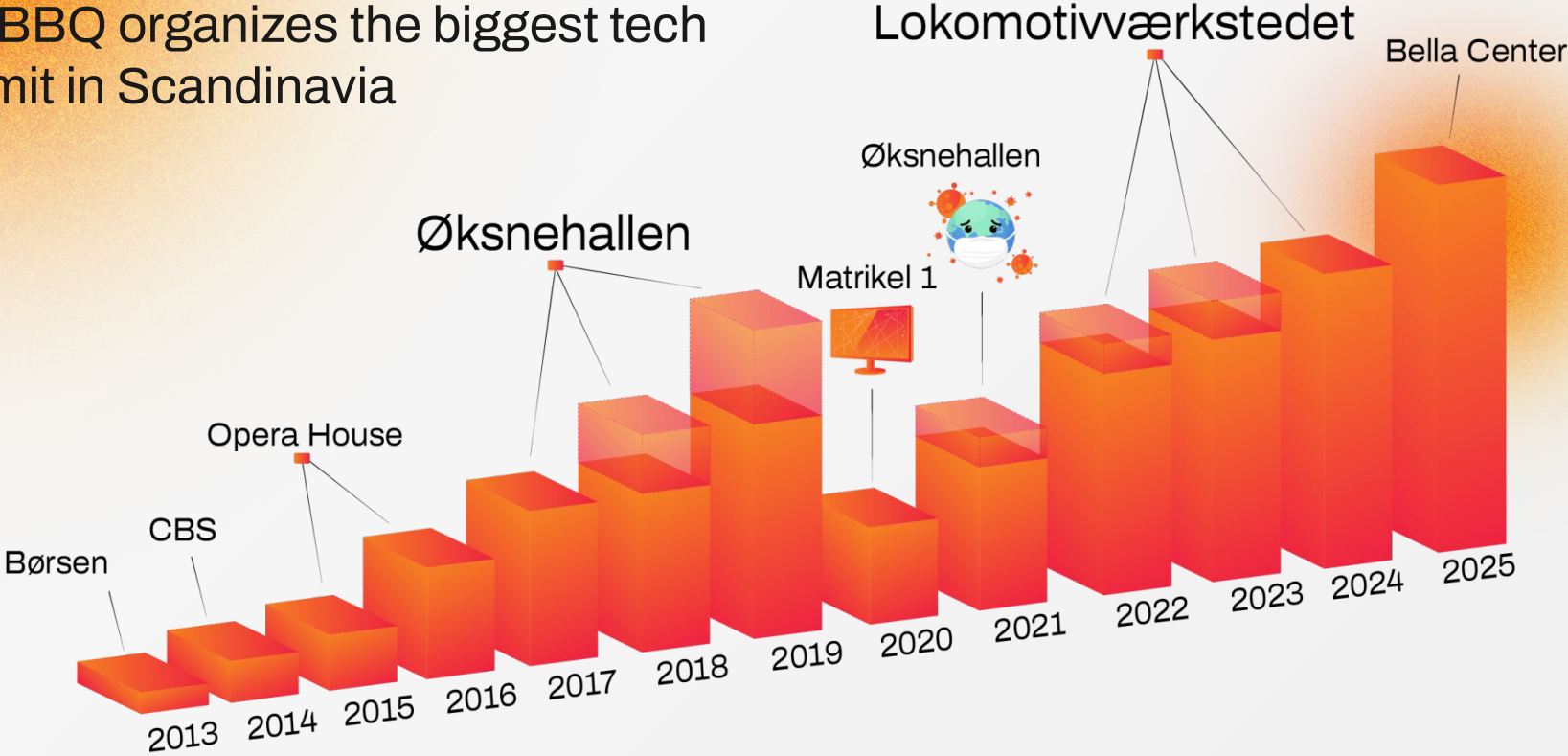




International Packages 2025

The TechBBQ Story

TechBBQ organizes the biggest tech summit in Scandinavia



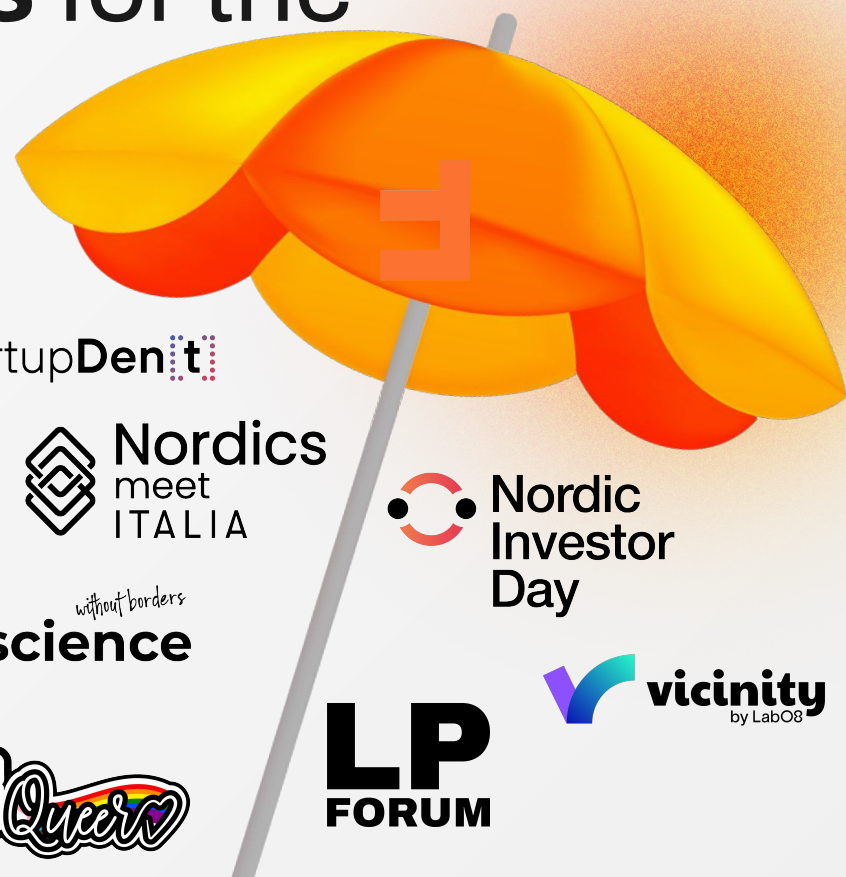
The WHY

TechBBQ is a nonprofit organization who serves as the heartbeat of the startup and innovation ecosystem in Scandinavia.

We strive support and strengthen the Nordic startup ecosystem by building communities and foster growth for startups and scaleups.



