

DTHG

SHOW TECH

THE WORLD OF THEATRE AND STAGE TECHNOLOGY
20-22 MAY 2025 · ARENA BERLIN

SPONSORSHIP



MAXIMIZE YOUR BRAND VISIBILITY BECOME A SHOWTECH 2025 SPONSOR!

Seize the exclusive opportunity to position your brand at the heart of the theater and event technology industry. As a sponsor of SHOWTECH 2025, you will gain direct access to key decision-makers, creative professionals, and technical experts from across the sector.

From high-impact advertising spaces to digital platforms and face-to-face networking, our tailored sponsorship packages provide a 360° presence that puts your brand in the spotlight. Increase your visibility, expand your reach, and establish yourself as an innovation leader in this dynamic market.

Secure your exclusive sponsorship opportunity today and send out a strong message!



Your Contact Person:

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SHOWTECH25 – MAIN SPONSOR

Become the exclusive Main Sponsor of SHOWTECH 2025 and position your brand as a key partner of Europe's leading trade fair for theatre technology. Benefit from exclusive visibility across all channels – on-site, online, and in our communications – and establish your brand as a prominent industry leader. Digital boosting in advance and eye-catching brand placement on site: Your brand takes center stage, reaching decision-makers, creative minds, and the visionaries shaping the theatre world of tomorrow.

Your package includes:



Logo Placement on the Info Wall

Showcase your brand at the heart of SHOWTECH! Your logo will be displayed at regular intervals between program sessions on the Info Screen, centrally located in the exhibition hall—ensuring high visibility among all attendees



Logo on Press Wall

for official photos and press shots, including the SHOWTECH award winners, located in a central position in the exhibition hall



Exclusive and prominent Brand placement on the advertising spaces in the exhibition hall

Unmissable Brand Presence – with exclusive and high-impact placements at key locations – from the entrance gate (340 cm x 275cm) to the main hall (1080cm x 100cm) and outdoor catering area (530cm x 230cm) – your brand will be prominently displayed, ensuring maximum visibility to all SHOWTECH attendees



Option for stand party

Turn your stand into the ultimate networking hotspot! Host an stand party on the opening evening (20 May from 5 pm) and present your company in a memorable way. Invite your guests to enjoy a relaxed aperitif, create valuable connections, and kick off SHOWTECH 2025 with a vibrant atmosphere



Logo on SHOWTECH Homepage

Your logo on the SHOWTECH homepage with 120k Pageviews from 30k different people from 117 countries worldwide



Integration in press release

Three weeks before SHOWTECH, we distribute a comprehensive press release – including the program, exhibitor directory, and key highlights—to leading industry magazines, blogs, and institutions in theater, event technology, and stage production. Your logo will be prominently featured, ensuring maximum visibility among key decision-makers and professionals



Exclusive Newsletter with content supplied by you to SHOWTECH visitor mailing list before the fair



