

# Sx Festival

# Sx Expo

26-28 JUN

Redefining  
The Future of  
Sx & Pleasure



Creators Shows Pleasure Expo

Business

Pleasure Market

Platforms

HEERESBÄCKEREI  
Köpenicker Straße 16 Berlin  
Germany 10997

Berlin 2026

# VISIBILITY OUTDOOR

HEERESBÄCKEREI  
BERLIN

Köpenicker Straße 16  
Berlin, Germany 10997

## Ideal for Brands

Looking for  
Strong Branding narrative and Top  
Visibility

### Ideal For Brands

Brands aiming for best exposure through design & direct-to-consumer visibility.

Platforms and creator-driven brands activating through creator visibility, influencer partnerships, or direct creator announcements.

Consumer-Oriented Products Marketing for brands developing consumer-facing campaigns and launching new product announcements.

### SX Festival Top Marketing Key

Top Venue Visibility

Access to niche B2C audiences

Maximum social media impact

Creator-led content integration

Co-branded event exposure

QR code activation opportunities

Lead Branding Campaign

High-impact branding with strong creative CTA

Main Entry Banner  
 $B \times H = 345 \text{ cm} \times 406 \text{ cm}$

Visibility: 5 Days (24–28 June 2026)

10,000 EUR

**TOP LEVEL**

- High traffic area
- Main Entrance Placement
- Exclusive opportunity
- Only one available



