

AFCEA Europe Annual Events

2026 Sponsorship & Exhibition Opportunities



This annual two-day conference and exhibition brings together defence IT experts to exchange insights on evolving warfighting requirements and explore unconventional solutions. The conference provides a platform for collaboration and networking among experts from NATO, EU institutions, national representations, industry, and academia to address challenges and seize business opportunities in the rapidly changing landscape of C4ISR.

Coming together in Brussels is vital to stay connected with all of the Belgium-based defence and security organisations.

The modern battlespace is rapidly evolving under the influence of new and emerging technologies, that are fundamentally reshaping military operations and defence strategy. Technologies such as artificial intelligence, cyber capabilities, autonomous systems, and advanced C4ISR are increasingly becoming critical to achieving operational effectiveness and information superiority.

We will examine how the integration of these technologies enhances situational awareness, accelerates decision-making, optimises logistics, and strengthens force readiness, enabling military forces to operate more effectively across multi-domain and contested environments. We will also highlight key challenges, including interoperability, that must be addressed to ensure effective and efficient implementation.

The [website](#) for TechNet International is now online.

For this event, only sponsors and exhibitors will be guaranteed a speaking role, if their abstract is selected.

The **Call for Abstracts** and **Registration** are open.

Special Discounted Offer for Industry

We are offering comprehensive sponsorship and exhibition packages and offer a significant discount for companies signing on for **two or more events at once**. Our goal is to make annual event and budget planning easier and more affordable for industry.

Sponsors and Exhibitors participating in two or more AFCEA Europe events in 2026 will receive a **10% discount** if they sign up for two or more events at the same time. These sponsors & exhibitors will also receive prime exhibit table space locations at the events.

The prices listed in this document are **per event**.



*Advancing Collective Security:
Build Societal Resilience, Boost Innovation and Enhance Defence
Readiness*

In cooperation with the AFCEA Bonn Chapter

TechNet Europe, as per annual tradition, is an international event organised by AFCEA Europe, in cooperation with the local AFCEA chapter(s), which takes place every autumn, in a European capital city. The conference and exhibition is regularly held under the patronage of the host country's Minister of Defence. The goal of TechNet Europe is to bring together European and US professionals in order to discuss IT-related subjects of relevance to defence, intelligence and security of the host country and the European geographical area. Traditional topics include Cybersecurity, C4ISR, 5G, Cloud Technology, Data Analytics, Quantum Computing, Edge Computing, Defence against Information warfare, Defence against Hybrid warfare and many more.

TechNet Europe 2026 will be held in Berlin, Germany and will be again a unique two-day conference and exhibition fostering in-person networking opportunities through our exhibition and during the networking breaks. This event will feature high-level speakers and specialists from the German and other national governments, national and international defence and security bodies such as NATO, the EU, Centres of Excellence, industry, and academia.

Please visit the [website](#) for more information.

Hotel booking is already open at the Estrel Hotel (conference venue). No room blocks are held so book ASAP.

Stay tuned for updates on this year's programme.

The **Call for Abstracts** and **Registration** will open in March.



In its fourth edition, TechNet Transatlantic, organised by AFCEA Europe and in cooperation with the AFCEA chapters on US bases in Europe, will enlarge by scope and space. After the positive responses received regarding the inaugural event of 2023, this encouraged us to include an even wider community of the US forces and their partners in Europe and to make this a flagship event. TechNet Transatlantic will again provide a forum in which US and NATO military leaders and warfighters engage with wide reaching industry teams and academic researchers in order to set future battlefield conditions to enhance partner force integration, improve battlespace digitalisation and accelerate command and control decision making across a multi-dimensional, coalition battlefield.

The current security situation around Europe from North to South demands strengthened C4ISR and cyber collaboration and requests new solutions to enable Joint All-Domain Operations with both partners and allies at a real or near-real time. This requirement of real-time speed was unseen in past conflicts. TechNet Transatlantic seeks to bring groundbreaking technology to the forefront that leverages unconventional use of current and planned capabilities to deter and, if required, defeat our adversaries decisively at a time and place of our choosing.

Furthermore, this event seeks to bring together US and European based companies through collaboration and cooperation. Additionally, TechNet Transatlantic focuses on the regional issues military leaders have identified around the European theatre in the field of C4ISR and Cyber, including full-spectrum cyber operations, as adversaries leverage cyberspace to conduct operations below the threshold of conflict.

