

DIGITALEUROPE 



# Masters of Digital 2024

21 FEBRUARY - BRUSSELS & ONLINE

## Sponsorship Brochure

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[www.mastersofdigital.org](http://www.mastersofdigital.org)



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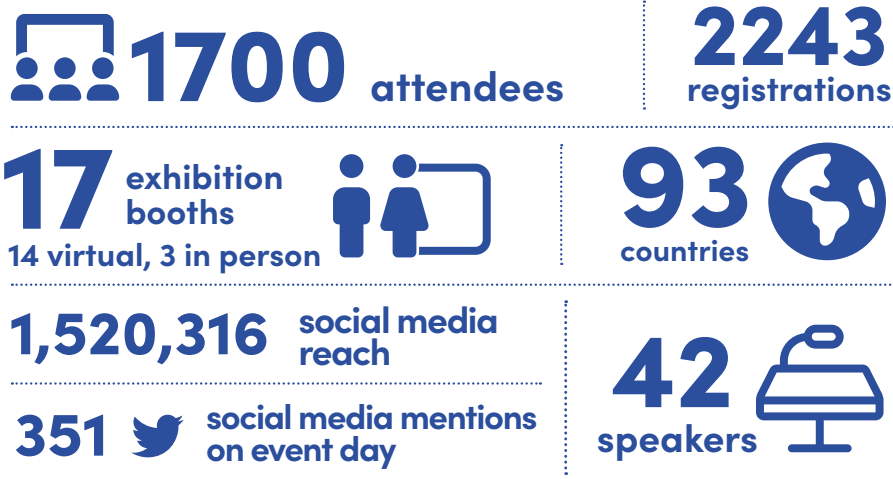
## Masters of Digital 2024

The next edition of Masters of Digital, DIGITALEUROPE's annual flagship event will take place on 21 February 2024, at a crucial time as we shape the future of Europe's technology landscape. This visionary event will provide a platform for policymakers, industry leaders, and experts to discuss and chart the course for Europe's digital transformation and the path towards 2030.

Under the theme "Europe 2030: A Digital Powerhouse," Masters of Digital will delve into the profound impact of AI and emerging technologies on Europe's economy, society, and sustainability. The conference will explore the transformative potential of digital innovation in fostering economic growth, driving the digital and green transition, and ensuring Europe's global competitiveness.

Renowned speakers, including Executive Vice President of the European Commission Valdis Dombrovskis, will share their insights and expertise on key topics such as digital resilience, data sharing, cybersecurity, ethical AI, clean tech and the impact of technology on society.

## Masters of Digital 2023 in numbers



## Speakers of past editions include



**Ursula von der Leyen**

President, European Commission



**Charles Michel**

President, European Council



**Margrethe Vestager**

Executive Vice President for 'A Europe fit for the Digital Age', European Commission



**Sebastian Ioan Burduja**

Minister, Ministry of Research, Innovation and Digitalization, Romania



**Alexandra van Huffelen**

Minister for Digitalisation, Netherlands



**Valeriya Ionan**

Deputy Minister for Eurointegration at Ministry of Digital Transformation of Ukraine

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## Masters of Digital Sponsorship Opportunities 2024

Benefits	€50,000	€30,000	€20,000
	Influence	Engage	Connect
Named as Sponsor (at selected level) with logo on all event promotion materials	✓	✓	✓
Company logo included on all pre-event, post-event and event day materials	✓	✓	✓
Guaranteed and complimentary delegate places at the in-person element (pleasenote: in cases where there restrictions remain in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places)	3	2	1
One place at exclusive VIP dinner	2	1	1
Place at VIP lunch on event day with VIPs and speakers of the event' *including company speaker	2	1	1
Opportunity to have an exhibition booth at the venue - to showcase a product or solution to give attendees a hands on experience	✓	✓	✓
Supporter of the Future Unicorn Award	✓	✓	✓
Guaranteed speaking slot at a plenary session on main stage	✓		
Guaranteed speaking slot at one session on main stage		✓	
Guaranteed speaking slot at one session on deep dive stage			✓
Opportunity to host video content or documents on a virtual exhibition booth, to be viewed by all virtual attendees	✓	✓	
Opportunity to put one branded item in the delegate packs, to be handed out to all in-person attendees	✓		
Opportunity to help shape the chosen session your company representative will be participating in	✓		
Opportunity to work with the event organisers to set audience polls	✓		
Video interview opportunity with your speaker - with a clip included in the event highlights video, and full interview edited into a standalone video	✓		

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## Alternative Sponsorship Packages

The listed sponsorship packages are not exhaustive, and we would be pleased to discuss the design of bespoke packages. Whether this is hosting a private breakfast on the mornings of the conference day, additional visibility possibilities, or speaking opportunities at the VIP pre-conference dinner, please get in touch for more details.

### VIP Pre-Conference Dinner

A highlight of the event is the invitation only VIP dinner & debate. Gathering around 80 participants which includes a mix of high-level policy makers, company executives and DIGITALEUROPE board members, the 3 course exclusive dinner provides an occasion for informal networking and a room wide debate on issues relating to the event themes. Get in touch to discuss visibility opportunities during the evening. This will take place the evening before the first day.

### Exclusive VIP lunch - €15,000

Sponsor the event day VIP lunch that brings together speakers of the event, policymakers, stakeholders and other select VIP guests in a smaller, more intimate number of around 25 guests for a discussion on your choice of theme. Sponsorship includes increased brand visibility, a chance for a representative to attend and to deliver a few opening words.

### Happy Hour Host - €10,000

Following the Unicorn Award celebrations there will be a cocktail hour open to all in-person attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapes. Sponsorship includes increased brand visibility and a chance for a representative to deliver a few welcome remarks to all attendees of the reception.

### The Playground - €5,000

Do you have a product or device you'd like conference attendees to interact with? Think games consoles, VR, AR, or other cool tech that will drive engagement and provide a moment of fun and light relief during the event.