

Sx Festival Sx Expo

HEERESBÄCKEREI
Köpenicker Straße 16 Berlin
Germany 10997

26-28 JUN

Redefining
The Future of
Sx & Pleasure

Creators Shows Pleasure Expo Business Pleasure Market Platforms

The  INDEPENDENT

 TechCrunch

 VICE

THE  TIMES

GAYTIMES

Mashable

 AVN

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		SX Festival Top Marketing Key	
<div></div>	Brands aiming for best exposure through design & direct-to-consumer visibility.	<div></div>	Top Venue Visibility
<div></div>	Platforms and creator-driven brands activating through creator visibility, influencer partnerships, or direct creator announcements.	<div></div>	Access to niche B2C audiences
<div></div>	Consumer-Oriented Products Marketing for brands developing consumer-facing campaigns and launching new product announcements.	<div></div>	Maximum social media impact
		<div></div>	Creator-led content integration
		<div></div>	Co-branded event exposure
		<div></div>	QR code activation opportunities
		<div></div>	Lead Branding Campaign
		<div></div>	High-impact branding with strong creative CTA

Main Entry Banner
B x H = 345 cm x 406 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








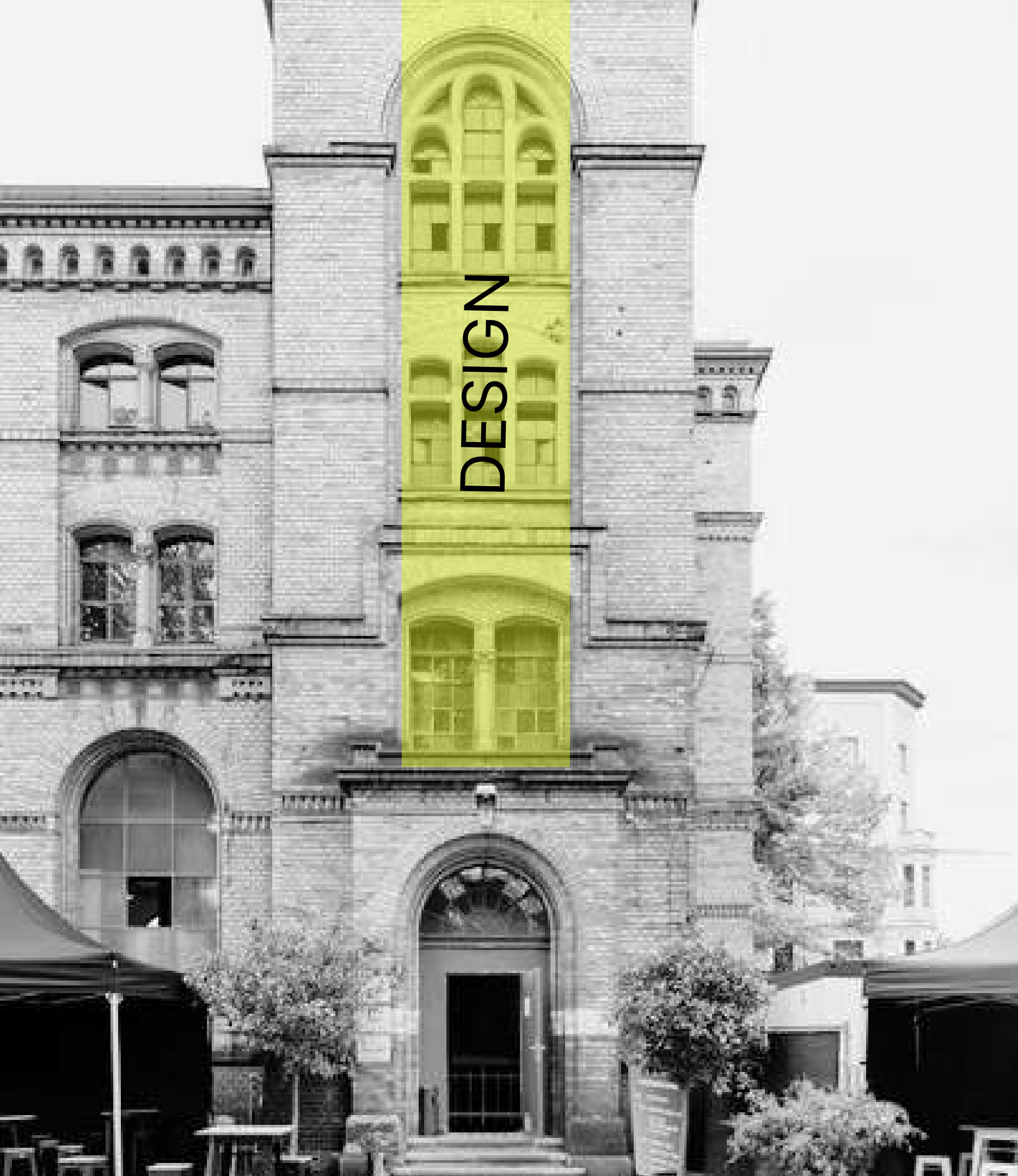
Back Entry Banner 120 cm x 4m

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

DESIGN

magazin
in der
heeres
bäckerei

Die Bäck



Die Heeresbäckerei in Berlin ist ein beeindruckendes Industriedenkmal. Das Magazin Westflügel

seit 1890 als Speicher. Loren mit Munition verkehrten auf Schienen zwischen der Heeresbäckerei und Bäckerei. Das Backsteingebäude hat seine Substanz über die Jahre bewahrt. Seine Stützen tragen eine fünf Meter hohe Kappendecke, das Parkett ist aus Eiche. tiefe Rundbogenfenster öffnen zum Licht. Wir haben das Magazin in seiner Historie saniert und in eine Ausstellung aufgewandelt. Entstanden ist eine vollere Saal mit einer gehörigen Portion – vielleicht der schönste in Berlin. Das Magazin in der Heeresbäckerei ist ein Events am Puls der guten alten Zeiten.





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





DESIGN

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

DESIGN

Berlin 2026

SPONSORSHIP PLANS

Ideal for Brands
Looking for
Strong Branding Awareness and Top
Visibility Impact

Ideal For Brands	SX Festival B2C Top Marketing Key
<div><div></div><div>Product-Focused Brands Adult and pleasure brands aiming for strong exposure through design & direct to-consumer visibility.</div></div>	<div><div></div><div>Full-year visibility across database platforms</div></div>
