

# The countdown is on to **Zukunftstag Mittelstand 2026**

 **Zukunftstag  
Mittelstand  
2026**



**STATION BERLIN > 15. April 2026**

Eine Initiative von  
 **Der  
Mittelstand.  
BVMW e.V.  
Bundesverband**

# Zukunftstag Mittelstand 2025 in **figures**

Join us to **shape the future** of the German Mittelstand! Take advantage of our prominent platform to showcase your products, innovations, and services. Besides boosting your brand's visibility, you can also build your network and forge valuable new contacts.

## LEADS & CUSTOMER ACQUISITION

Reach an  
audience made up  
of **80%** key  
decision-makers



**> 6,000**  
participants



**> 150**  
partners



**> 100**  
speakers



**> 100**  
sessions, networking  
& learning formats



**47**  
registrations  
per session (avg.)



**6**  
stages

# Your **benefits** as a partner

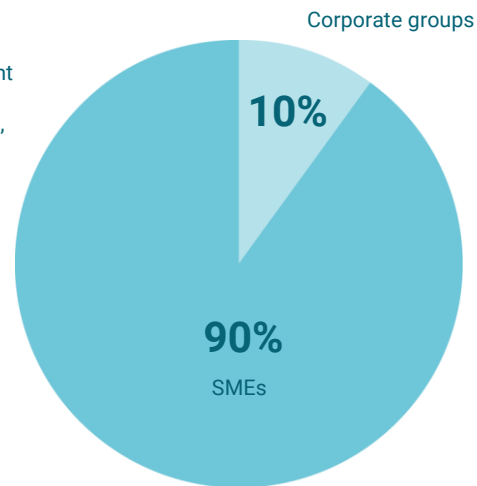
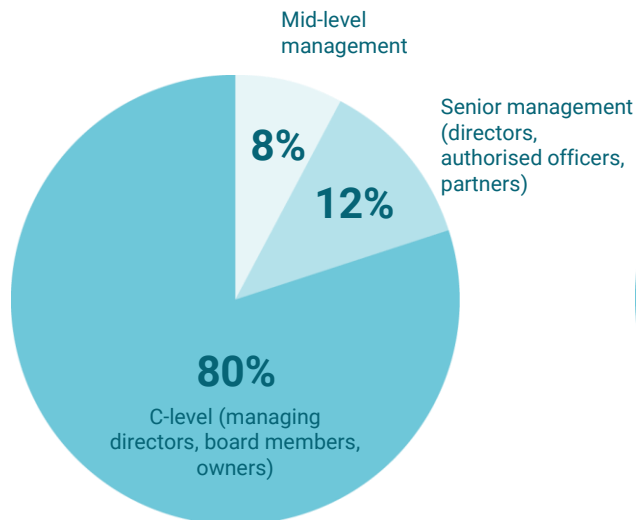


With over **6,000 participants** and **150 partners**, Zukunftstag Mittelstand offers an ideal platform to forge valuable contacts and engage with leading figures from the worlds of business, media, politics, and civil society. Boost your visibility at the leading event for the German Mittelstand.



