

Dear Sir or Madam, dear friends of buildingSMART,
This overview lists sponsorship opportunities for the year 2026. We distinguish between annual sponsorship and event-related sponsorship packages packages for the 23rd buildingSMART User Day on May 12-13, 2026, in Berlin, the 7th Karlsruhe Building Owners' Congress, the 30th buildingSMART Forum in November in Berlin, and our buildingSMART Theme Days.

The "BIM Tools" format is once again included in the sponsorship offer, which primarily gives representatives of the software industry the opportunity to present their products to potential users.

New to the sponsorship package is exclusive visibility in our event app for the buildingSMART User Day.

Trade fair participation at the buildingSMART joint stand at digitalBAU The
digitalBAU trade fair will take place in Cologne from March 24-26, 2026. Once again, we are offering space for co-exhibitors at favorable conditions on a large joint exhibition stand. If you are interested, please contact wilma.marx@buildingSMART.de directly.

Annual sponsorship 2026

Maximum visibility and presence throughout the year

Sponsorship package	"Annual sponsor of buildingSMART events 2026"
Maximum number	3
buildingSMART member	€39,000 each

The annual sponsor package includes all the services of a main sponsor for both events, User Day and Forum 2026. As an annual sponsor, you receive all the services of the "Main Sponsor" package AND all the services of the "Premium Exhibitor" package at the User Day – see below. App sponsorship at the User Day is not included. At the Forum, you receive all the services of the "Main Sponsor" package. Annual sponsorship does NOT include the "BIM Tools" service and buildingSMART theme days. The following additional communication services via buildingSMART channels and media are also included:

1. Year-round logo placement on the buildingSMART website on the "Dates" page with the note "Annual sponsor of buildingSMART events 2026"
2. Logo placement at buildingSMART Germany 2026 trade fair appearances with the note "Annual sponsor of buildingSMART events 2026" at digitalBAU, INTERGEO, and BIM World Munich, including logo presence in special publications about our trade fair appearances.
3. Label "Annual Sponsor of buildingSMART Events 2026" in every buildingSMART newsletter (6,428 subscribers, approx. 25 mailings per year, open rate approx. 31%)
4. Two ad placements under the label "Annual Sponsor of buildingSMART Events 2026" in connection with the User Day and Forum events in our online magazine bSD+ for 4 weeks each (July 2025: 1,600 page views, 670 visitors)
5. Special visibility on site at the buildingSMART User Day 2026 in Berlin. Individual sponsorship services according to the sponsor's wishes, depending on the possibilities on site.

BIM Tools 2026

Software presentation to potential users

Sponsorship package	BIM Tools 2026
Maximum number	4
buildingSMART member	per date €4,800

The package includes a 60-minute online tutorial consisting of a 45-minute presentation that can be freely customized and 15 minutes questions and discussion. The tutorial is free of charge for participants, but registration is required. The following services from buildingSMART are included:

Promotion in the run-up to the event

Setting up the event on the buildingSMART ticket platform eveeno, ticket bookings, participant management, sending access data and sponsor materials.

Placing the event in the calendar on www.buildingSMART.de

Promotion of the event in the buildingSMART newsletter with two mailings, images and text provided by the sponsor, max. 500 characters including spaces (6,428 subscribers, open rate approx. 31%)

Promotion of the event via social media posts with 3 mailings (LinkedIn, Instagram, YouTube with a total of 32,000 followers/subscribers)

Use of the GoToWebinar tool from buildingSMART is mandatory.

During the live event

Short welcome to participants by a member of the buildingSMART office staff. Presentation, moderation, and discussion led by sponsor.

Set up freely selectable materials or links from the sponsor for participants to download in the tutorial.

After the event

Thanking participants and sending freely selectable materials from the sponsor to participants via email.

Transfer of contact details to the sponsor of those participants who had agreed to this in advance.

23rd buildingSMART User Day in Berlin

The general meeting will take place the day before, on May 12, 2026, in the morning. During the day, the working groups of buildingSMART Germany will meet. In the evening, we invite you to the BIM Champions Evening with a festive tribute to the BIM Champions 2026. The buildingSMART User Day with five parallel lecture panels and > 40 specialist presentations will take place on May 13, 2026, in Berlin. We expect > 600 participants, mainly users and senior executives from all areas of the construction value chain.