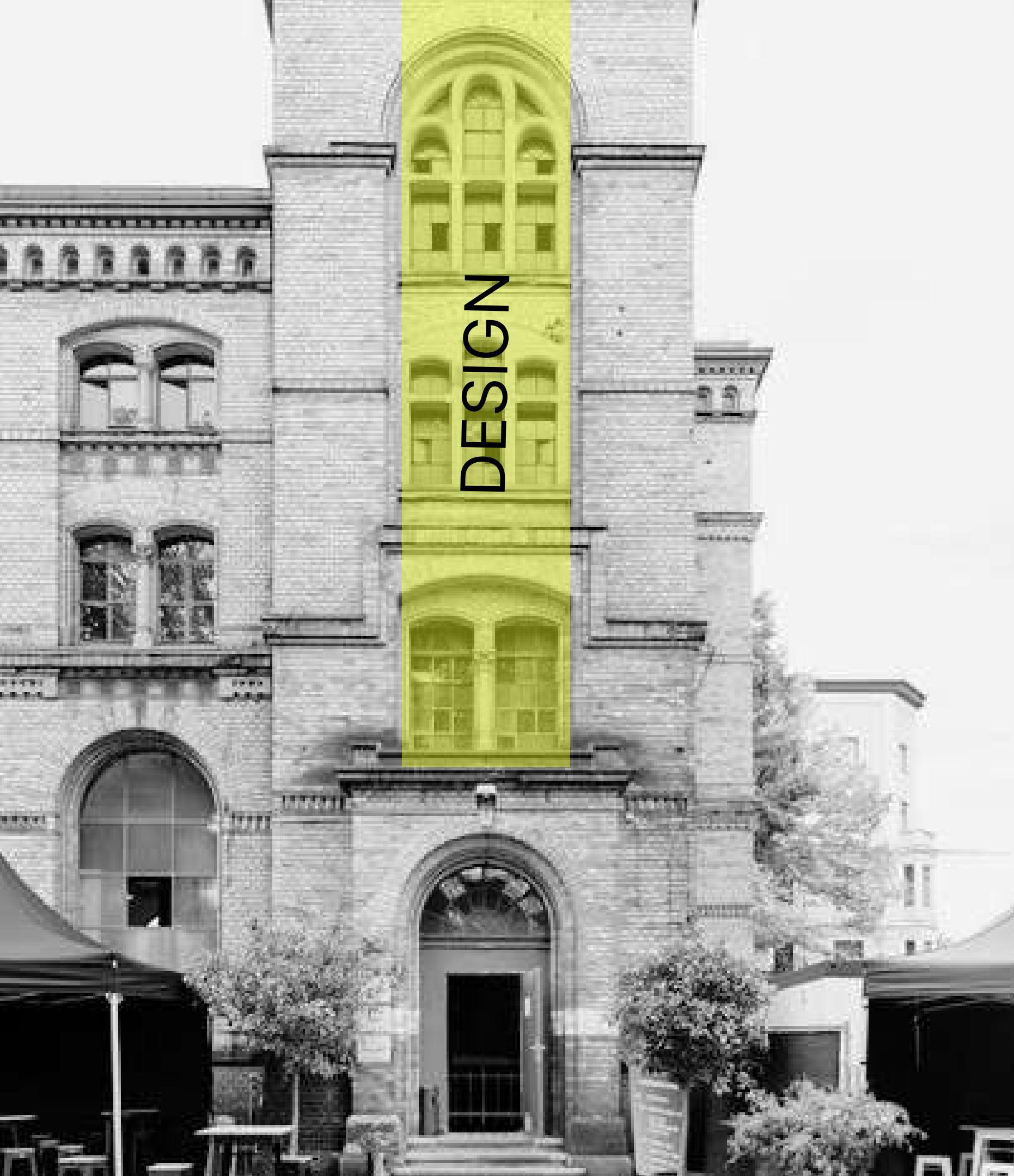
## Back Entry Tower Banner 150 cm x 6 m

**Visibility: 3 Days (26–28 June 2026)** Fabric only or with projector

**10,000 EUR +**

### TOP LEVEL

- Top high traffic outdoor area
- Main Entrance Placement
- Exclusive opportunity
- Only one available
- LED light installation available



**Back Entry Banner**  
120 cm x 4m

**Visibility: 3 Days (26–28 June 2026)** Fabric only or with projector

**10,000 EUR**

**TOP LEVEL**

- High traffic area
- Main Entrance Placement
- Exclusive opportunity
- Only one available
- LED light installation available

Berlin 2026

# VISIBILITY INDOOR



# Main Entry Gate 120 cm x 4m

sxtecheu

Total area (W x H): 371 cm x 336  
Top section (W x H): 371 cm x 110  
Left side (W x H): 115 cm x 226  
Right side (W x H): 115 cm x 226

Visibility: 3 Days (26–28 June 2026) 10,000 EUR

## TOP LEVEL

- Main entrance high-traffic area
- Next to Reception Placement
- Exclusive opportunity
- Only one available



**B2B VIP Area Screen Bar**  
50 cm x 180 cm

**Visibility: 3 Days (26–28 June 2026)**

**3,000 EUR**

**TOP LEVEL**

- Top B2B traffic area
- Main Led Placement B2B Area
- Exclusive opportunity
- Only one available



**TOP Bar Area Indoor**  
**3 x - 80 cm x 100 cm**

**Visibility: 3 Days (26–28 June 2026)**

**10,000 EUR +**

**TOP LEVEL**

- Possibly most busy traffic area
- Official Bar Branding Placement
- Exclusive opportunity
- Only one available

Berlin 2026

# SPONSORSHIP PLANS

## Ideal for Brands

Looking for  
Strong Branding Awareness and Top  
Visibility Impact

### Ideal For Brands

Product-Focused Brands  
Adult and pleasure brands aiming for  
strong exposure through design & direct  
to-consumer visibility.

Community-Led & Creator-Driven Brands  
Activating through creator partnerships,  
influencers, or niche market engagement.

Consumer-Oriented Products  
developing consumer-facing campaigns  
and launching new product  
announcements.

### SX Festival B2C Top Marketing Key

- Full-year visibility across database platforms
- Access to niche B2C audiences
- Outreach to 200+ journalists
- Creator-led content integration
- Co-branded event exposure
- Gala & expo stage visibility
- Led Branding Campaign
- Press tracking + clippings

# Top Impact Visibility Sponsorships

## MAIN FESTIVAL SPONSOR

58,500 EUR

POWERED BY [YOUR BRAND NAME]  
EXCLUSIVE TITLE RECOGNITION AS THE FESTIVAL'S MAIN  
PARTNER.  
TOP-TIER VISIBILITY ACROSS ALL CHANNELS — LEAD  
MARKETING PLACEMENT ON OFFLINE & DIGITAL ASSETS.

