

Sponsorship Add-Ons

Boost Your Visibility
at D-Congress





D Congress
by Svensk Handel

D-Congress 2027 | March 10-11 | Swedish Exhibition & Congress Centre | Gothenburg

Contact and more information:
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Main Stage Video Sponsorship Stage Icons

Take the spotlight on one of D-Congress main stages

Showcase your brand in a premium setting with maximum impact as your message is played just before every session on one of our two largest and most important stages. This is where the key conversations happen and where your brand becomes part of the experience.

Sponsorship Includes:

- Location: Stage Icons (Congress Hall)
- 2 sessions per day (max. 1500 attendees per session)
- Sponsor logo displayed on digital program signage outside the main stage

Exposure:

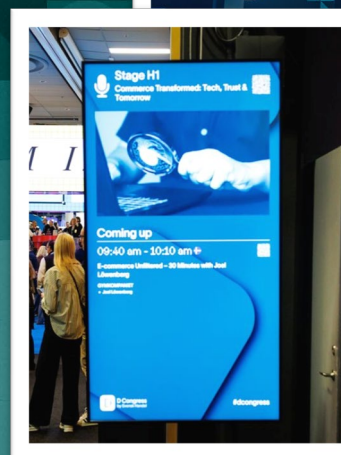
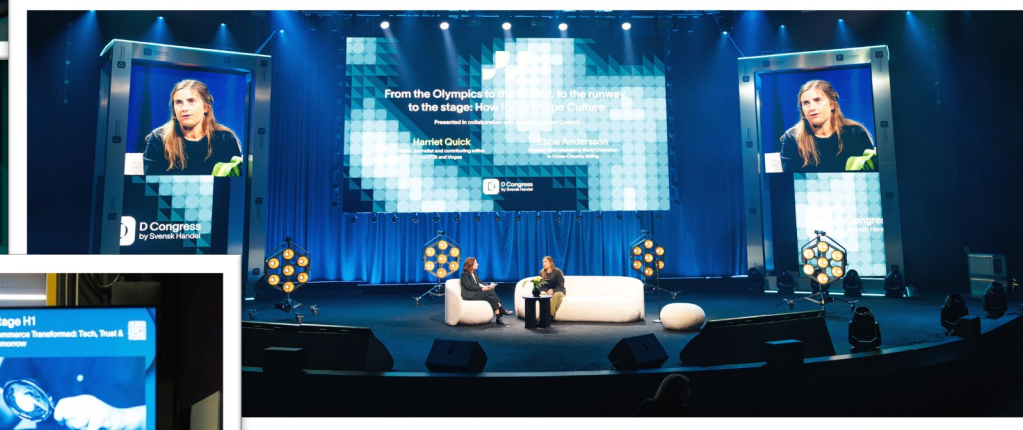
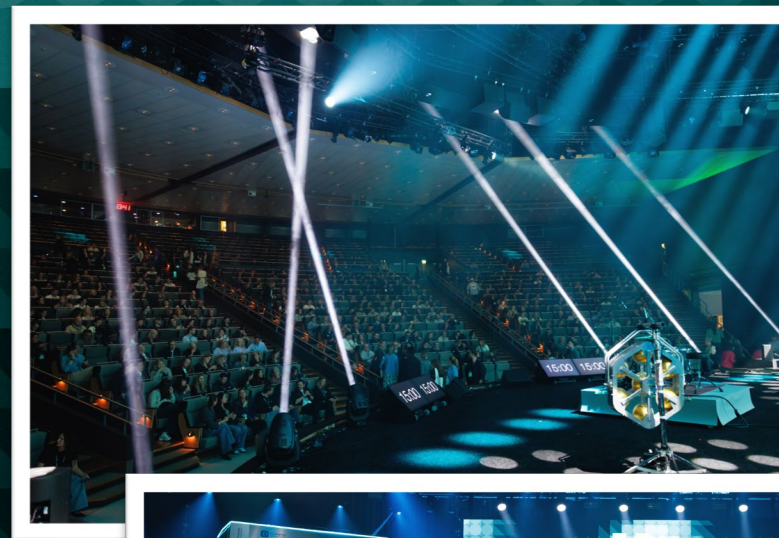
- 30-second promo video shown before each session
- Followed by a 30-second Svensk Handel video.

All content is subject to approval

SEK 125,000 excl. VAT

Double rate for non-exhibitors

SH



Main Stage Video Sponsorship Powering Fandom

Take the spotlight on one of D-Congress main stages

Showcase your brand in a premium setting with maximum impact as your message is played just before every session on one of our two largest and most important stages. This is where the key conversations happen and where your brand becomes part of the experience.