Event app for the 23rd buildingSMART User Day

For the first time, we are offering our participants an event app specifically for User Day, which brings our sponsor directly to the participant's cell phone.

Event app sponsorship package	App sponsor
Maximum number	1
buildingSMART member	€4,000
Non-member	€6,000

Sponsorship packages buildingSMART User Day	Main sponsor	Sponsor	Basic Plus Sponsor	Sponsor Basic	Premium Exhibitor	Basic Plus Exhibitor	Basic Exhibitor
Maximum number	6	10	Unlimited	Unlimited	12	20	Unlimited
buildingSMART member	€6,000	€3,000	€1,500	€750	€6,000	€3,000	€1,500
Non-member	€9,000	€4,500	€2,300	€1,200	€9,000	€4,500	€2,300

Services provided by buildingSMART							
Promotion in the run-up to the event							
Acknowledgment of the sponsor in a news post on the buildingsSMART website	Yes	Yes	Yes	-	-	-	-
Acknowledgment in the buildingSMART newsletter (6,428 subscribers, open rate approx. 31%)	3 x	2	1	-	-	-	-
Placement of the sponsor logo on the event tickets	large	small	-	-	-	-	-
Social media posts: Presentation of sponsors with logo; animated GIF on BS channels (LinkedIn, Instagram, YouTube, with a combined total of 32,000 followers/subscribers)	3 x	2 x	1	-	-	-	-
Placement of the sponsor logo on the event page at www.buildingSMART.de	large	small	-	-	-	-	-
May 12, 2026: General meeting, meeting of our working groups, from around 6 p.m. BIM Champions Evening for members and invited guests with a ceremony honoring the BIM Champions 2026; approx. 400 participants.							
Exhibition space in the foyer or central catering area for free design, including Wi-Fi and power connection (230 V); furniture can be booked for an additional charge	-	-	-	-	4 m x 2 m	2 m x 2 m	1 m x 1 m
For the general meeting and BIM Champions Evening Logo on sponsor wall = stage background	Large	Medium	smaller	smaller	large	medium	smaller
Acknowledgment and mention by name at the opening of the BIM Champions Evening by the CEO of buildingSMART	Individual	Individual	summary	summarily	individual	summary	Summary
Number of promotional codes for your participants and stand personnel for the BIM Champions Evening (if several packages are combined, the tickets will be added together added together.)	3	2	1	1	3	2	1
May 13, 2026: 23rd buildingSMART User Day in Berlin, user-oriented conference with >40 specialist presentations in five parallel presentation panels. We expect >600 participants on site, primarily users and senior executives from all areas of the construction value chain.							
Exhibition space in the foyer or central catering area for free design, including Wi-Fi and power connection (230 V); furniture can be booked for an additional charge	-	-	-	-	4 m x 2 m	2 m x 2 m	1 m x 1 m
On-site professional photo documentation of the information stand and provision of at least 3 individual images per sponsor.	-	-	-	-	Yes	yes	Yes
One printed item in the participant package (max. A4, delivered to the event location by the sponsor)	1	-	-	-	1	-	-
Logo on sponsor wall = stage backdrop for the all-day event in all lecture halls	large	medium	small	-	-	-	-
Logos in the program brochure Print	large	medium	small	smaller	large	medium	smaller
Acknowledgment at the opening of the event by the CEO of buildingSMART	individually	individual	summary	summarily	individual	summary	Summary
Logo on break slides, rolling	Individual	Individual	summary	Summary	individual	summary	Summary
Logo display during live streaming from the main hall (5-8 sec., only 1 hall)	5	3	-	-	-	-	-
Number of promotional codes for your participants and booth staff for the buildingSMART User Day (if combining multiple packages, the tickets will be added together.)	3	2	1	1	3	2	1
After the event							
Provision of contact details of those participants who had agreed to this in advance.	Yes	-	-	-	Yes	-	-
The recording of the live stream will be available on demand for at least 4 weeks after the event, free marketing via YouTube, sponsor logo in the opening and closing credits of the Videos	yes	Yes	-	-	-	-	-
7th Karlsruhe Builders' Congress on July 9, 2026							
There will also be an opportunity to present your company at this event. If you are interested, please contact janine.altmann@buildingSMART.de directly.							
Three buildingSMART theme days in 2026							
We are planning three buildingSMART theme days in 2026: March 10 will feature the theme day "BIM and Hospital Construction," October 27 will feature "BIM and Transportation Routes," and November 10 will feature "BIM and Sustainability." The venue for all events is the Esperanto Congress and Cultural Center in Fulda. These events also offer an opportunity to present yourself to the target audience on site.							
Sponsor package	Sponsor Theme Day						
Maximum number per theme day	4						
buildingSMART member	€2,500						
Non-member	€5,000						
Promotion in the run-up to the event							
Acknowledgment and mention by name with Link in the event entry on www.buildingSMART.de	Yes						
Logo placement with link in the event listing on www.buildingSMART.de	Yes						
During the live event							
Acknowledgment by name at the opening of the event	Yes						