<div><div></div><div>Community-Led & Creator-Driven Brands Activating through creator partnerships, influencers, or niche market engagement.</div></div>	<div><div></div><div>Access to niche B2C audiences</div></div>
<div><div></div><div>Consumer-Oriented Products developing consumer-facing campaigns and launching new product announcements.</div></div>	<div><div></div><div>Outreach to 200+ journalists</div></div>
	<div><div></div><div>Creator-led content integration</div></div>
	<div><div></div><div>Co-branded event exposure</div></div>
	<div><div></div><div>Gala & expo stage visibility</div></div>
	<div><div></div><div>Led Branding Campaign</div></div>
	<div><div></div><div>Press tracking + clippings</div></div>

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

[GET AN OFFER](#)

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

[GET AN OFFER](#)

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

GET AN OFFER

TOP PERKS

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

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

GET AN OFFER

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

GET AN OFFER

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

GET AN OFFER

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

[GET AN OFFER](#)

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

[GET AN OFFER](#)

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

Berlin 2026

SPONSORSHIP PLANS

Top Impact Creator Opportunities

Ideal for Brands

Looking for
Creator Connection & Collaboration
Opportunities

Ideal For Brands	Creator Program Top Marketing Key
<div></div> Platforms looking for early access to creators and strategic brand visibility across the creator ecosystem	<div></div> Full-year visibility across data base platforms
<div></div> Brands looking to build ambassador programs and strengthen affiliate and creator partnerships for strategic visibility.	<div></div> Direct pre-event contact with creators
<div></div> Solution Providers Creating creator-economy campaigns and launching new product announcements.	<div></div> Outreach to 200+ journalists
	<div></div> Creator-led content integration
	<div></div> Co-branded event exposure
	<div></div> Creator collaboration opportunities
	<div></div> City-Led Branding Campaign
	<div></div> 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

[GET AN OFFER](#)

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

[GET AN OFFER](#)

