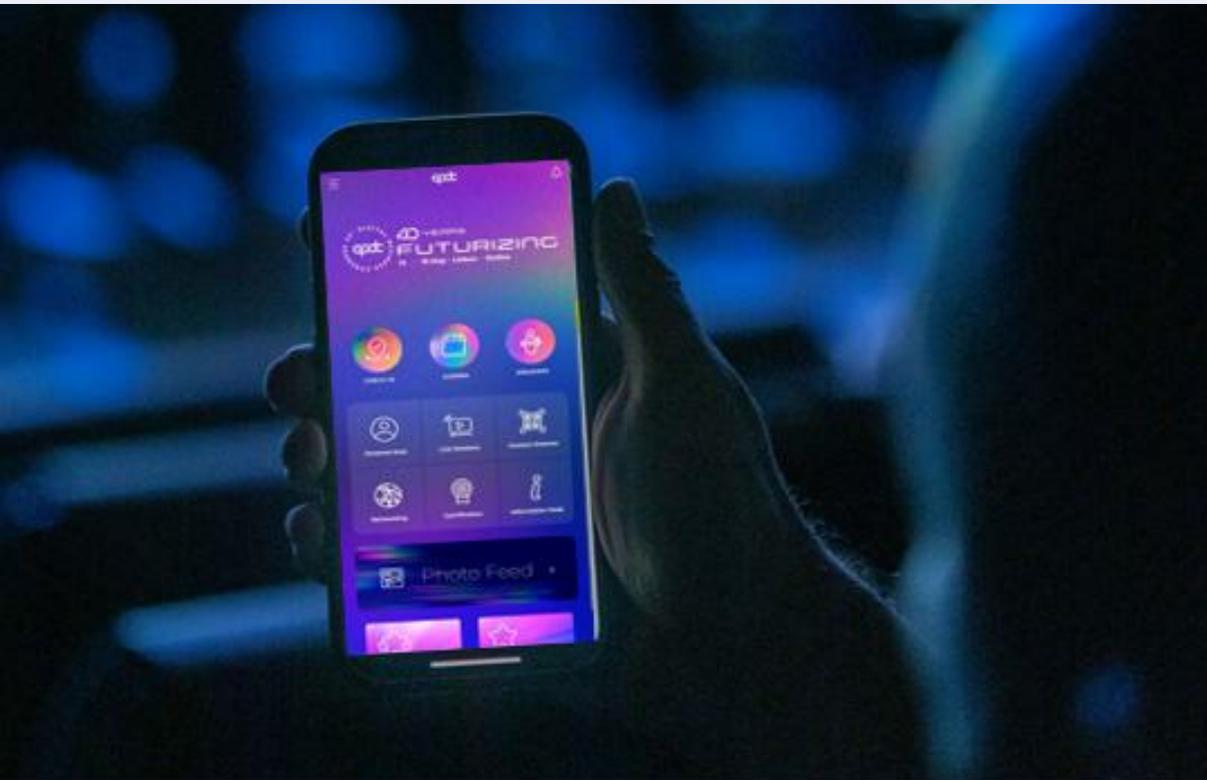
3 sqm stand in the exhibition area

POST-CONGRESS

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

SOLD
OUT

DIGITAL SPONSOR



10.000€ (+VAT)

