



MasterClass 2026 Europe
Futureproof Your Personal Toolbox

NOVEMBER 25-27TH
POZNAŃ, POLAND

IFES

SPONSORSHIP OPPORTUNITIES



About the Masterclass

The IFES Masterclass is a premier professional development event bringing together industry leaders, innovators, and ambitious professionals for an immersive two and a half days of learning, networking, and inspiration.

Designed to bridge the gap between knowledge and application, the Masterclass features world-class speakers, hands-on workshops, and curated sessions across some of the exhibition industry's most critical topics. Attendees leave equipped with actionable insights and powerful new connections that drive real-world results.

For sponsors, the Masterclass represents a rare opportunity to engage a highly motivated, decision-making audience in a meaningful setting - positioning your brand at the heart of progress, innovation, and professional excellence.



Content sponsor €5,000

- Exclusive sponsorship of the full content/programme
- Your logo and 30-word company profile on IFES Event Sponsor website page
- Dedicated sponsorship acknowledgement on LinkedIn and Instagram
- Your logo on event signage onsite
- Sponsorship acknowledgement in post-event newsletter
- Potential video opportunity



As the premium sponsorship opportunity, the Content Sponsor package places your brand at the heart of the Masterclass programme.

With exclusive association across the full content offering, enhanced on-site visibility and digital opportunities, this package is designed for organisations that want to be closely aligned with the ideas, expertise and professional development shaping the industry.

Dinner and Networking Activity sponsor €4,000

Also available separately: Dinner sponsor €3,000 / Networking Activity Sponsor €2,300

- Exclusive sponsorship of the dinner and networking event
- Your logo and 30-word company profile on IFES Event Sponsor website page
- Dedicated sponsorship acknowledgement on LinkedIn and Instagram
- Your logo on event signage onsite
- Sponsorship acknowledgement in post-event newsletter
- 1 complimentary access (networking sponsorship)

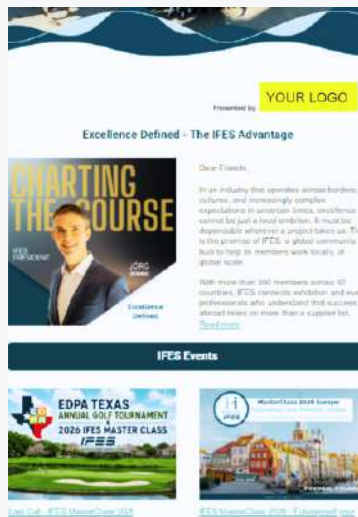
As Dinner & Networking Sponsor, your brand becomes part of two of the Masterclass's most valuable connection points. From the networking activity to the evening dinner, your organisation is closely associated with the moments when delegates relax, exchange ideas and build relationships across the IFES network.

With strong participant visibility, direct engagement opportunities and one complimentary ticket included, this package lets you do more than simply be seen - it gives you the chance to be present, connect personally and make your brand part of the conversations that continue long after the programme ends.



Newsletter sponsor €2,500

- Prime logo visibility as sponsor of the IFES newsletter (Oct, Nov, Dec 2026)
- Your logo and 30-word company profile on IFES Event Sponsor website page
- Dedicated sponsorship acknowledgement on LinkedIn and Instagram
- Your logo on event signage onsite
- Sponsorship acknowledgement in post-event newsletter
- 1 complimentary access (networking sponsorship)



As Newsletter Sponsor, your brand gains prime visibility across the IFES October, November and December newsletters, keeping your organisation in front of the global network during a key period in the Masterclass campaign. This repeated presence extends your sponsorship beyond the event itself and creates valuable continuity before, during and after Poznań.

With prominent placement across three consecutive editions, the package gives your brand sustained exposure to IFES members, partners and industry professionals, helping reinforce recognition and keep your organisation connected to the conversations, opportunities and developments shaping the network.

Lunch Sponsor (2 days) €2,300

- Exclusive sponsorship of the networking activity
- Your logo and 30-word company profile on IFES Event Sponsor website page
- Dedicated sponsorship acknowledgement on LinkedIn and Instagram
- Your logo on event signage onsite
- Sponsorship acknowledgement in post-event newsletter



As the Lunch Sponsor, your brand will be visible across both Masterclass lunch breaks, creating repeated exposure during relaxed networking moments when delegates have time to connect and continue the day's conversations.

This opportunity gives your organisation a consistent presence across the programme and associates your brand with two of the day's most natural moments for conversation, connection and relationship-building.

Coffee Sponsor (all 3 coffee breaks) €1,500

- Exclusive sponsorship of the networking activity
- Your logo and 30-word company profile on IFES Event Sponsor website page
- Dedicated sponsorship acknowledgement on LinkedIn and Instagram
- Your logo on event signage onsite
- Sponsorship acknowledgement in post-event newsletter



As the Coffee Sponsor, your brand is an integral part of all three coffee breaks, giving you a warm and consistent presence throughout the Masterclass.

These are the moments when delegates catch up, swap ideas and make new connections, so it is an ideal opportunity to keep your organisation visible in a setting that feels natural, social and genuinely valuable to the attendee experience



Exposure Metrics

NEWS LETTER

1,800 Subscribers

24,9% Open Rate

4,6% Click rate

LINKEDIN

4,387 Followers

296,139 Annual impressions

22,8% Engagement rate

INSTAGRAM

1,296 Followers

173,602 Annual impressions

23,353 Annual Reach

International Federation of Exhibition and Events Services

Ready to make an impact? Secure your sponsorship today.
Spaces are limited – contact us before the deadline to confirm
your partnership and begin shaping the future together.



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MTP Expo, Poznań

www.ifesnet.com/poland-masterclass-2026