Sponsorship Includes:

- Location: Powering Fandom (F4)
- 10 sessions (max. 600 attendees per session)
- Sponsor logo displayed on digital program signage outside the main stages

Exposure:

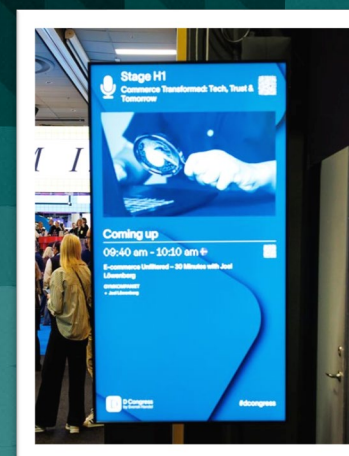
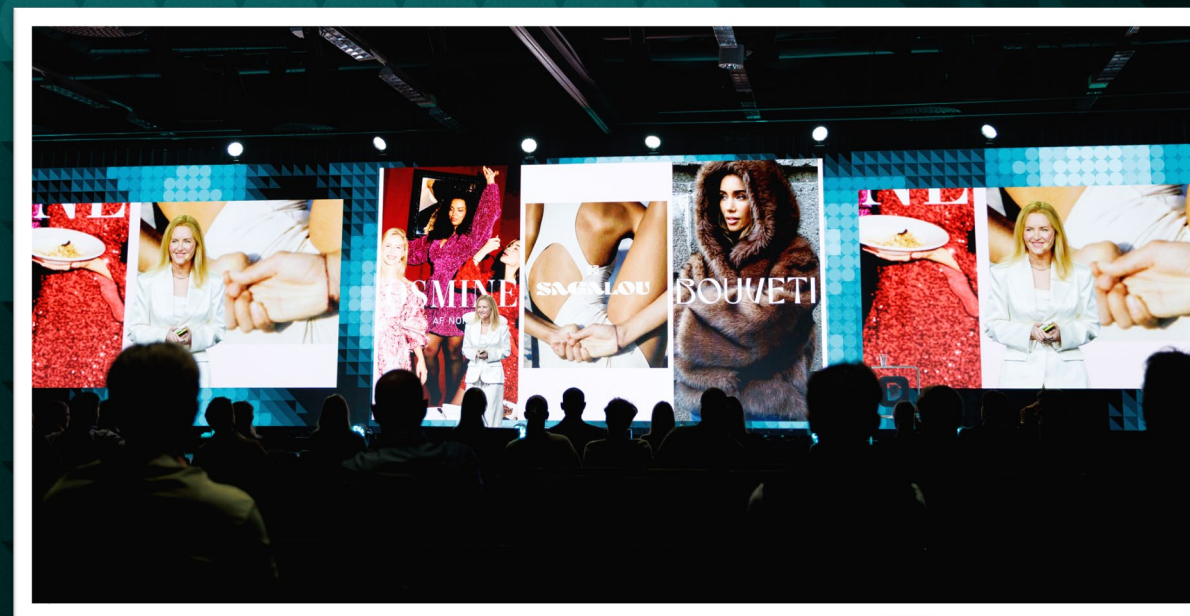
- 30-second promo video shown before each session
- Followed by a 30-second Svensk Handel video.

All content is subject to approval

SEK 125,000 excl. VAT

Double rate for non-exhibitors

SH



Coffee Lounge Sponsorship

Step into the spotlight and make your brand a part of this inviting space

We will create the perfect environment for attendees to relax, network, and recharge. All while keeping your brand highly visible, front and center.

Sponsorship Includes:

- Strategic locations
- Fully furnished seating lounge - ready to welcome guests
- Two fridges for beverages of your choice (beverages not included)
- Barista service with freshly prepared coffee
- Company logo displayed on overhead banner in the lounge and coffee area
- Option to assign one company representative or host to welcome and scan visitors at the coffee station

Additional Options:

Should you wish to complement the coffee offering with additional items, this can be arranged at an extra cost, covered by the sponsor. The same applies to the beverages supplied for the fridge.

Visibility Period:

Wednesday: 09:00 - 17:00

Thursday: 09:00 - 18:30

SEK 150,000 excl. VAT

Double rate for non-exhibitors



Digital Screens Sponsorship

Own the moment

Keep your brand visible throughout the D-Congress experience. Positioned at high-traffic touchpoints across the venue, this sponsorship places your message in the heart of the attendee journey, creating repeated exposure and lasting brand recognition among retail decision-makers.