Social Media Posting

Instagram & LinkedIn posting on the SHOWTECH and DTHG Channels

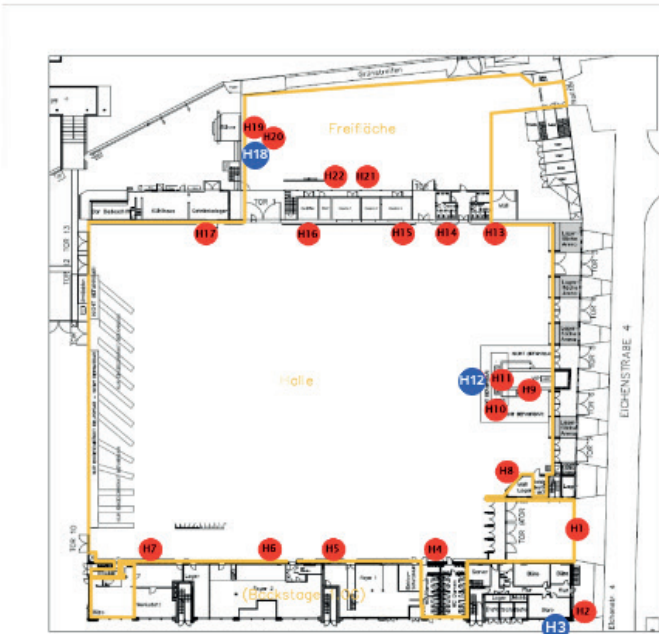
€ 6.000

exklusiv





SHOWTECH25 – MAIN SPONSOR



ARENA HALLE Übersicht Overview

H3: 340 cm x 275cm
H12: 1080cm x 100cm
H18: 530cm x 230cm





SHOWTECH25 – NIGHT SPONSOR

Turn the SHOWTECH Night (21 May) into your brand's moment! As an exclusive sponsor of the official SHOWTECH Night, you can put your brand in the spotlight at one of the industry's most anticipated networking events. With the iconic Badeschiff as the perfect setting — right next to the trade fair — this is where top industry leaders, technical directors, creatives, and experts meet for a unforgettable evening. A premium barbecue buffet, an open bar until 10p.m. and captivating entertainment with live DJs and artistic performances create the perfect atmosphere for high-quality networking. The night starts with a relaxed sundowner get-together before transforming into an electrifying Berlin club experience. Whether through premium logo placements or direct engagement with industry leaders, this is your chance to make lasting impressions and valuable connections.

Your package includes:



Logo on Wristband

Make your brand an integral part of the SHOWTECH Night! Your logo will be featured on the official event wristbands, ensuring maximum exposure as every guest wears your brand throughout the evening



Logo on Press Wall

for official photos and press shots, including the SHOWTECH award winners, located in a central position in the exhibition hall and during the Showtech Night



Exclusive and prominent Brand Placement on the advertising Spaces within the Partylocation

Position your brand in the spotlight with exclusive advertising placements throughout the party location. From the eye-catching beach area banner (2750cm x 100cm) to the prominent gallery (380cm x 70cm) and wooden wall banner (560cm x 260cm) – your brand will be highly visible to all guests, creating lasting impressions



10x additional free Tickets SHOWTECH Night

For your colleagues or invited guests



Social Media Posting

Instagram & LinkedIn Posting on the SHOWTECH and DTHG Channels



Logo on SHOWTECH Homepage

Your Logo on the SHOWTECH home page with 120k Pageviews from 30k different people from 117 countries worldwide



Your Brand in the SHOWTECH Visitor Newsletter

Communication of the sponsorship in the visitor newsletter to SHOWTECH visitor mailing list before the fair

€ 5.000

exklusiv



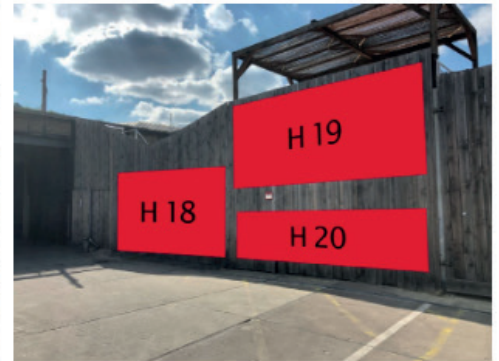


SHOWTECH25 – NIGHT SPONSOR

BADESCHIFF Übersicht Overview



B2: 1750cm x 100cm
B1: 380cm x 70cm
H19: 560cm x 260cm





SHOWTECH25 – CONGRESS SPONSOR

Position your brand as a top performer in the future of theatre technology by sponsoring the SHOWTECH Congress. Taking place on 21 May (11 a.m. – 4 p.m.) and 22 May (11 a.m.– 4 p.m.) at the ARENA Glashaus, this international forum brings together experts, decision-makers, and innovators from across the industry.

With two dedicated stages — the Main Stage and the Round Table — the congress offers in-depth discussions, cutting-edge insights, and networking opportunities with a highly professional and global audience. As a sponsor, you gain targeted visibility among influential professionals and demonstrate your company's commitment to innovation and progress in the sector.

Your package includes:



Brand Placement on the Stage Screen
between the individual contributions



Verbal Recognition for Sponsors

Gain exclusive visibility as our moderators acknowledge your sponsorship at both the opening and closing of the stage program. This premium mention highlights your brand in front of key industry professionals and decision-makers at SHOWTECH.