EXCLUSIVE

Rotative banner featured in 4 tabs of the web app

Footer in the mobile app

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

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

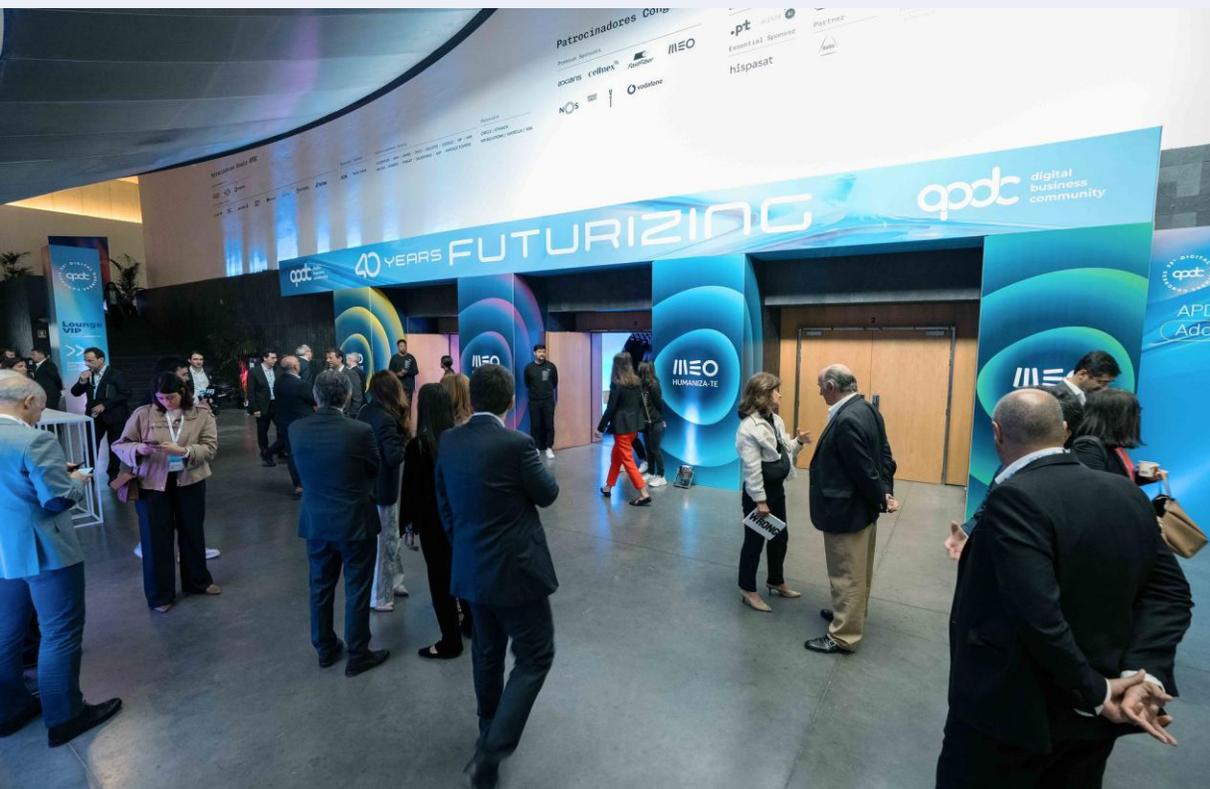
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

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

AUDITORIUM ENTRANCE



10.000€ (+VAT)

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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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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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

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

Logo and company information on the Congress app

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

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

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

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

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Logo and company information on the Congress app

Mention on social media

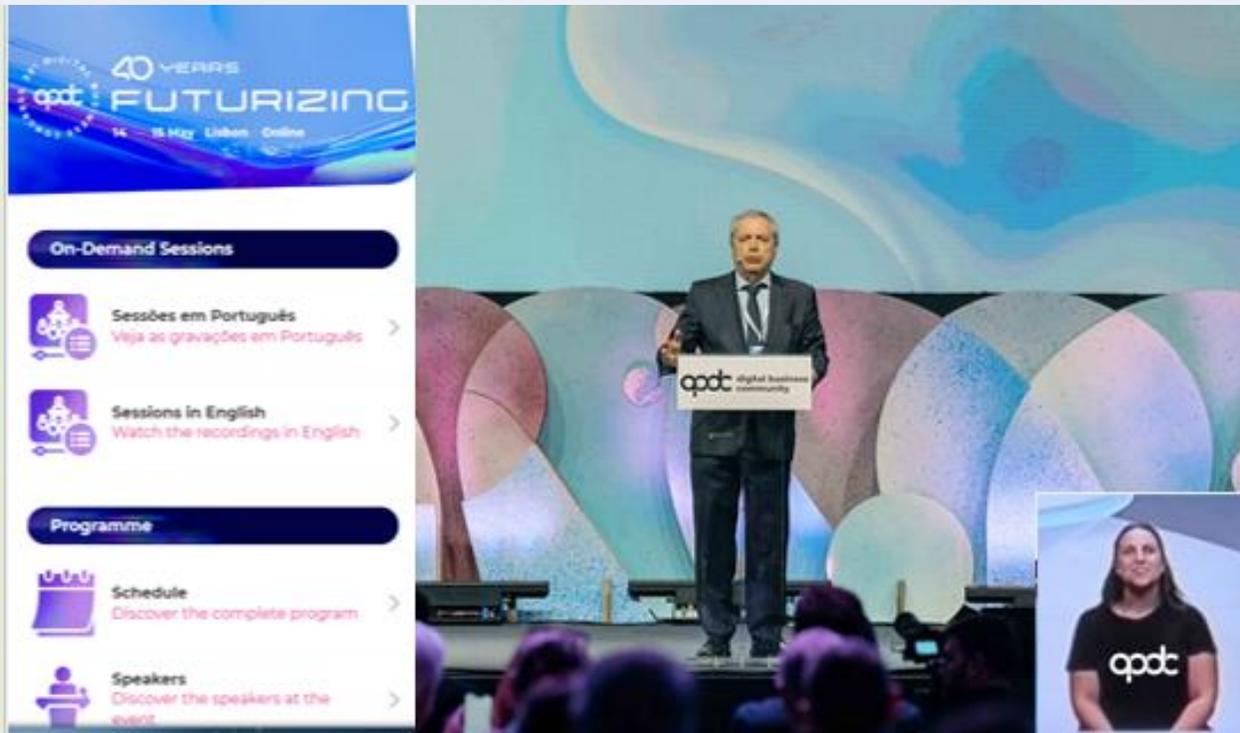
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