Sponsorship Includes:

- Visibility across 5 screens
- Content displayed in a 5-second rotation, alongside a maximum of 4 other sponsors
- Content can be dynamic/motion-based and is to be delivered by the sponsor according to the specified screen dimensions

Location:

High-traffic touchpoints at D-Congress

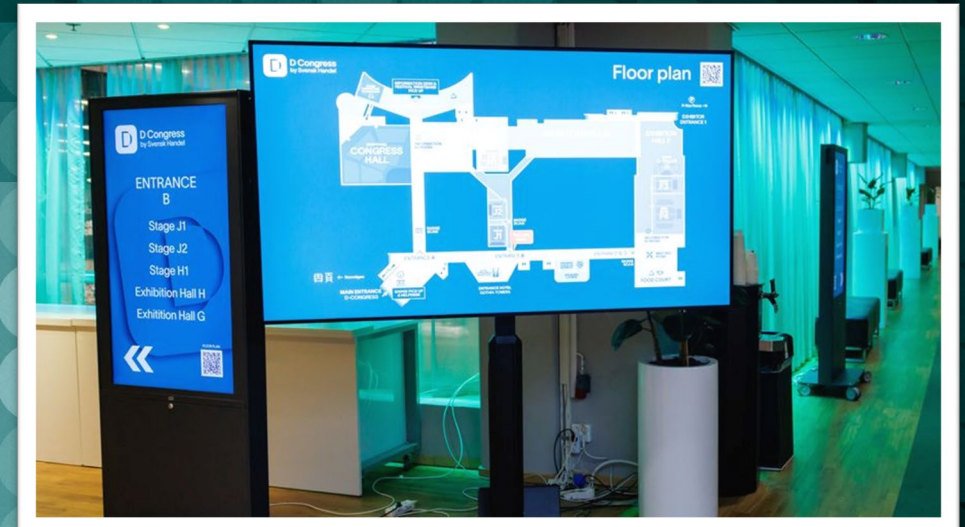
Visibility Period:

Wednesday: 09:00 - 17:00

Thursday: 09:00 - 18:30

SEK 25,000 excl. VAT

Double rate for non-exhibitors



Badge Lanyard Sponsorship

Visible branding throughout the event

The badge lanyard is a functional element used by all attendees during the entire conference. As a sponsor, your brand will be clearly visible in meeting rooms, exhibition areas, networking sessions, and social activities.

This sponsorship offers consistent exposure by integrating your brand into a natural part of the event experience, ensuring visibility without interrupting or competing for attention.

Sponsorship Includes:

- Sponsor logo featured on all attendee lanyards, alternating with the official D-Congress logo
- Participants wear the sponsor's logo throughout the event, ensuring constant exposure

Visibility Period:

Wednesday: 09:00 - 17:00

Thursday: 09:00 -18:30

SEK 175,000 excl. VAT
Double rate for non-exhibitors

RERERVED



Restroom Advertising Sponsorship

Turn everyday moments into high-impact brand exposure

With strategic placements in key restroom locations, your brand is guaranteed maximum visibility in a space where attendees cannot miss your message.

Sponsorship Includes:

- Prominent placement on doors and mirrors in restrooms during D-Congress
- Restrooms located in: Congress Foyer, H-Hall and Expo-Hall
- Print and mounting are included, making it easy and hassle-free for the sponsor

Visibility Period:

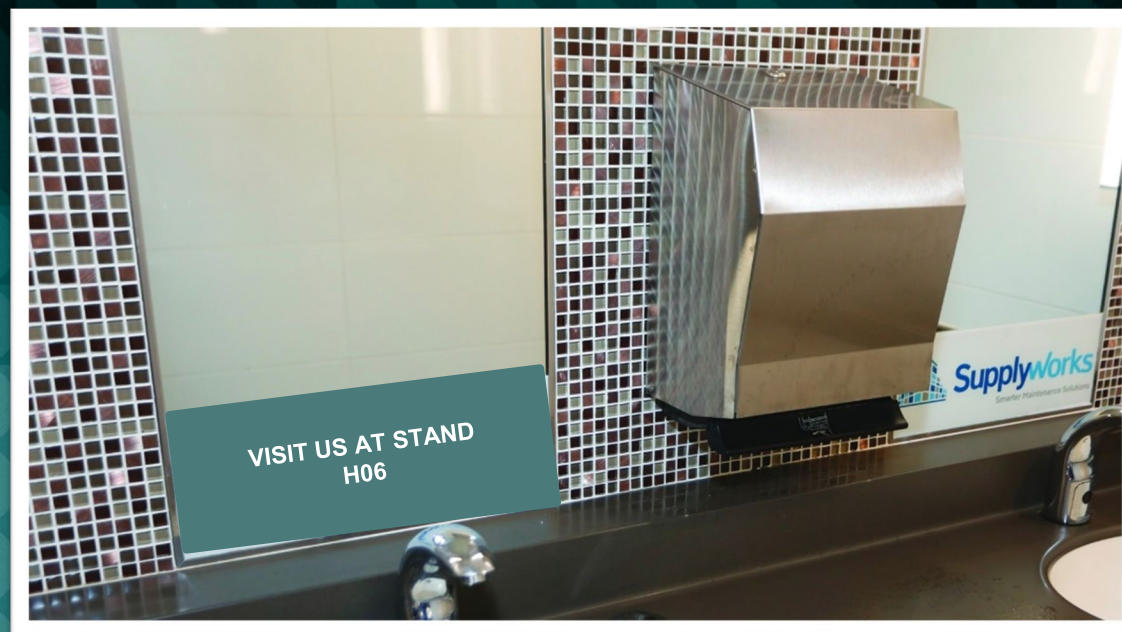
Wednesday: 09:00 - 17:00

Thursday: 09:00 - 23:00

(18.30 - 23.00 Congress Foyer only during the Festival)

