



Presents



CONFERENCE | WORKSHOPS | NETWORKING

Lisbon, June 6th, 2024



channel  n

CONFERENCE | WORKSHOPS | NETWORKING

Partners Conference  channel



CONFERENCE
WORKSHOPS
NETWORKING



Channel ON is the major independent event in Portugal for Channel Partners, distributors, and senior managers from vendor brands.

We will gather the IT Channel to network and discuss the latest trends and most relevant subjects in the industry today.

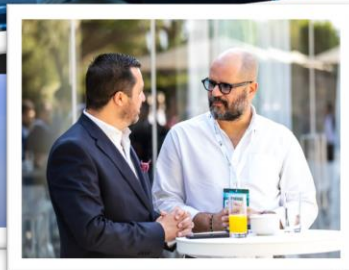
Our goal is to provide the IT Channel with independent, impartial information, while creating a platform to allow vendors to coach the Channel through workshops.

In addition to its conferences and workshops, **Channel ON** offers a unique environment for professional networking. This is achieved through a blend of informality, careful attendee selection, and the shared affinity among top management executives and entrepreneurs.

AUDIENCE

With a targeted audience of 200 IT Channel selected readers, we aim to bring together the primary Channel Partners responsible for a significant portion of Information Technology integration and reselling in Portugal. Our particular focus is on Partners serving the enterprise and public sectors

Mainly categorized as Value Added Resellers (VAR), Managed Service Providers (MSP), Systems Integrators (SI), and major Retailers, all attendees will be previously selected accordingly to their potential to vendors.





THE PUBLICATION



The IT Channel Magazine is a publication exclusively dedicated to informing and guiding the IT Channel. It covers the vast majority of Portuguese Partner companies, with particular focus on Partners that address the enterprise and public sectors.



- 2.150 Print Run circulation (Audited by APCT)
- 7.433 Digital Magazine Downloads (average 2th semester 2023)
- 6.320 digital subscribers - (audited by APCT)
- 67.103 monthly website page-views (average 2th semester 2023)

channel 

CONFERENCE

 it channel

The conference, with 200 Partners in attendance, consists of twenty 15-minute slots, ten of which are editorial.

These include:

- Independent keynote speakers
- Market analysts
- Round tables
- Interviews
- Case studies

This event will holistically address the most relevant subjects for businesses, such as management, HR, Marketing and Sales, Legal, Innovation, Financing, and Funding.

The other ten 15-minute slots will be an opportunity for brands to communicate important messages to Partners.

WORKSHOPS

With a duration of 50 minutes, in a private room with an audience of up to 30 people, Workshops are an excellent opportunity to consolidate the messages communicated to their select partners.

The selection of the partners to be invited is based on the sponsor's preference, though attendance requests via our platform from both parties. The coordination and confirmation of attendance are handled by the event team.

NETWORKING

Networking is the most appreciated and valued aspect of a professional event, provided the environment and attendee selection are carefully curated. It also represents the most coveted opportunity for sponsors to connect with valued buyers.

The Contact/Exhibition Zone is the networking epicenter of Channel ON, offering a dynamic and accessible space for interaction between participants and the key representatives of information technology brands.

In this strategic location, where coffee breaks and lunch will be served, guests can interact, exchange ideas, and explore business opportunities in an environment conducive to networking and collaboration.

channel  n
itchannel conference 6 jun

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR

(Exclusive)

- 15-minute slot for a presentation in the morning, with first right to choose;
- 50-minute workshop for 20 to 30 people in a private room;
- Exhibition area with 4m² [2x2m], a desk, two chairs, electrical supply 10A and Wi-Fi*
- Priority mentions in the event promotion;
- 2-page coverage and presentation video in the relevant IT Channel magazine issue;
- Free pass for up to 10 partners*;
- Free passes for up to 5 team members;
- Access to the attendee list (opt-in).

7.500€

**All partner invitations must be communicated before may 12. IT Channel will confirm each via phone call. Unutilized invitations will distributed among our readers.*

PLATINIUM SPONSOR

(3 brands)

- 15-minute slot for a presentation in the morning;
- Mention in the event promotion;
- Exhibition area with 4m² [2x2m], a desk, two chairs, electrical supply 10A and Wi-Fi*
- 1-page coverage and presentation video in the relevant IT Channel magazine issue;
- Free pass for up to 5 partners*;
- Free passes for up to 4 team members;
- Access to the attendee list (opt-in).

6.300€

**All partner invitations must be communicated before may 12. IT Channel will confirm each via phonecall. Unutilized invitations will distributed among our readers.*

GOLDEN PARTNER

(6 brands)

- 15-minute slot for a presentation;
- Mention in the event promotion;
- Exhibition area with 4m² [2x2m], a desk, two chairs, electrical supply 10A and Wi-Fi*
- Half-page coverage and presentation video in the relevant IT Channel magazine issue;
- Free pass for up to 4 partners*;
- Free passes for up to 3 team members;
- Access to the attendee list (opt-in).

5.500€

**All partner invitations must be communicated before may 12. IT Channel will confirm each via phonecall. Unutilized invitations will distributed among our readers.*

SILVER
WORKSHOP
PARTNER

- 50-minute workshop for 20 to 30 people in a private room;
- Mention in the event promotion;
- Free passes for up to 3 team members;
- Passes can be issued for participants not registered in the conference (just to attend the workshop)
- Access to the attendee list (opt-in).

3.400€

SILVER
EXHIBITION
PARTNER

- Exhibition area with 4m² [2x2m], a desk, two chairs, electrical supply 10A and Wi-Fi*
- Mention in the event promotion;
- Free pass for up to 3 partners*;
- Free passes for up to 3 team members;

3.000€

SILVER
ROUNDTABLE
PARTNER

- Shared 30-minute roundtable (up to 4 vendors);
- Mention in the event promotion;
- 2-page coverage and presentation video in the relevant IT Channel magazine issue;
- Free pass for up to 3 partners*;
- Free passes for up to 2 team members;

2.800€

Other Sponsorship Opportunities

(Only for previous Level Sponsors):

- Lunch sponsorship: 2.300€
- 50-minute Workshop for 30 attendees: 1.600€
- Welcome coffee and coffee break sponsorship: 1.800€
- Cocktail after-party: 2.000€
- Event folders: 1.500€ *
- Notebook and pen: 1.000€ *

Any option allows an extra two passes for team members

* This does not cover any production costs. The sponsor can supply the required materials upon organizational approval.

FREE PASSES
FOR
SPONSORS

Tickets & discounts for sponsors:

Individual full-pass, lunch included – 150€

Individual full-pass, lunch not included – 100€

Group pass, lunch included – 500€ (5px)

Early bird [up to April 14th]

Individual full-pass, lunch included – 100€

Individual full-pass, lunch not included – 70€

Group pass, lunch included – 400€ (5px)

Sponsor discount

30% discount on all prices



CONTACT US



Business Development

Beatriz Salzedas
(+351) 910 788 082
beatriz.salzedas@medianext.pt

João Calvão
(+351) 910 788 413
joao.calvao@medianext.pt

Sponsors Support:

Rita Rodrigues
(+351) 912 971 161
rita.rodrigues@medianext.pt

Event Director:

Rosa Bento - rosa.bento@medianext.pt

Editorial Director:

Rui Damião - rui.damiao@medianext.pt

Publisher:

Jorge Bento - jorge@medianext.pt

conf.itchannel.pt

www.itchannel.pt

medianext.pt

MediaNext is a publishing house registred with Entidade Reguladora da Comunicação Social #224011
Address: Largo da Lagoa 7C 2795-070 Linda-a-Velha – Oeiras - Portugal

