

# 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 numbers

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 over  
**80%**  
key decision-  
makers



**> 6,000**  
participants



**> 150**  
partners



**> 100**  
speakers



**> 100**  
sessions, networking  
and learning events



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



**6**  
stages

# Your **benefits** as a partner

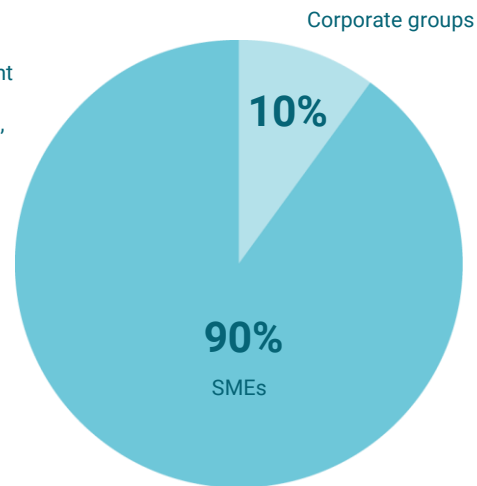
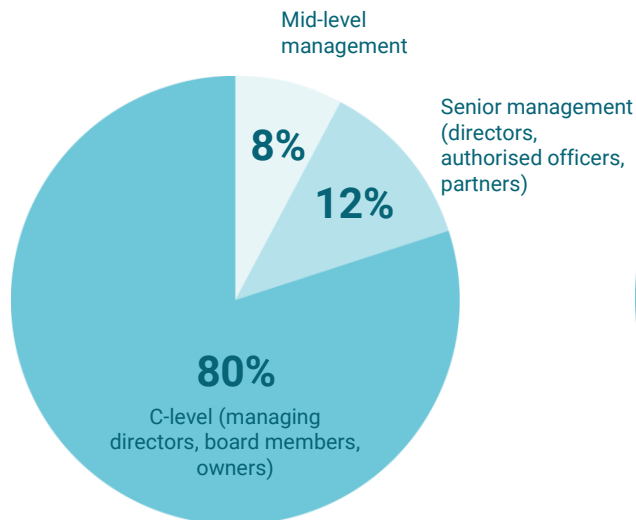


With over **6,000 participants** and **150 partners**, Zukunftstag Mittelstand offers an ideal platform to forge valuable contacts and engage with leading figures from the worlds of business, media, politics and civil society. Boost your visibility at the leading event for the German Mittelstand.

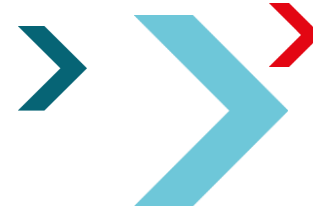


**8 million**

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



# Supporter package



## Stand design:

- › Stand size: 3 x 3 m (9 m<sup>2</sup>)
- › Furniture and media surfaces included
- › Additional furniture, screen and technical equipment available for an additional fee

## Tickets:

- › 4 exhibitors + 10 guests + discount on additional guest tickets: €49/ticket (max. 10)

## Marketing & branding:

- › Logo featured on event website and emails
- › Listing on event website (in lower section)

## Visibility:

- › Integration into the event website
- › Visibility with cooperation partners and multipliers
- › Logo featured on agenda screens

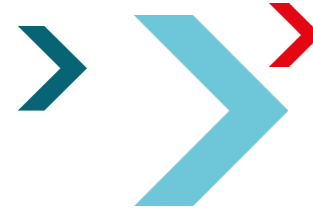
## Speaker slots:

- › 10% discount on speaker slots in Speakers' Corner

**€11,990\***



# Bronze package



## Stand design:

- › Stand size: 4 x 3 m (12 m<sup>2</sup>)
- › Meeting slot for customer meetings with drinks service (max. 6 people)
- › Furniture and media surfaces included
- › Additional furniture, screen and technical equipment available for an additional fee

## Marketing & branding:

- › Logo featured on event website and emails
- › Social media package (size S):  
1x mention in posts

## Visibility:

- › Integration into the event website
- › Visibility with cooperation partners and multipliers
- › Logo featured on agenda screens and Speakers' Corner break screens

## Speaker slots:

- › 15% discount on speaker slots in Speakers' Corner and hosting rights for one masterclass

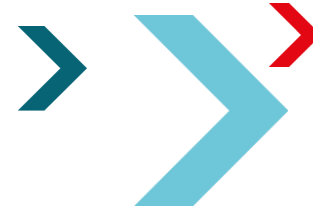
## Tickets:

- › 5 exhibitors + 20 guests + discount on additional guest tickets: €49/ticket (max. 20)

**€18,990\***



# Silver package



## Stand design:

- > Stand size: 5 x 3 m (15 m<sup>2</sup>)
- > Meeting slot for customer meetings with drinks service (max. 6 people)
- > Catering: Free crew catering
- > Furniture and media surfaces included
- > Additional furniture, screen, technical equipment and hostesses available for an additional fee

## Marketing & branding

- > Logo featured on event website and emails
- > Social media package (size M):  
2x mentions in posts
- > Listing on event website (in upper section)

## Visibility:

- > Integration into the event website
- > Visibility with cooperation partners and multipliers

- > Logo featured on agenda screens, Speakers' Corner break screens and Masterclass break screens
- > Logo featured on Welcome Wall in the entrance area
- > ZTM TV interview slot
- > Flyer distribution in the event space, permit for 1,000 flyers

## Speaker slots:

- > 30% discount on speaker slots in Speakers' Corner and hosting rights for one masterclass

## Tickets:

- > 6 exhibitors + 30 guests + discount on additional guest tickets: €39/ticket (max. 30)

**€23,990\***



# 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**

If you have any comments, ideas or questions about partnering with ZTM, don't hesitate to get in touch:

Tel. +49 (0) 30 533 206 –120  
[event@zukunftstag-mittelstand.de](mailto:event@zukunftstag-mittelstand.de)