SEK 85,000 excl. VAT
Double rate for non-exhibitors

BOOKED



D-Congress Wardrobe Sponsorship

Gain consistent visibility by sponsoring the wardrobe

A key service used by a large share of attendees throughout both days. This sponsorship provides repeated brand exposure in a practical context, ensuring your presence is seen multiple times by visitors. With branding opportunities across signage, staff apparel, and digital directions, this package creates a natural and integrated brand touchpoint while supporting an essential part of the event experience.

Sponsorship Includes:

- Printed sign above the wardrobe area, print and mounting are included
- Possibility to provide branded T-shirts for wardrobe staff
- Logo exposure on a digital signage directing visitors to the wardrobe
- Area for giveaways and the option to set up a backdrop and table etc.

Location:

Main entrance at Svenska Mässan

Visibility Period:

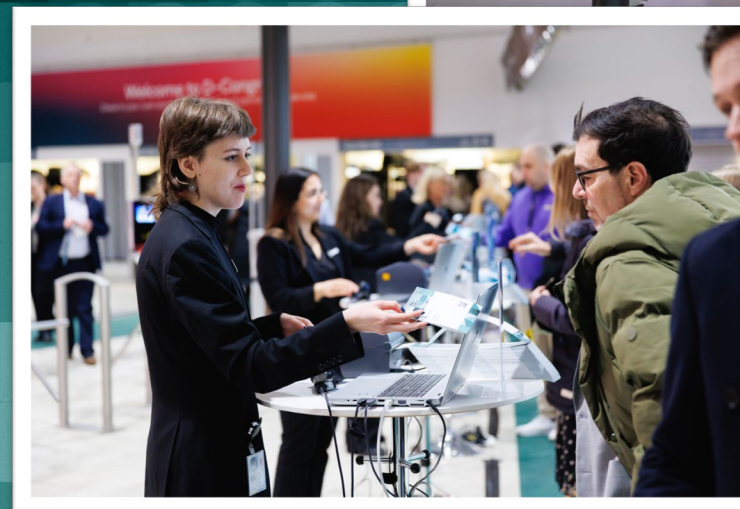
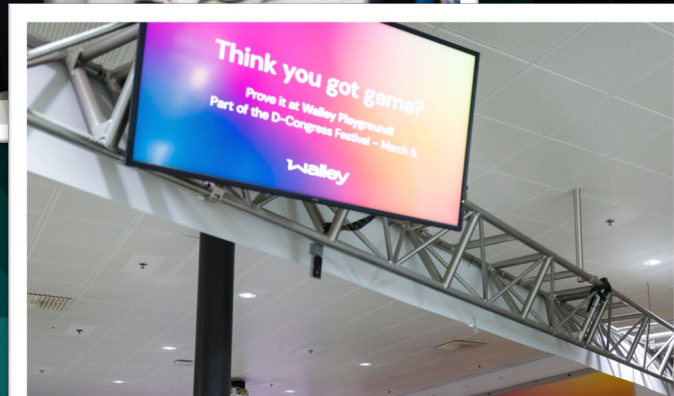
Wednesday: 09:00 - 17:00

Thursday: 09:00 - 03:00

The wardrobe remains open throughout the Festival and the Late Night Party until 03:00, ensuring continuous visitor interaction and extended brand exposure.

SEK 125,000 excl. VAT
Double rate for non-exhibitors

RERERVED



SH

D-Congress After Work Sponsorship

When day one ends, the networking continues

The official D-Congress After Work brings attendees together in a relaxed setting to continue conversations, strengthen relationships, and create new business opportunities. As sponsor, your brand becomes a visible part of an evening dedicated to meaningful connections.

Sponsorship Includes:

- 100 branded drink tickets valid at Restaurant Corner (1 ticket = 1 beer, wine, or non-alcoholic beverage)
- Information and logo displayed on digital screens during the closing hours of D-Congress on Wednesday
- Sponsor logo included whenever the After Work are mentioned across:
 - Official website
 - Newsletters
 - Social media
- **Location:**
Restaurant Corner at Svenska Mässan - conveniently located in the same building as the main venue

As a sponsor, you have the exclusive opportunity to elevate the experience by booking your own entertainment - whether it's a live band, DJ, or interactive activities.

Visibility Period:

Wednesday: 16:45 - 19:00

After work: 17:00 – 19:00

125,000 excl. VAT

Double rate for non-exhibitors



SH

D-Congress FESTIVAL

Festival Sponsorship

Be part of the retail industry's most exciting new tradition.

