

7<sup>TH</sup> ANNUAL

**DIGITAL MANUFACTURING  
STRATEGIES SUMMIT**

17-18 NOVEMBER 2026 | BERLIN, GERMANY

# SPONSORSHIP PROSPECTUS



Berlin | Germany  
**17-18 November 2026**

#DMS26

[dms-summit.com](https://dms-summit.com)

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## WELCOME

The **Digital Manufacturing Strategies Summit** gives technology providers direct access to senior manufacturing leaders actively purchasing digital transformation technologies across their organisations.

Around 120 C-suite and senior decision-makers from leading European manufacturers will attend, all actively investing in automation, AI, industrial data platforms and smart factory technologies.

### Why sponsors participate:

- Access senior buyers – CIOs, CTOs, Chief Digital Officers and operations leaders responsible for digital investment
- See investment priorities early – delegates share initiatives and technology plans through the Delegate Intelligence Report
- Engage through curated meetings – structured 1-2-1 meetings and small-group discussions designed for meaningful commercial conversations



# SUMMIT THEMES

## 1

### **Smart Manufacturing Initiatives**

European manufacturers are accelerating the shift towards connected, data-driven production environments that improve productivity, resilience and energy efficiency. This theme explores how organisations are embedding automation, AI, advanced analytics and cloud-enabled infrastructure into factory operations while modernising legacy systems and aligning IT and OT teams.

## 2

### **Resilient & Intelligent Supply Chains**

European manufacturers are navigating tariff volatility, nearshoring strategies and geopolitical disruption. This theme focuses on improving supply chain visibility, planning accuracy and risk management through predictive analytics, AI-driven forecasting and integrated data across procurement, operations and finance.

## 3

### **Agentic AI & Predictive Asset Performance**

Maintenance strategies are evolving from reactive repair to AI-driven operational intelligence. This theme examines how manufacturers are deploying predictive technologies to anticipate failure patterns, optimise service intervals and improve asset performance across complex production environments.

## 4

### **Digitally Enabled Workforce Transformation**

Successful digital transformation requires a workforce equipped to operate increasingly automated and data-driven environments. This theme explores how manufacturers are addressing digital skills gaps, modernising talent strategies and enabling effective collaboration between people, AI and advanced production systems.

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## WHY SPONSOR?

**The Digital Manufacturing Strategies Summit provides access to a hard-to-reach audience of senior manufacturing leaders responsible for digital transformation and major technology investment across modern manufacturing operations.**

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### **Access to Verified Manufacturing Decision-Makers**

Every delegate is personally qualified against strict attendance criteria. The result is a room of senior manufacturing leaders responsible for digital transformation and major technology investment.

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### **Pre-Scheduled 1-2-1 Meetings**

Sponsors schedule a series of 25-minute private meetings with delegates whose initiatives align with their solutions, creating focused conversations with organisations actively investing in new technology.

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### **Delegate Intelligence Report**

Three weeks before the summit, sponsors receive the Delegate Intelligence Report, outlining delegates' investment priorities, budgets and upcoming initiatives so you can prepare for every meeting in advance.

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# WHY SPONSOR?

## Accelerate Pipeline Development

Engage directly with senior manufacturing leaders actively exploring new technologies, helping you identify qualified opportunities, progress live initiatives and build relationships that support long-term sales pipelines.

## Strengthen Industry Reputation

Build credibility as a trusted technology partner among senior manufacturing executives responsible for large-scale digital transformation and technology investment.



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# MARKET INTELLIGENCE BEFORE THE SUMMIT

Three weeks before the summit, sponsors receive the **Delegate Intelligence Report**, providing detailed insight into delegates' investment priorities, budgets and planned digital transformation initiatives. This allows you to prioritise meetings and approach every conversation with a clear understanding of where organisations are actively investing.

## SAMPLE INTELLIGENCE REPORT

Full name



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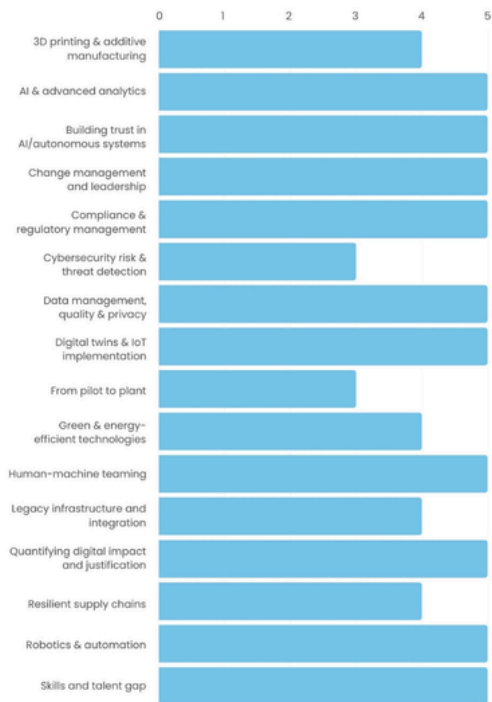
### DIGITAL MANUFACTURING STRATEGIES SUMMIT

