

BE A STAR AT CLOUDFEST

CLOUDFEST

March 23–26 , 2026
Europa-Park, Germany

What is CloudFest?

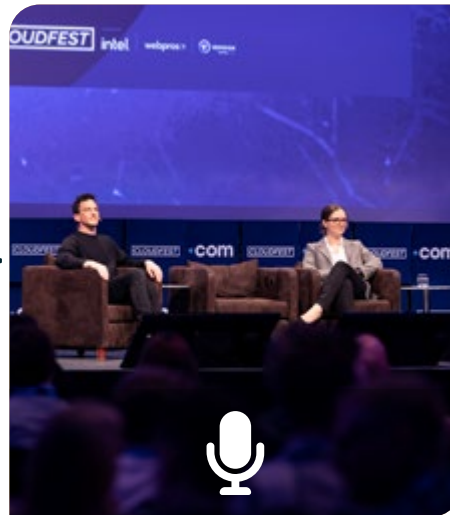
CloudFest is the world's largest gathering of decision-makers in the web hosting and cloud infrastructure space.

8,700+ Attendees from **80+** countries



Exhibition

- ◆ More than 150 exhibitors
- ◆ Vendors from all areas of the cloud industry
- ◆ Hardware, Software, Security, Domaining, eCommerce, Marketing, and more



Keynote and Panels

- ◆ 250+ speakers live on stage
- ◆ Hands-on masterclass sessions beyond capacity
- ◆ Two main auditoriums
- ◆ Multiple break-out stages
- ◆ 60+ hours of content



Social Events

- ◆ Networking events every day—and every night
- ◆ All social events take place in a dedicated festival area
- ◆ Have a drink, expand your network



Perfect Atmosphere

- ◆ Exclusive access to an entire theme park
- ◆ Yes, that includes some of the rides!
- ◆ Six luxury hotels, each with its own theme

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Partner with CloudFest

CloudFest provides five distinctive partnership packages for your company: **Diamond+**, **Diamond**, **Platinum**, **Gold+**, and **Gold**. Besides an exhibition booth, each package comes with a host of benefits, all of which are designed to generate valuable leads, positive sentiment, and maximum exposure for your brand.

The best partnership experience combines exhibition, social events, branding, speaking, and free tickets for your own high-value contacts. You'll effectively promote your products and solutions to the Cloud's most engaged audience.

You can also maximize your CloudFest affiliation before, during, and after our event through a series of customizable sponsorship options. These empower you to strike the right balance between marketing spend and ROI. Whether you want to sponsor a high-end VIP dinner, wrap your company logo around our shuttle buses, or have your logo digitally projected on the Colosseo arch, these opportunities are not only impactful but actionable.

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Partnership Packages

	Diamond+	Diamond	Platinum	Gold+	Gold
Deliverables	244,000 €	90,000 €	46,500 €	19,000 €	16,000 €
Exhibition and Tickets					
Booth Space	Up to 60 sqm	35 sqm	20 sqm	7.5 sqm	7.5 sqm
Meeting Room	Included	Bookable	Bookable	Bookable	Bookable
Co-exhibitors Allowed	3	2	1		
Vendor VIP Passes	10	6	4	2	2
Vendor Staff Pass	45	35	20	12	10
Standard Passes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Branding and Speaking Opportunities					
Logo Presence	Co-branding of entire event	On all publications	On all publications	On primary publications	On primary publications
Welcome Flags with Partner Logo	2	1			
Entrance Floor Decals with Partner Logo	2	1			
Banner Hanging from Cloud Fair Area	2	Bookable			
Airtime	45 minutes	30 minutes	20 minutes	10 minutes	
Academy	Included	Bookable	Bookable	Bookable	Bookable
Marketing					
Partner Announcement	Promoted on all channels	Promoted on social media			
Speaking Slot Announcement	Promoted on all channels	Promoted on social media			
Recording of Speaking Slot	Recorded & uploaded	Recorded & uploaded	Recorded		



Your Plug-&Play CloudFest Booth

These booth services are included in all packages

Exhibition space with hard wall booth construction

- ◆ Standard booth furniture: 1x table, 2x chairs, waste bucket
- ◆ Carpet
- ◆ Power supply
- ◆ WiFi access

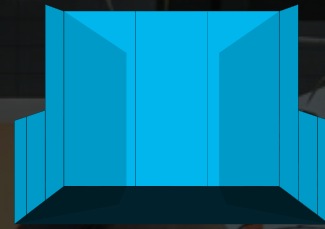
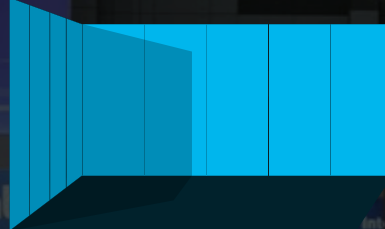
(Should you wish to design and build your booth yourself, using your own contractor, that's okay as well)



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Your CloudFest Booth Sizes



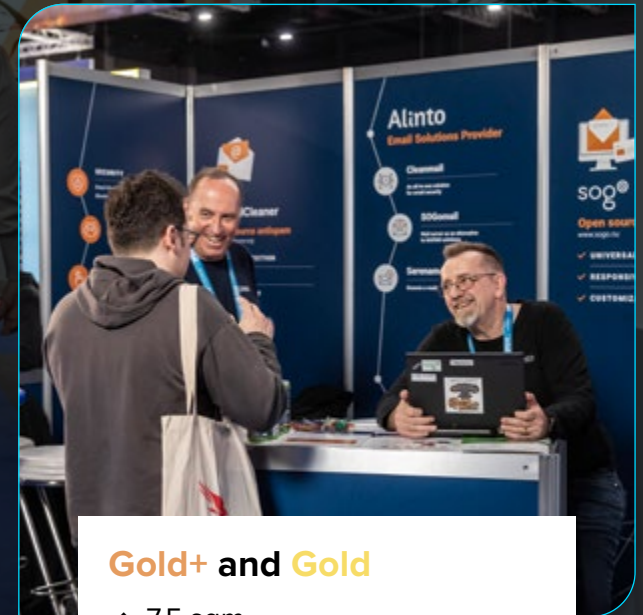
Diamond+ and Diamond

- ◆ 35+ sqm
- ◆ Up to 17 printable sections



Platinum

- ◆ 20 sqm
- ◆ Up to 13 printable sections



Gold+ and Gold

- ◆ 7.5 sqm
- ◆ Up to 9 printable sections

Floor Plan

CLOUDFEST

March 17 – 20, 2025 | EUROPA-PARK, GERMANY

Cloud Fair

powered by

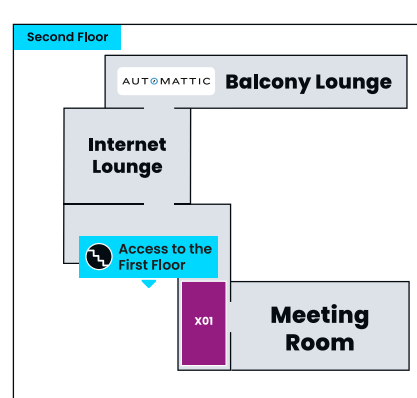
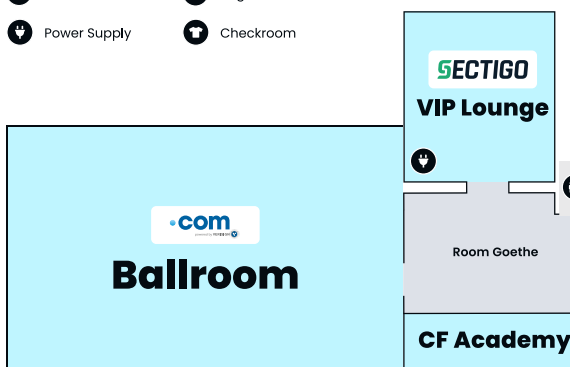


Legend

Europa-Park Cofertainment Center

Diamond+ Partner	Diamond Partner	Platinum Partner
Gold Partner	StartUp Partner	
WP Zone	Private Meeting Rooms	

- Coffee Station
- A/V Support
- Restroom
- Meet and Greet
- Registration and Information
- Power Supply
- Checkroom



