

**CWIEME**  
BERLIN

27-29 APRIL 2027  
MESSE BERLIN

# Sponsorship Brochure

Maximise Your Participation

[berlin.cwiemeevents.com](https://berlin.cwiemeevents.com)

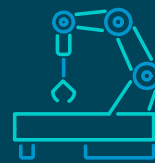
**CWIEME Berlin electrifies  
the world by uniting  
the global electrical  
manufacturing supply  
chain.**



**Be part of  
CWIEME  
Berlin 2027**



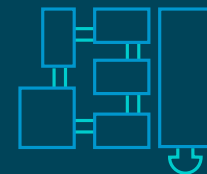
**6,000+  
visitor footfall**



**430+ Specialist  
Suppliers**



**175+  
speakers**



**4 exhibition  
halls**



**25+ media  
partners**

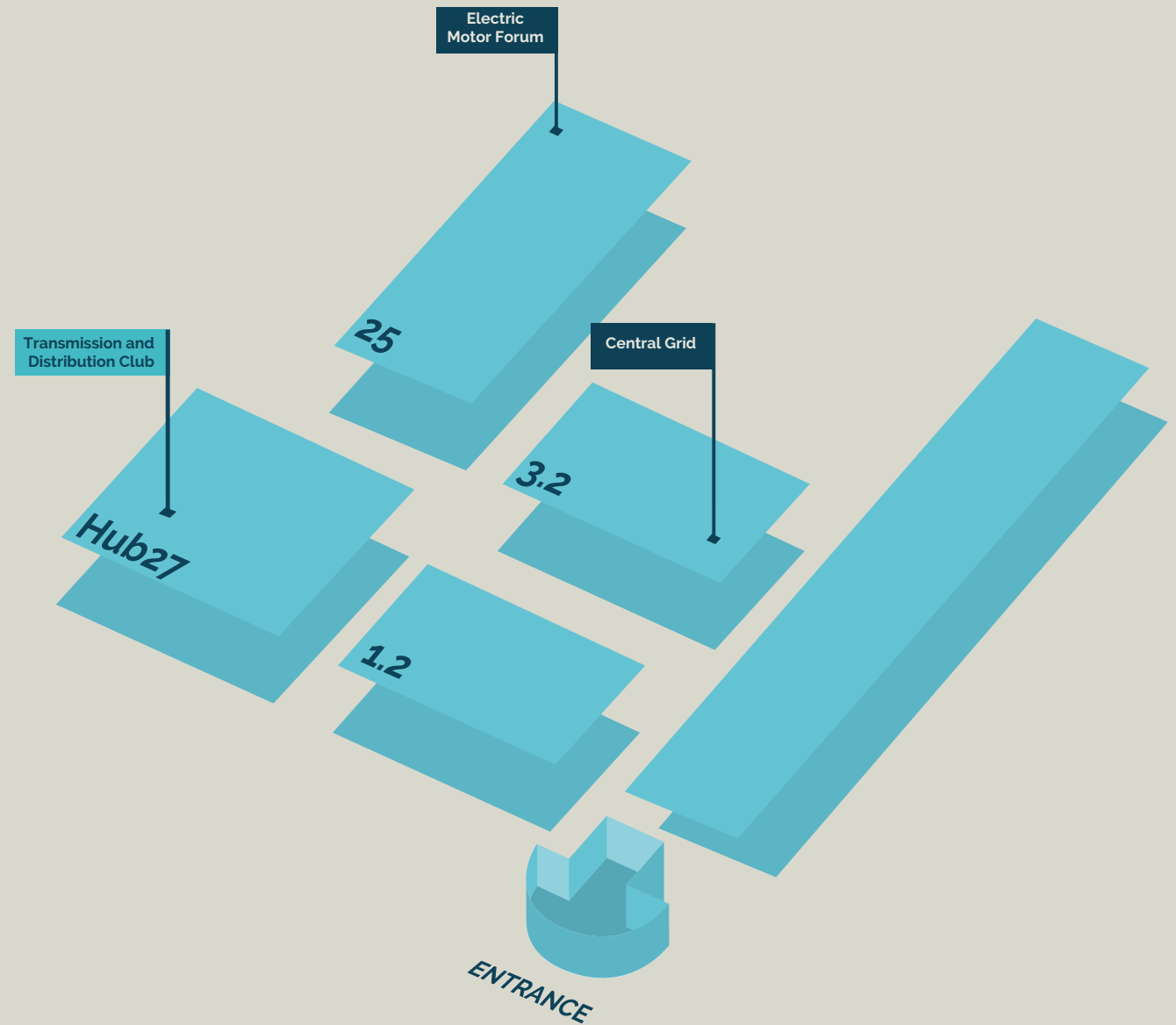
\*CWIEME Berlin 2026 Data

# Premium opportunities that reach the most focused buyers

Generate awareness, impressions, and leads for your business and put your brand at the forefront of the electrical engineering community with our on-site sponsorship opportunities.

Our sponsorship opportunities are thoughtfully categorised into three key areas: **Branding**, **Content**, and **Digital**. This means you can tailor your sponsorship to align perfectly with your marketing goals and reach your target audience in the most impactful way.

Whether you're looking to enhance your brand visibility, share valuable content with industry professionals, or expand your digital footprint, we have a sponsorship package designed to help you achieve your objectives



# Branding





# Window Branding Upper Level

Maximise your brand's visibility with this prime location at the Upper Level—positioned at the top of the escalators, a key transit point for all attendees. This high-traffic area ensures your brand will be one of the first things visitors see as they ascend, offering unparalleled exposure and making a lasting impression throughout the event!

Window Banner Upper Level –  
entry to halls (4 double-sided slots available)

- Window branding at the top of the escalators into main halls
- 2.34mW x 2.35mH (1:1 ratio, 1cm bleed) double-sided banners
- Dual branded with CWIEME (50/50)
- CWIEME signage will be on either side

Price €10,500



# Middle Foyers

These strategically placed banners offer prime visibility and a commanding presence in the heart of the event. Your brand will shine as attendees gather in these central spaces, creating a focal point that's impossible to miss. Whether it's a single banner or a large, attention-grabbing display, your message will captivate and engage the audience.

## Single Banners in Middle Foyers (only 4 available)

- 2mW x 3mH double-sided banner
- Sponsor to supply artwork
- Location to be determined with Operations

Price from €5,750





## Linkway Banners

These strategically positioned banners ensure that your brand message is showcased at the threshold of each hall, welcoming attendees, and leaving a lasting impression. With prime placement in the lateral passageways, your brand will capture attention as attendees navigate the event.

Various locations are available, allowing you to choose the position that best aligns with your brand's objectives. Get in touch with us to find the ideal spot that will maximise your visibility and impact.

### Linkway Banners

- Various locations and positions available
- Various branding dimensions to choose from
- Sponsor to supply artwork

