
NextTruck
SPONSORING &
EXHIBITOR
PORTFOLIO

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Event overview: **NextTruck 2026**

November 11- 12, 2026 | ECC Berlin

Leading Truck Management Conference in Europe

This new event will bring together decision makers and key stakeholders from all areas of the truck industry as well as from politics. Truck buyers, truck manufacturers and their suppliers will spend two days exchanging ideas and information, making new contacts, and discuss what the new developments in the truck market mean for buyers, OEMs und suppliers.

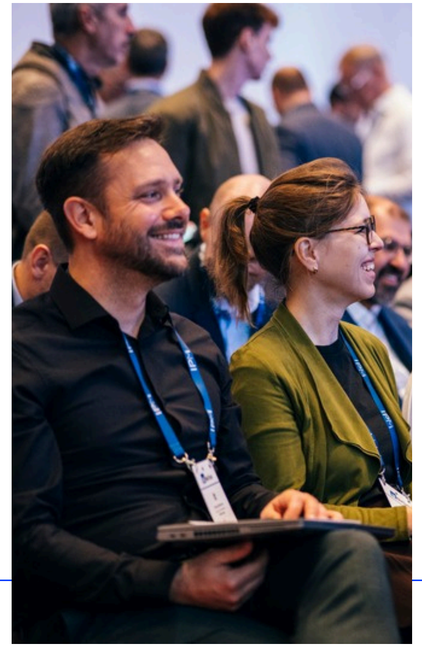
Conference I Exhibition I B2B Meetings I Networking

- Hybrid event
- 300+ participants on-site
- 500+ virtual attendees
- 40+ speakers
- 30+ exhibitors
- 20+ partners and sponsors











Content subject to change without notice.

3 major benefits for you



EXCLUSIVE NETWORKING AT THE HIGHEST LEVEL

- Direct access to **top-level decision-makers** through exclusive network formats
- **High-quality leads** and connections with key industry players
- **Schedule meetings** in advance via our B2B Meeting App with all attendees



GUARANTEED VISIBILITY FOR YOUR BRAND

- Seen by everybody: **maximum visibility** and effective networking at your booth
- Short ways: All **key areas** are **close together** (stages, exhibition, B2B, networking)
- No long walks – **quick connections** and **vibrant exchange**



POSITION YOURSELF AS THOUGHT LEADER

- Join the **agenda** with one of our packages
- Present yourself as a **thought leader** on stage
- Share your **latest innovations** on stage with the audience

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Overview: **Sponsor Packages (1/2)**

	SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR	PARTNER
Extensive branding package (details next page)	✓	✓	✓	✓
Presentation/involvement in conference program	on demand	on demand	Live	Live Main Stage
Exhibition stand on-site (details on page 6)	6 sqm	9 sqm	12 sqm	18 sqm
Standard Tickets for conference & exhibition, full catering incl.	2	4	5	8
Evening reception with dinner	✓	✓	✓	✓
Free tickets for your VIP customers	2	3	4	5
B2B Matchmaking platform	✓	✓	✓	✓
Premium networking support	✗	✗	✓	✓
Meeting room access	✗	✓	✓	✓
Virtual exhibitor package incl. free virtual tickets (details on page 8)	✓	✓	✓	✓
	€ 6,500	**€ 9,000**	**€ 12,500**	**€ 25,000**

Content subject to change without notice. All prices plus VAT.

Overview: **Sponsor Packages (2/2)**

BRANDING	SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR	PARTNER
Logo in the list of sponsors & on the main screen in the conference room	✓	✓	✓	✓
Logo, company name, **URL** in exhibitor list / logo in **floor plan**	✓	✓	✓	✓
Digital **advertisement** (PDF) in livestream and on main screen	✗	✓	✓	✓
Logo in the **conference agenda**	✗	✗	✓	✓
Virtual platform: **logo in livestream**, login screen and sidebar	✗	✗	✓	✓
Virtual platform: **logo** in the **home feed** at the top	✗	✗	✗	✓
Advertising clip in the livestream (30sec)	✗	✗	✗	✓
Logo on the **first page** of the conference **website**	✗	✗	✗	✓
Mention in **morning briefing email** - sent to all attendees	✗	✗	✗	✓
	€ 6,500	**€ 9,000**	**€ 12,500**	**€ 25,000**

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Overview: **Exhibitor Options**