**2 DAYS – EXCLUSIVE**

[\*\*GET AN OFFER\*\*](#)

## REGISTRATION SPONSOR

34,500 EUR

EXCLUSIVE TITLE RECOGNITION AS THE OFFICIAL  
REGISTRATION SPONSOR.  
BRANDED REGISTRATION DESK AND SIGNAGE ONSITE.  
FULL BRANDING RIGHTS ON ALL REGISTRATION MATERIALS

**2 DAYS – EXCLUSIVE**

[\*\*GET AN OFFER\*\*](#)

## TOP PERKS

- Main Entrance Placement
- Brand Visibility Across All Channels
- Lead Digital Outreach
- VIP Experience & Hosting Rights

## TOP PERKS

- Branding on All Registration Assets
- High-Footfall Desk Placement
- Exclusive Status & Category
- Full Control Over First Impressions

# Top Impact Awareness Sponsorships

## MAIN STAGE SHOW SPONSOR

EXCLUSIVE BRANDING OF ONE OF THE EVENT'S MAIN CONTENT STAGES.  
INCLUDES BRANDED SEATING AND ON-SITE SIGNAGE IN THE STAGE AREA.

**EXCLUSIVE PER STAGE X 4**

[GET AN OFFER](#)

15,800 EUR

## NETWORKING SPONSOR

HIGH-VISIBILITY BRAND PRESENCE ACROSS THE ENTIRE EVENT.  
INCLUDES PLACEMENT IN THE ONLINE AGENDA, BRANDED NETWORKING EVENTS, MATCHMAKING TOOLS, EMAIL CAMPAIGNS, AND DIRECT ATTENDEE OUTREACH.

**2 DAYS - 2 AVAILABLE**

[GET AN OFFER](#)

14,850 EUR

## TOP PERKS

- Branding on a Core Content Stage
- Branded Seating & On-Stage
- Premium Programming Visibility
- Only one available

## TOP PERKS

- Visibility in All Networking Activities
- Integration in Matchmaking
- Featured in the Digital Agenda
- Speed Dating Sponsor

# Top Impact B2B Sponsorships

## BUSINESS STAGE SPONSOR

EXCLUSIVE BRANDING OF ONE OF THE EVENT'S MAIN CONTENT STAGES.  
INCLUDES BRANDED SEATING AND ON-SITE SIGNAGE IN THE B2B STAGE AREA.

**EXCLUSIVE PER STAGE X 2**

9,800 EUR

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## STARTUP PITCH SPONSOR

PUT YOUR BRAND AT THE FOREFRONT OF INNOVATION BY SPONSORING THE STARTUP PITCH — WHERE THE NEXT BIG IDEAS TAKE THE STAGE.

**EXCLUSIVE SIDE EVENT**

6,500 EUR

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## TOP PERKS

- Top traffic B2B area
- Direct impact on B2B audience
- Exclusive opportunity per stage
- Only 2 available

## TOP PERKS

- High traffic B2B area
- Direct Impact on media tracking
- Exclusive opportunity
- Only one available



# Top Impact B2B Sponsorships

## B2B VIP BRUNCH RSVP SPONSOR

5,500 EUR +

EXCLUSIVE BRANDING AT THE B2B VIP BRUNCH – CONNECT WITH KEY INDUSTRY LEADERS IN A PREMIUM NETWORKING SETTING.

**SATURDAY B2B EVENT – EXCLUSIVE**

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## B2B VIP LOUNGE SPONSOR

15,500 EUR +

PREMIUM VISIBILITY IN THE B2B VIP LOUNGE — ALIGN YOUR BRAND WITH EXECUTIVE-LEVEL NETWORKING AND COMFORT.

**2 DAYS - EXCLUSIVE**

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## TOP PERKS

- High traffic area
- Main Entrance Placement
- Exclusive opportunity
- Only one available

## TOP PERKS

- High traffic area
- Main Entrance Placement
- Exclusive opportunity
- Only one available

# Top Impact Community Sponsorships

## FASHION & STYLE AREA SPONSOR

4,500 EUR

SHOWCASE YOUR BRAND IN THE MOST STYLISH SPOTLIGHT — SPONSOR THE FASHION & STYLE AREA AND ALIGN WITH BOLD, TRENDSETTING CREATIVITY.