TechBBQ activities for the ecosystem



TECHBBQ  SAPPORO

StartupDenit

 Playground for
hardware
startups

STARTUP
SHOWCASE

 Nordics
meet
ITALIA

 Nordic
Investor
Day

URBANTECH
SHAPING FUTURE CITIES

NORTH
STAR
PITCH

 without borders
lifescience

 vicinity
by Lab08

TALKBBQ

tech
talent by TECHBBQ

TECHBBQ 

LP
FORUM

TechBBQ 2024



8000+
Attendees



2500+
Startup Founders and Operators



1350+
Investors



380+
Speakers



590+
Community Builders



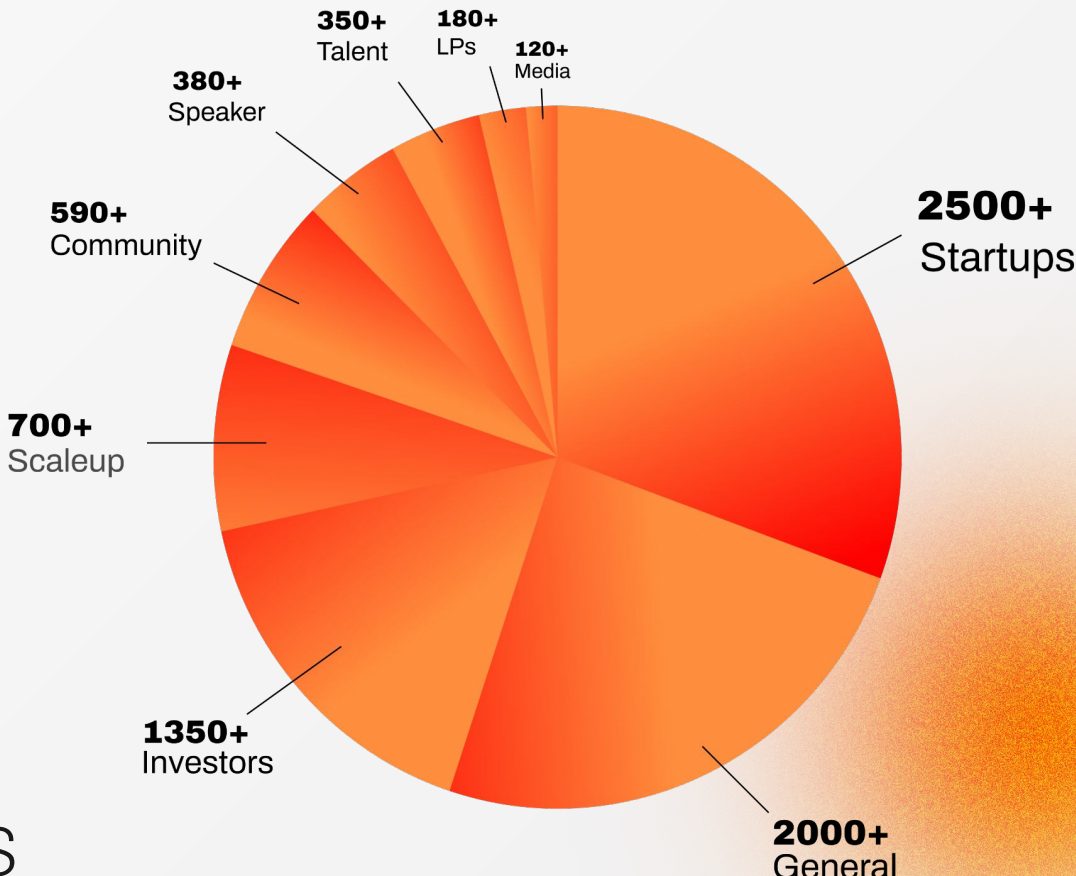
350+
Talents



120+
Media

TechBBQ 2024

8000+ Attendees



TechBBQ 2025

10 000+ Attendees