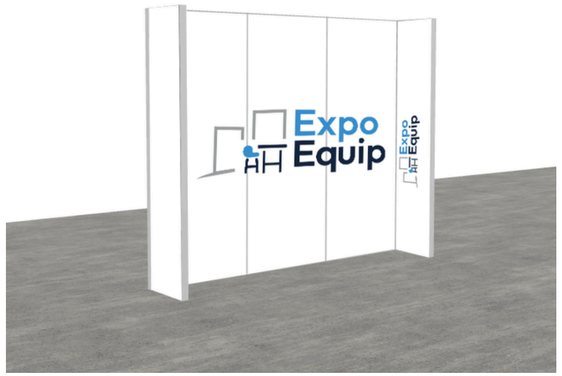
	EXHIBITOR S	EXHIBITOR M	EXHIBITOR L	EXHIBITOR XL
Exhibition stand on-site (details on page 6)	6 sqm	9 sqm	12 sqm	18 sqm
Logo, company name, URL in exhibitor list / logo in floor plan	✓	✓	✓	✓
Standard tickets for conference and exhibition, full catering Incl.	2	3	4	6
30% ticket discount for your team and customers	✓	✓	✓	✓
Free tickets for your best customers (your invitation)	1	2	3	5
Unlimited virtual tickets for your team and customers	✓	✓	✓	✓
Meeting room access	✗	✗	✓	✓
B2B Matchmaking platform	✓	✓	✓	✓
Virtual exhibitor package (details on page 7)	✓	✓	✓	✓
	€ 4,500	**€ 6,500**	**€ 9,000**	**€ 12,500**

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Exhibition **Stand On-Site**

Present your company and products to the decision-makers and experts and make an impression that leads to future business. Located directly adjacent to the conference hall, the exhibition area is the primary meeting area for networking, lunch and coffee breaks, and the get-together in the evening.

Your exhibition stand includes:



Example: 9 sqm shell scheme exhibition stand (with add-on costs)

- **Exhibition space (6 - 12 sqm)**
- **Public WiFi**
- **Power supply (230 V, 3 kW)**

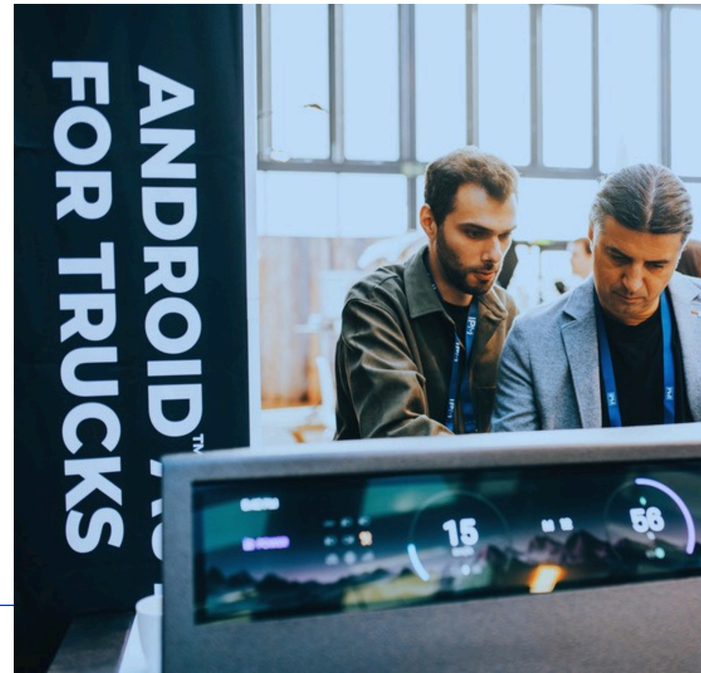
Further stand construction services can be booked directly with us for an additional charge.

Additional services: Shell scheme booth, graphics, floor covering, and furniture are not included. They can be ordered from our service providers at extra charge.









Virtual Exhibitor Package

All packages include these virtual features:



Virtual exhibition stand

All exhibitor packages include a virtual exhibition stand which presents your team, your products, a video, PDF documents, and a link to your website.



Your products

Showing products is a particularly good way of presenting your company. You can create product presentations yourself and show them in a video.



Easy administration

You can add virtual or physical team members to your company profile. Availability for video calls or on-site meetings can be set individually. The number of virtual attendees is unlimited.



