

SHIFT+ENTER SUMMIT 2026

SEPTEMBER 4, 2026
BUDAPEST

SPONSORSHIP OPPORTUNITIES

Partner with the community.

Reach 400+ Microsoft professionals, developers, and decision-makers in Central Europe. Directly, genuinely, in a room that values expertise over sales pitch.

WHY SPONSOR

Affordable tickets. Powered by you.

Shift+Enter Summit is a not-for-profit community event. Tickets are kept affordable to preserve the community spirit and make knowledge-sharing accessible to everyone, not just those with a corporate budget.

Sponsor support covers the full cost of putting on a premier conference day. Your contribution goes directly towards:

- Venue rental at CEU, Central European University, Budapest
- Catering and coffee breaks for 400+ participants
- Speaker appreciation dinner
- Event photography
- T-shirts, badges, lanyards, and printed materials
- A/V equipment and stage setup

2025 EDITION

PARTICIPANTS	SPEAKERS	STAGES	SESSION RATING	COUNTRIES
230+	30+	3	4.9/5	27
Developers, consultants, architects, business users, business owners, and decision-makers	International speakers from across Europe and beyond	Power Platform, AI & Copilot, Cloud & M365, Dynamics 365, Fabric & Data, Human & Career Skills	Average rating across 160 submissions from 85 participants	Countries represented by speakers and participants

2026 PROJECTED

PARTICIPANTS	SPEAKERS	STAGES	BUDGET	SAVE THE DATE
400+	35+	4	~2x	Sep 4
Developers, consultants, architects, business users, business owners, and decision-makers	International speakers from across Europe and beyond	Power Platform, AI & Copilot, Cloud & M365, Dynamics 365, Fabric & Data, Human & Career Skills	Almost doubled event budget vs. 2025 bigger venue, more participants, more stages and sessions	CEU, Budapest 2026

PACKAGES & COMPARISON

Everything, side by side.

All prices in EUR, excl. VAT. Slots are limited first come, first served.

	HEADLINE €7,500 1-slot SOLD OUT	PLATINUM €3,500 3-slots 1 left	GOLD €2,250 6-slots 4 left	SILVER €1,000 10-slots 9 left	DIGITAL €300 Open
BRAND VISIBILITY					
Logo on website	Largest, 1st	✓	✓	✓	✓
Logo on on-site banners	1st position	✓	✓	✓	-
Logo on sponsor slides	✓	✓	✓	✓	✓
Logo on badge (lanyard add-on available)	✓	✓	✓	-	-
ENGAGEMENT					
Exhibitor stand	✓	✓	✓	-	-
Speaking slots	2 x 25 min	1 x 25 min	-	-	-
Newsletter takeover (1x)	✓	-	-	-	-
LinkedIn post (1x)	Co-authored	Co-authored	Dedicated	Dedicated	-
Promo material distribution	✓	✓	✓	-	-
TEAM ACCESS					
Booth staff passes	4	3	2	-	-
Guest invitations	5	4	3	2	-
LEAD & DATA					
Lead collection support (badge scanning)	✓	✓	✓	-	-
Early access to participant demographics	✓	✓	-	-	-
Promo material in speaker gift bags	✓	✓	-	-	-
Priority for future editions	✓	✓	-	-	-

Speaking slots: Topics must align with our tracks Power Platform, AI & Copilot, Cloud & M365, Dynamics 365, Fabric & Data, Human & Career Skills. No product pitches. Q&A included. Lead collection: badge-scanning app provided; we never share participant data directly.

BENEFIT CATEGORIES

What each category means.

A reference for what is included under each benefit heading in the comparison table.