20-21 NOVEMBER 2025 | BERLIN, GERMANY

#### Responsibilities Overview

<b>Company</b>	Company
<b>Job Title</b>	Job Title
<b>Size and remit of your team?</b>	40
<b>Budget Responsibility</b>	100+ million
<b>When does your budget cycle start?</b>	January
<b>What is your purchasing responsibility?</b>	I make the final decision
<b>What is your geographic responsibility?</b>	Global
<b>Business Challenge/Planned project ONE</b>	Smart factory innovations
<b>Business Challenge/Planned project TWO</b>	Scaling Digital Operations
<b>Business Challenge/Planned project THREE</b>	Building for Disruption

#### Strategic and/or Investment Priorities



Full name, Job title - Company

Full name, Job title - Company

# OUR AUDIENCE

Attendance at the Digital Manufacturing Strategies Summit is strictly limited to senior manufacturing leaders actively involved in digital transformation and technology investment decisions within their organisations.

## Audience Snapshot

- **£1.1BN Combined Spending Power in the room**
- 66% of attendees hold Founder, C-suite, VP, Director or Head-of roles.
- 75% of delegates directly influence or make final technology investment decisions.

## Delegate Qualification Criteria

**To maintain the seniority and commercial value of the summit, all delegates must:**

- Be directly involved in an active or planned digital transformation programme
- Work within a manufacturing organisation
- Lead or influence digital transformation strategy within their organisation
- Control or influence technology investment, with budgets exceeding \$1M

## Key Leadership Functions

Delegates attend from across key functions responsible for digital transformation and operational performance within manufacturing organisations, including:

- AI & Advanced Analytics
- Automation & Smart Manufacturing
- Cybersecurity
- Data & Analytics
- Digital Strategy & Transformation
- Engineering
- Industry 4.0 & Innovation
- IoT & Connected Systems
- IT & Technology
- Maintenance & Reliability
- Operations & Production
- Safety & Sustainability

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# SPONSOR ENGAGEMENT OPPORTUNITIES

The Digital Manufacturing Strategies Summit is built around interactive, discussion-led sessions designed to create meaningful engagement between sponsors and senior manufacturing leaders.

Alongside pre-scheduled 1-2-1 meetings, these formats provide additional opportunities to explore industry challenges, share expertise and build valuable new relationships.

## **Case Study Presentation**

Deliver a customer-led case study presentation to the full summit audience, demonstrating how your solution addresses a real digital manufacturing challenge.

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## **Think Tank Challenges**

The first 90 minutes of Day One are structured into three 25-minute challenge discussions with curated groups of up to 10 delegates, creating focused, commercially relevant conversations aligned to your area of expertise.

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## **Hosted Roundtables**

Host a 45-minute facilitated discussion with a curated group of senior delegates, enabling deeper exploration of a challenge closely aligned with your solution.

# BRANDING & VISIBILITY OPPORTUNITIES

Further increase your presence at the Digital Manufacturing Strategies Summit through additional branding and networking opportunities designed to maximise your presence throughout the event.

## Drinks Reception Sponsor

Associate your brand with one of the summit's key networking moments, including a short address to all attendees in a relaxed, high-impact setting.

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## Lunch Sponsor

Prominent brand visibility during the summit's busiest networking period as delegates connect and continue conversations.

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## Coffee Break Sponsor

Brand visibility during informal networking moments when delegates gather for coffee and spontaneous discussions.

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## Lanyard Sponsor

Event-long brand exposure as all attendees wear your branded lanyards throughout the summit.

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## Content Partner

Extend your visibility through thought-leadership content promoted before, during and after the summit.

**12-month partnership. Multiple partners available.**

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## INTERESTED IN SPONSORING?

Speak with our team to explore sponsorship opportunities and how your organisation can engage with senior manufacturing leaders responsible for major digital transformation initiatives.



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[www.dms-summit.com](http://www.dms-summit.com)