cwieme BERLIN | 27-29.4.2027

Sponsorship Brochure

Maximise Your Participation



Contents

01 Benefits

02 Branding

03 Content

04 Digital

05 Contact Us

01

Benefits



6k+
visitor footfall

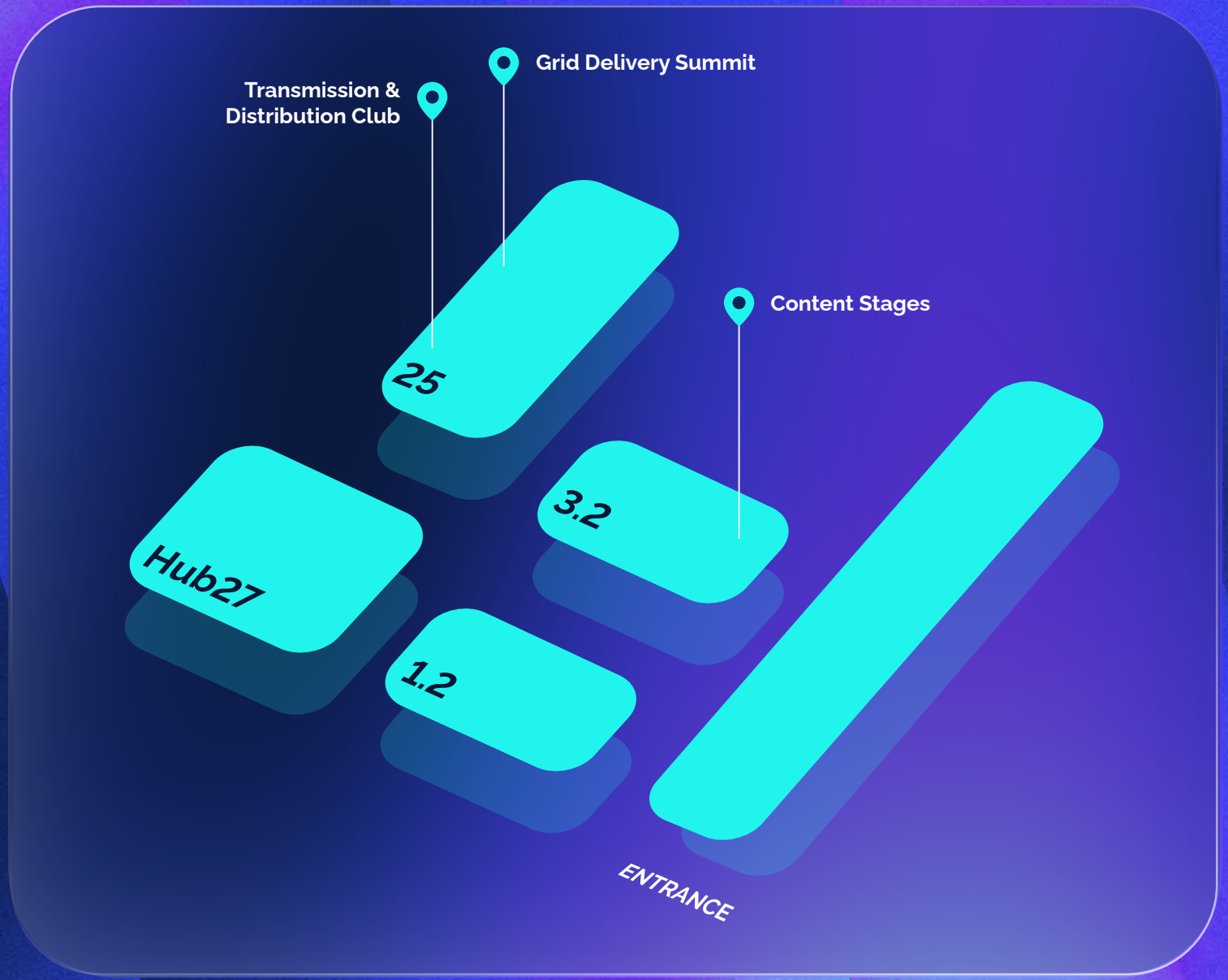
430+
specialist suppliers

175+
speakers

4
exhibition halls

25+
media partners

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



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.

02

Branding

Mega Banners

Strategically placed Mega Banners in the entrance hall capture the attention of 6,000+ visitors, offering sponsors exceptional brand visibility and a powerful first impression that sets the tone for the event.