Brand Visibility Your logo placed across all official event touchpoints.	
On website Your logo appears on shiftenter.hu for the full duration of the sponsorship period, sized and positioned according to your tier.	On sponsor slides A dedicated sponsor acknowledgement slide shown between sessions on all screens across all tracks throughout the day.
On on-site banners Printed roll-up banners and stage signage displayed throughout the venue on event day. Headline gets first position; other tiers appear in tier order.	On badge Your logo printed on every participant badge. Lanyard branding is available as a separate add-on for any tier.
Engagement Opportunities to connect with participants and demonstrate your work.	
Exhibitor stand A dedicated space at the venue for the full event day. Use it to showcase your brand, demo your products or services, and have real conversations with participants. Table, chairs, and power included.	Speaking slots 25-minute sessions scheduled as part of the regular programme. Topics must align with one of our tracks: Power Platform, AI & Copilot, Cloud & M365, Dynamics 365, Fabric & Data, or Human & Career Skills. No product pitches. Q&A included.
Newsletter takeover (1x) One dedicated email sent to all registered participants on your behalf. Your subject line, your content, your branding. We handle delivery.	LinkedIn post (1x) Every eligible sponsor gets a dedicated LinkedIn post from the official Shift+Enter Summit account just them, us thanking them. Headline and Platinum sponsors co-author theirs: share topics, products, or messages you want highlighted, and we weave them into the post. Gold and Silver receive a dedicated thank-you post written by us.
Promo material distribution A dedicated spot near the registration desk where participants can pick up your flyers, stickers, or branded freebies throughout the day.	
Team Access Passes and invitations for your colleagues and guests.	
Booth staff passes Full-day passes for the colleagues running your stand. These are entirely separate from your guest invitation allocation your booth team does not use your ticket quota.	Guest invitations Tickets for clients, prospects, or partners you want to bring along. Full access to all sessions, catering and coffee breaks, and the networking mixer.
Lead & Data Tools and information to help you get the most out of your presence.	
Lead collection support We provide a custom badge-scanning app for your stand. Scan participant QR codes, add private notes per contact, and export your full lead list after the event. We never share participant data directly.	Early access to participant demographics Before the event, we share an aggregate breakdown of registered participants job roles, industries, and experience levels so you can tailor your messaging and booth setup in advance.
Promo material in speaker gift bags Your branded item included in the thank-you pack given to every speaker at the event.	Priority for future editions First right of refusal to renew at the same tier before we open availability to new sponsors for the next edition.

ADD-ONS

Upgrade your presence.

Available on top of any sponsorship tier. All prices net, VAT added. Limited spots.

Networking Mixer €2,750 Host or co-host the informal networking session after the main programme 3 hours, your branding front and centre. <i>1 slot available</i>	Room Auditorium A €750 Name the room (cap. ~150). Visible on the agenda, signs, and all room references. <i>1 slot available</i>
Room Auditorium B €750 Name the room (cap. ~170). Visible on the agenda, signs, and all room references. <i>1 slot available</i>	Room 101 €500 Name the room (cap. ~50). Visible on the agenda, signs, and all room references. <i>1 slot available</i>
Room 103 €500 Name the room (cap. ~75). Visible on the agenda, signs, and all room references. <i>1 slot available SOLD OUT</i>	Lanyard Sponsor €1,500 Your brand on every lanyard in the room, all day from badge pick-up through the networking mixer. Available for any sponsorship tier. <i>1 slot available SOLD OUT</i>
Coffee Station €650 Sponsor the coffee breaks one of the highest-traffic moments of any conference. Your branding at the station during every break throughout the day. <i>2 slots available</i>	

2025 SPONSORS

Our 2025 sponsors.

These organizations supported the inaugural Shift+Enter Summit and helped make it possible. Join them for the 2026 edition.

TIER SPONSORS

SB Consulting Group	VisualLabs	KPMG Hungary	evoCRM	GetTech
Arrow	Abesse	ESPC	The Mentoring Hub	PartnerBooster
Spark Institute				

GIVEAWAY & COMMUNITY SPONSORS

Logitech	DynamicsMinds	Craft Conf	ColorCloud	HPPUG
----------	---------------	------------	------------	-------

MEDIA PARTNERS

AIML.events	Sessionize	dev.to
-------------	------------	--------

Ready to partner with us?

Drop us an email and we will be happy to answer any questions or tailor a package that fits your goals.

summit@shiftenter.hu

linkedin.com/company/shift-enter-summit