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

PSL ACCESSIBILITY



5.000€ (+VAT)

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

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

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

LOUNGE



10.000€ (+VAT)

EXCLUSIVE

Lounge area reserved for the sponsor, with logo visibility

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

Logo and company information on the Congress app

Mention on social media

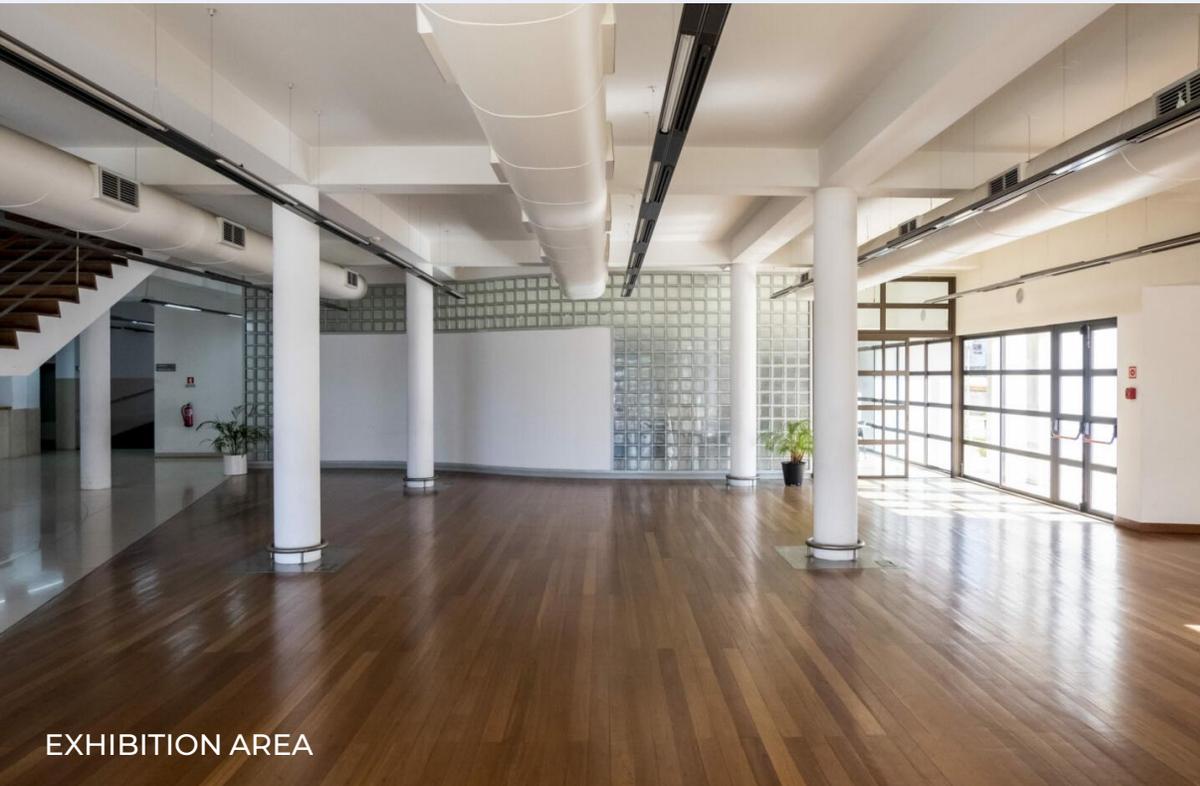
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

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

EXHIBITOR



EXHIBITION AREA

3.000€ (+VAT)

BOOTH

3 sqm stand - 2 m (width) × 1.5 m (depth)

Includes:

- Carpeted section,
- Company brand/ logo
- 1 electrical socket

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

GOLD SPONSORS



SILVER SPONSORS



TALENT PARTNERS



INSTITUTIONAL SPONSOR



BRONZE SPONSORS

ACCENTURE

AXIANS

CLARANET

DXC TECHNOLOGY

HP

INETUM

META

VANTAGE TOWERS

AWS

CISCO

DELOITTE

EQUINIX

HPE

KYNDRYL

MINSAIT

PARTNERS

CIRCLE

MP RELATIONS

VdA

ETHIACK

VIATECLA

Thank
you