Attendee Breakdown

Top 5 Job Categories



Founders



C-Levels/Executives



Consultants & Advisors



Technical Roles

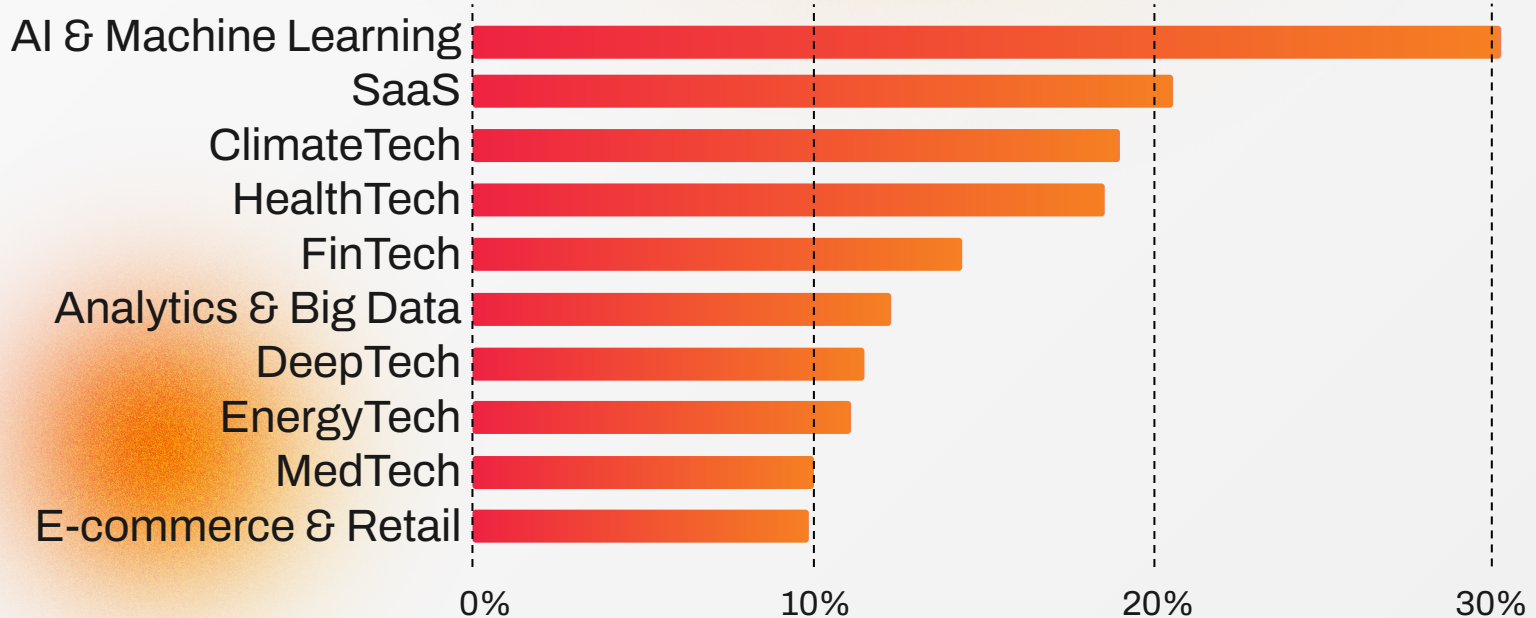


Marketing & Sales

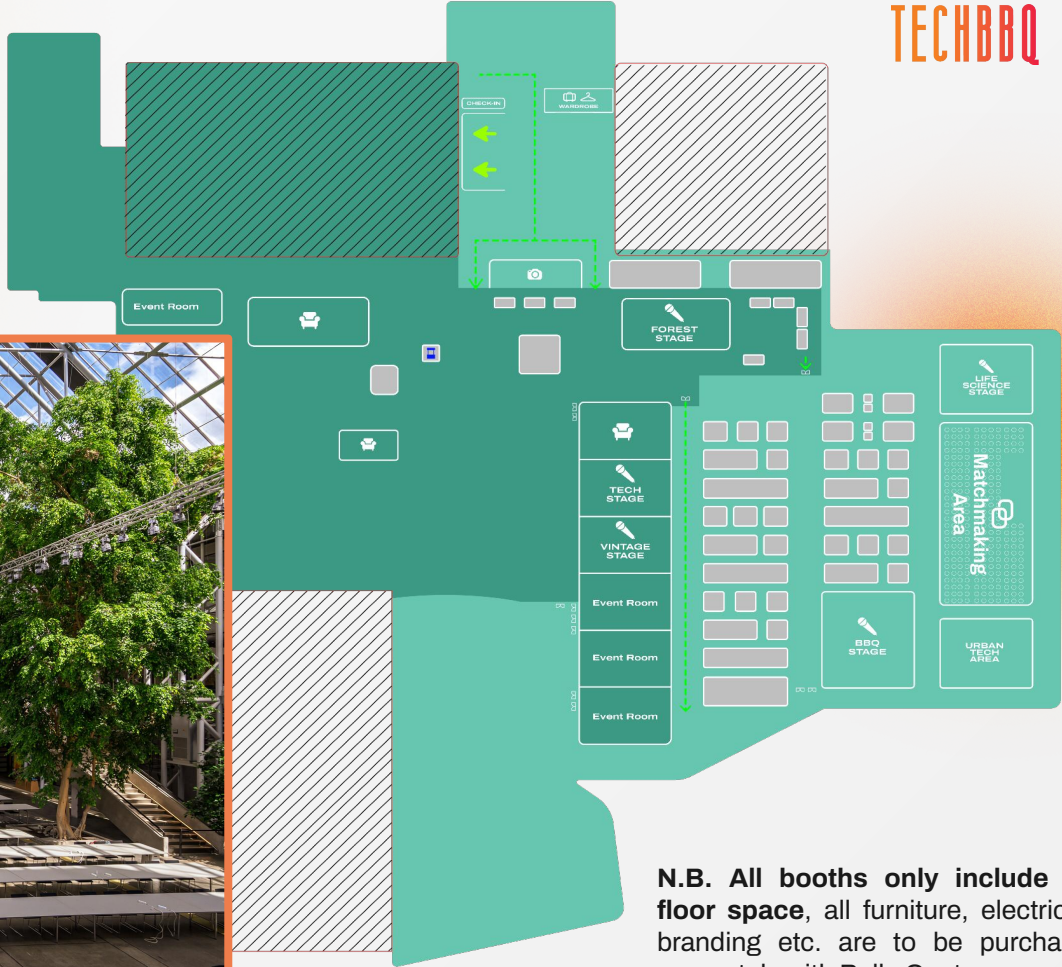
Top 10 Countries Represented

1. Denmark 
2. Sweden 
3. United Kingdom 
4. Norway 
5. Germany 
6. United States 
7. Iceland 
8. Finland 
9. Netherlands 
10. Belgium 

Networking areas of interest







Bella Center Map



N.B. All booths only include the floor space, all furniture, electricity, branding etc. are to be purchased separately with Bella Center.