Amongst others, the following technological solution areas may be of interest to the J2, J3, J5, J6, and J8 audience from many U.S. entities in Europe, as well as NATO commands and institutions and from partner nations:

- Network Transportation
Diversity/Redundancy
- Zero Trust Architecture
- Cyber Security
- Cross Domain Solutions
- Small Form Factor Edge Computing
- Automated Data Security
- Data Analytics for various military functions
- Secure LTE Networks and End Devices
- Commercial for Classified
- Spectrum Management and Monitoring
- Electronic Warfare (EW) Systems
- Counter UAS
- RF Communication Interoperability/ RF extension kits for rapid site expansion
- Tactical Deployable Communications and Information Systems
- Wireless Local Area Network (LAN)/Wide Area Networks (WAN)
- Space Optics for secure communications
- Commercial Satellite Communication
- And more ...

Please visit the [website](#) for more information. Stay tuned for updates on the 2026 theme. The **Call for Papers** and **Registration** will open in July.

Sponsorship Packages 2026

These prices are applicable to **TechNet International, TechNet Europe and TechNet Transatlantic 2026.**

Prices are per event. **Options may vary for each event.**

Sustaining Partner of AFCEA Europe

member rate: 18,025 EUR

non-member rate: 19,980 EUR

**Limited to a maximum of 3 partners, *A minimum of 2 events per year is required. Price above is per event.*

• **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.

• **Prominent exhibit table space package** of 6 square meters including:

3 x 2 meter exhibit table space (room for up to two standard size roll-up banners)

1 table

2 chairs

1 electrical connection

General cleaning

General security services

• **AFCEA is open to giving 1 special benefit that you choose.** To be discussed.

• **Your ideas and feedback considered for our 2026 programme topics**

• **Prime exhibit location**

• **Arranged meeting with the speaker or VIP of your choice**

• **First option on all branding sponsorship packages**

• **Prominent location of logo on event websites and on signage, emailings, etc.**

• **4 full-access conference passes**

• **1 exhibitor pass**

• Web publication (logo and link to company website on the event website)

• Logo on certain printed materials

• Opportunity to distribute company marketing material during the whole event

• **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).

• **Option to purchase a demo in the exhibit area as an add-on to your package (see page 11)**

• **Option to purchase advertising on each event app as an add-on to your package (see page 11)**

Gold

member rate: 10,400 EUR

non-member rate: 12,350 EUR

• **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.

• **Prominent exhibit table space package** of 6 square meters including:

3 x 2 meter exhibit table space (room for up to two standard size roll-up banners)

1 table

2 chairs

1 electrical connection

General cleaning

General security services

• **2 full-access conference passes**

• **1 exhibitor pass**

• Web publication (logo and link to company website on the event website)

• Logo on certain printed materials

• Opportunity to distribute company marketing material during the whole event

• **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).

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Silver

member rate: 7,420 EUR

non-member rate: 8,340 EUR

• **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.

• **Company material (provided by sponsor) on a table in a special area of the exhibit hall**

• **1 full-access conference pass**

• Web publication (logo and link to company website on the event website)

• Logo on certain printed materials

• Opportunity to distribute company marketing material during the whole event

• **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).

• **Option to purchase a demo in the exhibit area as an add-on to your package (see page 11)**

• **Option to purchase advertising on each event app as an add-on to your package (see page 11)**

Industry-led Panel Session

member rate: 10,500 EUR

non-member rate: 11,750 EUR



- Host a 45-minute **panel session**
- The sponsor will propose the topic (to be approved by AFCEA), or they can take a suggestion from AFCEA, and lead a panel session during the conference programme with up to 4 speakers.
- 45-minute panel session
- Sponsor chooses the speakers (AFCEA can assist)
- Possible continuing education credits for our technical military/government attendees
- Up to **4 conference passes**-for each speaker on your panel
- Web publication (logo and link to company website on the event website)
- Sponsor will be named “Gold Sponsor” on all event materials
- Web publication (logo and link to company website on the event website)
- Logo on certain printed materials
- Opportunity to distribute company marketing material during the whole event
- **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
- **Option to purchase an exhibit space as an add-on to your package (see below)**
- **Option to purchase advertising on each event app as an add-on to your package (see page 9)**