For the first time ever, D-Congress ends with a full-scale Festival experience - a vibrant night of live acts, DJ sets, and unforgettable moments. With thousands of industry professionals in attendance, this is where the D-Congress experience continues after dark.

Position your brand at the heart of the action with one of our exclusive sponsorship packages.

[D-Congress Grand Finale | Join us →](#)

The official music-driven finale of D-Congress



Date

March 11, 2027

Time

18:30 - 23:00

Venue

Festival area
Svenska Mässan, Gothenburg

Format

2 curated Live stages + Live acts + DJs + Lounge + Late Night Party

Audience

E-commerce and tech leaders, creatives and innovators



Core Stage Sponsor

Be the headline brand

The Core Stage in the Congress Hall is where the biggest acts perform, and your brand takes center stage. As Core Stage Sponsor, you receive maximum visibility and exclusive recognition, ensuring your brand is seen by attendees throughout the Festival and associated with the evening's main entertainment experiences.

Sponsorship Includes:

- Prime logo placement displayed prominently on the Core Stage
- Sponsor logo on large digital program boards during the Festival
- 100 drink tickets valid at all bar areas during D-Congress Festival (1 ticket = 1 beer, wine, or non-alcoholic beverage)
- Sponsor company logo on the Festival map
- Sponsor logo featured in the Festival programme, on-site and online
- Sponsor logo included whenever the Festival or Core Stage artists are mentioned across:
 - Official website
 - Newsletters
 - Social media

Take the spotlight, where the biggest names and biggest moments happen.

SEK 195,000 excl. VAT
Double rate for non-exhibitors

BOOKED



Node Stage Sponsor

Own the rhythm of Node Stage

The Node Stage on the lower level of the D-Congress Festival is where entertainment, networking and experiences come together. Located alongside the Food Court, Festival Bar and Karaoke Room, it attracts attendees throughout the evening. As Node Stage Sponsor, your brand receives exclusive stage branding and prominent visibility.

Sponsorship Includes:

- Prime logo placement displayed prominently on the Node Stage
 - Sponsor logo on large digital program boards during the Festival
 - 100 drink tickets valid at all bar areas during D-Congress Festival (1 ticket = 1 beer, wine, or non-alcoholic beverage)
 - Sponsor company logo on the Festival map
 - Sponsor logo featured in the Festival programme, on-site and online
-
- Sponsor logo included whenever the Festival or Node Stage artists are mentioned across:
 - Official website
 - Newsletters
 - Social media

Let your brand move with the music - and be where the next big thing unfolds.

SEK 125,000 excl. VAT

Double rate for non-exhibitors



Festival Wristband & Welcome Drink Sponsor

Be worn, seen, and remembered.

The festival wristband isn't just entry – it's a badge of belonging. As the exclusive sponsor, your logo is literally in the hands of all attendees for the entire duration of D-Congress. Pair that with the official welcome drink and your brand becomes the opening toast of the night.

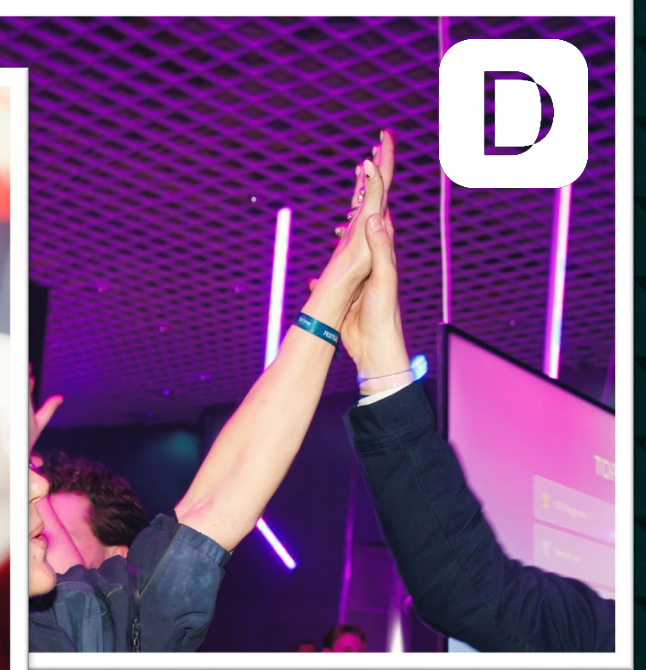
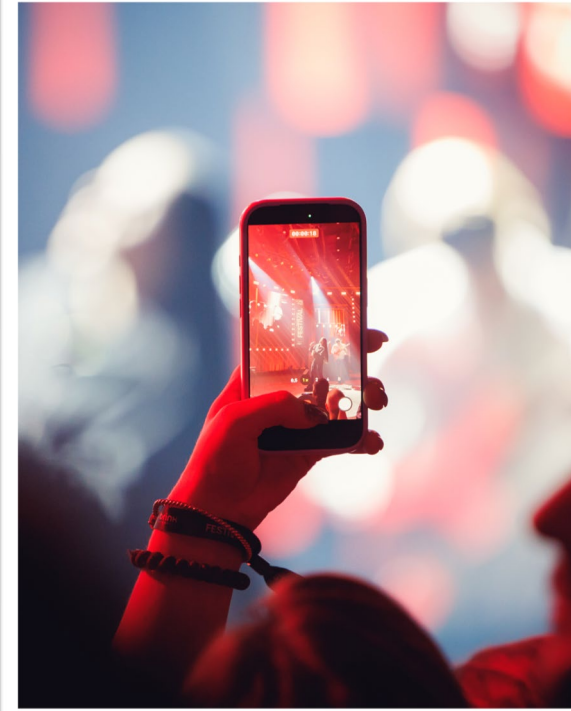
Sponsorship Includes:

