



SPONSORSHIP AND MARKETING PACKAGES 2026

At the e4 FESTIVAL, we offer you numerous opportunities to maximize the visibility of your brand and products before, during, and after the event.

SPONSORSHIP AND MARKETING PACKAGES

Our sponsorship packages offer you a balanced mix of online and on-site services that optimally support your brand presence. Depending on the sponsorship package you choose, specific scopes of services and limitations apply. Take advantage of our reach and effectively target the audiences that matter most to you.

KILOWATT

Limited to **10 packages**

MEGAWATT

Limited to **3 packages**

GIGAWATT

Limited to **2 packages**

TERAWATT

Limited to **1 package**

Visibility & Communication	KILOWATT	MEGAWATT	GIGAWATT	TERAWATT	Notes
Named as a KILO/MEGA/GIGA/TERAWATT Partner via:	✓	✓	✓	✓	
- Newsletter - Sponsor Board	✓	✓	✓	✓	
- Social Media Post	✓	✓	✓	✓	
- Exhibition Journal - Sponsor Board	✓	✓	✓	✓	
- Flyers & Print Ads			✓	✓	
Event Branding					
Logo on the backdrop at the Mobility Forum		✓	✓	✓	
Outdoor display advertising (large screen at the Baden-Württemberg Center)		✓	✓	✓	

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Event Branding	KILOWATT	MEGAWATT	GIGAWATT	TERAWATT	Notes
Pitlane Banner	2	2	4	8	7)
Logo on the trade visitor badge			✓	✓	
Content & Program Placements					
Advertisement in our Exhibition Journal	1/3 Page	½ Page	1 Page	2 Page	8)
Speaker Slots on Public Days		✓	✓	✓	9)
Speaker Slots on the Trade Visitor Day			✓	✓	9)
Highlight in Event Content				✓	
Digital Visibility					
Logo on the sponsor board (website) + link	✓	✓	✓	✓	
Banner on the exhibitors' page of the e4testival.com website		✓	✓	✓	
Banner on the homepage of the e4testival.com website			✓	✓	
Dedicated landing page on the e4testival.com website				✓	
Additional guest tickets					
Tickets for the Trade Visitor Day	25	50	100	200	
Tickets for the public days	unlimited	unlimited	unlimited	unlimited	
Price (plus 19% VAT)	€4,750	€7,500	€15,000	€30,000	

NOTES ON SPONSORSHIP AND MARKETING PACKAGES



7) Pit Lane Advertising Banners

Digitally printed, hemmed on all sides, and grommited. Final size: 2600 x 1400 mm. Please send us your print files (design of your choice) with a 5 mm bleed: 2610 x 1410 mm. File format: PDF. 70–100 dpi. Upon request, the pit lane banners may become the property of the exhibitor after the trade show ends.

8) Advertisement in our digital Exhibition Journal 2026

Three formats are available for advertisements in the Exhibition Journal:

- 1/3 page: Final size: width 220 mm x height 100 mm
- 1/2 page: Final size: 220 mm wide x 140 mm high
- 1 page: Final size: 220 mm wide x 290 mm high

Ohne Beschnitt. Mit RGB-Farbprofil. Dateiformat: bevorzugt PNG.

You can find the 2025 Exhibition Journal [here](#).

9) Speaker Slots

Presentations in the forum and during the trade visitor day must be informative in nature (not promotional). The selection and coordination of topics will be done in consultation with the organizer.

EXCLUSIVE SPONSORSHIP

Through our exclusive sponsorship program, we offer exhibitors the opportunity to position themselves uniquely at the e4 FESTIVAL and achieve maximum brand visibility.

Themed Areas	Price (plus 19% VAT)	Notes
START-UP AREA powered by	€3,500	10)
Urban Parcours powered by	€4,500	11)
Family Park powered by	€4,500	12)
Networking Area powered by	€6,500	13)
„B2Professionals Night“ powered by	€18,000	14)
Hospitality		
Opening trade visitor day - “Breakfast by”	€2,500	
Opening public days - “Snacks by”	€2,000	
Popcorn Stand at the public days “powered by”	€1,500	
Digital Content		
Newsletter Special Offer	€1,500 / Per Campaign	
Advertising Banners Newsletter	€550 / Per advertising banner	

EXCLUSIVE SPONSORSHIP



Merchandising & Giveaways	Price (plus 19% VAT)	Notes
Cotton Tote Bag (Co-Branding Placement, On-Site Distribution)	€5,000	15)
Smartphone Charging Station at the Mobility Forum	€6,000	
Notepad (co-branded placement) and ballpoint pen (distributed on-site)	€5,000	16)
Trade Visitor Lanyard	€15,000	17)
Visitor Lanyard	€35,000	18)
Editorials & Ad Formats		
Editorial Content in the e4testival.com Newsroom	€1,500	
Advertisement in the Exhibitor Journal (digital and print, 5,000 copies)		8)
• 1/3 Page	€1,000	
• 1/2 Page	€1,200	
• 1 Page	€2,000	

NOTES ON EXCLUSIVE SPONSORSHIP

10) START-UP AREA

Promotion of the Start-up Area with your logo, installation of a roll-up banner on-site, and logo placement on the website's partner board.

11) Urban Parcours

Promotion of the Urban Parcours with your logo and advertising banners, as well as logo placement on the website's partner board.

12) Family Park

Promotion of the Family Area with your logo and promotional banners, as well as logo placement on the website's partner board.

13) Networking Area

Promotion of the Networking Area with your logo, on-site installation of a roll-up banner, opportunity to distribute giveaways/flyers, and logo placement on the website's partner board.

14) B2Professional Night

Promotion of the B2Professional Night, exhibition space at the Porsche Experience Center, opportunity to distribute giveaways/flyers on-site, co-branding of the selfie portrait corner, and display of your logo in the culinary area.

15) Tote Bag

Co-branding with the e4 TESTIVAL logo; distributed on-site (1,500 units).

16) Notepad and Pen

Co-branding with the e4 TESTIVAL logo notepads (1,500 units); sponsor pens (1,200 units, provided by the sponsor)

17) Fachbesucher-Lanyard

Logo printed on the lanyard

18) Besucher-Lanyard

Logo printed on the lanyard

TESTIVAL

NEW MOBILITY

DRIVING EXPERIENCE

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Feel free to follow us on social media @e4testival