Add on an exhibit space to this package:

member rate: 3,500 EUR

non-member rate: 4,020 EUR

Includes:

- **Prominent exhibit table space package** of 6 square meters including:
 - 3 x 2 meter exhibit table space (room for up to two standard size roll-up banners)
 - 1 table
 - 2 chairs
 - 1 electrical connection
 - General cleaning
 - General security services
- **1 exhibitor pass**

Total price Industry-led panel, plus exhibit space:

member rate: 14,000 EUR

non-member rate: 15,770 EUR

Exclusive Sponsorship Options

Networking Reception

(Limited to one sponsor)

member rate: 14,000 EUR

non-member rate: 15,350 EUR

- **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.
- Opportunity to bring a roll-up banner announcing their sponsorship during the reception.
- **Opportunity to have a small table to distribute company marketing material during this event or have an exhibit space in the event exhibition.**
- **2 full-access conference passes**
 - Web publication (logo and link to company website on the event website)
 - Logo on certain printed materials
 - Opportunity to distribute company marketing material during the whole event
- **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
- **Option to purchase a demo in the exhibit area as an add-on to your package (see page 11)**
- **Option to purchase advertising on each event app as an add-on to your package (see page 11)**

Networking Lunch

(Limited to one sponsor per day)

member rate: 7,100 EUR

non-member rate: 7,830 EUR

- **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.
- Opportunity to bring a roll-up banner announcing their sponsorship of the lunch.
- **Opportunity to distribute company marketing material during this function or company-branded items such as paper cups, napkins, etc. (sponsor provides these items)**
- **2 full-access conference passes**
 - Web publication (logo and link to company website on the event website)
 - Logo on certain printed materials
- **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
- **Option to purchase a demo in the exhibit area as an add-on to your package (see page 11)**
- **Option to purchase advertising on each event app as an add-on to your package (see page 11)**

More Exclusive Sponsorship Options

Conference Lanyards

(Limited to one sponsor)

member rate: 7,100 EUR

non-member rate: 7,830 EUR

- **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.
- **Company-branded lanyards** (the sponsor provides the lanyards or AFCEA can have them made at cost) are distributed to all event participants.
- **1 full-access conference pass**
 - Web publication (logo and link to company website on the event website)
 - Logo on certain printed materials
 - Opportunity to distribute company marketing material during the whole event
 - **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
 - **Option to purchase a demo in the exhibit area as an add-on to your package (see page 9)**
 - **Option to purchase advertising on each event app as an add-on to your package (see page 11)**

Giveaway Promotional Item

(Limited to one sponsor)

member rate: 7,100 EUR

non-member rate: 7,830 EUR

- **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.
- **Company branded Giveaway Promotional Item** (provided by the sponsor or AFCEA can order one at cost for you) are distributed to all event participants.
- **1 full-access conference pass**
 - Web publication (logo and link to company website on the event website)
 - Logo on certain printed materials
 - **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
 - **Option to purchase a demo in the exhibit area as an add-on to your package (see page 11)**
 - **Option to purchase advertising on each event app as an add-on to your package (see page 11)**

More Exclusive Sponsorship Options

Signal Show Daily

(Limited to one sponsor)

Member and non-member rate: \$6,500 (charged in USD)

The Show Daily offers a powerful way to expand your event visibility, promote your booth presence and share your expertise during the event. An event recap emailed to all registered attendees after each day of the event will showcase your company logo and a different short write-up each day of the distribution.

Other Sponsorship Opportunities

Networking Coffee Break

(Limited to one sponsor per break)

member rate: 4,230 EUR

non-member rate: 4,740 EUR

- **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.
- Opportunity to bring a roll-up banner announcing their sponsorship of the coffee break to display during the break.
- **Opportunity to distribute company marketing material during this function or company-branded items such as paper cups, napkins, etc.** (sponsor provides these items)
- **1 full-access conference pass**
 - Web publication (logo and link to company website on the event website)
 - Logo on certain printed materials
 - Opportunity to distribute company marketing material during the whole event
- **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
- **Option to purchase a demo in the exhibit area as an add-on to your package** (see page 11)
- **Option to purchase advertising on each event app as an add-on to your package** (see page 11)

Thought Leadership Opportunities

(Contact us to discuss possibilities and details)

- Does your company have some thought leadership ideas to offer the audience? Or would you be able to host a session on a topic of your choosing or present a workshop that would be useful to military and government employees? Contact us to discuss your ideas.