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

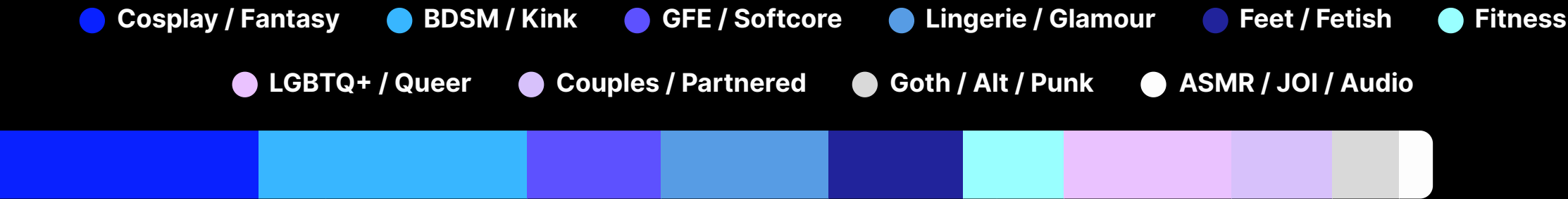
-  Top traffic event
-  Total Venue Placement
-  QR code Exclusive opportunity
-  Only one available

Creator & Brand Ambassador PROGRAM 2026

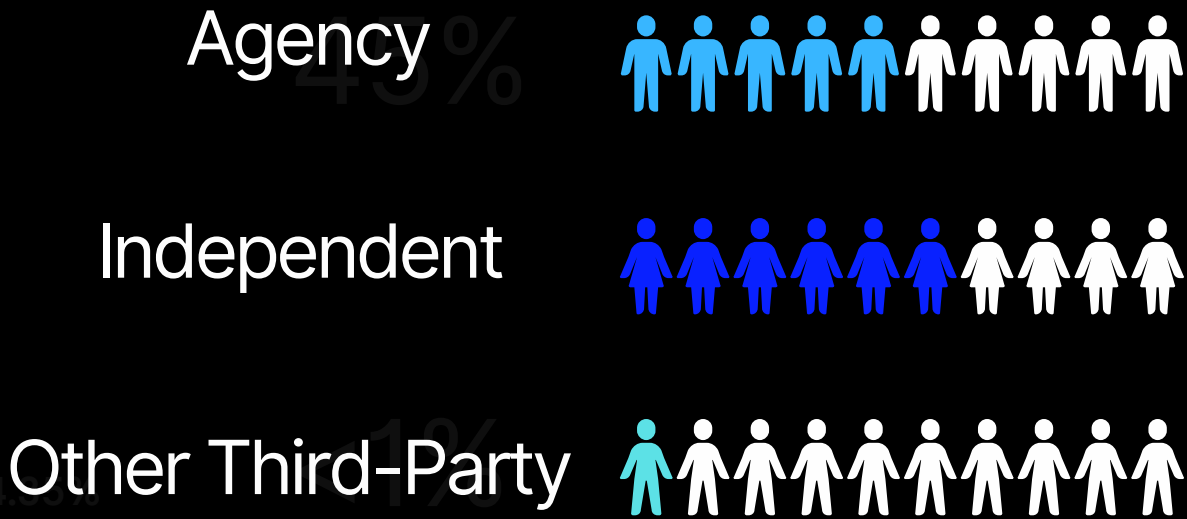
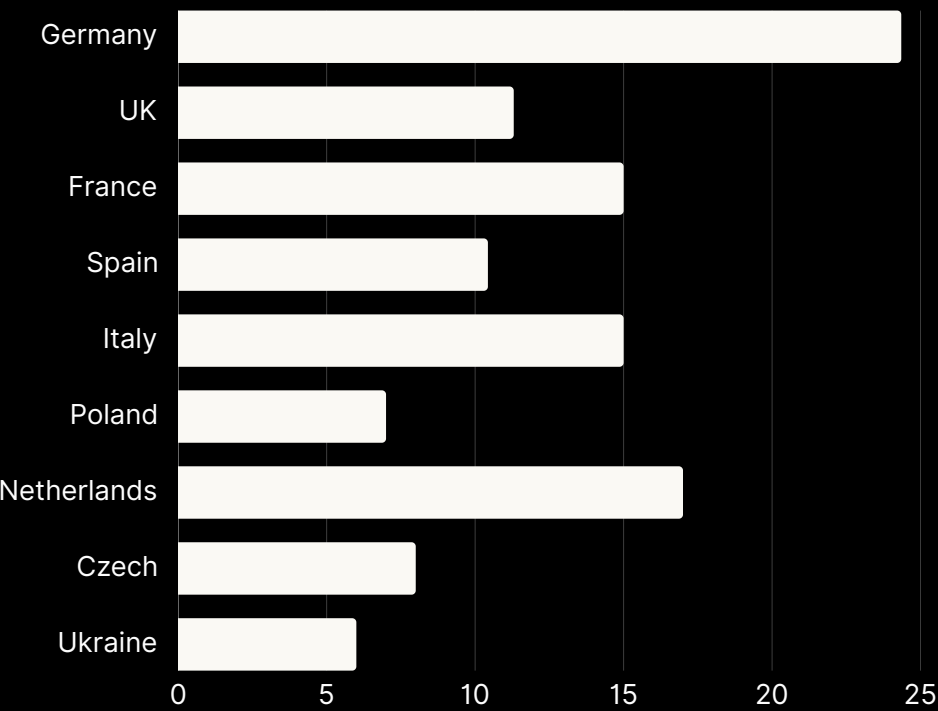
Top 10 platforms most frequently used by our network creators