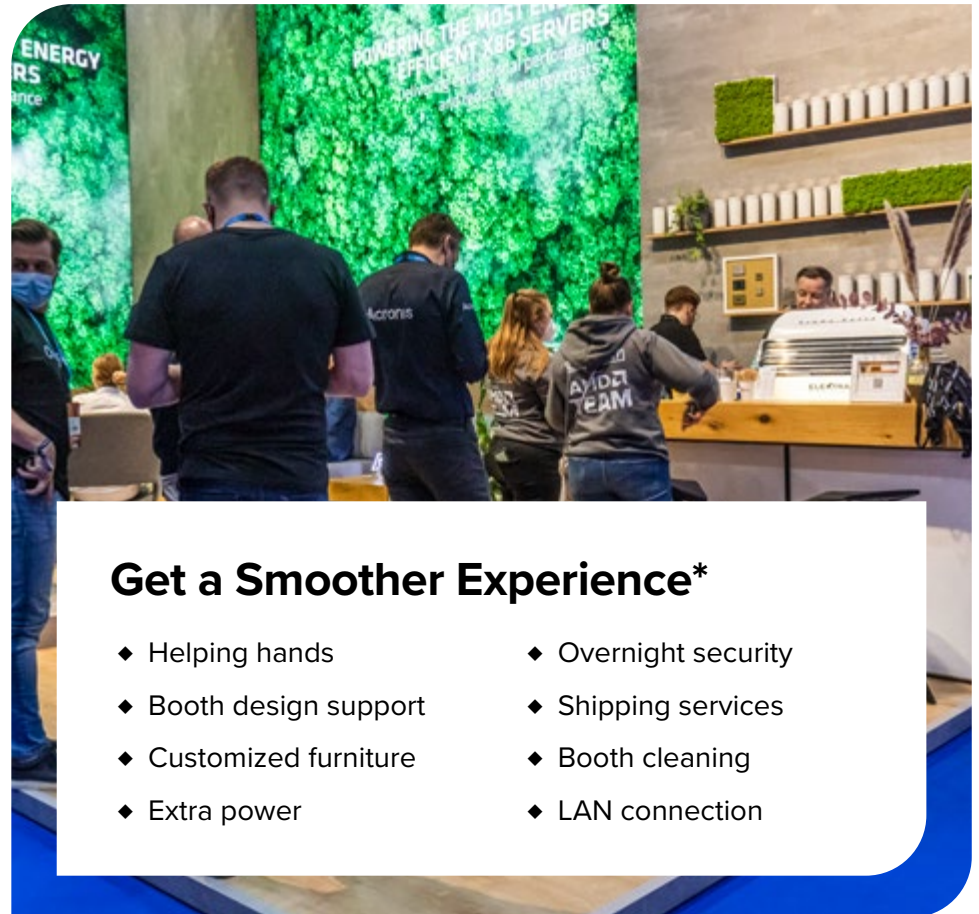
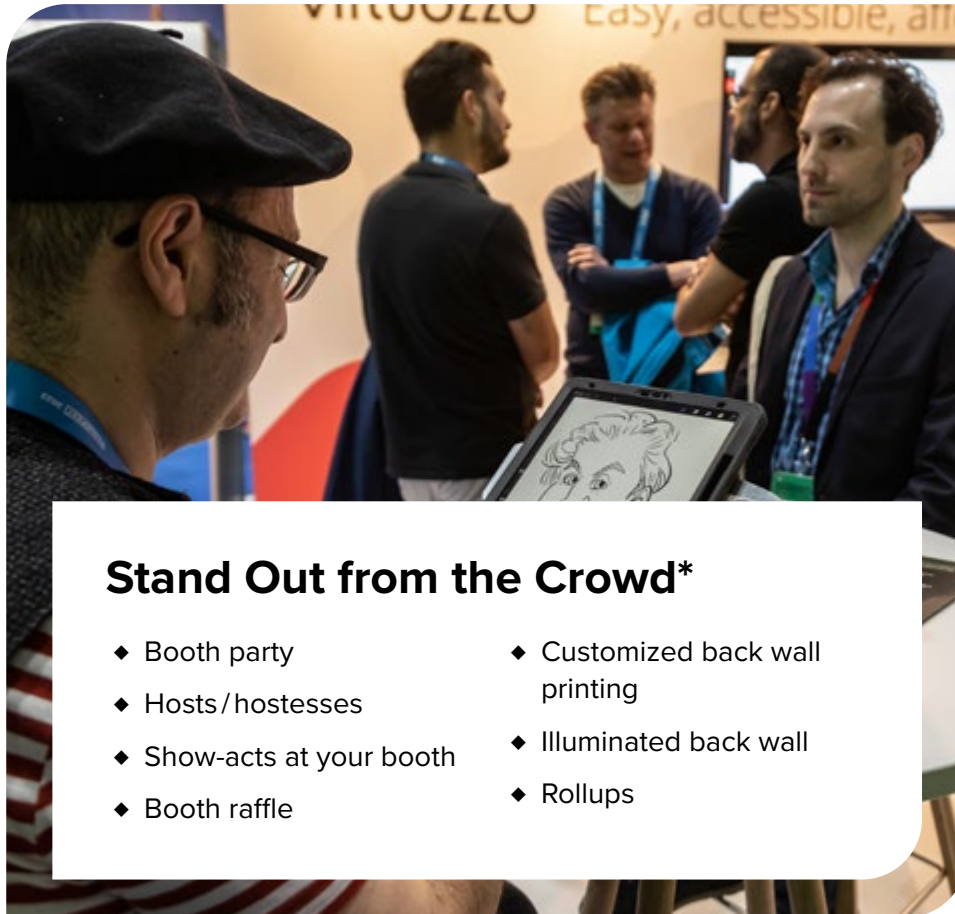
Floorplan and booth layout is subject to change

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Focus On Your Booth

Select as many of these options as you want to upgrade your booth.



Focus on your sales funnel by handing off these tasks to the CloudFest event team.

*Inquire for pricing



SPEAKING OPPORTUNITIES

You can use the airtime included in your package however you want, across these engaging formats.

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Keynote Session

Diamond+, Diamond, and Platinum Partners only

- ◆ Standalone presentation
- ◆ Present in one of our largest Session Rooms (up to 650 attendees)
- ◆ Suited for 10-20 minute Keynotes

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Panel Discussion

Diamond+, Diamond, and Platinum Partners only

- ◆ Participation in panel discussion
- ◆ 4-5 different companies represented onstage
- ◆ 40-45-minute session (counts as 10 minutes of airtime)



Breakout Session

Gold+ Partners only

- ◆ Standalone presentation
- ◆ Present on Breakout Stage
(up to 120 attendees)
- ◆ Breakout sessions are 10 minutes long

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Fireside Chat

Diamond+, **Diamond**, and **Platinum** Partners only

- ◆ Intimate conversation with an expert moderator (ours or yours)
- ◆ Keynote or Breakout Stage
- ◆ Fireside Chats are suited for 10 - 20 minutes of Airtime



Academy Session

only if purchased

- ◆ In-depth masterclasses
- ◆ Workshop room for up to 50 attendees
- ◆ 45 minutes long
(not counted in your airtime distribution)

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Barcamp Session

only if purchased

- ◆ Choose an industry-relevant topic for a lively conversation with your customers and channel partners
- ◆ Drive engagement directly with your core audience as you get real-life feedback
- ◆ Suitable for a 30-45-minute discussion

Your Airtime Distribution

Depending on your level of partnership, you'll have several options for dividing your total airtime across several speaking formats. Should you wish to add more speaking slots, please let us know and we can figure out the best way to help you make an impact.

Diamond Partner

30 minutes airtime total

Option 1

1x **30-minute** Keynote Slot
or Fireside Chat

Option 2

1x **20-minute** Keynote Slot
or Fireside Chat
+
1x Panel Discussion / **10-minute** Fireside
Chat / **10-minute** Keynote Slot

Platinum Partner

20 minutes airtime total

Option 1

1x **20-minute** Keynote Slot
or Fireside Chat

Option 2


1x Panel Discussion
+
1x **10-minute** Fireside Chat
or Keynote Slot

Gold+ Partner

10 minutes airtime total

Option 1

1x **10-minute** Breakout Session



THE CLOUDFEST PASS SYSTEM

CloudFest now has two main ticket types: Attendee and Vendor, each with a VIP add-on option.

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Attendee Pass

Attendees in CloudFest's core audience can get a free Standard Pass.

For example, CSPs, hosters, MSPs, corporate IT, and web agencies would be eligible for the free Standard Pass.

Invite your
Customers
FOR FREE

Attendee Standard Pass

UNLIMITED IN ALL PACKAGES

- ◆ Access to all event locations
- ◆ Free Catering and Drinks
- ◆ Access to parties and networking events
- ◆ Bus/EP Express Shuttle from hotels to main venue
- ◆ Can be used to register customers for free to the event

Price: ~~499 €~~

Partner Price: Free

Attendee VIP Pass

INCLUDED IN ALL PACKAGES DEPENDING ON
PARTNERSHIP LEVEL

- ◆ All benefits of the Standard Pass
- ◆ VIP status with distinctive badge
- ◆ Admission to VIP Event
- ◆ Personal concierge in fair area
- ◆ VIP treatment at all event hotels (e.g. free laundry service, free mini bar)
- ◆ Access to VIP Lounge in fair area
- ◆ VIP Shuttle from hotels to main venue

Price: ~~999 €~~

Partner Price: 599 €

Vendor Pass

Vendor and Vendor VIP

The dedicated Vendor Pass is for attendees who sell to CloudFest's core channel. Some Vendor Passes will be included in your partnership package to give to your top customers and leads—and your team has their own passes included, of course.

Vendor and Vendor VIP Pass privileges include:

- ✓ The ability to book 1on1 Meeting Tables
- ✓ Badge scanning at Europa-Park, to create and download lead lists using their smartphone
- ✓ Inclusion in a special Vendor Register so attendees can find and connect with the vendors they want to meet

For IT professionals outside CloudFest's core channel, each Vendor Pass will cost 999 €. Examples of outside-the-channel companies would include domain name registries, hardware producers, or ISVs.

As a partner, you help us to enable free access for the most motivated audience in the industry, while enabling us to continue providing the high-end experiences that make this festival so valuable for both attendees and sponsors.

The Vendor Pass serves as a “vibe check”, to make sure that those outside the channel have a very good reason to join us at Europa-Park. That way, you'll know that everyone you meet at Europa-park is someone you WANT to meet, business-wise.

The **Vendor VIP Pass** includes the perks mentioned above, plus privileges such as **private networking events, hotel concierge service, free shuttles throughout the venue, and access to the dedicated VIP Lounge.**



Vendor & Vendor VIP Pass

For IT professionals outside CloudFest's core channel, each Vendor Pass will cost 999 €

Examples of outside-the-channel companies would include domain name registries, hardware producers, or ISVs.