Explorer

Designed for first-time delegations, this customized guided tour helps you connect with key players, discover highlights, and make the most of the summit.

-  **Customized Guided Tour**
-  **7 x TechBBQ Passes**
-  **Invitation to the Diplomatic Soirée**
-  **2 x Partner Dinner Seats**







5000 EUR



18 SQM

Core

Create a space designed for meaningful conversations and impactful networking with a 18 sqm booth. Showcase the startups from your delegation, make connections, and elevate your presence.

-  **18 sqm Booth**
-  **35 x TechBBQ Passes**
-  **1 x Grill Session**
-  **Customized Guided Tour**
-  **Branding & extra Promotion on Website and Brella**
-  **2 x Partner Dinner Seats**








22 000 EUR



24 SQM

Core Plus

Elevate your presence with the Core Plus. A 24 sqm booth designed for impactful networking, branding, and showcasing the companies you work with in a highly visible and dynamic space.

-  **24 sqm Booth**
-  **45 x TechBBQ Passes**
-  **1 x Pop-up Booth**
-  **Customized Guided Tour**
-  **Supporting Partner of the Diplomatic Soirée**
-  **Branding & extra Promotion on Website and Brella**
-  **3 x Partner Dinner Seats**

28 000 ^{EUR}










42 SQM

MOST
POPULAR

Conqueror

Gain even more visibility with a 42 sqm booth in a high-traffic area. Attract attention, and maximize networking opportunities. The Conqueror allows for even more engagement and exposure at the booth.

-  **42 sqm Booth**
-  **70 x TechBBQ Passes**
-  **1 x Event Room (Host your own side event)**
-  **Customized Guided Tour**
-  **Co-host** of the Diplomatic Soirée
-  **Branding & enhanced Promotion on all channels**
-  **4 x Partner Dinner Seats**

37 000 EUR










96 SQM

LIMITED TO 6

Main


Enjoy premium branding and visibility with a spacious 96 sqm booth in a prime location. As one of our top-tier partners, you'll attract major attention and create a memorable presence.

-  **96 sqm Booth in Top Location**
-  **110 x TechBBQ Passes**
-  **1 x Pop-up Booth**
-  **1 x Private Meeting Room**
-  **Co-host** of the Diplomatic Soirée & Guided Tour
-  **Main Branding & Promotion** on all channels
-  **5 x Partner Dinner Seats**

60 000 EUR




Core








 Dedicated booth space **18 sqm**

-  **35** x TechBBQ Passes
-  **1** x Grill Session
-  Guided Tour
-  Branding & Promotion
-  **2** x Partner Dinner seats

22 000 EUR

Core Plus


 Dedicated booth space **24 sqm**








-  **45** x TechBBQ Passes
-  **1** x Pop-up Booth
-  Guided Tour
-  Supporting Partner
-  Diplomatic Soirée
-  Branding & extra Promotion
-  **3** x Partner Dinner seats

28 000 EUR

MOST POPULAR


Conqueror











 Dedicated booth space **42 sqm**

-  **70** x TechBBQ Passes
-  **1** x Event Room
-  **Co-host** Diplomatic Soirée
-  Guided Tour
-  Side Event Promo
-  Branding and enhanced Promotion on all channels
-  **4** x Partner Dinner seats

37 000 EUR

Main

 Dedicated booth space **96 sqm**

-  Top location
-  **110** x TechBBQ Passes
-  **1** x Pop-up Booth
-  **1** x Private Meeting Room
-  **Co-host** Diplomatic Soirée
-  Guided Tour
-  Side Event Promo
-  Main Branding & Promotion on all channels
-  Dedicated Partner SoMe Post
-  **5** x Partner Dinner seats

60 000 EUR

Add-on Activities

SPECIAL OFFER
20%
OFF
FOR BOOTH
PARTNERS

Grill Session

5000

Meeting Room

3000/day

NID Partner

4000

Data Toolkit

13 000

SPECIAL OFFER
20%
OFF
FOR BOOTH
PARTNERS

Pop-up Event

5000

Event Room

5000-8000/hour

Partner Dinner

13 000

North Star Pitch

35 000

SPECIAL OFFER
20%
OFF
FOR BOOTH
PARTNERS

Pop-up Booth

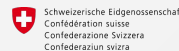
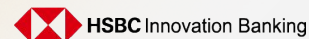
5000

Side Event Promo

1500

Previous Partners

TECHBBQ



Media analysis

(2024)

TECHBBQ

Editorial reach: 2+ Billion

 **geenius**

WIRED

TV2

GRITDAILY™

SELECTED

BØRSEN.