**2 DAYS – 4 SPOTS**

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## ART & DJ LINEUP SPONSOR

8,500 EUR

CONNECT YOUR BRAND TO CULTURE AND CREATIVITY BY SPONSORING THE ART PROGRAM & DJ LINEUP — WHERE MUSIC, PERFORMANCE, AND EXPRESSION TAKE CENTER STAGE.

**2 DAYS – 2 SPOTS**

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## TOP LEVEL

- Top social media CTA
- Main Outdoor Area Placement
- Top branding direct to consumer
- Most creative input

## TOP LEVEL

- Top traffic bar area
- Top social media CTA
- Exclusive opportunity
- Only one available

# Top Impact Community Sponsorships

## BAR & CHILL AREA SPONSOR

ALIGN YOUR BRAND WITH CALM AND CARE — AS THE EXCLUSIVE WELLNESS & CHILL AREA SPONSOR, YOU'LL BE VISIBLE IN THE EVENT'S GO-TO SPACE FOR REST, RECHARGE, AND MINDFULNESS.

2 DAYS – 4 SPOTS

4,500 EUR

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## BRANDED DRINK SPONSOR

PUT YOUR BRAND IN EVERY HAND — AS THE EXCLUSIVE BRANDED DRINK SPONSOR, YOU'LL BE FEATURED AT ALL KEY BARS AND REFRESHMENT POINTS THROUGHOUT THE EVENT.

2 DAYS – EXCLUSIVE

19,500 EUR

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## TOP LEVEL

- High Traffic Bar Area
- Main social impact branding
- Top creative opportunities
- Most creative input

## TOP LEVEL

- Top branding CTA
- Main PRODUCT Placement
- Exclusive opportunity
- Only one available

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# SPONSORSHIP PLANS

Top Impact Creator Opportunities

# Ideal for Brands

Looking for  
Creator Connection & Collaboration  
Opportunities

## Ideal For Brands

■ Platforms looking for early access to creators and strategic brand visibility across the creator ecosystem

■ Brands looking to build ambassador programs and strengthen affiliate and creator partnerships for strategic visibility.

■ Solution Providers  
Creating creator-economy campaigns and launching new product announcements.

## Creator Program Top Marketing Key

- Full-year visibility across data base platforms
- Direct pre-event contact with creators
- Outreach to 200+ journalists
- Creator-led content integration
- Co-branded event exposure
- Creator collaboration opportunities
- City-Led Branding Campaign
- Press tracking + clippings

# Top Impact Creator Opportunities

## CREATOR VIP ZONE SPONSOR

STAND OUT IN THE CREATOR VIP ZONE — CONNECT YOUR BRAND WITH TOP CREATORS IN AN EXCLUSIVE, PREMIUM SETTING.

**SUNDAY EVENT EXCLUSIVE**

28,500 EUR

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## CREATOR SHOOTING AREA SPONSOR

STAND OUT IN THE CREATOR SHOOTING ZONE — CONNECT YOUR BRAND WITH TOP CREATORS IN AN EXCLUSIVE, PREMIUM SETTING.

**SUNDAY SIDE EVENT EXCLUSIVE**

18,500 EUR

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## TOP LEVEL

- Top traffic Creator area
- Direct integration of Creators CTA
- Exclusive opportunity
- Only one available

## TOP LEVEL

- Top online traffic CTA Creators
- Direct integration of Creators
- Exclusive opportunity
- Only one available

# Top Impact Community Sponsorships

## SUNDAY CREATOR COCKTAIL SPONSOR

A STANDOUT PARTNERSHIP BETWEEN A BRAND AND A CREATOR OR PERFORMER THAT FELT AUTHENTIC, ALIGNED, AND EFFECTIVE. DIRECT CTA

[SUNDAY SIDE EVENT EXCLUSIVE](#)

8,500 EUR

[GET AN OFFER](#)

## SATURDAY MAIN AFTER-PARTY SPONSOR

THE BIGGEST CELEBRATION OF THE WEEKEND – TOP-TIER PLACEMENT. HEADLINE BRAND FOR THE FINAL BLOWOUT. LOGO FEATURED ACROSS VENUE VISUALS AND RECAP CONTENT.

