



DanAds®



SUMMIT 26

# Sponsorship Packages

Stockholm 2026



# About our Annual European Summit 2026

Over 70 European publishers and advertisers come together to share their self-serve journey.

The demand for self-serve advertising is rapidly growing and spreading across all platforms, transforming the way brands and journalism connect with their audiences. Building upon the success of our inaugural summit, DanAds proudly presents the Summit 2026, a gathering of leading voices and influencers within the self-serve advertising industry.

This exclusive event will invite key industry experts to delve into the transformative impact of self-serve platforms and advertising automation.

# Our Goals

01

## Empowering self-serve and ad automation success

The primary goal of the summit is to empower attendees with the knowledge, tools, and strategies to succeed in the self-serve business model.

02

## Fostering collaboration and networking

We strive to foster networking opportunities and facilitate meaningful discussions that will enable attendees to build valuable relationships, exchange ideas, and potentially form strategic partnerships for mutual growth and success.

03

## Showcasing cutting-edge technologies

We seek to showcase the latest advancements in technologies, platforms, and solutions.



# Agenda TBD

13:00	Doors open, Registration
13:30	Welcome message
13:40	Keynotes & panels
14:40	Networking Break
15:15	Keynotes & panels
16:15	Networking session
16:40	Keynotes & panels
18:00	Summit Ends

# Target Audience

**Established large publishers, agencies and SMBs all flock to the summit.**

Meet the people that express interest in attending our summit. We were in good company last year with attendees from:



Sveriges Mediebyråer

BONNIER  
NEWS

Schibsted

viaplay G R O U P

Medie  
kompaniet

4 2

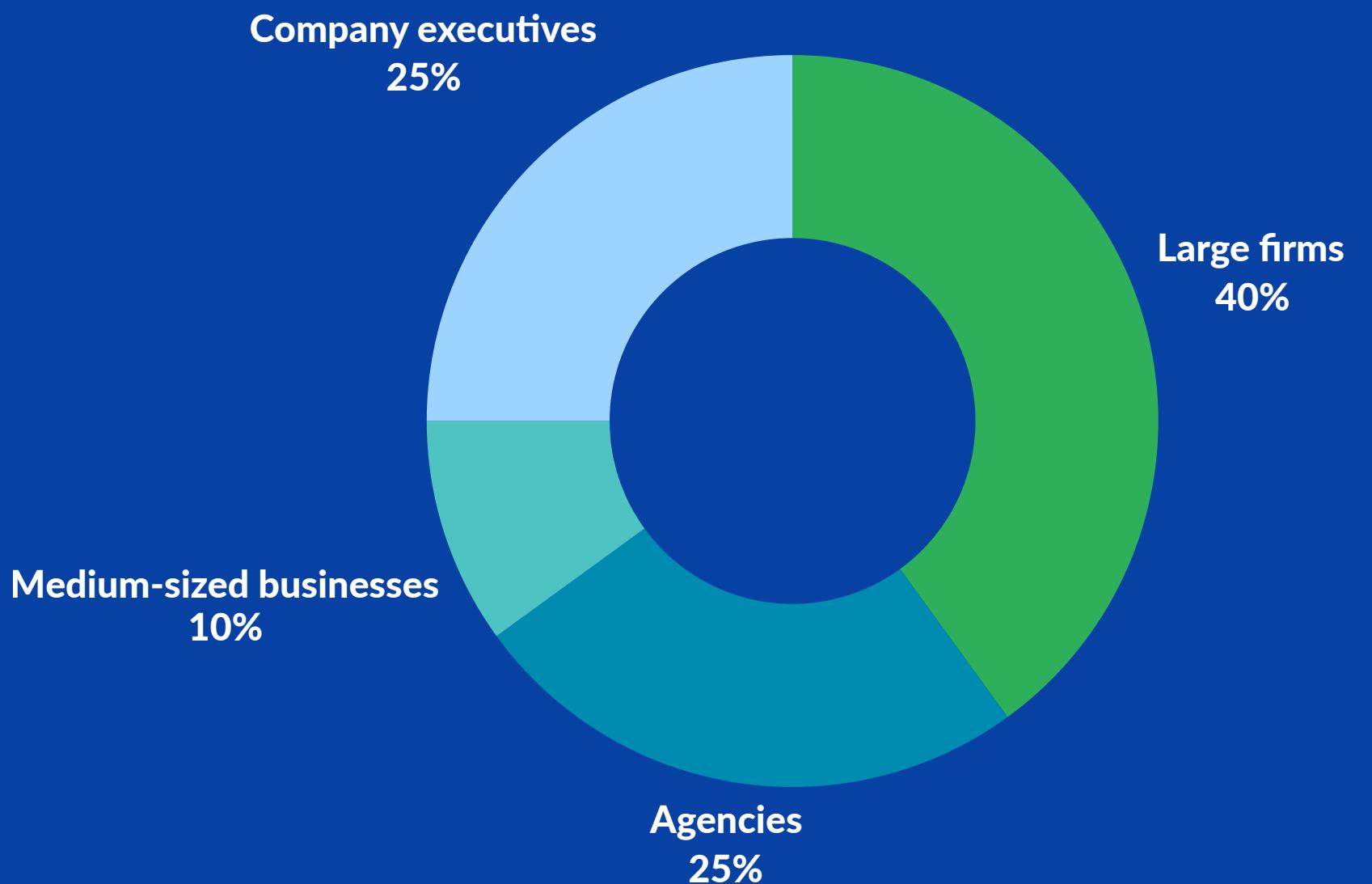
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ICA

Tripadvisor

M  
PUBLICITE

GOLDBACH





# The Venue - Agdas STHLM

Regeringsgatan 107, 111 39 Stockholm



# Sponsorship Opportunities

See how you can get your brand in front of Europe's leaders and C-level executives.