Vendor Pass

INCLUDED IN ALL PACKAGES DEPENDING ON
PARTNERSHIP LEVEL

- ◆ Access to all event locations
- ◆ Free Catering and Drinks
- ◆ Access to parties and networking events
- ◆ Bus/EP Express Shuttle from hotels to main venue
- ◆ The ability to book 1on1 Meeting Tables
- ◆ Badge scanning at Europa-Park, to create and download lead lists using their smartphone
- ◆ Inclusion in a special Vendor Register so attendees can find and connect with the vendors they want to meet

Price: 999 €

Vendor VIP Pass

INCLUDED IN ALL PACKAGES DEPENDING ON
PARTNERSHIP LEVEL

- ◆ All benefits of the Vendor Pass
- ◆ VIP status with distinctive badge
- ◆ Admission to VIP Event
- ◆ Personal concierge in fair area
- ◆ VIP treatment at all event hotels (e.g. free laundry service, free mini bar)
- ◆ Access to VIP Lounge in fair area
- ◆ VIP Shuttle from hotels to main venue

Price: 1999 €

MARKETING OPPORTUNITIES

Get ready for a wide range of marketing options, starting with highlights for 2026 and some turnkey bundles for any budget. You'll also discover our a la carte experiences, divided into **Branding**, **Networking**, **Lead Generation**, and **Digital**.

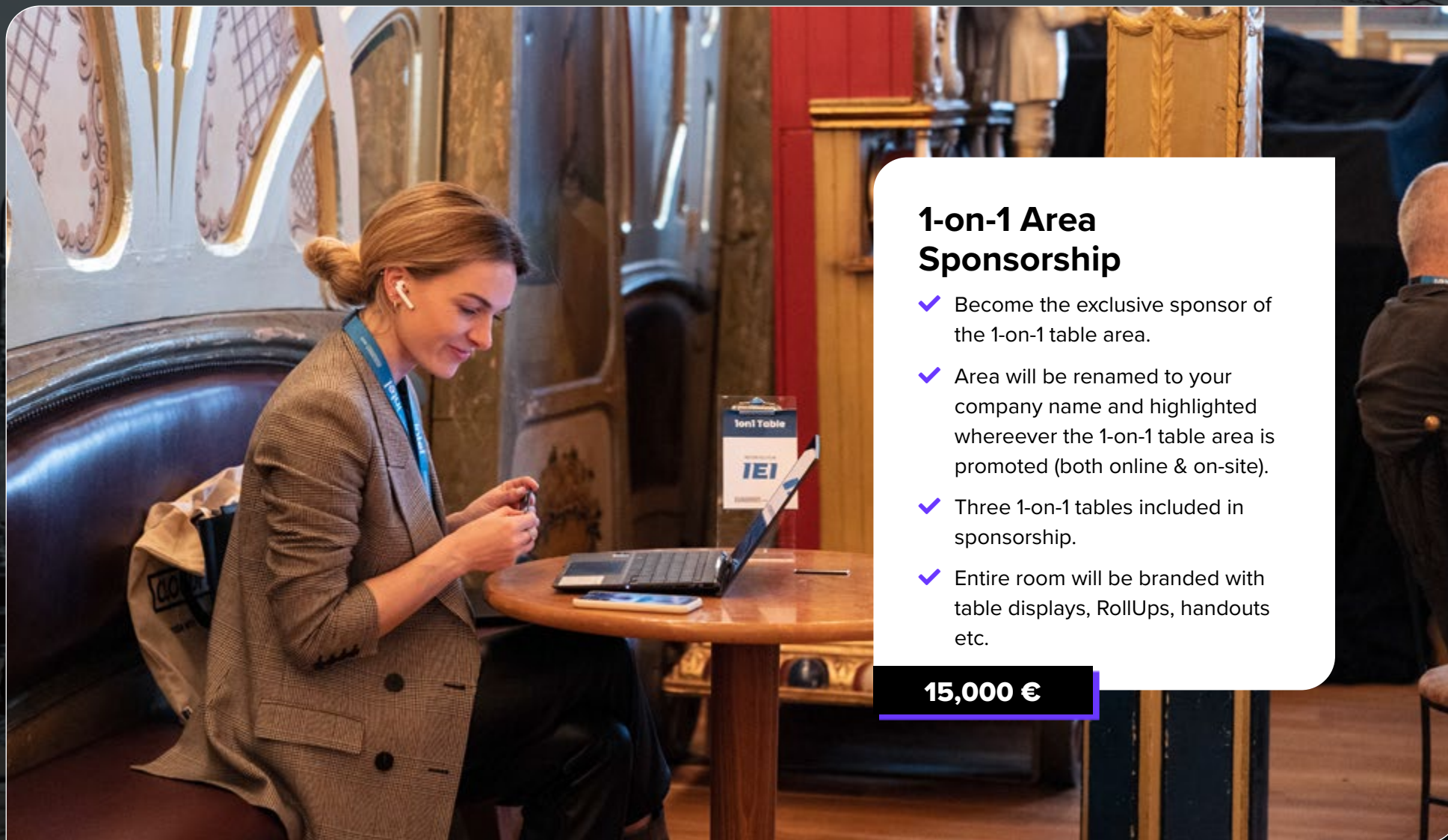
If you need help with any of these options, just get in touch and we'll be happy to advise you!

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NEW

1-on-1 Area Sponsorship



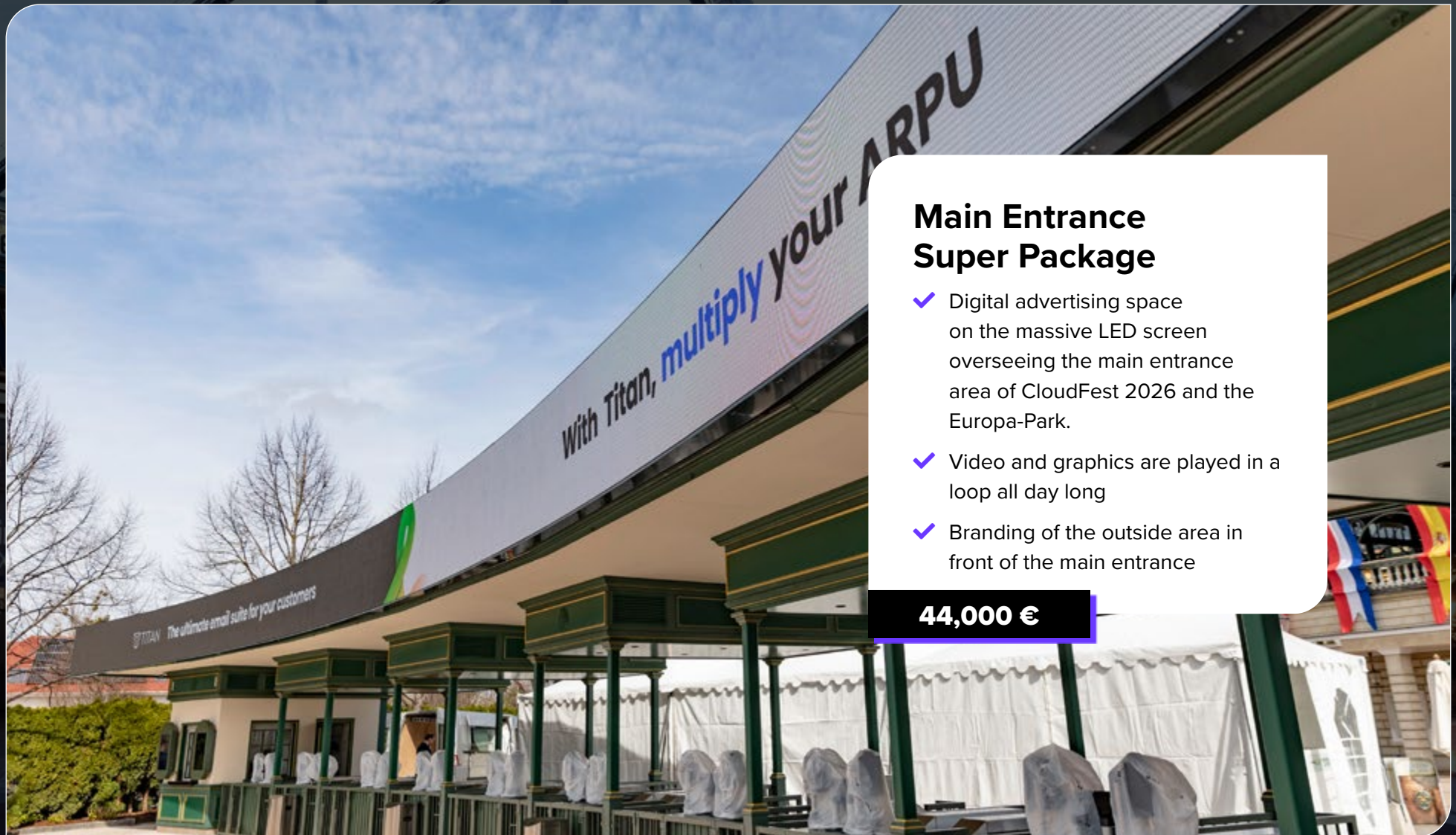
1-on-1 Area Sponsorship

- ✓ Become the exclusive sponsor of the 1-on-1 table area.
- ✓ Area will be renamed to your company name and highlighted wherever the 1-on-1 table area is promoted (both online & on-site).
- ✓ Three 1-on-1 tables included in sponsorship.
- ✓ Entire room will be branded with table displays, RollUps, handouts etc.