Mega Banners (only 3 available)

- 4m x 6m double-sided welcome banners in the entrance hall
- Sponsor to supply artwork

Mega Banners – with Screens (only 2 available)

- 4m x 5.5m double-sided welcome banners in the entrance hall
- Sponsor to supply artwork
- Screen of 4.86mW x 1.36mH
- Digital display
- Sponsor-only branding

Price from €13,250





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
- 2.34m x 2.35m (1:1 ratio, 1cm bleed) doublesided banners
- Dual branded with CWIEME (50/50)
- CWIEME signage will be on either side

Price €10,500

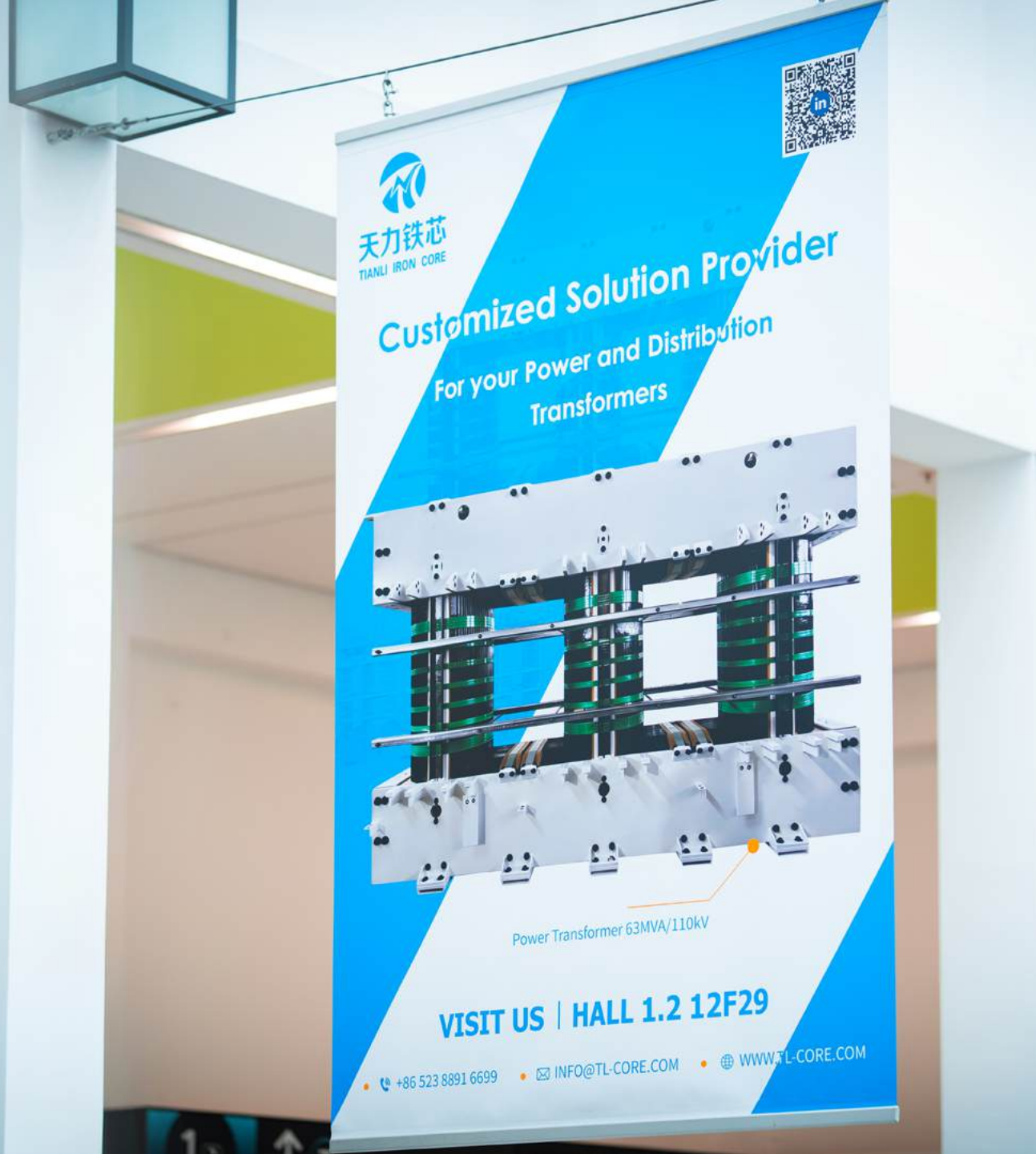
Middle Foyers

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

Price 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

Price €10,500





Registration

The registration desk is the first point of contact for attendees, setting the tone for their event experience. Sponsoring this key area gives your brand exceptional visibility and the opportunity to make a memorable first impression.

Your brand will be front and centre as every attendee checks in, collects event materials, and receives a warm welcome—ensuring strong brand recall and positive association.

Customisable branding allows you to showcase your logo, colours, and messaging, while an included online package extends your reach to a global audience beyond the event.

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

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 event days
- Bags will be placed at the Main Entrance for visitors to collect in logo branded bins

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

Price from €16,250

Community Beer Garden

The beer garden offers a dynamic sponsorship opportunity, combining refreshing beverages and entertainment in a relaxed outdoor setting where your brand can shine.

As the event's social hub, it provides a unique space for networking and socialising, allowing attendees to engage with your brand in an enjoyable environment. Prominent logos, banners, and promotional materials ensure strong visibility and lasting brand recognition.