- Logo on all wristbands (co-branded with D-Congress Festival)
 - Wristbands handed out at check-in - worn throughout the full D-Congress experience
- Prominent logo on large digital program signage at the Festival
- Sponsor of the official welcome drink
- Sponsor logo whenever the Festival are mentioned across:
 - Official website
 - Newsletters
 - Social media

Position your brand where engagement is strongest - where shared experiences create lasting memories.

SEK 225,000 excl. VAT

Double rate for non-exhibitors



Food Court Sponsorship

Fuel every conversation

The Food Court is where conversations begin, relationships are built, and the entire D-Congress community comes together. From busy lunch hours to the Festival dinner, your brand becomes part of every shared meal and networking moment, placing you at the center of the attendee experience. Throughout D-Congress, the Food Court hosts lunch service on both Wednesday and Thursday. On Thursday evening, it transforms into the setting for the D-Congress Festival Food Court.

Sponsorship Includes:

- Company logo displayed on Food Court station signage
- Logo featured on food and beverage menus on-site and online
- Logo displayed on two digital screens within the Food Court
- Logo included on large digital program boards during the Festival
- 10 branded table displays positioned throughout the seating area, providing visibility throughout both daytime and evening activities
- Sponsor company logo on the Festival map
- Sponsor logo whenever the Festival is mentioned across:
 - Official website
 - Newsletters
 - Social media

Visibility Period:

- **Wednesday:** All day with peak visitor traffic during lunch 11:30–13:30
- **Thursday:** Half day with peak visitor traffic during lunch 11:30–13:30
(The Food Court will close this part of the event area at 13:30 in preparation for the D-Congress Festival)
- **Thursday Festival:** Festival food served between 18:30–22:00

SEK 175,000 excl. VAT

Double rate for non-exhibitors



Foyer Bar Sponsor

Pour your brand into every toast

The Foyer Bar, located just outside the Core Stage and adjacent to the Gaming Area and dance floor with live DJ entertainment, is a natural meeting place throughout the Festival evening. As Foyer Bar Sponsor, your brand becomes part of an environment where attendees gather to connect, continue conversations and enjoy the Festival experience.

Sponsorship Includes:

- The bar is named after your company, (e.g. "The X Bar")
- Sponsor logo on the bar
- Sponsor company bar-name on the Festival map
- Sponsor logo on large digital program boards during the Festival
- 10 foil-wrapped tables with logo
- 2 Backlit lightbox wraps with custom sponsor messaging
- 100 branded drink tickets valid in your sponsored bar
- (1 ticket = 1 beer, wine, or non-alcoholic beverage)

- Sponsor logo whenever the Festival is mentioned across:
 - Official website
 - Newsletters
 - Social media

Raise a glass - and let your brand be the flavor of the evening!

SEK 125,000 excl. VAT

Double rate for non-exhibitors



Congress Hall Bar No. 1 Sponsor

Tap into the energy of the night.

Positioned in the buzzing Congress Hall, the bar brings people together around sound, movement, and good vibes. As a sponsor, your brand gets prime placement in one of the Festival's most visited social spots - with dedicated signage and brand recognition whenever the bar is highlighted.