15,000 €

NEW

Main Entrance Super Package



Main Entrance Super Package

- ✓ Digital advertising space on the massive LED screen overseeing the main entrance area of CloudFest 2026 and the Europa-Park.
- ✓ Video and graphics are played in a loop all day long
- ✓ Branding of the outside area in front of the main entrance

44,000 €

NEW World Server Throwing Championships

World Server Throwing Championships

- ✓ After the great success of the first WSTC at CloudFest 2024 the championships will return at CloudFest 2026.
- ✓ CloudFest will host the annual World Server Throwing Championships.
- ✓ Secure your spot: both as a sponsor and as a participant
- ✓ Sponsorships available from 4k EUR

from 4,000 €

Marketing Packages

Are you of the mindset that owning multiple marketing opportunities is truly the best way for you to show up at CloudFest in the biggest, boldest, and brightest way possible? So do we—which is why we took the lead on bundling a couple of sponsorship packages together to bring you excellent visibility at a brilliant price.



Branding Package

- ✓ Banner in Event App
- ✓ Bag Insert

Price: 5,000 €

2,500 €



Commercial Package

- ✓ Keynote Commercial
- ✓ TV Ad
- ✓ Digital Signage

Price: 5,500 €

3,000 €

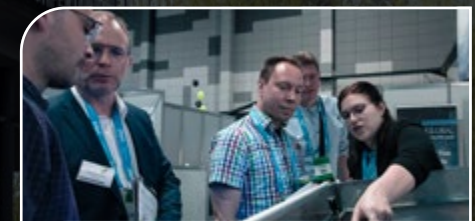


Social Media Package

- ✓ Social Media Announcement
- ✓ Push Notification

Price: 6,500 €

4,000 €



Lead Gen Package

- ✓ Stamp Cards
- ✓ Booth Party
- ✓ Fair Promotion

Price: 15,000 €

10,000 €

Interested in bundling different items? Create your own package by reaching out to us!

Marketing Options Overview

Click on the Marketing Option you're interested in to find out more!

MARKETING OPTION	BRANDING	NETWORK	LEAD GEN	DIGITAL
Ballsaal Meeting Rooms		✓		
Executive Meeting Rooms		✓		
Theme Park Meeting Rooms		✓		
Focus Meeting Rooms		✓		
In-Room TV Commercial	✓			✓
Event Bag Inserts	✓			
Digital Advertising Banner	✓			✓
Stamp Cards			✓	
Main Stage Commercial	✓			✓
Speaker Announcement	✓			✓
Booth Party		✓	✓	
CloudFest Academy		✓	✓	
Restroom Facilities	✓			✓
Wardrobe Tokens	✓			
Photo Booth	✓	✓	✓	
Morning Fitness	✓	✓	✓	
Napkins	✓			
Patio Lounge	✓			

MARKETING OPTION	BRANDING	NETWORK	LEAD GEN	DIGITAL
Amusement Park Ride	✓			
In-Room Mirror Branding	✓	✓		
Coffee Breaks	✓		✓	
Fair Promotions				
Main Entrance DJ Stage	✓			
Lunch Break	✓	✓		
Branding Wall in Fair Area	✓			
Pens	✓			
Karaoke Nights	✓	✓		
Registration Banner	✓			
Breakout Stage Seat Branding	✓			
Cutout Letters	✓			
Welcome Drink	✓			
Event Bags Option 1	✓			
Event Bags Option 2	✓			
Event Bags Option 3	✓			
Barista Cafe	✓	✓		
Hotel Keycards & Sleeves	✓			

Marketing Options Overview

Click on the Marketing Option you're interested in to find out more!

MARKETING OPTION	BRANDING	NETWORK	LEAD GEN	DIGITAL
Main Stage Seat Branding	✓			
Main Street Flags	✓			
EP Express Station Branding	✓			
Shuttle Bus	✓			
Breakout Stage Naming Rights	✓			✓
App Sponsor	✓			✓
WIFI Sponsorship	✓			✓
Hosts/Hostess Outfits	✓			
Pillow Sponsorships	✓			
VIP Shuttle	✓			
Badges	✓			
Food Truck	✓		✓	
Pub Quiz / Night Talk	✓	✓		
VIP Event	✓	✓		✓
Come2Gather Party	✓	✓		✓
Hotel & Walkway Partner	✓			
StartUp Area	✓	✓		✓
Coffee Mugs	✓			

MARKETING OPTION	BRANDING	NETWORK	LEAD GEN	DIGITAL
Bar Colosseo	✓	✓	✓	
BierFest	✓	✓		✓
Registration Partnership	✓			✓
Internet Lounge	✓	✓		✓
Main Street Super Package	✓			
Executive Dinner	✓			✓
Main Entrance Super Package	✓	✓	✓	
Main Stage Naming Rights	✓			✓
St. Patricks Power Party	✓	✓		✓
Lanyards	✓			
Balcony Lounge	✓	✓		
ConneXion Party	✓	✓		✓
VIP Lounge	✓	✓		✓
Hackathon	✓	✓		✓

Meeting Rooms to Meet Your Needs

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Build on your momentum by turning chance encounters into actionable meetings in four different types of space.

Ballsaal Meeting Rooms

These pop-up spaces are located in the official Meeting Room Space at CloudFest 2026. Go from quick booth conversation to more focused meeting at a moment's notice with this solution. Each of these rooms is furnished with a table, four chairs, and a fridge. AV setup can be booked separately.

1,500 € per day

Theme Park Meeting Rooms

Take your connections on a Europa-Park adventure! These rooms are located in the main theme park area, where you can escape the crowd for a larger-scale gathering of your own. Each room is fully equipped for multimedia presentations.

1,200 € per day

Focus Meeting Rooms

Just moments from most of the Cloud Fair booths, these lockable spaces are your home away from home. Each room is furnished with two tables, six chairs, video monitor, and a fridge.

1,800 € per day

Executive Meeting Rooms

Set up a proper CXO experience for top-level meetings and make something amazing happen! Located in the Europa-Park luxury theme hotels, these are the most deluxe meeting rooms on offer. Each is fully equipped for multimedia presentations.

1,200 € per day

Marketing Options

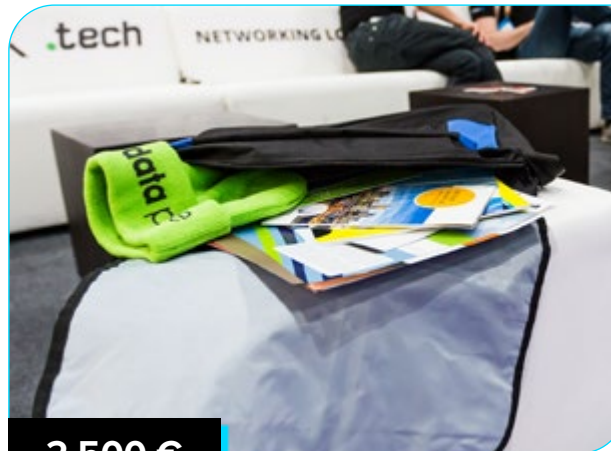
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2,000 €

In-Room TV Commercial

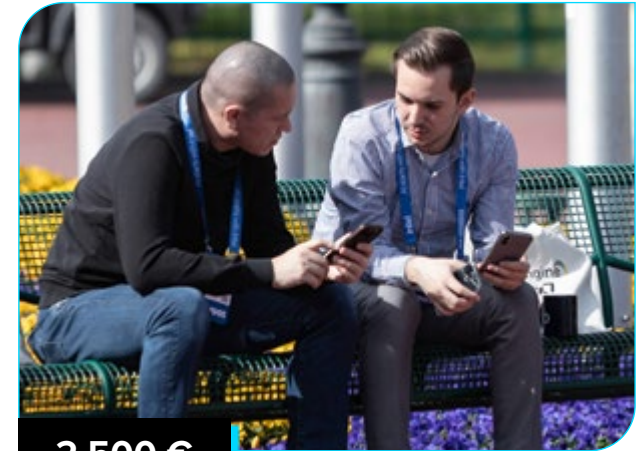
- ◆ 30-second video ad that will be played in every EP hotel room when switching on the television (950 rooms)
- ◆ Will be played in loop along with other videos, at least 4 times per hour



2,500 €

Event Bag Inserts

- ◆ Insert into the event bags that are handed out to all attendees
- ◆ Max 200g per item
- ◆ Max DIN A4



2,500 €

Digital Advertising Banner

- ◆ A digital advertising banner in the official event app that will be available for all attendees

Marketing Options

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3,000 €

Cloud Fair Stamp Cards

- ◆ Participation in stamp card activity
- ◆ Gamification to collect leads and talk to attendees
- ◆ Drives traffic to your booth



3,500 €

Main Stage Commercial

- ◆ 30 second video ad that will be played in the main auditorium of CloudFest
- ◆ Video will be played three times per day, every day
- ◆ All attendees who are attending the session will see your video ad



4,000 €

Social Media Speaker Announcement

- ◆ Social media post on official CloudFest Twitter, Facebook, LinkedIn, Instagram promoting your speaker and session to our huge network

Marketing Options

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4,500 €

Booth Party

- ◆ 1 hour of free drinks (limited to 500 bottles) will be served at your booth in the exhibition area
- ◆ Maximum of 2 booth parties happening at the same time.



5,000 €

CloudFest Academy

- ◆ Run an in-depth masterclass
- ◆ Masterclasses have an educational focus
- ◆ Participants need to pre-register to guarantee huge relevance for the topic
- ◆ Masterclass will be highlighted in Academy



5,500 €

Restroom Mirror Clings

- ◆ The restroom facilities in the fair area will be branded with your catchy and funny slogans
- ◆ Used by thousands of attendees daily
- ◆ You can individualize stickers with your own design

Too long; didn't read? Just talk to us and we'll help you rock CloudFest!