[SUNDAY MAIN EVENT EXCLUSIVE](#)

30,500 EUR

[GET AN OFFER](#)

## TOP LEVEL

-  Top Curated traffic with Creators
-  Selected guest list
-  Top Creator Visibility
-  Only one available

## TOP LEVEL

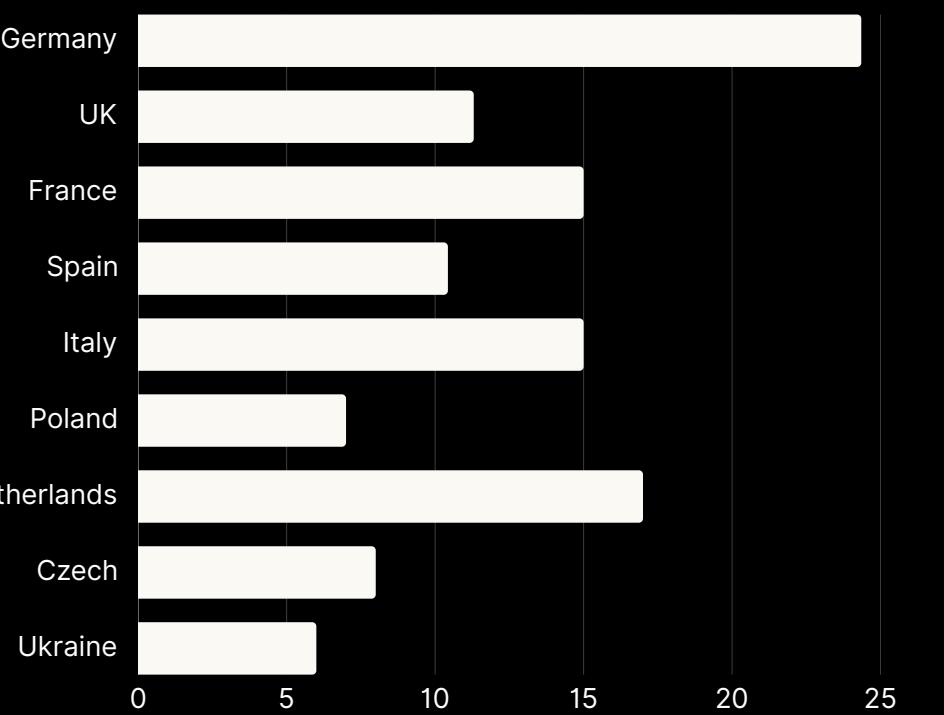
-  Top traffic event
-  Total Venue Placement
-  QR code Exclusive opportunity
-  Only one available

# Creator & Brand Ambassador PROGRAM 2026

## Top 10 platforms most frequently used by our network creators

- OnlyFans
- Fansly
- MyDirtyHobby
- ManyVids
- LoyalFans
- FanCentro
- JustForFans
- F2F
- BestFans
- Clips4sale

## Attendee Creator Location



Agency 43%



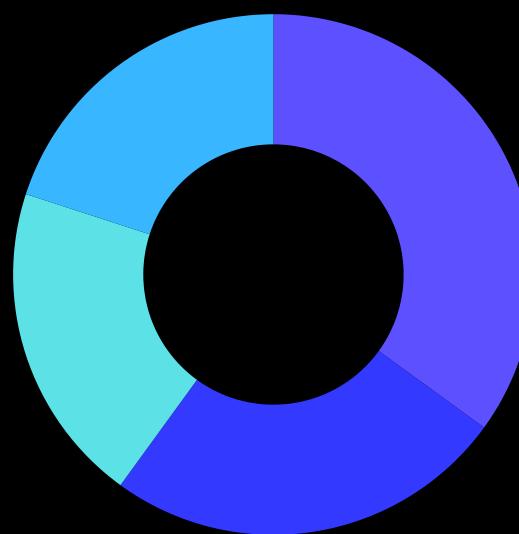
Independent



Other Third-Party 12%



Tier Size Approx % of Creators



## Top Content Niches

|                     |                       |                     |                      |                 |           |
|---------------------|-----------------------|---------------------|----------------------|-----------------|-----------|
| ● Cosplay / Fantasy | ● BDSM / Kink         | ● GFE / Softcore    | ● Lingerie / Glamour | ● Feet / Fetish | ● Fitness |
| ● LGBTQ+ / Queer    | ● Couples / Partnered | ● Goth / Alt / Punk | ● ASMR / JOI / Audio |                 |           |



|   |             |            |
|---|-------------|------------|
| ● | Early-stage | 70-80%     |
| ● | Mid-level   | 15-25%     |
| ● | Top-tier    | 5% or less |
| ● | Big star    | 0,2%       |