Live inbound leads

Contacts who are interested in your company are displayed on your team page. These ‘Live Inbound Leads’ include visitors to your virtual exhibition stand, people interested in your products or team, and if you have a speaking slot, visitors to your ‘sponsored session’.



Lead export

Once you connected with a lead, you can export the data during or after the conference. Depending on the setting the participants chose, you will receive their name, company name, phone number, and email address. That gives you excellent chances to connect.

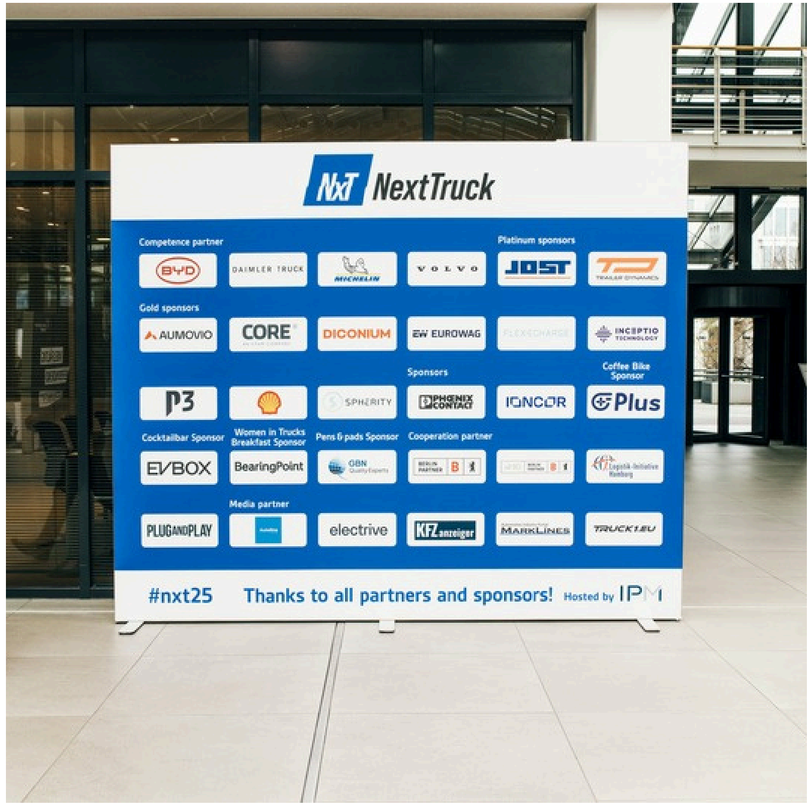


Matchmaking | B2B meetings

The AI-supported software analyses all participants and constantly recommends interesting leads. Additionally, you can screen the participant list, using the filters in the platform, and schedule B2B meetings on-site at your booth or virtually.

Exclusive Sponsoring Options and Advertising

Are you looking for a higher logo visibility or exclusive branding options like lanyards, a coffee bike, or seat advert? We offer a variety of sponsoring opportunities accommodating your individual interest. Take a look at the options below or contact us for more Information.











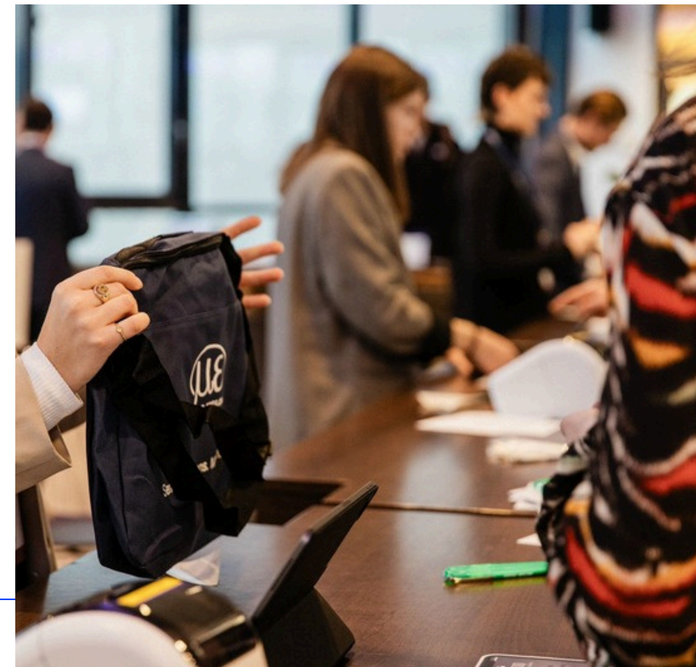
Overview: **Exclusive Sponsorings (1/5)**

