



hub

hub.berlin

28 November 2017, STATION Berlin

www.hub.berlin

Join [#hub17](#)

hub.berlin is Europe's interactive business festival for digital movers and makers.



2.500+

International
participants



50 %

C-Level



70

Exhibitors



500+

Startups

Stages



Visionary keynote addresses
in the **Red Arena**.



Innovation Spaces: Lectures, use cases
and best practices on two stages.



Tech trends and innovative
startups in the **Black Arena**.



Policy Arena: How are policy-makers
shaping the digital transformation?
Ideas and controversies.



Masterclasses: Interactive
workshops for the digital
transformation of companies.



Exhibition

Marketplace

An area for **exchanging information and networking**
Integrated concept comprising **exhibition, food and lounges**



Startup Area

Innovative concept with **exhibits you can try out**
Meeting place for **young startups** and established **global players**



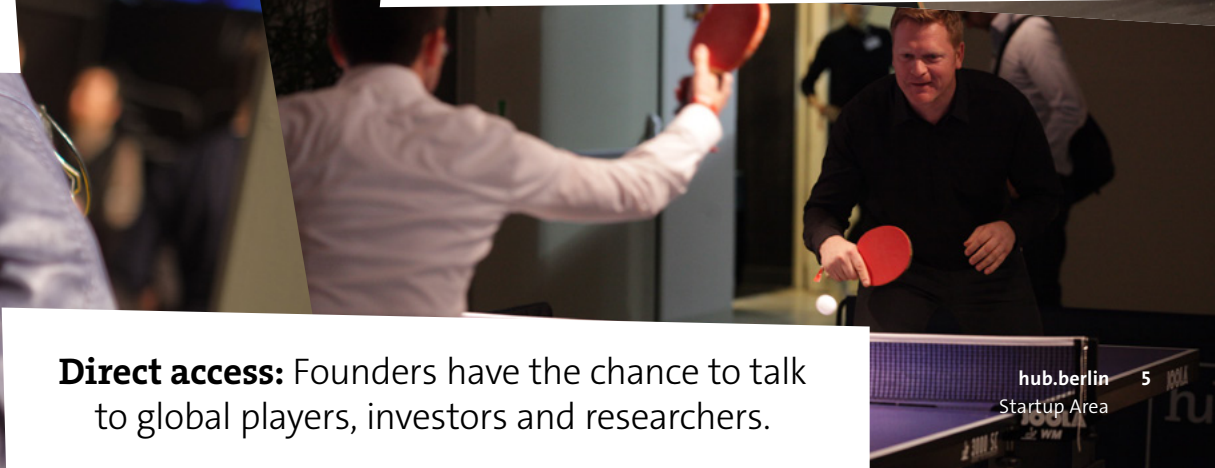
Startup Area




Customers, partners or investors: Young companies can find exactly what they are looking for.



What's new: Hand-picked tech startups present things that no one has seen before.




Direct access: Founders have the chance to talk to global players, investors and researchers.



Profit from the **extensive communication** that takes place during the conference.

5 reasons for being there



Make new **high-quality contacts** with decision-makers in business and politics.



Present your company as an **expert innovator**.



Receive **crucial impulses** for your business.



Network with **startups**.

Welcome!

hub.berlin

5 reasons for being there

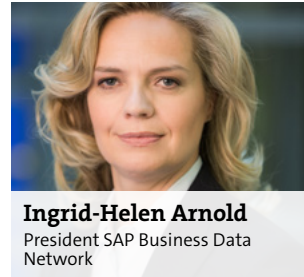
6

Welcome!

Welcome!