Marketing Options

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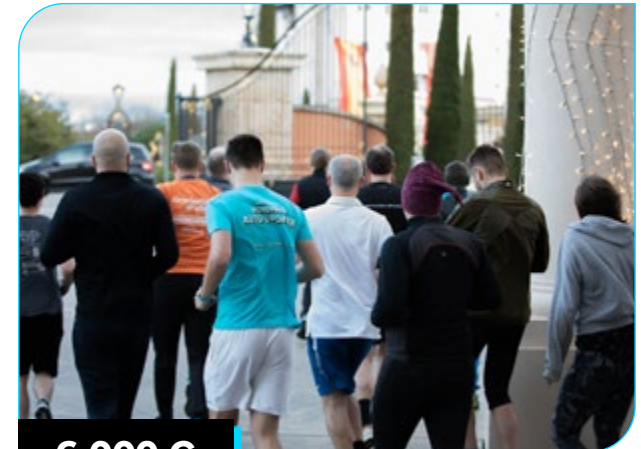
Wardrobe Tokens

- ◆ Branding of the Wardrobe paper tokens
- ◆ Beach Flag in front of wardrobe



Photo Booth

- ◆ Setting up of a photo box at one of the social events
- ◆ Branding of booth itself, digital picture frame, printed picture frame



Morning Fitness

- ◆ Sponsorship of the Morning Fitness activity happening daily in morning
- ◆ Fitness coach will guide through the program: running, stretching, exercises
- ◆ 30-60 min program every morning for anyone who is interested
- ◆ Branding: rollup, wristband, headband, mention in all communication around the Morning Fitness event

Marketing Options

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7,000 €

Napkins

- ◆ Custom branding on napkins
- ◆ Handed out to attendees at every coffee station and in selected lunch restaurant within the park



TBD €

Patio Lounge

- ◆ Create your own small lounge area outside next to the entrance areas of CloudFest 2026.
- ◆ CloudFest team will move a mobile bar in the afternoon hours to this area
- ◆ Branding and set up consists of Beach Flags, deck chairs and walkway signages



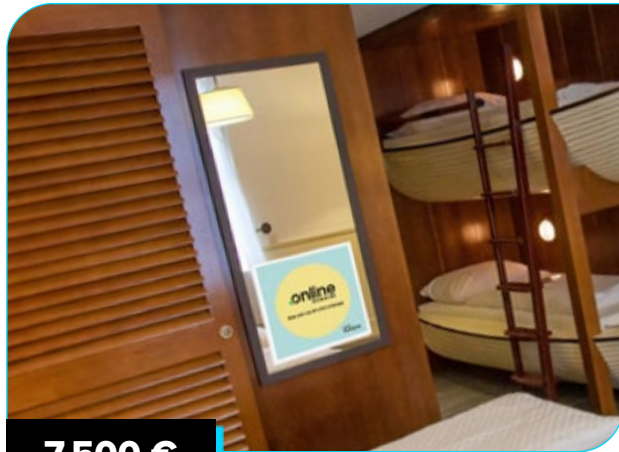
7,500 €

Park Attractions

- ◆ Branding of the entrances of the open rollercoasters
- ◆ Mention as park attraction sponsor event-wide
- ◆ Operation hours of rollercoasters during lunch break
- ◆ Optional: Handing out of giveaways after the rides

Marketing Options

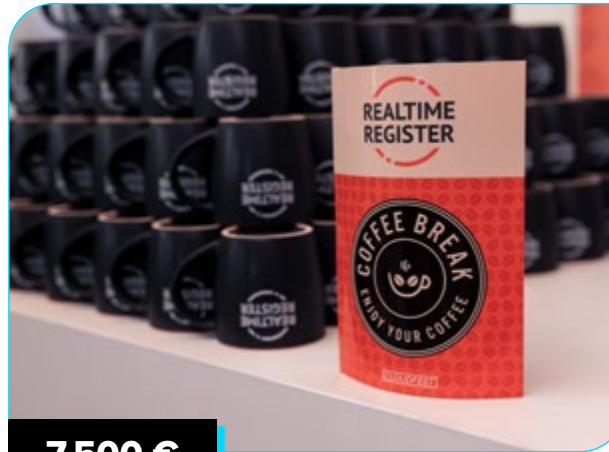
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7,500 €

In-Room Mirror Branding

- ◆ A sticker showcasing your logo/artwork will be attached to the bathroom mirror in every EP hotel room (+1,100 rooms)
- ◆ All attendees staying in the event hotels will see this branding



7,500 €

Coffee Breaks

- ◆ Exclusive branding of all coffee breaks in the Cloud Fest area
- ◆ Mentioning of your sponsorship in the official agenda and through announcements of our moderators
- ◆ Rollups and table display of sponsor logo in coffee break locations



7,500 €

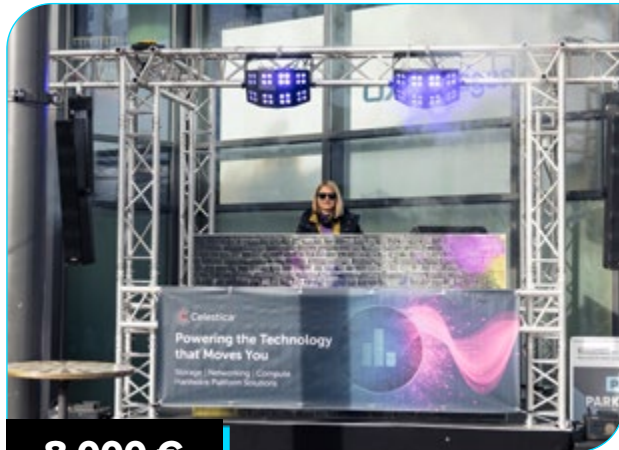
Fair Promotion

- ◆ Purchase of a license that allows you to have your own hostesses walk around the fair area
- ◆ Only companies who purchased Fair Promotion are allowed to have floor staff in action
- ◆ 1 hostess included in Fair Promotion

... Or you can just tell us what your brand goals are, and we'll guide you from there!

Marketing Options

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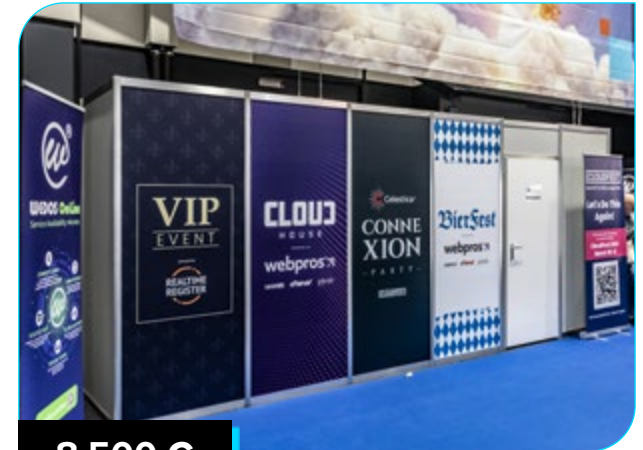
Main Entrance DJ Stage

- ◆ Branding of DJ booth in front of main entrance
- ◆ Visible all day, even when the DJ is not spinning
- ◆ Announcement of your DJ sponsorship on social media



Lunch Break

- ◆ Exclusive sponsorship of all lunch breaks at CloudFest
- ◆ Mentioning of the lunch sponsor and lunch break in all relevant communications
- ◆ Entrance of all lunch restaurants will be branded
- ◆ Rollups and table displays carrying your logo will be placed on every table in all lunch restaurants



Branding Wall in Fair Area

- ◆ Branding of 10m advertising wall inside the exhibition area
- ◆ Same elements as the booth backwall branding
- ◆ Everyone will pass it multiple times per day

Marketing Options

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9,500 €

Pens

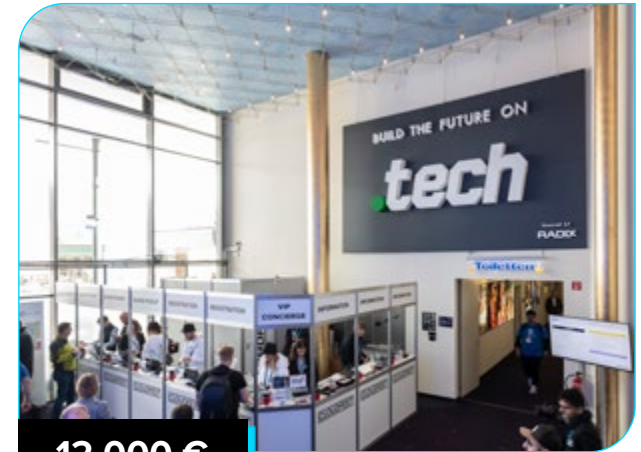
- ◆ Exclusive sponsorship of CloudFest pens
- ◆ Will be handed out in the session rooms and refilled every day
- ◆ Will be put into the event bags
- ◆ Distributed at the registration desk and handed out to every attendee



11,000 €

Karaoke Nights

- ◆ Sponsorship of the Karaoke Party
- ◆ Located next to Social Party Event Area
- ◆ Hundreds of people attending every night.
- ◆ Mainly attended as the »After-Party« go-to event
- ◆ Branding: rollups, drink vouchers, audio announcement before karaoke party



12,000 €

Registration Banner

- ◆ 5x5 meter advertising banner on the wall behind the registration desk
- ◆ Offered to Registration Partner first
- ◆ Production and installation is carried out by the CloudFest team
- ◆ Design will be provided by the partner