Notepad and Pen Sponsor	Your company logo on all pens and writing pads at the conference. The pads are produced by us, you provide the pens. Pads and pens are available in the hall and in the workshops.	€ 3.000
Exclusive Check-In Give-Away	Your exclusive give-away (e.g. branded chargers) is distributed to all participants at check-in. You produce the giveaway, we take care of the distribution.	€ 4.000
Conference Bag Sponsor	Conference bag with your logo for all participants with your advertising and insert in the conference bag. You produce the bags and have them delivered directly to the conference location.	€ 6.000
Lanyard and Name Badge Sponsor	Your company logo clearly visible on the lanyards and name badges given to all participants at the beginning of the conference.	€ 6.500









Overview: **Exclusive Sponsorings (2/5)**

Lead Generation	100 free virtual tickets will be distributed on your behalf. The data of all participants incl. telephone and mail will be passed on to you in compliance with the GDPR. 1-3 lead qualification questions can be added	€ 3.000
Charging Stations	Your company logo on all charging stations.	€ 8.000
WIFI Sponsor	The WIFI login data of the event with your network name and password. WiFi information on the backwall of all name badges and on all monitors/screens.	€ 7.000
Photo Box Sponsor	Your Logo branding on the Photo Box, Logo of the event and the sponsor on all pictures, Logo on the download page for users.	€ 5.000









Overview: **Exclusive Sponsorings (3/5)**

Waffle Bike	Your branded Waffle Bike on-site. Napkins and bowls with your logo. At the handout, the currency is: 1 waffle for the participants = 1 business card for the sponsor.	€ 8.000
Coffee Bike	Your branded coffee in the exhibition. We will take care of everything: coffee bike with your branding, branded cups, etc. At the time of distribution, the currency is: 1 coffee for the participants = 1 business card for the sponsor.	€ 8.000
Winter Special: Roasted almonds	Almonds for distribution at your own stand. Bags with logo branding are provided by us. (only for exhibitors)	€ 6.500
Winter Special: Crèpes	Your christmas market booth. Napkins with your logo. At the handout, the currency is: 1 crèpes for the participants = 1 business card for the sponsor.	€ 6.000









Overview: **Exclusive Sponsorings (4/5)**

Juice Bar Sponsor	Your branded juice bar in the exhibition. We take care of everything including bar, cups, staff, supplies, etc. When giving out the currency is: 1 Juice for the participants = 1 business card for the sponsor.	€ 8.000
Ice Cream Sponsor	Your branded ice cream counter in the exhibition. We will take care of everything, including ice cream, cups, staff, consumables, etc. At the time of distribution, the currency is: 1 ice cream for the participants = 1 business card for the sponsor.	€ 4.500
Cocktail Bar Sponsor	Table displays and roll-ups with your company logo at the cocktail bar as well as drinks and coasters with branded names. At the hand-out the currency is: 1 cocktail for the participants = 1 business card for the sponsor.	€ 8.000
Candy Bar Sponsor	Your branded candy bar on display. We will take care of everything, including the sweets, consumables, etc.	€ 7.000









Overview: **Exclusive Sponsorings (5/5)**

Floor stickers	Floor stickers with your advertisement from the hall entrance to selected stands. We take care of everything after you provide us with the advertisement.	€ 4.000
Pre-Networking Event Sponsor	Hosting of a pre-event reception on your behalf, including opening speech contribution, full catering, VIP invitations from the list of attendees for you, their promotional messages and exhibitors at the venue.	€ 15.000
Pre-Event Drink Sponsor	We set up two wheelbarrows with beer e.g. additional customer stoppers with sponsor logo. Announcement in advance (only during set up time for exhibitors)	€ 3.000
Branded Macarons	Macarons branded with your logo will be provided as a sneak with each coffee break (400 macarons per day) alongside with your business cards and adverstising material produced by you. Next to it, there will be a business card collector.	€ 4.000
Hotel Bar Drink Sponsor	Late night drinks vouchers for the Estrel Bar only valid on the two event days. Raffle e.g. by posting on LinkedIn (only for 200 participants)	€ 7.000







