



IFES

World Summit

Navigating Change,
Shaping What's Next

Munich, Germany
16-19 June 2026

Sponsorship Opportunities



About IFES

IFES is the International Federation of Exhibition & Event Services, representing individual Company Members active in the design, conception, production and services used at exhibitions, trade shows and events as well as relevant Associations around the globe,

Since 1984, IFES has been a driving force in the global exhibition and event industry. With over 350 member associations and companies spanning 47 countries, IFES connects more than 25,000 professionals worldwide, creating a strong global network for collaboration, innovation, and best practice sharing, prioritising sustainability, technological innovation, and youth development,

Our unique approach to “Working Local. Globally” is the solution to a sustainable work ethic. Wherever in the world your event is, an IFES partner can assist, doing away with the need for transport and logistics and reducing the carbon footprint and environmental impact.

IFES remains committed to shaping the future of the global exhibition and event industry. Its strategic collaborations and expansion into new markets make it an indispensable partner for companies looking to navigate the complexities of the global exhibition landscape.



IFES World Summit 2025

(16-19 June 2026), Munich, Germany

Join us in Munich from 16–19 June 2026 for the IFES World Summit 2026, held under the theme “Navigating Change, Shaping What’s Next.”

At a time of rapid change across business, technology, talent, sustainability and global markets, and the necessary relocation from the planned host city Dubai to Munich, the Summit will bring together the international IFES community to exchange ideas, strengthen partnerships and explore the forces shaping the future of our industry.

Hosted in one of the world’s leading exhibition hubs, Munich offers the ideal setting for high-level discussion, international networking and meaningful business connection. Over the course of the Summit, delegates will engage in practical, forward-looking conversations around the opportunities and challenges ahead for the exhibition and events sector.

For sponsors, this is an opportunity to align with a trusted global network, increase visibility among senior industry decision-makers and support the conversations helping shape what comes next.



Sponsorship Opportunities

The World Summit is the largest and most significant event that IFES offers to the exhibition and event industry, and an exclusive opportunity for IFES members and potential partners from different countries to strengthen relationships and make new contacts.

Global Brand Alignment:

Benefit from associating your brand with the globally recognised and trusted IFES global network.

Maximum Visibility:

Prominent visual exposure before, during, and after the summit, reinforcing brand recognition across key industry players.

Direct Audience Engagement:

Create new business leads through dedicated networking and exclusive brand activation spaces, with high-value industry professionals.

Thought Leadership Opportunities:

Gain visibility and credibility as a thought leader by participating in panels, keynotes, and workshops.

Exclusive Market Insights:

Access valuable post-event data and audience insights, enabling your brand to refine strategies and respond to industry trends



Essential Sponsorship Elements

Our World Summit sponsors will enjoy the following benefits:

PRIOR

- Your logo and 30-word company profile on the dedicated event section on the IFES website.
- Logo and Thank You post across all social media platforms.
- Mention in the IFES Newsletter ahead of the event.

DURING

- Your logo on screen in Sponsors Thank You slides.
- Your logo prominently displayed on Sponsor Logo wall throughout the event.

POST

- Your logo and 30-word company profile highlighted on the dedicated wrap-up section on the IFES website.
- Post-show Newsletter mention.

Exposure Metrics

(past 12 months)

Newsletter

+ 6 email campaigns
1800 subscribers

Website

Event page on website with
dedicated sponsors' visibility

44,4%
Open Rate

4,5%
Click Rate

LinkedIn

+3,410 followers
100% organic global reach

76,604
Page Views
(last year)

3 min 03sec
Engagement
time, per
visitor

+294,869
Global
Impressions
annually

17,8%
Engagement
Rate

Premier Sponsorship

Memento Gold Sponsor

€15,000

Branding - Memento Co-sponsor branding on all event images

Prime position - Listing on the main event web page

Year-round exposure - Listing on the event sponsor webpage

High-impact visibility - Spotlight in the official IFES Newsletter

Event presence - Logo on sponsor wall, & thank-you slides

Valuable connections - Complimentary attendance for 2

Video presence - Two days (Lunch time slot)

Registration Gold Sponsor

€15,000

Branding - Co-sponsor branding on registration page

Prime position - Listing on the main event web page

Year-round exposure - Listing on the event sponsor webpage

High-impact visibility - Spotlight in the official IFES Newsletter

Event presence - Logo on sponsor wall, & thank-you slides

Valuable connections - Complimentary attendance for 2



Welcome Reception Sponsor

8.000,- €

As a **WELCOME RECEPTION SPONSOR**, your company will receive brand visibility via:

- > Signage at the Welcome Venue.
- > Speaking opportunity at the Event.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post (s) alongside other Sponsors.