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Prices from €6,250

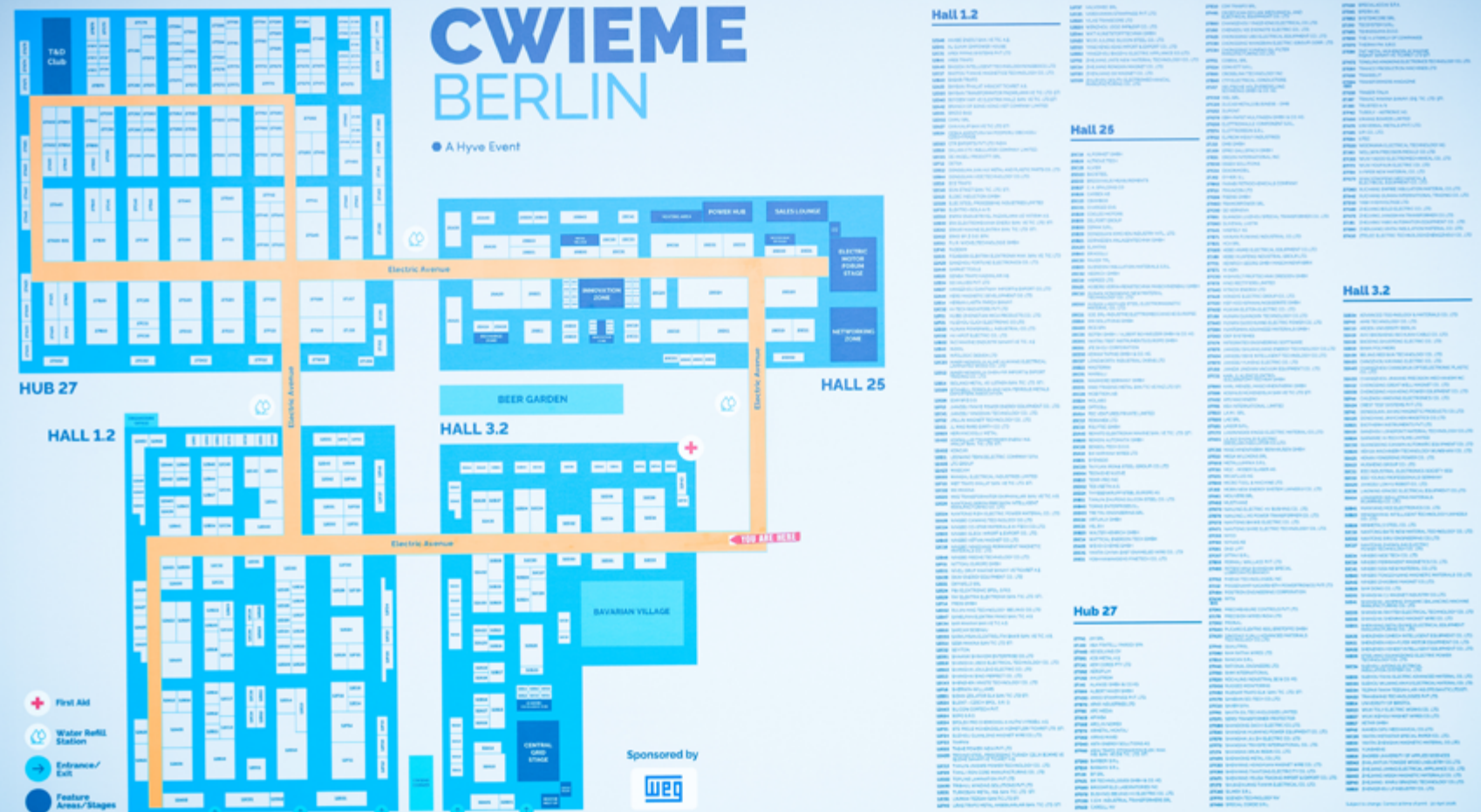
# Navigation Sponsor

Enhance your brand's visibility and ensure attendees navigate the event with ease by becoming the Navigation Sponsor. This exclusive opportunity includes branding on the highly-utilised Pocket Guide and Floorplan, essential tools that every attendee relies on to explore the event. As the Navigation Sponsor, your brand will be prominently featured on these guides, placing your logo and message directly in the hands of all participants. This sponsorship not only elevates your brand's presence but also associates your company with a seamless and well-organised event experience. Secure this prime opportunity to guide attendees while making a lasting impression on industry leaders and decision-makers.

## Navigation Sponsor

- Branded as the CWIEME floor plan sponsor
- Logo on large printed floorplans onsite and our pocket map
- Space for advertisement in the pocket guide
- Your stand is also highlighted, to help it stand out within the floorplan

Price €10,500



# Registration

As attendees embark on their event journey, the registration desk serves as their initial point of contact and sets the tone for their experience. By strategically partnering with us to sponsor the registration desk, you gain unparalleled visibility and the opportunity to make a memorable first impression.

Additionally, this sponsorship opportunity includes an online package that extends your reach to a global audience, ensuring your brand continues to make an impact beyond the event itself.