Speakers

These speakers have already attended



Meet more than
130
speakers at
hub.berlin

Partners 2016

Platinum Partners



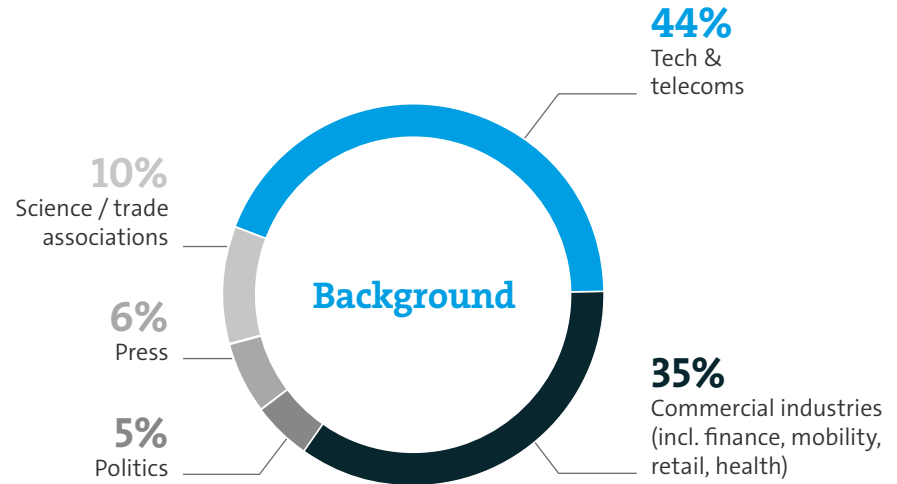
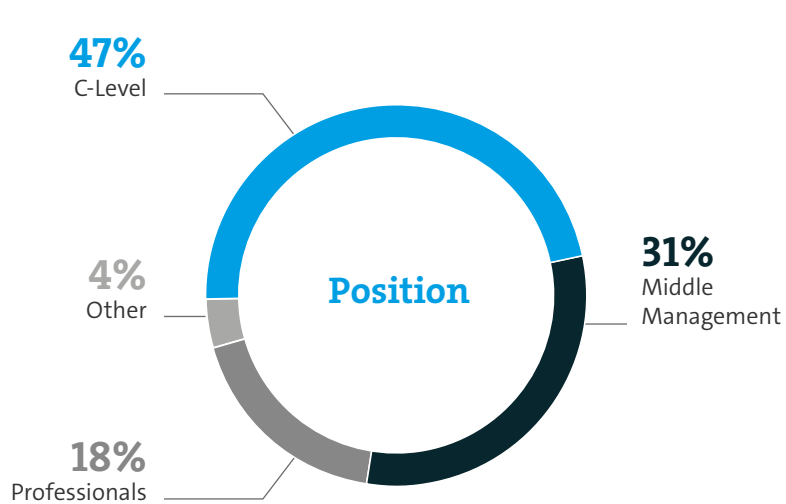
Premium Partners



Further Partners



Participants



References



»The hub is about bringing technology into reality.«

Jeff Jarvis, Director CUNY Center
for Entrepreneurial
Journalism



»I was really impressed with the quality of the conference.«

Céline Lazorthes,
Founder & CEO
Leetchi Group



»Hub is really exciting. Great crowd, great talks, great food.«

Mikko Hypponen,
CRO F-Secure



»I really liked the atmosphere. We had great conversations.«

Jana Tepe & Anna Kaiser,
Co-founders of Tandemplay

Options for Exhibitors



Stand

Focusing on your product

A stand in the marketplace is the ideal place to present your products. The furnishings and branding for your professional presentation are already included.



Lounge

Room for discussion

The lounge offers people who are interested in you a place where they can get in touch and engage in relaxed networking. The focus here lies on discussions and the exchange of expertise.



Incubator

Meet-and-greet with startups

Give up to three startups the chance to take part in hub.berlin. At your joint stand in the GetStarted area, you can demonstrate that you support young entrepreneurs.

Contributing Content



Arena Keynote

Exclusively for Platinum Partners:
20-minute lecture on a visionary topic
in the Red or Black Arena, on the largest stages
of hub.berlin, surrounded by C-level speakers
and tech pioneers.



Lecture in the Innovation Space

Your expert talk on the topics that are being discussed at hub.berlin, held on one of two stages (Innovation Spaces) in the midst of the hub action. Your topical lecture will reach up to 130 guests, and can demonstrate the best practices used by your company.