A standing table for your materials, including Wi-Fi and power connection in the event room; additional furniture can be booked for an extra charge	Yes
Setup of a roll-up banner (production and delivery by sponsor)	Yes
Display of 1 flyer OR 1 postcard on the participants' seats (production and delivery by sponsor)	Yes
Number of free tickets for your participants and booth staff	2

28th buildingSMART Forum online as an exclusive live streaming event

Our 30th buildingSMART Forum will be broadcast live from Berlin in November 2026. Our sponsors can participate live in the studio and invite guests to the event. Participation is free of charge for everyone. We expect approximately 200 online participants and approximately 100 participants on site. In terms of content, the event is aimed at decision-makers and offers thematic interfaces to politics, administration, associations, and science. Afterwards, all content will be distributed free of charge as video on demand, including all sponsorship elements, and will be available online for at least one year. We expect approximately 1,000 views of the recording.

Sponsorship packages	Main sponsor	Sponsor
Maximum number	3	5
buildingSMART member	€7,500	€3,500
Non-member	€15,000	€7,000

Services provided by buildingSMART

Promotion in the run-up to the event

Multiple acknowledgements of the sponsor in the buildingSMART newsletter (at least 3 reports)	Yes	Yes
Sponsor logos on the event website at www.buildingSMART.de	large	small
Social media posts: Presentation as main sponsor of the forum with logo; animated GIF on bS channels; at least 5 posts (LinkedIn, Instagram, YouTube with a combined total of 32,000 followers/subscribers)	Yes	-

During the live event

Participation of sponsor representatives live in the studio in Berlin	Max. 3 guests	Max. 2 guests
Invitation to the concluding get-together. Exclusive networking - not open to the public.	Includes	Includes
Logo on background wall in streaming studio	large	small
Acknowledgment at the opening of the event by the CEO of buildingSMART	Yes	Yes
Four broadcasts of a sponsor video (company and/or product presentation) directly before the start of the event, at the beginning and end of the lunch break, and at the end of the event. (Production and delivery as mp4 by the sponsor, max. length 30 seconds)	Yes	-
Logo placement on a presentation slide during the intro and outro of the live streaming event	large	small
Logo or product display via split screen; 1/3 of the live image is occupied by the advertisement.	3 insertions of 10 seconds each	1 insertion of 5 seconds
Acknowledgment during the closing remarks by the managing director of buildingSMART	Yes	Yes

After the event

Publication of the live stream of the entire event, including all sponsorship elements. Distribution via buildingSMART channels: website, newsletter, YouTube, social media.	Yes	Yes
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Contractual provisions

Services provided by the sponsor	Each sponsor undertakes to advertise the event via their own website, newsletter, and social media. Appropriate evidence of this must be provided up to 4 weeks before the event. Appropriate graphics will be provided by buildingSMART.	
Use of services	The organizer is not responsible for the use of the sponsor's services and has no obligation to provide information about such use.	
Payment deadline	The invoice will be issued after the event has ended and is then due immediately.	
Prices	All prices are subject to VAT.	
Sponsorship agreement	A written sponsorship agreement will be concluded between the organizer and the sponsor.	
Program changes, changes to services	The organizer reserves the right to make changes to the program schedule. In justified exceptional cases, there may be deviations from the services of the organizer described above.	