

# CHANNEL ON

## IT CHANNEL CONFERENCE 2026

28 MAY 2026, LISBON

### ► CONCEPT

Channel ON is the leading independent event for **Channel Partners, distributors, and senior executives** from technology manufacturers operating in the Portuguese market. It provides a dynamic environment for networking and discussion around the most relevant trends shaping the **IT Channel ecosystem**, fostering collaboration and business growth.

### ► AUDIENCE

The in-person audience of around **200 professionals** includes the leading **Channel Partners** in Portugal, companies responsible for the integration, resale, and managed delivery of IT solutions to business and public sector clients.

Participants represent **Value Added Resellers (VARs), Managed Service Providers (MSPs), Systems Integrators (SIs), and major retailers**, alongside senior representatives from distributors and vendors.

Speakers and sessions are carefully curated to provide real insights and opportunities for meaningful dialogue between partners and manufacturers.

### ► LOCATION

The **3rd edition of Channel ON** will take place in **Lisbon Secret Spot**, at a venue chosen for its accessibility and welcoming atmosphere for springtime events, offering ideal indoor and outdoor networking areas and accommodating up to **350 participants**.

### ► CONFERENCE

The event features keynote presentations by independent experts, market analysts, and senior executives, complemented by roundtables, interviews, and case studies.

Topics include **channel management, leadership, human resources, sales and marketing, innovation, funding opportunities, and industry incentives**.

Commercial sessions and roundtables give brands a prime opportunity to communicate strategic messages directly to their Partners.





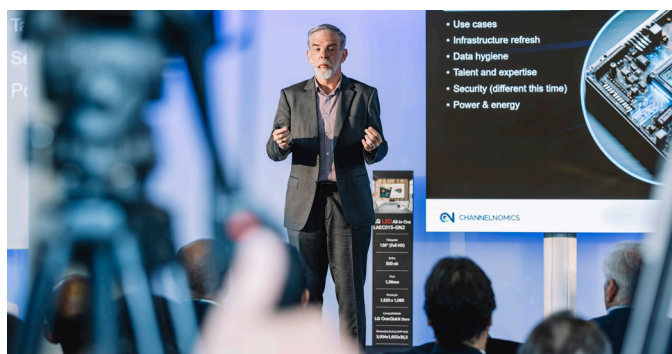
**▶ WORKSHOPS**

Workshops last **30 minutes** and are held in private rooms for up to **30 participants**, providing an exclusive opportunity for vendors and distributors to reinforce key messages with a targeted selection of Partners.

Attendance is based on the sponsor's recommendations and coordinated by the event secretariat to ensure maximum relevance.

**▶ CONTACT AREA**

The **Contact & Exhibition Zone** is the networking hub of Channel ON, offering an open and engaging environment for meetings between vendors, distributors, and Partners. Coffee breaks and lunch are served in this area, encouraging informal conversations, idea exchange, and business development opportunities.



**▶ LEVELS OF SPONSORSHIP**

	Stage	Exhibition	Workshop Room	Coverage Pages + Video	Invitations	Staff	Attendees List	Investment
<b>DIAMOND Partner</b> (Exclusive)	Slot 15m (floor 1)	✓	✓	2	10	5	✓	€ 9,000
<b>PLATINUM Partner</b> (2)	Slot 15m (floor 1)	–	✓	1	5	4	✓	€ 8,000
<b>GOLDEN Partner</b> (6)	Slot 10m (floor 1)	–	–	half	4	3	✓	€ 7,000
<b>SILVER Exhibition + Workshop Partner</b>	–	(floor 0)	✓	1 page	3	3	workshop attendees	€ 6,500
<b>SILVER Workshop Partner</b>	–	–	✓	1 page	3	3	workshop attendees	€ 4,600
<b>SILVER Exhibition Partner</b> (floor 0)	–	(floor 0)	–	–	3	3	–	€ 4,000
<b>SILVER Round Table Partner</b>	Shared	–	–	–	2	3	–	€ 4,000
<b>SILVER Partner Lunch</b>	–	–	–	–	–	2	–	€ 3,500
<b>SILVER Partner Coffee-break</b>	–	–	–	–	–	2	–	€ 3,000

Other sponsorship opportunities, such as coffee breaks and lunch sessions, as well as brand awareness options, are available upon request.

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