FORTUNE

techEU

NEWS FROM FINLAND
HELSINKI TIMES

 **SUNRYSE**

FINANS

WSJ

 **UPTIME PUNKS**


ING/**VERSION2**

AXIOS

 **TechInformed**

SMG
上海东方传媒集团有限公司
SHANGHAI MEDIA GROUP

 **MOOT**

 **Lederstof.dk**

CPH YOUR DANISH CONNECTION
post

BBC

ITWATCH

 **FEMALE TECH LEADERS**

MIT Technology Review

TheBusinessPost

TIME

FAST COMPANY

TECHARENAN NEWS


TECHTOPIA

BOOTSTRAPPING

Forbes

sky news

IVÆRKSÆTTER HISTORIER

mandagmorgen

COMPUTERWORLD

NIKKEI Asia

wy Tech Savvy

YAHOO! JAPAN

\sifted/

 **don'tt**

 **IRISH TECH NEWS**

TECHBBQ

TechBBQ Aftermovie 2024



Grill Session

Gain powerful visibility with a Grill Session. Engage your target audience in an more intimate and content-focused setting - the perfect alternative to being on stage.





- 5 x TechBBQ Passes
- 40 min session in an intimate setting (can accommodate up to 50 people)
- Branding in the main program

5000 EUR



Pop-up Event

The perfect branding partnership where you get to engage with TechBBQ's attendees by hosting your own Pop-up event in a designated area.

-  5 x TechBBQ Passes
-  1h event in the designated Pop-up Area
-  50 beers/non-alcoholic beverages (possibility to buy more)
-  Pop-up notification in event app

5000 EUR



Pop-up Booth

Host a 1h Pop-up event in your booth. Engage directly with attendees and create extra traffic for your booth space.

- 5 x TechBBQ Passes
- 1h **Pop-up event** in your booth
- 50 beers/non-alcoholic beverages (possibility to buy more)
- Pop-up notification in event app

5000 EUR



Event Room

Create a memorable experience by hosting your own event in an exclusive Event Room. Engage and connect with the tech community in a setting designed to amplify your impact.

- 🍷 5 x TechBBQ Passes
- 🍷 1h event in an exclusive event room accommodating 50-400 people (flexible set-up)
- 🍷 Catering can be purchased
- 🍷 Branding in the main program

5000-8000 EUR



Meeting Room

Host private discussions in your own exclusive meeting room at TechBBQ. Enjoy a quiet, professional space tailored for impactful conversations with key stakeholders.

- 5 x TechBBQ Passes
- Private Meeting Room to be used by your company and clients only
- Catering can be purchased

3000 EUR/day



Side Event Promo

Promote your event in the official TechBBQ side event program and ensure maximum visibility and engagement.

- 3 x TechBBQ Passes
- Promotion of the full side-event program on following channels: TechBBQ's event app, Newsletter + LinkedIn post, TechBBQ's website
- Checklist from TechBBQ to assist your planning

1500 EUR



North Star Pitch

Become the Main Partner of the North Star Pitch Competition and connect directly with bold founders, be part of their journey, and gain unique visibility among top innovators and decision-makers.

- 🎟️ 20 x TechBBQ Passes
- 🎟️ Promotion of all material related to the NSP
- 🎟️ Access to all Startup applicants data
- 🎟️ Nominate 2 judges
- 🎟️ Main Branding on the website and event app

35 000 EUR



Partner Dinner

Sponsor the exclusive Partner Dinner and connect with 150 top decision-makers from TechBBQ's partner network in a high-impact, intimate setting.

- 🍷 10 x TechBBQ Passes
- 🍷 Promotion and logo on all invitations and thank you notes to all attendees
- 🍷 3-5 min speech during the Partner Dinner

13 000 EUR



Data Toolkit

Unlock powerful insights with the Data Toolkit. Access detailed attendee information and maximize your impact before, during, and after the summit.

- 🔖 5 x TechBBQ Passes
- 🔖 **Full attendee list** with the following data: Company details, name, email, title, and country

13 000 EUR

BOOTH
PARTNERS
ONLY



TECHBBQ

TECHBBQ

TECHBBQ

TECHBBQ