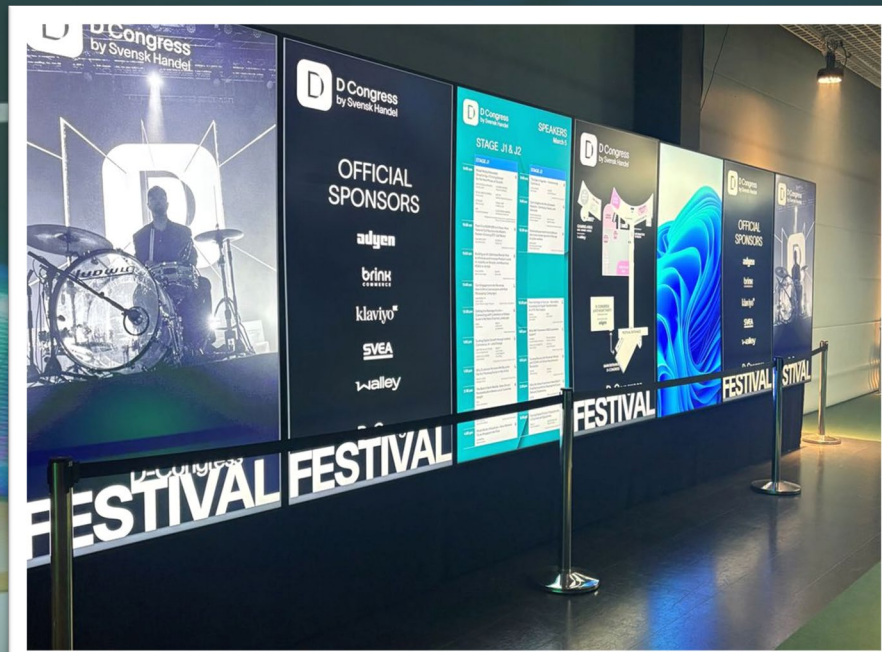
Sponsorship Includes:

- The bar is named after your company, (e.g. "The X Bar")
- Sponsor logo on the bar
- Sponsor company bar-name on the Festival map
- Sponsor logo on large digital program boards during the Festival
- 10 foil-wrapped tables with logo
- 2 Backlit lightbox wraps with custom sponsor messaging
- 100 branded drink tickets valid in your sponsored bar (1 ticket = 1 beer, wine, or non-alcoholic beverage)
- Sponsor logo whenever the Festival is mentioned across:
 - Official website
 - Newsletters
 - Social media

Raise a glass – and let your brand be the flavor of the evening.

SEK 125,000 excl. VAT
Double rate for non-exhibitors

BOOKED



Congress Hall Bar No. 2 Sponsor

Tap into the energy of the night.

Positioned in the buzzing Congress Hall, the bar brings people together around sound, movement, and good vibes. As a sponsor, your brand gets prime placement in one of the Festival's most visited social spots, with brand recognition whenever the bar is highlighted.

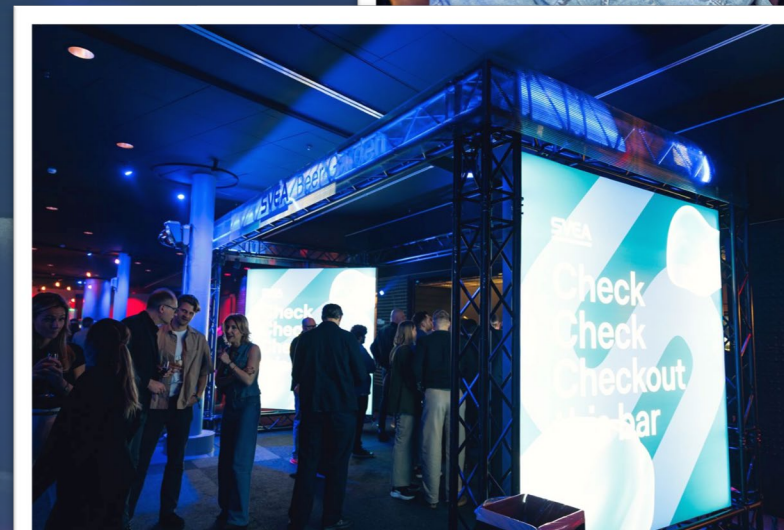
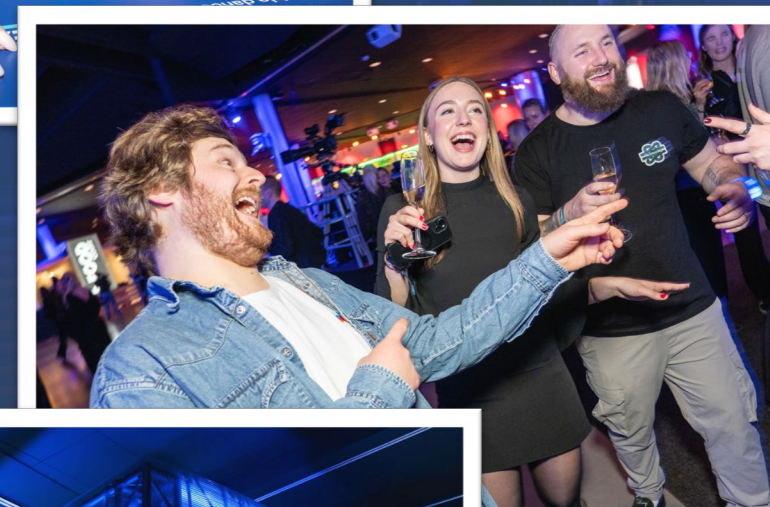
Sponsorship Includes:

- The bar is named after your company, (e.g. "The X Bar")
- Sponsor logo on the bar
- Sponsor company bar-name on the Festival map
- Sponsor logo on large digital Festival program boards
- 2 Backlit lightbox wraps with custom sponsor messaging
- Logo on foil-wrapped tables
- 100 branded drink tickets valid in your sponsored bar (1 ticket = 1 beer, wine, or non-alcoholic beverage)
- Sponsor logo whenever the Festival is mentioned across:
 - Official website
 - Newsletters
 - Social media

Raise a glass – and let your brand be the flavor of the evening.