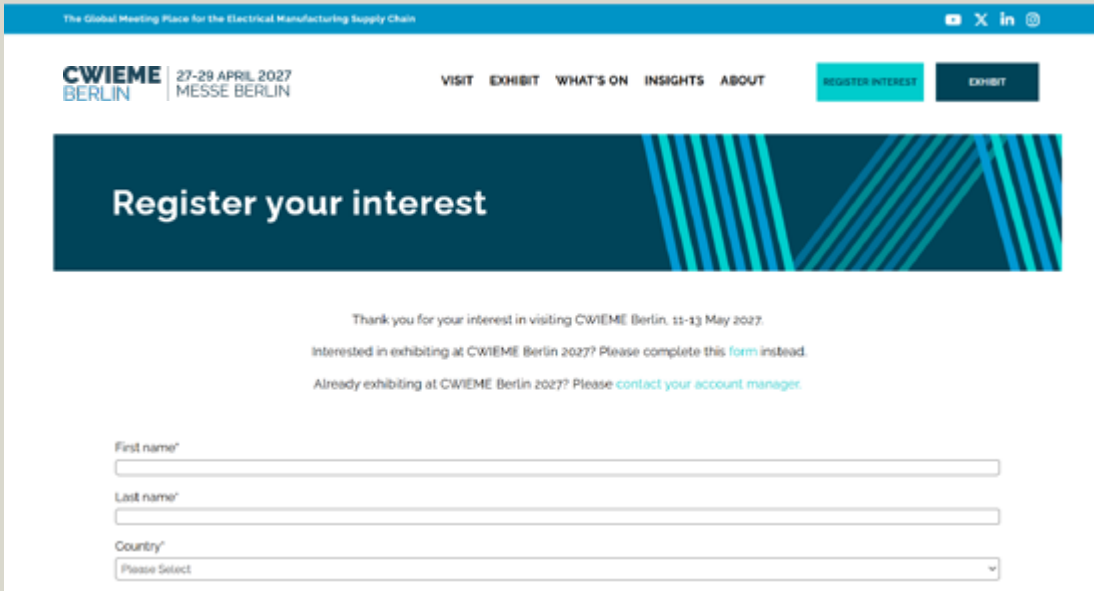
Your brand will be front and centre as attendees check in, pick up event materials, and receive a warm welcome. This prime placement guarantees that your message is seen by every event participant, ensuring strong brand recall and a positive association with their registration experience.

Moreover, our registration desk sponsorship includes customisable branding opportunities, allowing you to showcase your logo, colours, and messaging, creating a cohesive and impactful presence.

## Registration

- Listed as Visitor Registration Sponsor online, onsite, and app
- Sponsor logo included on the visitor registration page
- Sponsor logo/banner included on visitor registration confirmation page and confirmation emails
- Sponsor logo on the visitor registration area at the show
- Sponsor logo on all visitor badges printed on site and at home

Price from €29,250



## Registration Online



## Registration Onsite

# Attendee Bags

These custom-branded bags offer a unique way to promote your brand, engage with attendees, and enhance their event experience.

Each attendee bag is a canvas for your brand's logo, messaging, and promotional items. Visitors receive these bags upon registration, and they become a valuable accessory throughout the event, carrying event materials, brochures, and any giveaways they collect.

Attendee bags provide excellent exposure and a tangible connection with your brand. They also offer a lasting impression, as visitors often use these bags even after the event, extending your brand reach beyond the venue.

With customisation options, you can create a memorable and impactful Attendee Bag that aligns perfectly with your brand identity.

## Attendee Bag Branding

- Attendee Bag sponsor for the entire event
- Listed as bag sponsor online, onsite and app
- Sponsor to produce and provide the bags for all 3 days of the event
- Bags will be placed at the Main Entrance for visitors to collect in logo branded bins

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Price from €16,250



# Lanyards

Lanyards are an essential accessory at events, and when they bear your brand's logo and message, they become a compelling vehicle for brand recognition and promotion.

As attendees wear these customised lanyards, your brand is prominently displayed, making it visible to everyone they encounter. Lanyards offer not only exceptional exposure but also a sense of unity among attendees, creating a strong brand association. During the event, these lanyards will be worn by over 6,000+ visitors footfall and 430+ exhibitors over 3 days, ensuring an extensive reach for your brand.