Marketing Options

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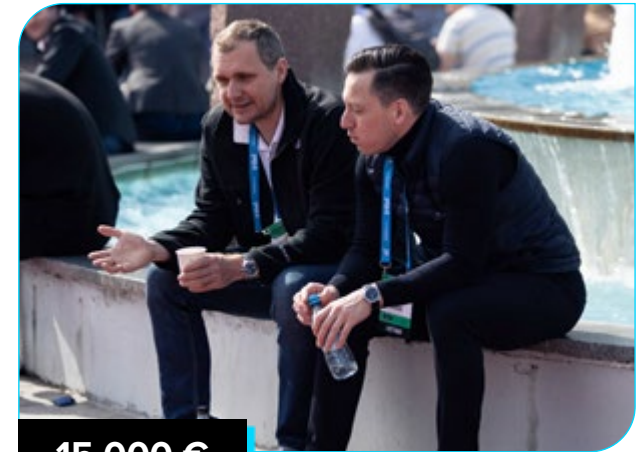
Breakout Stage Seat Branding

- ◆ A sticker carrying your company logo/artwork will be attached to the back of all seats in the Breakout Session Room
- ◆ Branding will be seen by every participant of any session for the entire duration of the conference
- ◆ All pictures of session rooms thus will include your branding



Cutout Letters

- ◆ Up to 1.5 meters high styrofoam letters that are placed in front of main entrance
- ◆ Logo can be displayed in color
- ◆ Perfect to showcase brand / product name



Welcome Drink

- ◆ Distribution of a small Welcome Drink in each room of the Europa-Park Hotels
- ◆ The item will be placed by the hotel staff prior to guest check-in
- ◆ Can be placed along with a letter from your CEO

Marketing Options

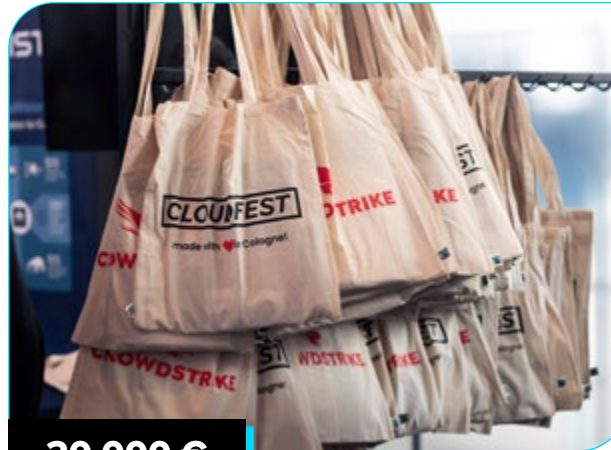
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15,000 €

Event Bags (Option 1)

- ◆ Provide your own branded event bags to the CloudFest Team
- ◆ We will handle packaging of event bag inserts
- ◆ Will be distributed to all attendees of CloudFest as the official event bag.
- ◆ Event Bag will contain essential attendee info and exclusive promotional offerings



20,000 €

Event Bags (Option 2)

- ◆ Your logo on cotton event bag of CloudFest.
- ◆ Will be distributed to all attendees of CloudFest as the official event bag.
- ◆ CloudFest team will handle packaging of event bag inserts
- ◆ Event Bag will contain essential attendee info and exclusive promotional offerings



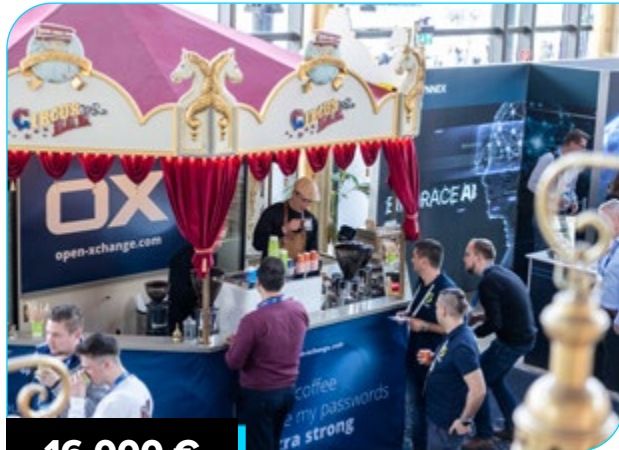
60,000 €

Event Bags (Option 3)

- ◆ High quality backpack with customized branding
- ◆ Will be distributed to all attendees of CloudFest as the official event bag.
- ◆ CloudFest team will handle packaging of event bag inserts
- ◆ Event Bag will contain essential attendee info and exclusive promotional offerings

Marketing Options

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Barista Café

- ◆ Sponsorship of the Barista cafe in the fair area
- ◆ Branding of counter and backwall of the Barista Cafe with logo/artwork
- ◆ Attendees are queueing for the barista's magic because it's the only station with freshly-brewed coffee



Hotel Keycards & Sleeves

- ◆ Exclusive sponsor of hotel keycards and sleeves
- ◆ All guests staying in the EP Hotels need to enter their rooms with these branded key cards
- ◆ Full customization of logo/artwork/message
- ◆ Branded Info Flyer will be put inside door slot



Keynote Stage Seat Branding

- ◆ A sticker carrying your company logo/artwork will be attached to the back of all seats in the Main Stage
- ◆ Branding will be seen by every participant of any session for the entire duration of the conference
- ◆ All pictures of session rooms thus will include your branding

Overwhelmed? We've got your back!

Marketing Options

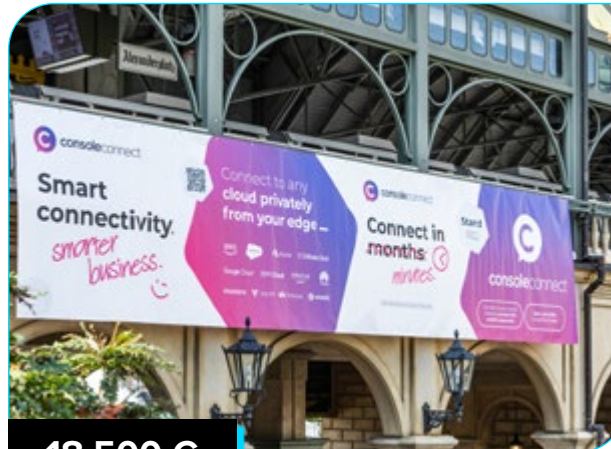
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18,000 €

Main Street Flags

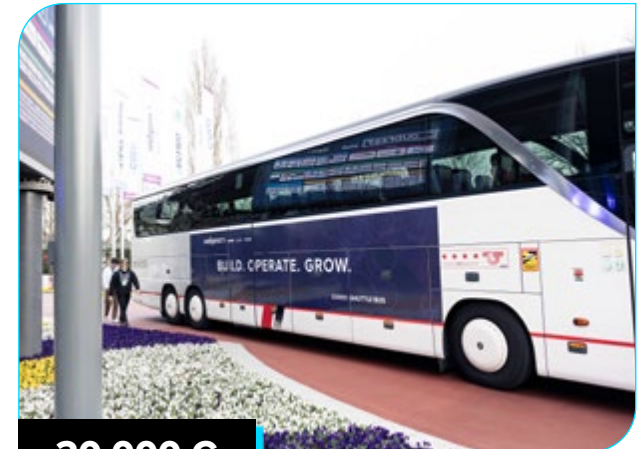
- ◆ Branding of all flags hanging in the connection between fair area and amusement park.
- ◆ Attendees will pass this street every day in order to get to park locations/lunch/session rooms/amusement park attractions
- ◆ Up to 20 flags carrying your artwork/logo



18,500 €

EP Express Station Branding

- ◆ Floor sticker, banner, hanging banner, beach flags carrying partner logo will be placed in entrance/exit area of the EP Express
- ◆ Every attendee staying in the EP Hotels or commuting to the restaurants will use the EP Express and notice your branding



20,000 €

Shuttle Bus

- ◆ Exclusive sponsorship of the shuttle buses transporting all attendees to the train station and selected hotels
- ◆ The entire side of each coach will be branded with your logo/artwork
- ◆ You can leave a promotional item/flyer on each seat
- ◆ Coaches will park in front of main entrance and thus also be visible for several hours of each day
- ◆ Logo will be placed on bus timetables

Marketing Options

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20,000 €

Arena Stage Naming Rights

- ◆ Re-naming of CloudFest 's breakout stage to your company name
- ◆ Sponsorship includes stage branding: both digital and analog
- ◆ Between sessions, your logo will be displayed on the screen
- ◆ Official event agenda indicates the sessions are held in re-named auditorium
- ◆ Mentioned event wide in pre- / post marketing and all communication



20,000 €

App Sponsor

- ◆ Your logo on the Welcome screen of the event app
- ◆ Welcome Text presented by Partner
- ◆ If possible: Design of app artwork in company corporate colors



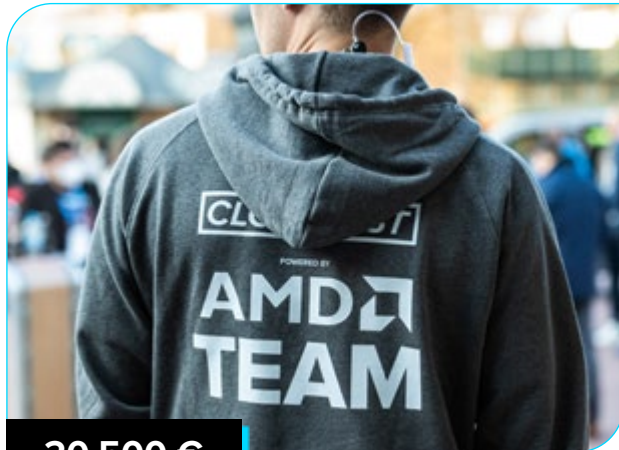
20,000 €

WIFI Sponsorship

- ◆ WiFi renamed to partner name
- ◆ Logged-in users can be directed on the partner's landing page
- ◆ Password created by partner
- ◆ Promotion as WiFi sponsor in all communication
- ◆ WiFi credentials will be printed out at registration and will be shown on signage in the Cloud Fair area