ABOUT: *The Hirschalm combines Bavarian character with premium event hospitality, creating a welcoming and memorable setting for the IFES Welcome Reception. Inside the INFINITY alpine lodge, guests can enjoy an elegant alpine atmosphere with plenty of space to connect, celebrate and experience the spirit of the region. With its distinctive charm and range of tailored experiences, Hirschalm offers a venue that feels both special and authentically local.*

[https://www.infinity-munich.de/en/restaurants-bars/hirschalm/"Bavarian Lodge Hirschalm"](https://www.infinity-munich.de/en/restaurants-bars/hirschalm/)

Days: Tuesday

Sharing of sponsorship on request



Fast & Curious Dinner Sponsor

12,000,- €

As a **FAST & CURIOUS DINNER SPONSOR**, your company will receive brand visibility via:

- > Signage at the Venue.
- > Speaking opportunity at the Event.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post (s) alongside other Sponsors.

ABOUT: Set within BMW Welt, Bavarie brings together the elegance of a French brasserie with the warmth and character of Bavarian hospitality. The venue pairs contemporary architecture with natural materials, lush greenery and expansive views across BMW Welt and the Olympic Park, creating a stylish yet welcoming setting for an evening event. With a strong focus on sustainably sourced regional ingredients and award-recognised culinary quality, Bavarie offers guests a dining experience that is both refined and distinctly local. <https://www.bmw-welt.com/en/restaurants/bavarie.html>

Days: Wednesday

Sharing of sponsorship on request



Bavarian Dinner Sponsor

12,000,- €

As a **BAVARIAN DINNER SPONSOR**, your company will receive brand visibility via:

- > Signage at the Welcome Venue.
- > Speaking opportunity at the Event.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post (s) alongside other Sponsors.

ABOUT: *The Bräustüberl at Hofbräuhaus offers an authentic Munich experience, combining stylish Bavarian character with warm, contemporary hospitality in one of the city's most iconic settings. Located on the second floor, the venue is rich in turn-of-the-century charm, with historic interiors, bay window views over the Platzl and traditional details that create a memorable sense of place. Known for its carefully brewed beer, live tavern atmosphere and classic Bavarian cuisine, it provides a lively and distinctly local setting for an unforgettable evening.*

<https://www.hofbraeuhaus.de/en/braeustueberl/>

Days: Thursday

Sharing of sponsorship on request



Bavarian Games Sponsor

3,500 - €

As a BAVARIAN GAMES SPONSOR, you present your brand in a dynamic, active environment, just like our industry. The interactive atmosphere ensures movement, attention, and genuine encounters with your target group.

Attendees are not only reached, but actively involved.

Bavarian Games 19:00 - 22:30

Stein lifting,
Stein pushing,
nailing

As an GAMES SPONSOR your company will receive visibility via::

- > Signage at the Activity Venue.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.

Sharing of sponsorship on request



Speaker Sponsor

6,000- €

As a **SPEAKER SPONSOR**, you directly associate your brand with thought leadership and industry insight. This sponsorship places your organisation alongside influential voices in the global events community, creating strong visibility while demonstrating your support for knowledge-sharing and professional exchange.

It's a meaningful way to connect your brand with the ideas and conversations shaping the future of our industry.

As a **SPEAKER SPONSOR** your company will receive visibility via:

- > Introduction of Speaker and Company with 2 min video.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post (s) alongside other Sponsors. :

Days: Thursday and Friday

Speakers: Charles Pappas, Rico Bakker, Helena Klaus and others



Panel Sponsor

5,000- €

As a PANEL SPONSOR, your brand is aligned with dynamic discussion and diverse industry perspectives. Panels encourage open conversation, debate and the exchange of ideas, placing your organisation at the heart of meaningful dialogue within the global IFES community.

This sponsorship offers strong visibility while associating your brand with collaboration, insight and the conversations shaping the future of the exhibition and events industry.

As an **PANEL SPONSOR** your company will receive visibility via:

- > Introduction of Speaker and Company with 2 min video.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post (s) alongside other Sponsors. :

Days: Thursday and Friday

Sharing of sponsorship on request



Water Bottle

6000,- € exclusive
3,500,- € shared each

As WATER BOTTLE SPONSOR your company will receive visibility via:

- > Your company Logo on the Water Bottle distributed in Tote Bags.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post alongside other Sponsors.

Memento

3,300,- €

As MEMENTO SPONSOR your company will receive visibility via:

- > Co-branding on all Memento Event images on social media and website.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post alongside other Sponsors.



Lanyard

5,500,- € exclusive
2,800,- € shared each

As LANYARD SPONSOR your company will receive visibility via:

- > Your company Logo on the Lanyards worn by every delegate.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post alongside other Sponsors.



Phone Strap

2,000,- €

As PHONE STRAP SPONSOR your company will receive visibility via:

- > Your company Logo on the phone straps distributed in the Tote Bag.
- > Sponsor Recognition on Sponsor Logo Wall at the Event.
- > Sponsor Recognition on Presentation Thank you Slides at the Event.
- > Company Listing and contact information on the Website Sponsor Page and Event App.
- > Dedicated Social Media post alongside other Sponsors.





World Summit

Beyond Boundaries
Dubai
16-19 June 2026



Gregor Bischof
IFES Executive Director



Johannes Siems
Chair Sponsorship Committee

Contact us to arrange your sponsorship
events@ifesnet.org