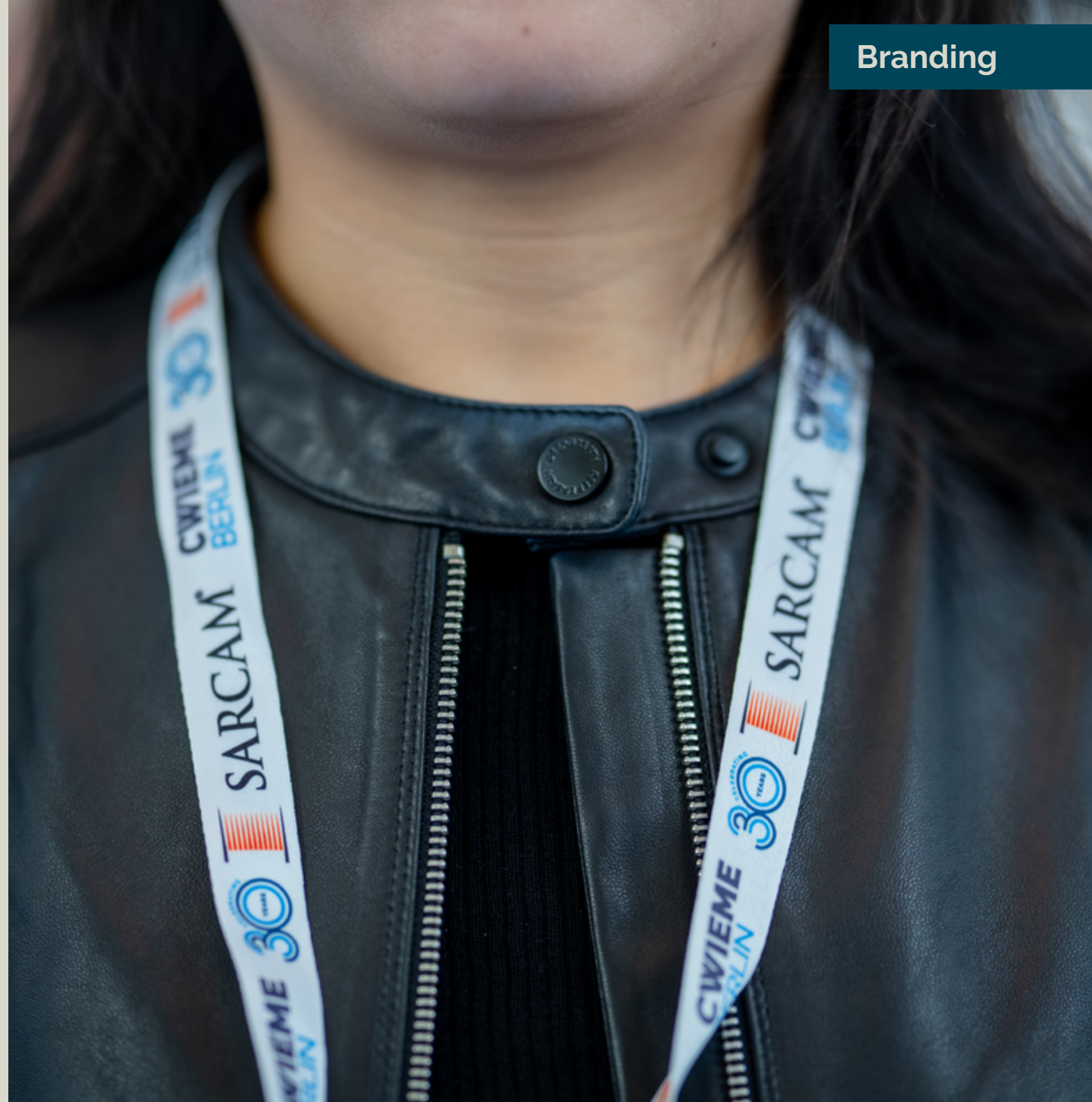
Lanyards are more than just an accessory; they are a wearable representation of your brand's presence at the event. With customisation options, you can design lanyards that align perfectly with your brand identity, ensuring a cohesive and memorable brand experience.

## Lanyards

- CWIEME Lanyard sponsor for the entire event
- Listed as Lanyard sponsor online, onsite, and app
- Lanyard to be provided by sponsor and must be co-branded with sponsor and CWIEME branding
- Lanyards distributed to all CWIEME attendees at Main Entrance

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Price from €16,250



# Community Beer Garden

A dynamic and engaging sponsorship opportunity that brings a touch of relaxation and camaraderie to the event atmosphere. This vibrant outdoor space, complete with refreshing beverages and entertainment, provides a perfect platform for your brand to shine.