Exhibit Opportunities

Exhibit Package

member rate: 4,950 EUR

non-member rate: 5,870 EUR

- **Possible Speaking Opportunity** – can submit an abstract for consideration of a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.
- **Exhibit table space package** of 6 square meters including:
 - 3 x 2 meter exhibit table space (room for up to two standard size roll-up banners)
 - 1 table, 2 chairs
 - 1 electrical connection
 - General cleaning
 - General security services
- **1 full-access conference pass**
- **1 exhibitor pass** (access to everything except the conference sessions)
- Web publication (logo and link to company website on the event website)
- Logo on certain printed materials
- Opportunity to distribute company marketing material during the whole event
- **SIGNAL Magazine [Exhibitor Advertising Programme](#)**, the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
- **Option to purchase a demo in the exhibit area as an add-on to your package (see page 11)**
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Add-ons for your sponsorship or exhibit package

Perform a Demo in the Exhibition Area

Showcase your product or service to the entire conference audience during the lunch break, in the exhibit area

Another possible add-on to your sponsorship package could be a live demo of your company's product or services during the lunch break. You would have 15 minutes to do your demo, which would take place in a room with some 20 seats. **You must also book a sponsorship or exhibit package along with the demo.** **Your demo will need to be approved in advance by the organisers.*

member rate: 3,500 EUR

non-member rate: 3,920 EUR

• **15-minute demo in the exhibit area during the lunch break**

• **Demo space includes:**

- 20 chairs for the audience
- A microphone and sound system
- A screen and projector if needed

Advertise on the Event Apps

You have the chance to purchase some advertising options on the event apps.

1. Add a product brochure to the exhibitor detail screen.
Member price: 620 EUR
Non-member price: 670 EUR
2. Send push notification messages to attendees, one before, during and after the event (3 in total).
Member price: 1,240 EUR
Non-member price: 1,340 EUR
3. Purchase a carousel ad banner on the bottom of the app's home screen.
Member price: 1,240 EUR
Non-member price: 1,340 EUR
4. Add your logo to the exhibitor listing.
Member price: 360 EUR
Non-member price: 380 EUR

Option at TechNet Europe Berlin only

Conference Dinner

(Limited to one sponsor)

member rate: 18,335 EUR

non-member rate: 22,000 EUR

- **Possible Speaking Opportunity** – can submit an abstract for consideration for a speaking role in the conference programme, provided that the submitter can deliver the required profile and level of speaker required.
- **One full table at the conference dinner** to fill with the guests of your choice (10 people).
- **VIPs** of the event seated at your table.
- Opportunity to bring a roll-up banner announcing the sponsorship during the dinner.
- **Opportunity to have a small table to distribute company marketing material during this event or have an exhibit space in the event exhibition.**
- **4 full-access conference passes**
 - Web publication (logo and link to company website on the event website)
 - Logo on certain printed materials
 - Opportunity to distribute company marketing material during the whole event
- **SIGNAL Magazine** [Exhibitor Advertising Programme](#), the lowest existing rates on advertising in Signal, only for sponsors and exhibitors. See also the [Signal Media Planner](#).
- **Option to purchase a demo in the exhibit area as an add-on to your package (see page 11)**
- **Option to purchase advertising on each event app as an add-on to your package (see page 11)**

Alternative Activity that is not at an event

AFCEA Europe hosted Webinar

Webinar

member rate: 17,925 EUR

non-member rate: 19,830 EUR

Host a webinar with the GM of AFCEA Europe, Massimo Esposito, as your moderator. The format will be a fireside chat on the thought leadership topic of your choosing. The length is one hour in total including a 20-minute Q&A session with the attendees.

Includes:

- Customised email invitations sent to a targeted audience (including any contacts you wish to include)

- Promoted before the webinar to AFCEA's database of over 40,000 contacts, on SIGNAL's E-newsletters, AFCEA Europe's E-Newsletters and social media with links to registration
 - The GM of AFCEA Europe serves as moderator
 - Complete list of all registrants' contact information for qualified sales leads (if the attendee opts in).
- Around 95% of our contacts usually opt-in to be contacted by the sponsor.**
- One year hosting for on-demand viewing and additional lead generation and collection.

For more information, contact AFCEA Europe.

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