SEK 125,000 excl. VAT
Double rate for non-exhibitors

RERERVED



Gaming Area Sponsorship

Where play meets presence.

Step into the fun. The Gaming Area is an interactive zone where challenges, dance floor, live DJ entertainment and spontaneous moments of joy bring the crowd together. As the exclusive sponsor, your brand becomes part of the action - in a space that invites participation, laughter, and sharing.

Sponsorship Includes:

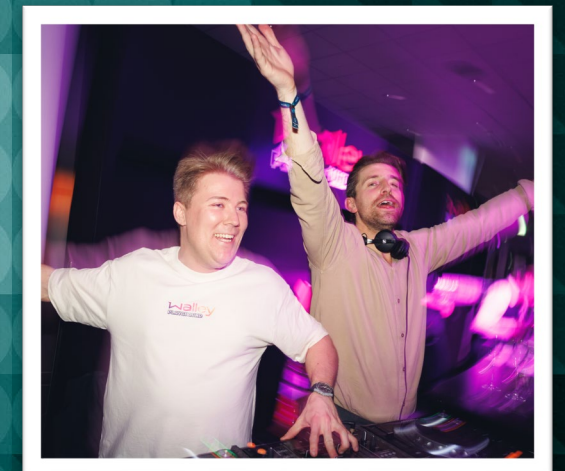
This area is located in the festival foyer.

- 5-game challenge zone with gaming information signs
- Sponsor logo on large digital program boards during the Festival
- DJ equipment and dance floor lighting
- Logo displayed on four overhead screens
- Bar with your logo
- Sponsor company logo on the Festival map
- 100 branded drink tickets valid in your sponsored bar (1 ticket = 1 beer, wine, or non-alcoholic beverage)
- Sponsor logo whenever the Festival is mentioned across:
 - Official website
 - Newsletters
 - Social media

Position your brand where engagement is high - and where fun creates memories!

SEK 175,000 excl. VAT

Double rate for non-exhibitors



Karaoke Room Sponsor

Take center stage and let the singing begin.

The Karaoke Room is where Festival visitors come to let loose, connect, and create memorable moments together. As the exclusive sponsor, your brand takes ownership of this high-energy entertainment space, with prominent exposure in a fun and engaging setting that keeps people talking long after the Festival ends.

Sponsorship Includes:

- The Karaoke room is named after your company, (e.g. “The X Karaoke Room”)
- Sponsor logo on large digital program boards during the Festival
- Professional karaoke equipment
- 2 Backlit lightbox wraps with custom sponsor messaging
- Sponsor company logo on the Festival map
- 100 drink tickets valid at all bar areas during D-Congress Festival (1 ticket = 1 beer, wine, or non-alcoholic beverage)
- Sponsor logo whenever the Festival is mentioned across:
 - Official website
 - Newsletters
 - Social media

Position your brand in a relaxed and social environment where attendees create memorable moments throughout the Festival!

SEK 125,000 excl. VAT

Double rate for non-exhibitors



D-Congress Late Night Party Sponsorship

Be part of the final chapter of D-Congress 2027

As the official Late Night Party Sponsor, your brand becomes part of the experience that rounds off two unforgettable days. It's where conversations continue, new connections are made, and the relationships and ideas sparked at D-Congress are carried forward long after the event ends.

Sponsorship Includes:

- Sponsor company name displayed at the Late Night Party location on the Festival map
- Sponsor logo on large digital program boards during the Festival
- Late Night Party information displayed on digital screens throughout the Festival venue when the Late Night Party begins
- Late Night Party information and sponsor logo displayed on the Core Stage and Node stage screens at the end of the Festival programme
- Opportunity to brand and decorate the Late Night Party venue according to your brand guidelines
- Opportunity to arrange your own entertainment, such as a DJ, live act, or other activation
- The event will be presented as "D-Congress Late Night Party in collaboration with [Sponsor Name]"
- Sponsor logo whenever the Late Night Party is mentioned across official website, Newsletters and Social media
- 100 branded drink tickets valid at Restaurant Corner (1 ticket = 1 beer, wine, or non-alcoholic beverage)

Location:

Restaurant Corner at Svenska Mässan – conveniently located in the same building as the main venue

Visibility Period: March 11, 23.00 - 03:00

SEK 150,000 excl. VAT
Double rate for non-exhibitors

BOOKED