As a sponsor of the beer garden, your brand will be at the centre of the action, creating memorable moments for attendees. Your logo, banners, and promotional materials can adorn the space, ensuring that your brand is seen and associated with the event's social hub.

The beer garden offers a unique setting for networking and socialising, making it an ideal place for attendees to interact with your brand in a relaxed and enjoyable environment. It's an excellent opportunity to leave a positive and lasting impression.

With customisation options, you can tailor the beer garden experience to align perfectly with your brand identity, creating a cohesive and memorable brand presence.

## Beer Garden (only 2 available)

- Logo and profile on website
- Logo on banners and onsite signage
- Opportunity to host drinks reception on Tuesday or Wednesday
- Beermats and Napkins at individual outlets

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Price on request



Branding



# Welcome Party Sponsor

The Welcome Party sets the tone for the days ahead — a lively evening where exhibitors, attendees, and industry peers come together to relax, connect, and celebrate the start of CWIEME Berlin 2027.

As the official sponsor of the Welcome Party, your brand will be at the heart of the excitement on that first night. Picture your brand front and centre of the outdoor venue as guests mingle, network, and enjoy a fun and vibrant atmosphere.

This sponsorship offers a unique chance to connect with a diverse audience of engineers, decision-makers, and innovators in a relaxed, social setting. Your branding will feature across event signage, décor, and digital promotions, ensuring strong visibility and positive brand association from the very start of the show.

## Welcome Party

- For invitation only on Tuesday 11 May – opening night
- Private location for CWIEME only
- Drinks and canapes throughout the evening
- Sponsor logo on all marketing, invitations, and onsite signage

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Price on request





# Content

# CWIEME Central Grid: Headline Sponsor

This exclusive opportunity places your brand at the heart of the event, giving you the spotlight and prime recognition.

As the headline sponsor of the Central Grid, your brand will dominate the event's main focal point. Your logo, messaging, and branding will grace the Central Grid, ensuring that all eyes are on your brand throughout the event. With over 1,000 visitors footfall of the Central Grid throughout the event, you'll be associated with CWIEME Berlin's main attractions, speakers, and performances.

This prestigious sponsorship opportunity offers unrivalled visibility and influence, making your brand the centre of attention for event attendees, media, and industry leaders. It's a chance to establish your brand as a leader and influencer in your field.

Content



## CWIEME Central Grid: Headline Sponsor

- 10 minute CWIEME Welcome Address Keynote on Day 1
- Participate in panel discussions or present on stage (30 minute talk)
- Push notification in app
- Company and speakers profile on event website
- Logo on banners and billboards designed by Hyve
- Sponsor included on stage branding (to be decided by Hyve on locations)
- Logo on the Central Grid holding slides
- Speaker to be listed on agenda online
- Marketing campaign showcasing your involvement
- Speaker interview onsite
- Dedicated digital assets created to promote the speaker and the company involvement

Price €27,250



# CWIEME Electric Motor Forum Stage: Headline Sponsor

The Electric Motor Forum stage provides a sponsor the opportunity to place their brand at the forefront of the electrical revolution. This exclusive sponsorship position ensures that your brand is synonymous with innovation, sustainability, and the future of transportation.

As the Headline Sponsor of the Electric Motor Forum stage, which attracts over 1,000 visitors footfall throughout the event, your brand will be a focal point in the world of electric mobility. Your logo, messaging, and branding will be prominently featured, making your brand the focal point of discussions, presentations, and demonstrations related to e-mobility.

This prestigious sponsorship offers an unparalleled platform to showcase your commitment to environmental sustainability and cutting-edge technology. You'll be associated with thought leaders, industry experts, and visionaries shaping the future of transportation.



