

CHANNEL ON

IT CHANNEL CONFERENCE 2027

3 JUNE 2027, LISBON

► CONCEPT

Channel ON is Portugal's largest independent event for the IT Channel, organised by IT Channel, the only Portuguese publication dedicated to technology partners. It brings together partners, distributors and vendor executives to network, exchange perspectives and discuss the market, business and technology trends shaping the Channel.

TURN INFORMATION INTO ACTION

► AUDIENCE

Around **200 in-person professionals** from Portugal's leading **Channel partners: VARs, MSPs, system integrators and major retailers** that integrate, resell and deliver IT solutions to business and public-sector clients, alongside senior executives from distributors and vendors. They are the people who evaluate, recommend and approve IT purchases.

Speakers and sessions are selected with IT Channel's editorial independence, for real insight and meaningful dialogue between partners and vendors.

► LOCATION

The **4th edition of Channel ON** takes place at **Lisbon Secret Spot**, a venue chosen for its accessibility and welcoming atmosphere, with indoor and outdoor networking areas for up to **350 participants**.

► CONFERENCE

Keynotes by independent experts, market analysts and senior executives, with round tables, interviews and case studies on channel management, leadership, people, sales and marketing, innovation, funding and industry incentives. Commercial sessions give brands a prime opportunity to speak directly to their partners.

► WORKSHOPS

30-minute sessions in private rooms for up to **30 participants**, where vendors and distributors reinforce key messages with a selected group of partners. Attendance follows the sponsor's recommendations and is coordinated by the event secretariat.

► CONTACT AREA

The **networking hub** of Channel ON: an open space for meetings between vendors, distributors and partners, where coffee breaks and lunch are served.



► LEVELS OF SPONSORSHIP

Partnership level	Stage	Exhibition	Workshop Room	Coverage Pages + Video	Invitations	Staff	Investment
DIAMOND Partner (Exclusive)	Slot 15 min (floor 1)	✓	✓	2	10	5	€9,500
PLATINUM Partner (up to 2)	Slot 15 min (floor 1)		✓	1	5	4	€8,500
GOLDEN Partner (up to 6)	Slot 10 min (floor 1)			Half	4	3	€7,500
SILVER Exhibition + Workshop Partner		Floor 0	✓	Half	3	3	€7,000
SILVER Workshop Partner			✓	Half	3	3	€5,000
SILVER Exhibition Partner		Floor 0			3	3	€4,250
SILVER Round Table Partner	Shared			2	2	3	€4,250
SILVER Partner Lunch						2	€3,750
SILVER Partner Coffee-break						2	€3,250

Other sponsorship opportunities are available on request.

Note: Clients with an annual media plan in our magazines benefit from access to the current MediaNext rappel discount program.

► BRAND AWARENESS & ADD-ONS (AVAILABLE TO LEVEL SPONSORS)

Format	Investment
Official event gift bags	€2,150
Attendee lanyards	€2,650
Notebooks and pens	€1,600
Check-in counter & accreditation	€1,600
Photowall	€2,500
Badge QR code capture	€350

– Brand awareness materials are not included: they are supplied by the sponsor, subject to approval by the organisation.

– All rates effective from October 2026.

– All prices are subject to 23% VAT for companies with a Portuguese tax number. For foreign entities, VAT is not applicable.

SECURE YOUR 2027 SPONSORSHIP: TALK TO OUR BUSINESS DEVELOPMENT TEAM.

MediaNext is a technology-focused media company built on a B2P (business-to-professional) model. It publishes IT Channel, IT Insight, IT Security and SmartPlanet, and organises Portugal's leading technology-sector events. An independent media company founded in 2014 (ERC registration no. 224011).

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