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

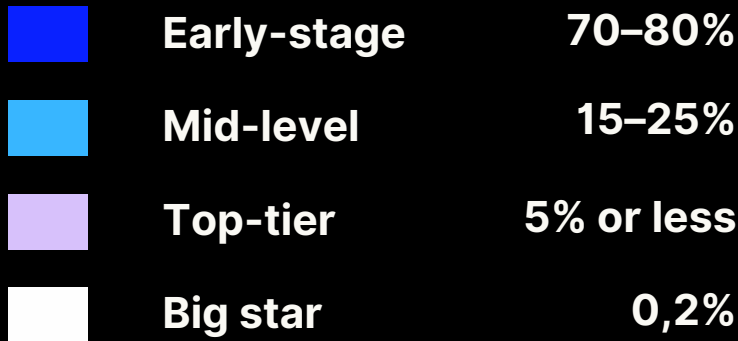
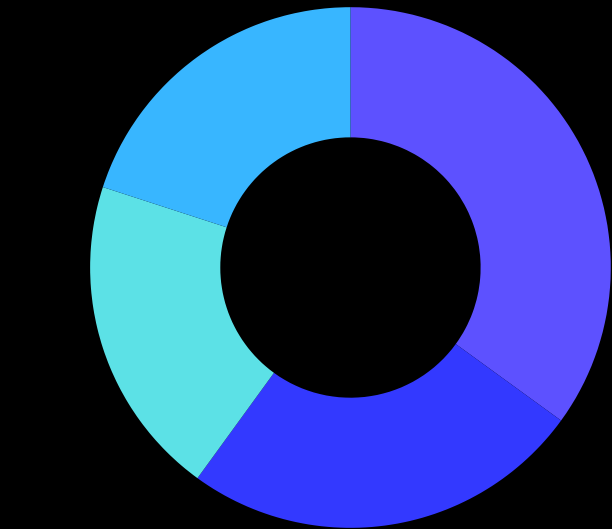
Top Content Niches



Attendee Creator Location



Tier Size Approx % of Creators



Berlin 2026

SXMA AWARDS

Top Impact Gala Awards Opportunities

Ideal for Brands
Looking for
Strong B2B presence
and media exposure

Ideal For Brands		SXMA Top Marketing Key	
<div></div>	Ideal for Creator-Focused and Community-Driven Brands working with creators, running ambassador programs.	<div></div>	Year-round brand visibility
<div></div>	Ideal for PR, Marketing, and Media Professionals For PR agencies, marketing firms, media outlets, and content platforms	<div></div>	Access to niche B2C audiences
<div></div>	Ideal for Brands with Strong Product Design and Visual Marketing campaigns within the adult and pleasure industry.	<div></div>	Outreach to 200+ journalists
		<div></div>	Creator-led content integration
		<div></div>	Co-branded award + event exposure
		<div></div>	Gala & expo stage visibility
		<div></div>	City-Led Branding Campaign
		<div></div>	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

[GET AN OFFER](#)

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

[GET AN OFFER](#)

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

[GET AN OFFER](#)

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

[GET AN OFFER](#)

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



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