## CWIEME Electric Motor Forum Stage: Headline Sponsor

- 10 minute CWIEME Welcome Address Keynote on Day 1
- Participate in panel discussions or present on stage (30 minute talk)
- Push notification in app
- Company and speakers profile on event website
- Logo on banners and billboards designed by Hyve
- Sponsor included on stage branding (to be decided by Hyve on locations)
- Logo on the Electric Motor Forum stage holding slides
- Speaker to be listed on agenda online
- Marketing campaign showcasing your involvement
- Speaker interview onsite
- Dedicated digital assets created to promote the speaker and the company involvement

Price from €27,250

# CWIEME Central Grid: Session Sponsor

Position your brand as a key player at the heart of the event by becoming the session sponsor of the Central Grid. This sponsorship opportunity places your brand in the spotlight during a specific session or segment of the event, allowing you to align your message with a particular theme or topic of interest.

As the session sponsor of the Central Grid, your brand will receive prominent recognition during the sponsored session. Your logo and messaging will be featured on stage banners, promotional materials, and the agenda, ensuring that your brand is synonymous with the session's content and discussions.

This sponsorship offers a focused and targeted approach to reaching your desired audience, as attendees engage with the session's content and look to your brand as a source of expertise and support. It's a chance to showcase your brand's commitment to specific industry topics and thought leadership.

## CWIEME Central Grid: Session Sponsor

- Only 10 available
- 30-minute presentation
- Push notification in app
- Logo on holding slide for designated session
- Speaker profile listed on the agenda website
- Company logo on the website for the designated session
- Marketing campaign showcasing your involvement and conference session information
- Speaker interview onsite
- Dedicated digital assets created to promote the speaker and the company involvement

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Price €7,750

Content



# Electric Motor Forum

## Stage: Session Sponsor

Elevate your brand's presence in the world of electric mobility by becoming the session sponsor of the Electric Motor Forum Stage. This specialised sponsorship opportunity allows your brand to take the spotlight during a specific session or segment of the event dedicated to electric mobility, showcasing your commitment to innovation and sustainability.

As the session sponsor of the Electric Motor Forum Stage, your brand will receive prominent recognition during the sponsored session. Your logo, messaging, and branding will be prominently featured on stage banners, promotional materials, and announcements, ensuring that your brand is synonymous with the session's content and discussions related to e-mobility.

This sponsorship offers a targeted approach to reaching an audience passionate about electric mobility, sustainability, and cutting-edge technology. Attendees will look to your brand as a leader and influencer in the field, creating strong connections and positive associations.

### CWIEME Electric Motor Forum Stage: Session Sponsor

- Only 10 available
- 30-minute presentation
- Push notification in app
- Logo on holding slide for designated session
- Speaker profile listed on the agenda website
- Company logo on the website for the designated session
- Marketing campaign showcasing your involvement and conference session information
- Speaker interview onsite
- Dedicated digital assets created to promote the speaker and the company involvement

Price from €7,750



# Future Engineers Programme

Support the future of the industry by sponsoring the Future Engineers Programme, a dynamic initiative designed to bridge the talent gap and attract fresh talent to the field. This programme provides students with invaluable exposure to the vast career opportunities available in the industry, bringing together faculty and aspiring engineers in an immersive experience. As a sponsor, you'll play a crucial role in shaping the next generation of engineers, helping them gain practical skills, build a professional network, and ignite their passion for innovation. Your brand will be at the forefront of this impactful program, demonstrating your commitment to the future of the industry and aligning your company with the brightest minds set to lead the next wave of advancements.

## Future Engineers Programme

- Sponsor included on onsite branding (to be decided by Hyve on locations)
- Participate in panel discussions or session on stage
- Logo on the Future Engineers holding slides
- Participate in panel discussions or session on stage
- Company and speakers profile on the programme website
- Logo on the Future Engineers website
- Marketing campaign showcasing your involvement
- Dedicated digital assets created to promote the speaker and the company involvement
- Networking Industry meet and greet

Price € 15,500



# Women in Engineering Programme

Champion diversity and inclusion by sponsoring the Women in Engineering Programme, a vital platform dedicated to fostering dialogue, raising awareness, and supporting the industry's commitment to creating more inclusive and equitable workplaces. This programme brings together thought leaders, industry professionals, and aspiring female engineers to discuss challenges, share experiences, and promote gender equity in the engineering field. As a sponsor, your brand will be prominently associated with these critical conversations, demonstrating your commitment to empowering women in engineering and driving positive change in the industry. This sponsorship offers a unique opportunity to align your company with the values of inclusivity and innovation, while supporting the next generation of female engineers in their professional journeys.