Customisation options allow you to tailor the experience to your brand identity, creating a cohesive and memorable 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

Price on request





PowerUp Welcome Party Sponsor

The PowerUp 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 PowerUp 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.

PowerUp Welcome Party

- Open to CWIEME Berlin and Grid Delivery Summit attendees
- Drinks and canapes throughout the evening
- Sponsor logo on all marketing, invitations, and onsite signage

Price on request

03

Content

Engineering & Innovation Stage Headline Sponsor

The Engineering & Innovation stage at CWIEME Berlin offers an exclusive opportunity to position your brand at the forefront of electrical engineering. Connect your business with the technologies and expertise shaping the next generation of electrical systems.

As Headline Sponsor, gain prominent brand visibility among engineers, manufacturers and industry decision-makers, with over 1,000 visitors expected at the stage throughout the event. Your branding will feature alongside expert discussions on transformer and motor design, advanced materials, automation and AI.

Align your brand with industry leaders exploring digital twins, predictive maintenance and sustainable design, reinforcing your commitment to engineering innovation and progress.

- 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 stage's 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

€27,250



Manufacturing & Industry Stage Headline Sponsor

The Manufacturing & Industry stage offers an exclusive opportunity to position your brand at the forefront of electrical manufacturing innovation. This headline sponsorship connects your business with the technologies, expertise and industry leaders driving more efficient, resilient and competitive production.

As the Headline Sponsor of the Manufacturing & Industry stage, which attracts over 1,000 visitor footfall throughout the event, your brand will gain prominent visibility among manufacturers, engineers and decision-makers across the electrical manufacturing value chain. Your logo, messaging and branding will feature prominently alongside discussions on production automation, smart factories, AI, supply chain resilience and operational efficiency.

This exclusive sponsorship provides a powerful platform to demonstrate your commitment to manufacturing excellence and industry progress. Align your brand with influential industry experts exploring new manufacturing methods, emerging technologies and strategies for scaling production.

- 10 minute CWIEME Welcome Address Keynote on Day 1
- Participate in panel discussions or present on stage (30' 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 stage's 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

€27,250





CWIEME Content Stage Stage Session Sponsor

Position your brand as a key player at the heart of the event by becoming the session sponsor of the **Engineering & Innovation stage or Manufacturing Industry stage**. 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, 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.

- 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

€7,500

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.

- 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
- Dedicated digital assets created to promote the speaker and the company involvement
- Opportunity to participate in roundtables at Grid Delivery Summit
- Company and speakers profile on the programme website
- Logo on the Future Engineers website
- Marketing campaign showcasing your involvement
- Networking Industry meet and greet

€15,500



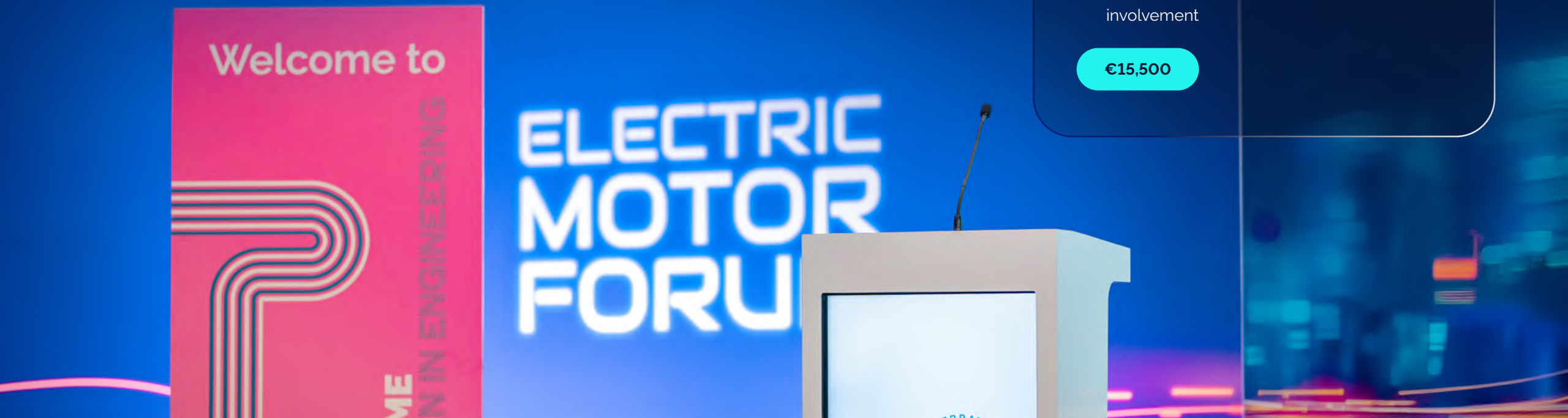
Women in Engineering Programme

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.

- Sponsor included on onsite branding (to be decided by Hyve on locations)
- Participate in panel discussions or present a session onsite
- Logo on the 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

€15,500



04

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





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

Price from €5,750

05

Contact Us

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



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