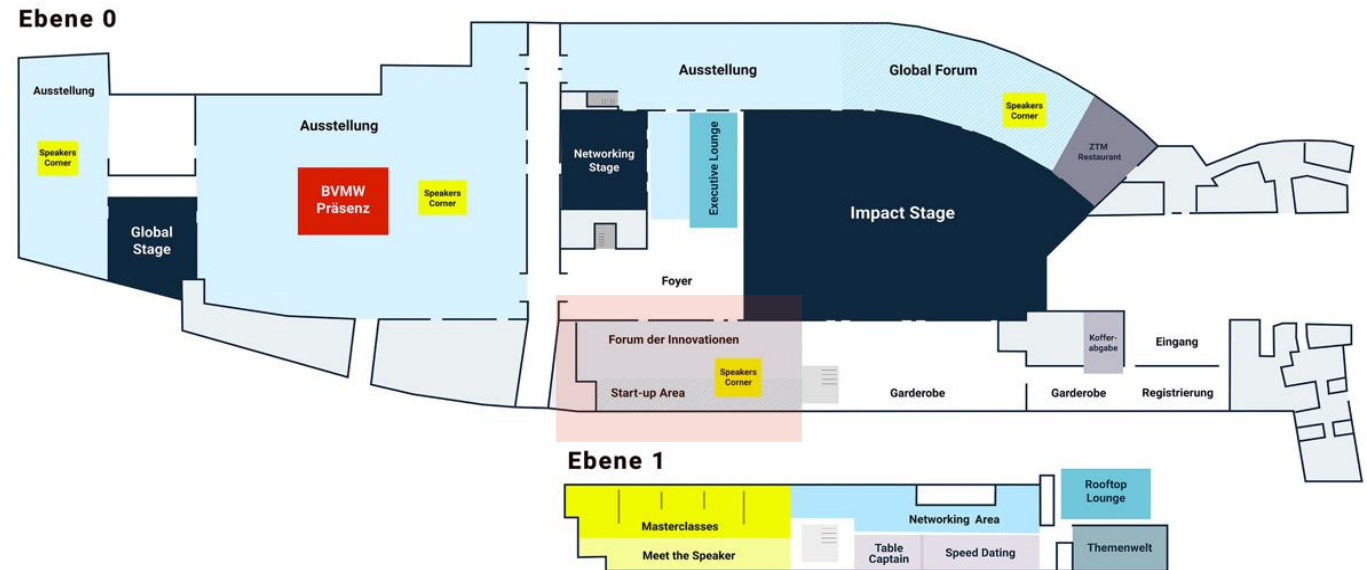
**8 million**

in the audience reached by  
premium media reports  
(e.g. ARD, ZDF,  
Handelsblatt, Table.Media)

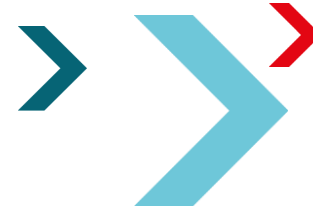


# Innovation Forum

The Innovation Forum offers established companies an outstanding opportunity to showcase their visionary ideas, products, and exhibits to an exclusive audience. It shines a spotlight on innovative concepts with the potential to shape the future of the Mittelstand – from ground-breaking technologies to revolutionary materials, including a battery made from tree resin and sand.



# Innovation Forum



## Stand details and flexibility:

- > Area: 2 m wide x 3 m deep – with the opportunity to arrange additional space upon request to accommodate larger exhibits.
- > 42" screen for presentations
- > Modern bar table and two bar stools
- > Power supply and WLAN

## Tickets:

- > 3 exhibitor tickets
- > 5 guest tickets

## Additional booking options:

- > Speaker slots: Short talks in Speakers' Corners for increased visibility.

## Benefits:

- > Target audience: Gain access to a high-level audience with a keen interest in innovative approaches
- > Networking opportunities: Forge contacts with like-minded individuals and potential partners
- > Clear differentiation: Ideal for companies of all sizes – provided that the products and concepts you present are evidently innovative

**From €5,490\***



# Innovation Forum

FORUM DER INNOVATION



Zukunftstag  
Mittelstand  
2026



# The **BVMW** at a glance

- Over 200 branch offices nationwide
- Over 85 international offices worldwide
- Around 30,000 members
- Over 2,000 events per year
- Cross-sectoral, politically independent
- A bridge between business and politics



# Thank you.

## We look forward to partnering with you!

**Der Mittelstand. BVMW e.V. | Potsdamer Strasse 7 | D-10785 Berlin**

Do you have any comments, ideas, or questions about partnering with ZTM? We would be happy to assist:

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[event@zukunftstag-mittelstand.de](mailto:event@zukunftstag-mittelstand.de)