## Women in Engineering Programme

- Sponsor included on onsite branding (to be decided by Hyve on locations)
- Participate in panel discussions or present a session onsite
- Logo on the Women in Engineering holding slides
- Dedicated digital assets created to promote the speaker and the company involvement
- Logo on the Women in Engineering website
- Company and speakers profile on the programme website
- Branding on the networking sessions onsite
- Marketing campaign showcasing your involvement

Price € 15,500

Content



The background is a solid dark teal color. It features two sets of parallel diagonal lines in various shades of blue and cyan. One set of lines runs from the top-left towards the bottom-right, and another set runs from the top-right towards the bottom-left, creating a dynamic, geometric pattern.

# Digital

# Mobile Event App

Embrace the digital age and make a significant impact at the event by becoming the mobile app sponsor. In today's tech-savvy world, the event's mobile app is a vital tool for attendees, making it the perfect platform to showcase your brand.

As the mobile app sponsor, your brand will be seamlessly integrated into the event's official mobile app. Attendees will see your logo and messaging prominently displayed each time they open the app, creating strong brand recall and recognition.

Your sponsorship provides a valuable opportunity to enhance attendees' event experience by offering exclusive content, features, or engagement opportunities within the app.

The mobile app sponsorship is a chance to align your brand with cutting-edge technology and innovation while providing attendees with a user-friendly and engaging event experience. With customisation options, you can tailor your involvement in the app to align perfectly with your brand identity, ensuring a cohesive and memorable presence.

## Event App

- Logo included on all app content
- Logo on onsite branding labelled 'download the app'

Price from €15,500

Digital



# Event Venue WIFI

Elevate your brand's connectivity and presence at the event by becoming the event venue WIFI sponsor – an indispensable sponsorship opportunity that ensures attendees stay connected and engaged, all while associating your brand with seamless connectivity.

As the event venue WIFI sponsor, your brand's name will be linked to the event's WIFI network, and attendees will see your logo and messaging each time they log in. This not only enhances their event experience but also creates strong brand recognition and positive associations with your company.

This sponsorship provides a valuable opportunity to showcase your brand as a provider of essential services and a supporter of attendee convenience.

Attendees will appreciate the seamless connectivity you provide, forging a positive and memorable connection with your brand.

## WIFI

- Logo included alongside the WIFI login screen
- Advertising to be provided by the sponsor for the open page of WIFI used by all CWIEME attendees for access to the free network

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Price from €15,500



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**We are looking forward  
to discussing in more  
detail how CWIEME can  
support your business.**



**NICOLA ACAMPORA**

Head of Growth

T: +44 (0)203 5459792

M: +44 (0)7702 809683

E: [nicola.acampora@cwimeevents.com](mailto:nicola.acampora@cwimeevents.com)



**MARK JANAWAY**

Sales Manager, Turkey, India, USA & Middle East

T: +44 (0)203 5459798

M: +44 (0)7778 612634

E: [mark.janaway@cwimeevents.com](mailto:mark.janaway@cwimeevents.com)



**LINHUI KANG**

Sales Manager, China & Far East

T: 0086 53308863

M: 0086 17717068115

E: [linhui.kang@coilwindingexpo.com](mailto:linhui.kang@coilwindingexpo.com)



**CHRISTOPH BREIMANN**

Sales Manager, DACH

T: +44 (0) 20 3545 9482

E: [christoph.breimann@cwimeevents.com](mailto:christoph.breimann@cwimeevents.com)



**CHRIS CHEN**

Sales Executive

T: 0086 6335 1063

M: 0086 13012822832

E: [chris.chen@cwimeevents.com](mailto:chris.chen@cwimeevents.com)



**DYLAN GAFORI**

Sales Manager, DACH

T: +44 20 3545 9440

E: [dylan.gafari@cwimeevents.com](mailto:dylan.gafari@cwimeevents.com)

[berlin.cwimeevents.com](http://berlin.cwimeevents.com)