Masterclass

In a separate area of hub.berlin, you can conduct an interactive, 90-minute masterclass with up to 25 registered participants, dealing with a practical issue concerning the digital transformation within companies. This allows you to establish direct contact with your participants.

Overview of Branding

Basic branding

Placement:

- Website

Advanced branding

Placement:

- Mailings and flyers
- App for the event
- Website
- At venue

In addition:

- Editorial contents published in the news feed on the website

Premium branding

Highlighted placement and naming as a

Premium Partner:

- Mailings and flyers
- App for the event
- Website
- At venue

In addition:

- Placement in social media
- Editorial contents published in the news feed on the website

Overview of Branding

Platinum branding

Priority and highlighted placement, as well as being named as a Platinum Partner:

- Mailings and flyers
- App for the event
- Website
- At venue

In addition:

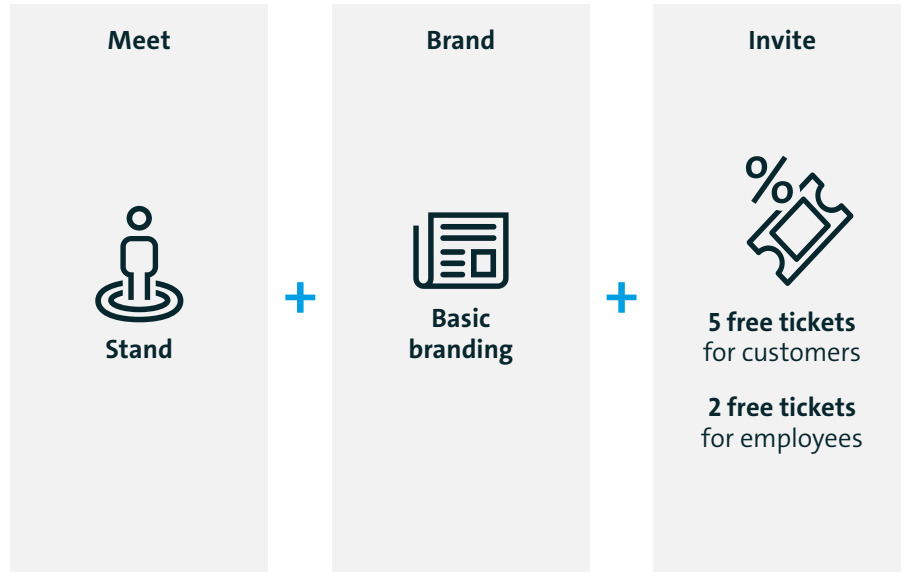
- Exclusive mention and links in tweets and posts via several accounts
- Highlighted publication of editorial contents in the news feed on the website

- Native ad: Placement of content in event newsletter
- Mention in press releases about event
- Logo on event tickets
- Optional exclusive availability of lanyards (limited to a Platinum Partner)
- Logo displayed on stage screens between lectures
- VIP visits to partner stand (where possible)

Side Events:

- Pioneers' Dinner
 - Mention in opening address
 - Placement on invitations and menus
 - Optional distribution of high-quality gifts
- After-party
 - Presentation as co-host of the after-party with branding at location and on the website
 - Optional distribution of high-quality gifts