Brand Placement on advertising spaces
within the congress area, entrance area (G1, 6x Lightbox)



Placement of the logo in the programme booklet
Your logo featured prominently in the official SHOWTECH programme booklet, ensuring high visibility among all attendees.



Brand Placement on Landing page

Your logo on the SHOWTECH website with 120k Pageviews from 30k different people from 117 countries worldwide.



Social Media Posting

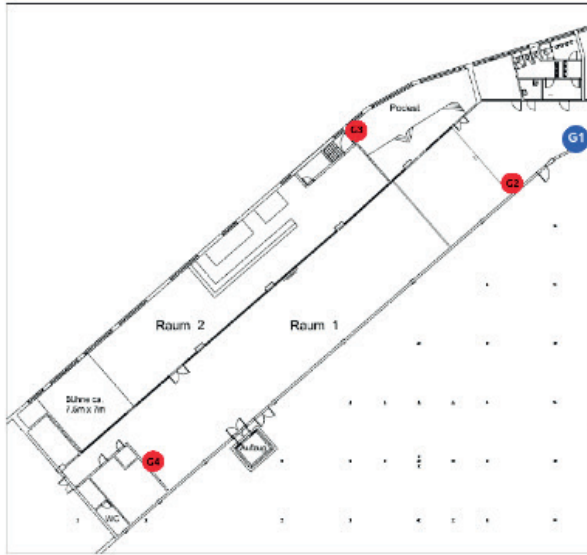
Instagram & LinkedIn Posting (Story & Feed) on the SHOWTECH and DTHG Channels.

€ 4.000
3x limitiert





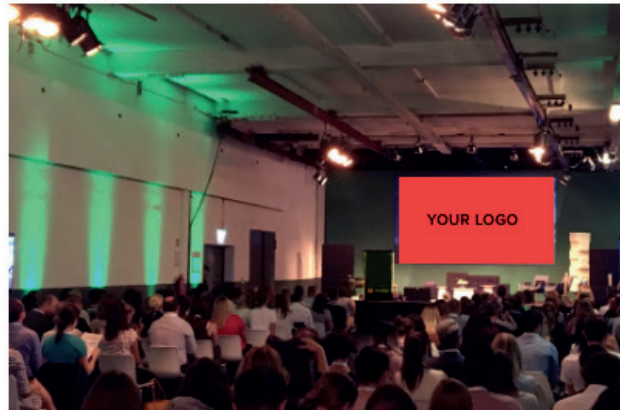
SHOWTECH25 – CONGRESS SPONSOR



ARENA GLASHAUS

Übersicht
Overview

G1: 6x 93cm x 127cm





SHOWTECH25 INNOVATION STAGE SPONSOR

The brand new SHOWTECH Innovation Stage is the central platform for forward-looking ideas and technologies in the theatre trade and stage technology. This is where leading companies present innovative solutions, sustainable concepts and creative best practices that provide new impetus for shaping the theatre world of tomorrow and encourage exchange within the industry.

Your package includes:



Brand Placement on the Stage Screen

Maximise your brand visibility with premium placement on the large stage screen in the exhibition hall. Your logo will be prominently displayed between keynote presentations, ensuring visibility to all attendees throughout all three days of SHOWTECH.



Verbal Recognition for Sponsors

Gain exclusive visibility as our moderators acknowledge your sponsorship at both the opening and closing of the stage program. This premium mention highlights your brand in front of key industry professionals and decision-makers at SHOWTECH.



Brand Placement on Homepage & Landingpage

Your Logo on the SHOWTECH home page with 120k Pageviews from 30k different people from 117 countries worldwide



Social Media Posting

Instagram & LinkedIn posting on the SHOWTECH and DTHG Channels.



Logo Placement in the trade fair programme

Your logo featured prominently in the official SHOWTECH programme booklet, ensuring high visibility among all attendees.

€ 3.000
2x limitiert



SHOW TECH

**WANT TO COME ONBOARD
AS AN OFFICIAL SPONSOR?**

CONTACT US TO SECURE YOUR PACKAGE

MAIL: INFO@SHOWTECH.DTHG.DE, PHONE: +49 221 67058464

WWW.SHOWTECH.DTHG.DE