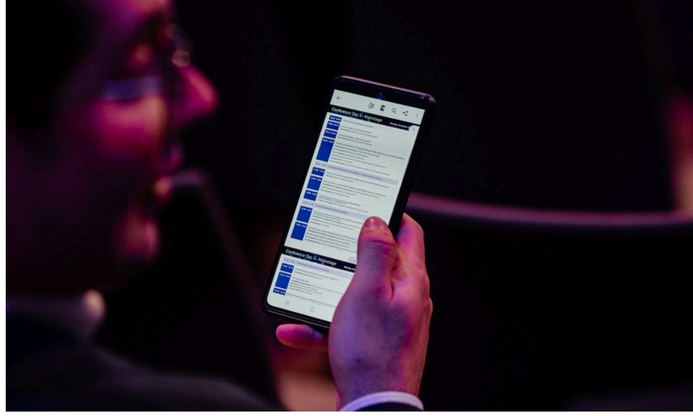


Overview: **Advertising**

Live Display Ad	Your content on all our event monitors throughout the conference (PDF or video).	€ 2.000
Large Exhibit in the Conference Hall	Your exhibit in the conference hall (e.g. car). Visible to all participants and on many event photos.	on request
Advertising Clip	Your promotional clip on the conference screen on site and in the live stream of the conference.	€ 2.000
Seat Advert	Your exclusive give-away/information material will be displayed in the conference room at the participants' seats.	€ 3.000

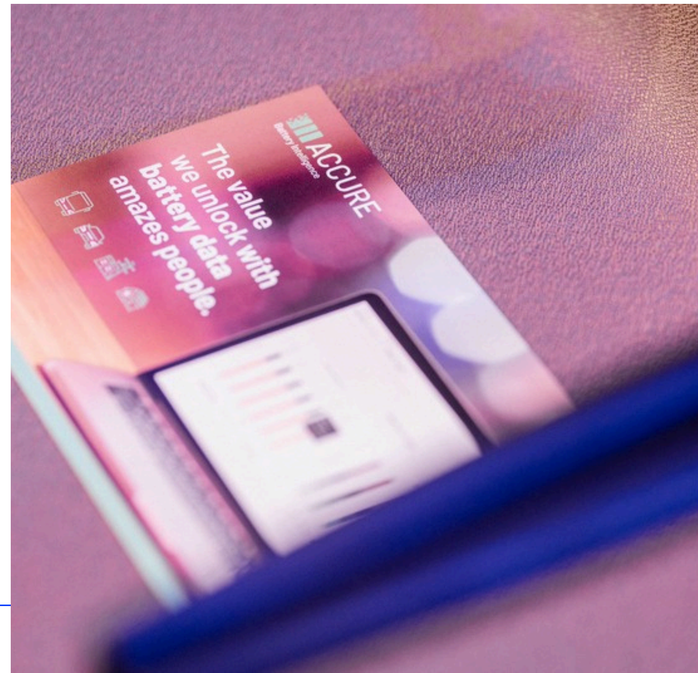
Please contact us for more details.

You have not found what you are looking for or have other ideas? Just contact us. We will be happy to make you an individual offer!









About **IPM**

We keep you connected

IPM AG has been initiating and organizing premium conferences in cooperation with the procurement boards of Airbus, Deutsche Bahn, and Volkswagen among others, for 18 years.

The premium value of our 10 business conferences is reflected in the program and high-quality contributions from first-class speakers, innovative formats with strong participant engagement, as well as a high density of top managers. Thanks to our superior virtual conference platform, physical and virtual participation is seamless. Particpants can meet face-to-face as well as virtually.

Our mission: Through innovative conferences, we provide our clients with access to ideas, dialogue partners, and products that broaden their horizons and thus improve their business operations.

Conferences

- Aviation Forum
- Additive Manufacturing Forum
- Automotive Masterminds
- Construction Equipment Forum
- Future Battery Forum
- H2 Forum
- NextTruck
- Railway Forum
- Vertriebsmanagement Kongress

Click on icons to learn more

Individual registration

I hereby place a binding order under the conditions listed below:

Name of the booked package (see p.3-5 and 8-13)

Last name

First name

Function

Company

E-Mail

Phone number

Billing address

optional: PO number / booking number

further remarks (desired stand, additional tickets, etc):

Date

Signature









Your **Contact**



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