Basic Partners



€ 10,000 plus VAT

Advanced Partners

Speak



Participation in the Innovation Space*
20 min. lecture or 30 min. use case

or

Meet



Stand

or



Lounge

+

Brand



**Advanced
branding**

+

Invite



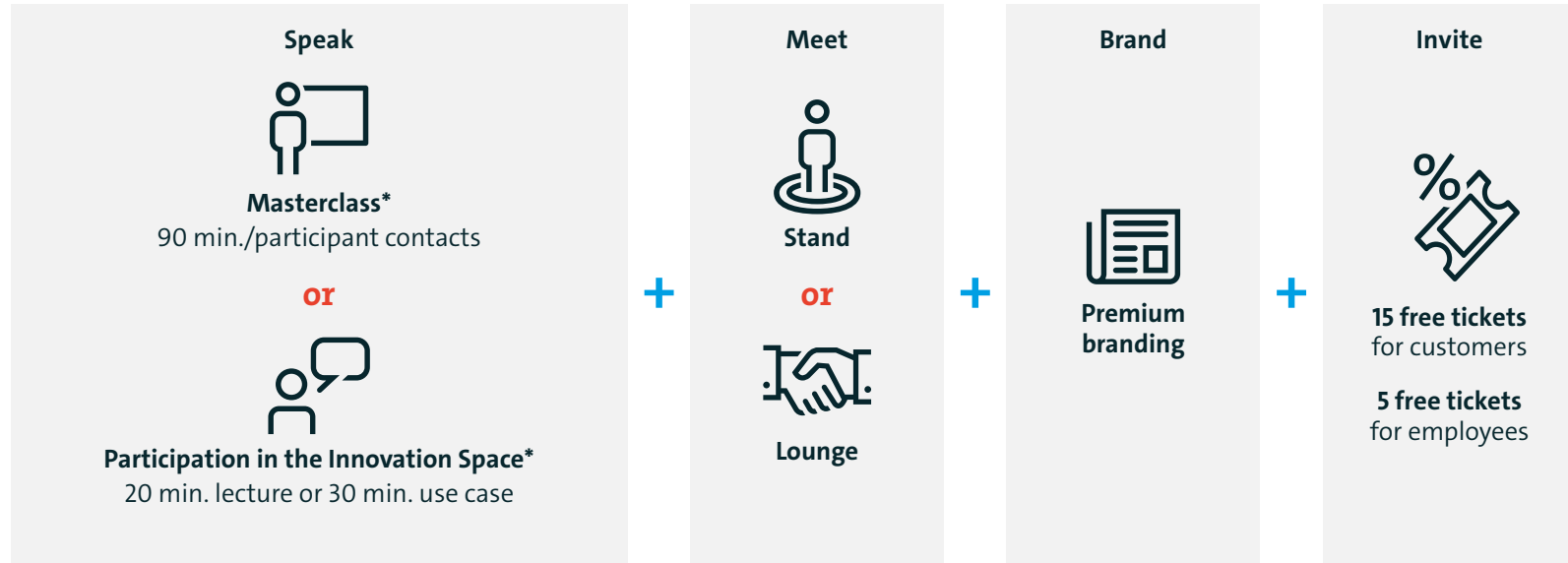
10 free tickets
for customers

3 free tickets
for employees

*All lectures will be held in English.

€ 14,500 plus VAT

Premium Partners



*All lectures will be held in English.

€ 22,000 plus VAT

Platinum Partners

Limited to 3

Speak



Lecture in the Red or Black Arena* (20 min.)
+ 1 additional format

Masterclass or Innovation Space

or



Topic cluster in the Innovation Space
2.5 h incl. advertising and branding in
the programme

+

Meet



Stand

and



Lounge

+

Brand



Platinum
branding

+

Invite



30 free tickets
for customers

10 free tickets
for employees

2 free tickets to
Pioneers' Dinner

*Within the defined range of trend topics and subject to the approval of the committee overseeing the programme. All lectures will be held in English.

€ 70,000 plus VAT

Overview of Partnerships

Basic	Advanced	Premium	Platinum
Stand 12 m ²	Stand 12 m ² or Lounge 20 m ²	Stand 12 m ² or Lounge 20 m ²	Stand and Lounge 40 m ²
Basic branding	Advanced branding	Premium branding	Platin branding
5 free tickets for customers 2 free tickets for employees	10 free tickets for customers 3 free tickets for employees	15 free tickets for customers 5 free tickets for employees	30 free tickets for customers 10 free tickets for employees 2 tickets to Pioneers' Dinner
€ 10,000*	or	+	+
	Participation in the Innovation Space	Participation in the Innovation Space or Closed Masterclass	Lecture in the Red Arena. + 1 additional format or Topic cluster in the Innovation Space
	€ 14,500*	€ 22,000*	€ 70,000*

*plus VAT

Contact



Johanna Wohlgemuth

Partners

P +49 30 27576-554

johanna@hub.berlin



Frauke Klaska

Partners

P +49 30 27576-523

frauke@hub.berlin