# Platinum Sponsorship | \$10K USD

# Gold Sponsorship | \$8K USD

# Silver Sponsorship | \$5K USD

## What is included?

- 5 entrance tickets
- Full sponsor branding package
- Speaking opportunity - Panel
- Contribution to merch table

## What is included?

- 3 entrance tickets
- Limited sponsor branding package
- Contribution to merch table

## What is included?

- 2 entrance tickets
- Limited sponsor branding package
- Contribution to merch table



# Become a Spotlight Partner

Elevate your brand to new heights by **hosting or co-hosting a meal** during the summit.

This exclusive opportunity **puts your brand front and center**, allowing you to showcase your brand, connect with attendees, and leave a lasting impression.



- **Networking Breaks/Fika.....\$2K USD**  
2 x 35 mins Breaks  
Up to 100 people  
Canapés/Fika & Beverages

- **Welcome Drinks .....\$4K USD**  
Up to 100 people  
Cocktails & Canapés

- **Dinner & Drinks.....\$8K USD**  
3 hours  
Up to 50 people  
Family Style Dinner

# Sponsorship Package Comparison

- Entrance tickets
- Speaking opportunity
- Sponsor branding package
- Host or co-host a meal

## Platinum

5



## Gold

3



## Silver

2



Upon request



# What you gain as a sponsor

Prominent marketing exposure during an exclusive event, fostering positive associations with your brand.

You will gain significant exposure and access to **a highly targeted audience**, creating opportunities for increased **brand recognition, lead generation, and business growth**.

# What our participants thought of other summits

We had very successful summits the previous years



**Lisa Parks**  
Head of Programs & Products - Platforms

*"The DanAds Summit is an event that I look forward to each year. The content is always insightful, and the speakers bring a wealth of knowledge to the table, leading to lively conversations. This year's panel discussions, as always, brought candid conversation and diverse perspectives on the future of advertising technology and the possibilities. These were not only thought-provoking but also incredibly inspiring. It's fantastic to see DanAds fostering such an engaging and forward-thinking environment!"*



**James Immordino**  
Vice President - Ad Sales Strategy

*"Huge thanks to DanAds for the invitation and to Rob Beeler for steering such a dynamic conversation and for highlighting the "Hugs" (retention) KPI. TV publishers' focus and trajectory around convergence is real - and collaboration across partners and adTech with external-facing simplicity will be key to making it deliver for advertisers."*  
Paramount Advertising

# Attendee Testimonials

*"I loved this event and thought it was an excellent program/format. My only piece of feedback is that the format of the speakers throughout the entire event was roundtable. It would have been nice to maybe have fewer panels, with audience engagement included and visuals/presentation decks. Towards the end, it was a lot to stay focused without breaks and engagement."*

*"What a fantastic event! I'm energized by the variety of topics and can't wait to share these insights with my team."*

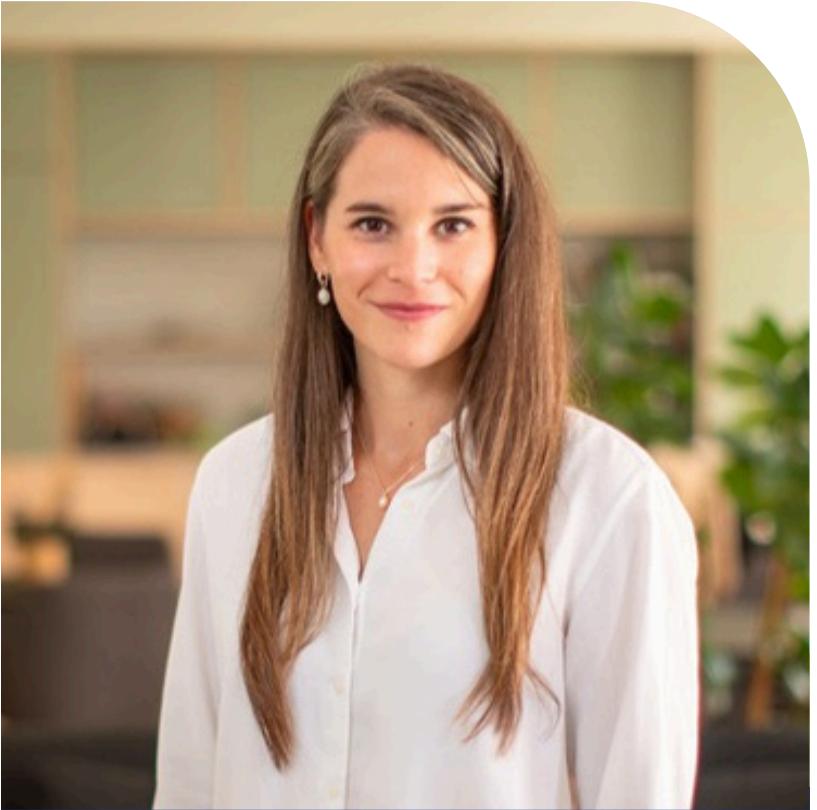
*"Terrific and productive session. Dan Rayburn was particularly challenging/interesting/relevant in his comments."*

*"Such a well-curated and thoughtful summit! The breadth of topics and panelists made it an engaging day for all attendees. Bonus points for the DELICIOUS food offerings."*



# Meet our team

If you have any questions, feel free to  
reach out!



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# Thank you

Have any questions? Feel free to reach out directly to Marie-Lou Penin  
via [marie.lou.penin@danads.com](mailto:marie.lou.penin@danads.com) and Jessica Chu via [jessica.chu@danads.com](mailto:jessica.chu@danads.com)

[Learn more about the summit](#)