Marketing Options

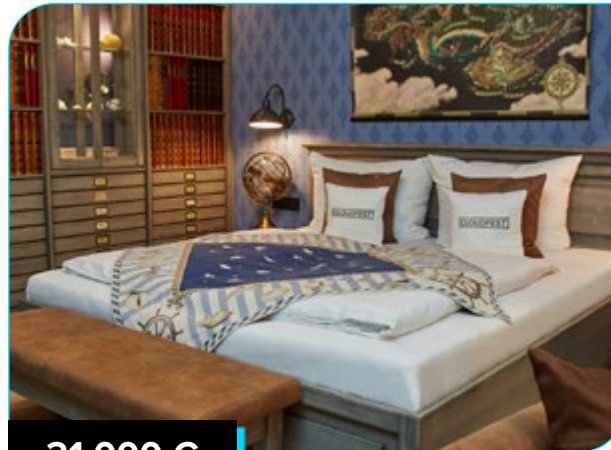
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20,500 €

Host/Hostess Outfits

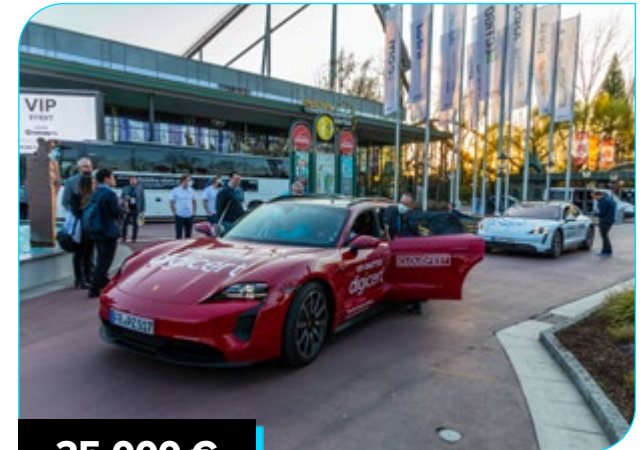
- ◆ Around 60 hosts and hostesses wearing your artwork/logo on their shirts
- ◆ Hosts/hostesses are active throughout the entire event area, in multiple areas at the same time
- ◆ Areas of positioning: Registration and Info desk, coffee stations, lunch stations, Cloud Fair area, social event locations



21,000 €

Pillow Sponsorships

- ◆ Get your logo on decoration pillows
- ◆ Pillows will also be designed in your corporate color
- ◆ Distribution in rooms of all Europa-Park hotels



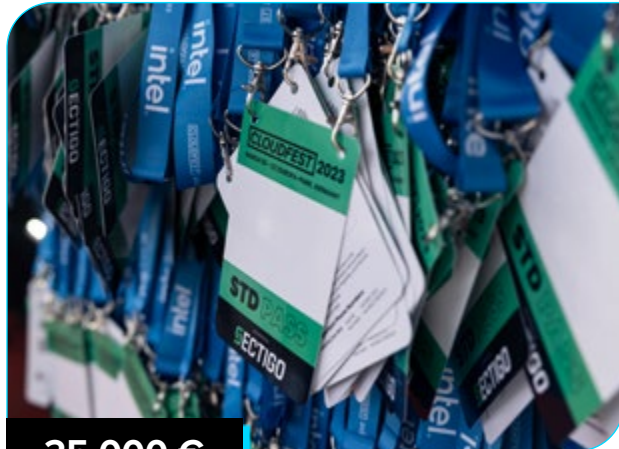
25,000 €

VIP Shuttle

- ◆ Exclusive branding of our VIP Shuttle fleet
- ◆ At least 7 cars will shuttle guests with VIP status
- ◆ Branding will be attached on the hood, head rests, and sides of the cars

Marketing Options

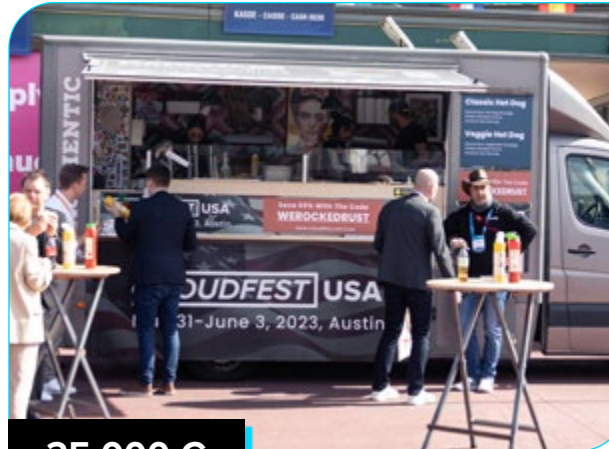
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25,000 €

Badges

- ◆ Exclusive sponsor of attendee badges
- ◆ All badges will feature sponsor's logo/artwork
- ◆ Will be carried by all attendees of CloudFest



25,000 €

Food Truck

- ◆ Sponsorship of one food station in the outside area
- ◆ Branded Beach Flags next to the station
- ◆ Logo on menu card and napkins
- ◆ Renaming of the dish to company name
- ◆ Longer opening hours than lunch restaurants



25,000 €

Pub Quiz / Night Talk

- ◆ Dedicated session in the atrium of a Europa-Park luxury hotel
- ◆ Fits a total of 200 people
- ◆ Format: panel discussion on stage, live and interactive
- ◆ Must be: Interesting topic possibly with high-quality guest speaker/panel participants
- ◆ Running hours: after social event

This is a lot, right? If you've had enough brochure reading, just get in touch!

Marketing Options

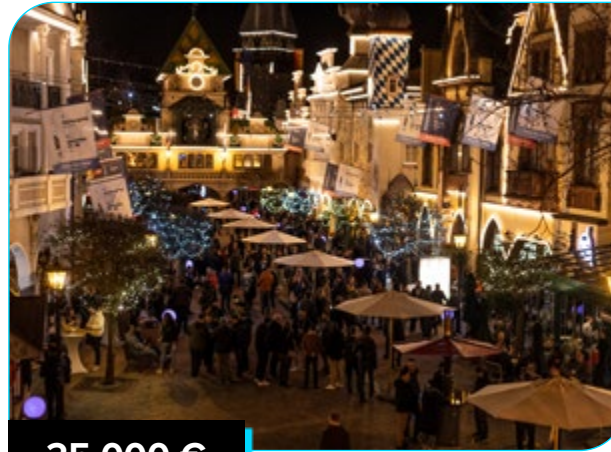
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25,000 €

VIP Event

- ◆ Sponsorship of the Tuesday Night Dinner for VIP Guests only
- ◆ VIP Dinner will happen in Colosseo Hotel Restaurant
- ◆ Entire event location will be branded with table displays, rollups, floor stickers, menu cards
- ◆ Format: Buffett dinner with performance acts walking around, entertaining event spirit
- ◆ Mention in all communication and in the agenda as sponsor
- ◆ Renaming networking event to your company name



25,000 €

Come2Gather Party

- ◆ Sponsorship of the Come2Gather Party in the main street of the Europa-Park
- ◆ Partner will be named in official agenda as the sponsor
- ◆ All acts (music, artists, etc) will be presented by partner
- ◆ Branding consists of rollups, banner, beach flags, table displays
- ◆ Can be combined with Main Street Super Package
- ◆ Renaming networking event to your company name



25,000 €

Hotel & Walkway Partner

- ◆ Branding of each atrium of the Europa-Park hotels
- ◆ Walkway and guidance signages within the park area are carrying your logo
- ◆ Two branding walls of 16m length will be installed in the Europa-Park

CLOUDFEST

March 23–26, 2026
Europa-Park, Germany

Marketing Options

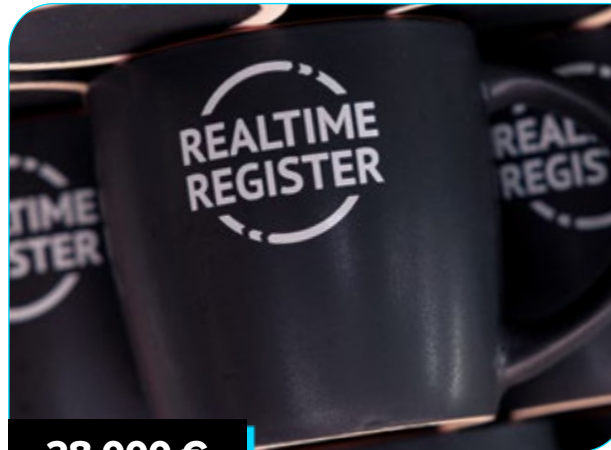
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25,000 €

StartUp Area

- ◆ Sponsorship of the 2026 StartUp Area
- ◆ Re-naming of the StartUp Area into Sponsors company name
- ◆ Wherever the StartUp Area is mentioned, we will refer to you as the Partner
- ◆ Huge impact in StartUp Agenda
- ◆ Jury Seat in pitch competition



28,000 €

Coffee Mugs

- ◆ Custom branding on ceramic coffee mugs
- ◆ Placed at all coffee break stations during every break on all days
- ◆ Exclusivity: no other coffee mugs available
- ◆ Huge branding impact as all attendees use your mugs and many take them home



30,000 €

Bar Colosseo

- ◆ Sponsorship and branding of the main bar of CloudFest
- ◆ Located on top floor of main event hotel
- ◆ Crowded till the early morning on all event days
- ◆ Branding includes pillar wraps, candle covers, window sticker, rollups, L-banner in front of entrance, beer mats

Still haven't found what you're looking for? Give us a call or send us an email!