Berlin 2026

# **SXMA AWARDS**

**Top Impact Gala Awards Opportunities**

# Ideal for Brands

Looking for  
Strong B2B presence  
and media exposure

**sxtcheu**

## Ideal For Brands

 Ideal for Creator-Focused and  
Community-Driven  
Brands working with creators, running  
ambassador programs.

 Ideal for PR, Marketing, and Media  
Professionals  
For PR agencies, marketing firms, media  
outlets, and content platforms

 Ideal for Brands with Strong Product  
Design and Visual Marketing campaigns  
within the adult and pleasure industry.

## SXMA Top Marketing Key

-  Year-round brand visibility
-  Access to niche B2C audiences
-  Outreach to 200+ journalists
-  Creator-led content integration
-  Co-branded award + event exposure
-  Gala & expo stage visibility
-  City-Led Branding Campaign
-  Press tracking + clippings

# Top Impact Glam Sponsorships

## MAIN SXMA SPONSOR

35,500 EUR

SXMA GALA AWARDS MAIN SPONSOR – TAKE CENTER STAGE AS THE LEADING NAME BEHIND THE GALA. FULL BRANDING, MEDIA EXPOSURE, OPENING REMARKS, AND THE HONOR OF PRESENTING A KEY AWARD. MAXIMUM VISIBILITY

**EXCLUSIVE**

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## PARTNER SXMA SPONSOR

14,500 EUR

PROMINENT BRAND PLACEMENT ACROSS THE GALA EXPERIENCE. INCLUDES LOGO VISIBILITY, MEDIA PRESENCE, VIP ACCESS, AND THE OPPORTUNITY TO PRESENT AN AWARD ON STAGE.

**2 SPOTS AVAILABLE**

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## TOP LEVEL

- Top B2B traffic event
- Main Stage Placement
- Exclusive opportunity
- Only one available

## TOP LEVEL

- Top B2B traffic event
- VIP Visibility Placement
- Awards visibility opportunity
- High media activity CTA

# Top Impact Glam Sponsorships

## VIP SXMA SPONSOR

4,500 EUR

EXCLUSIVE BRANDING IN VIP AREAS, PREMIUM GUEST ACCESS, AND RECOGNITION DURING THE GALA. INCLUDES LOGO PRESENCE, MEDIA EXPOSURE, AND AWARD PRESENTATION OPPORTUNITY.

**4 SPOTS AVAILABLE**

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## CREATIVE SXMA SPONSOR

CUSTOM

SPOTLIGHT YOUR BRAND THROUGH ARTISTIC INTEGRATION ACROSS VISUALS, STAGE, AND DESIGN. INCLUDES BRANDING VISIBILITY, MEDIA COVERAGE, AND THE CHANCE TO PRESENT A CREATIVE CATEGORY AWARD.

**4 SPOTS AVAILABLE - CUSTOM OFFERS**

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## TOP LEVEL

- EXCLUSIVE VIP Branding
- Top Media Exposure Placement
- Stage opportunity
- Premium B2B Access

## TOP LEVEL

- Top visual branding
- Stage opportunity
- Top Media Exposure Placement
- Premium B2B Access

**SX FESTIVAL**  
**& EXPO**

Apply.  
**NOW**

**BECOME A  
SPONSOR  
2026**

**27-28  
JUN**

**2026  
BERLIN**



Partner 2026 Apply

Become an Exhibitor at Sx Expo 2026

Content Creator Program 2026

Brand Ambassador Program 2026

Gallery Funkhause 2025

**BOOK A CALL**



IMPRINT

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