Marketing Options

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30,000 €

BierFest

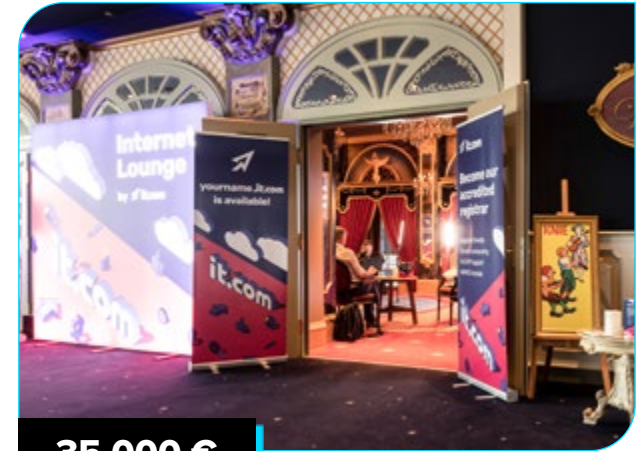
- ◆ Partner will be named in official agenda as the sponsor
- ◆ Official Closing Party of CloudFest
- ◆ Music acts will be presented by partner
- ◆ Branding consists of rollups, banner, flags, table displays, branded beer hats
- ◆ Renaming networking event to your company name



35,000 €

Registration Partnership

- ◆ Branding of the online Registration system with logo & slogan
- ◆ Content in e-mail confirmation to all registered attendees
- ◆ Content in hotel booking confirmation for everyone staying in Europa-Park hotels
- ◆ Highlighting of sponsor as Registration Partner in event publications
- ◆ On-site: Branding of entire Registration Desk



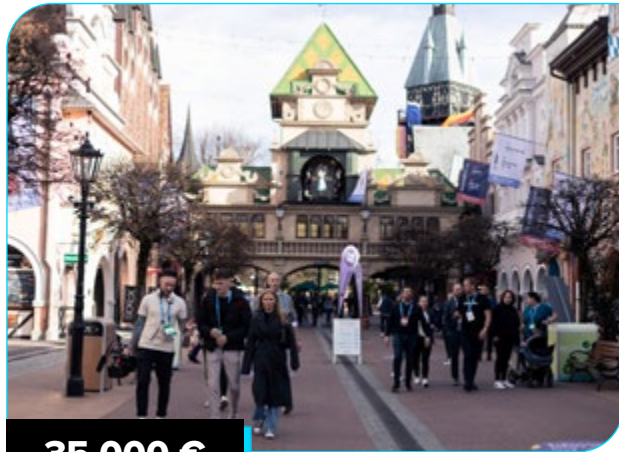
35,000 €

Internet Lounge

- ◆ Sponsorship of the most attended resting/networking area
- ◆ Massive branding opportunities - super-sized window sticker, rollups, etc.
- ◆ Renaming of Internet Lounge to your company name
- ◆ Option to have your own small touchpoint within the lounge

Marketing Options

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35,000 €

Main Street Super Package

- ◆ Includes the Main Street Flags Sponsorship
- ◆ Additional Branding: Garland across the buildings on the Main Street
- ◆ Branded Balloon Stations will be placed across the Main Street
- ◆ Carpet in corporate color will be spread out
- ◆ 16m branding wall across the Main Street monorail station



40,000 €

Executive Dinner

- ◆ Sponsorship of one of our daily Executive Dinners at CloudFest
- ◆ Invitation-only event (up to 35 pax)
- ◆ CloudFest will help to invite executives from your target audience
- ◆ Target group is CXO / Senior Management only
- ◆ Partner as host of the dinner



44,000 €

Main Entrance Super Package

- ◆ Digital advertising space on the massive LED screen overseeing the main entrance area of CloudFest 2026 and the Europa-Park.
- ◆ Video and graphics are played in a loop all day long
- ◆ Branding of the outside area in front of the main entrance

Marketing Options

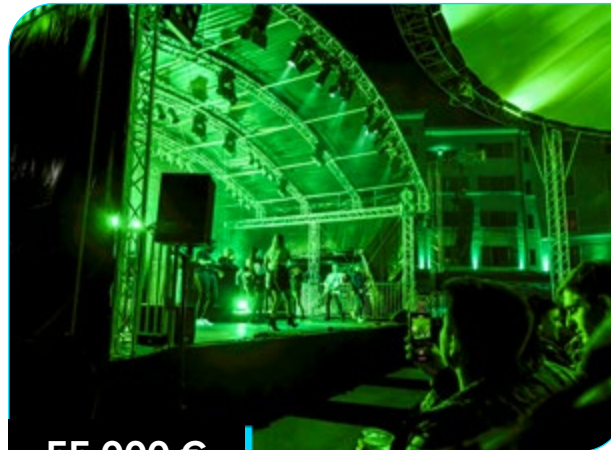
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50,000 €

Keynote Stage Naming Rights

- ◆ Re-naming of CloudFest's main auditorium to your company name
- ◆ Sponsorship includes stage branding: both digital and analog
- ◆ Between sessions, your logo will be displayed on the screen
- ◆ Official event agenda indicates the sessions are held in re-named auditorium
- ◆ Mentioned event wide in pre-/post marketing and all communication



55,000 €

St. Patrick's Power Party

- ◆ Partner appears as the main sponsor in all communication
- ◆ Branding: stage branding, multiple banner in event location, outdoor branding, beer mats
- ◆ Location: Piazza of Hotel Colosseo
- ◆ Only official networking event happening on this day - everyone will show up and party
- ◆ Dedicated partner area can be arranged next to the stage
- ◆ Renaming networking event to your company name



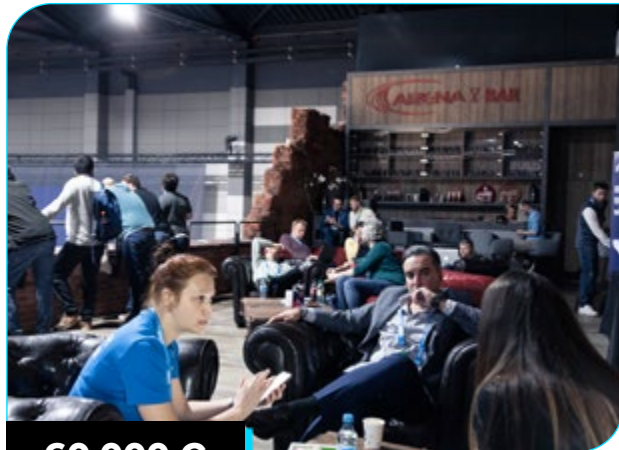
60,000 €

Lanyards

- ◆ Exclusive sponsorship of all lanyards at CloudFest
- ◆ Lanyard will be designed in your corporate color
- ◆ Logo/artwork will be branded multiple times on the lanyard
- ◆ All attendees of CloudFest will wear it around their neck

Marketing Options

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60,000 €

Balcony Lounge

- ◆ Branding of the balcony located above the exhibition area
- ◆ Usage of entire balcony for yourself
- ◆ Multiple flags and banners will be attached or hung on/from the balcony to be seen everywhere in the exhibition area
- ◆ Best view over the exhibition area
- ◆ Potential to create an own separate »invite-only« area
- ◆ Balcony has a bar that opens in the afternoon



60,000 €

ConneXion Party

- ◆ Partner will be named in official agenda as the sponsor
- ◆ Main Party at CloudFest
- ◆ Music acts will be presented by partner
- ◆ Branding consists of rollups, banner, flags, table displays
- ◆ Dedicated partner area can be arranged next to the stage to exclusively serve partner-invited guests
- ◆ Renaming networking event to your company name



70,000 €

VIP Lounge

- ◆ Only VIPs have access to the lounge
- ◆ Only area where people can rest in the fair area with an open bar and snacks all day long
- ◆ Entire Lounge will be branded in corporate color lighting, rollups, table displays, gobo projection on the wall
- ◆ Highlighted as VIP lounge sponsor in all communication
- ◆ Everyone who enters will be scanned and the partner will receive the leads after the event

Marketing Options

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TBA

Hackathon

- ◆ Participate in the 2026 CloudFest Hackathon and support the open-source community
- ◆ Attract potential new employees and connect with development teams from other tech experts in the industry
- ◆ Inquire to receive our dedicated Hackathon Booklet to find the perfect project for you

Customized Opportunities

Do you have an idea yourself that is not yet listed above?
We will do our best and try to realize everything you have in mind

Lets discuss all the options!





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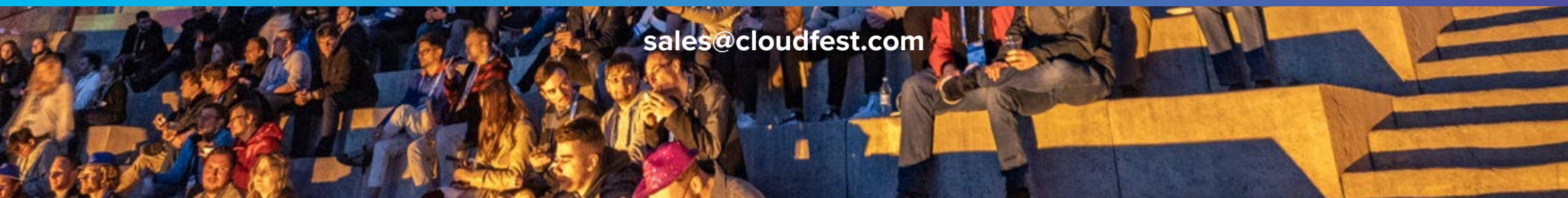
If you have any questions about your partnership or concerning the events in general, we will be happy to assist you.

For further information please visit
www.cloudfest.com



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sales@cloudfest.com