



Madeira Digital Transformation Week • 20-28 June 2024

SPONSORSHIP OPPORTUNITIES



ABOUT MDTWEEK

The Madeira Digital Transformation Week (MDTWeek) will bring together three major events, the **30th ICE IEEE/ITMC Conference**, the **2nd edition of the Madeira Digital Transformation Summit** and the **NITIM Graduate School**.

The MDTWeek will explore a wide range of digital transformation areas including Health, Manufacturing, Maritime, Smart Cities and Energy, unlocking the Digital Transformation potential. At technical side, the MDTWeek is covering topics such as Artificial Intelligence, Big Data and Cybersecurity and at Societal level including Digital Literacy, Skills and Social Inclusion.

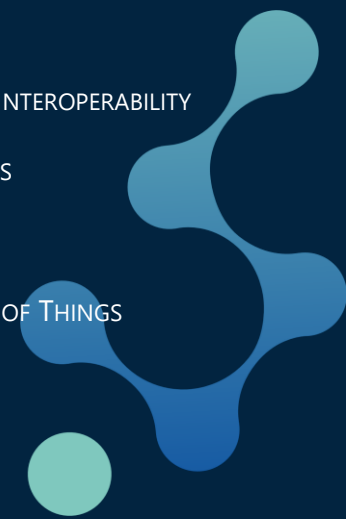
Over **400 participants** are expected, bringing together recognized individualities from the European Commission, Government, Academia and Industry across different sectors.



THEMATIC AREAS

MDTWeek 2024 Thematic Areas are, but not limited to:

-  ARTIFICIAL INTELLIGENCE, DATA ANALYTICS AND BIG DATA
-  CIRCULAR ECONOMY AND SUSTAINABILITY
-  CYBERSECURITY, DATA PROTECTION AND PRIVACY
-  DIGITAL HEALTH, MHEALTH, WELLBEING AND HEALTHY LIVING
-  DIGITAL OCEAN AND MARITIME TECHNOLOGIES
-  DIGITAL SKILLS, HUMAN AND SOCIO-ECONOMIC CHALLENGES
-  ETHICS, DIVERSITY AND RRI
-  GREEN ENERGY AND RENEWABLES
-  HERITAGE AND SMART TOURISM
-  KNOWLEDGE MANAGEMENT AND INFORMATION SYSTEMS INTEROPERABILITY
-  NOVEL BUSINESS MODELS AND DIGITAL INNOVATION HUBS
-  SIMULATION MODELS AND DIGITAL TWINS
-  SMART CITIES, SMART ENVIRONMENTS AND THE INTERNET OF THINGS
-  SMART MANUFACTURING, ROBOTICS AND INDUSTRY 5.0
-  TECHNOLOGY FORESIGHT AND FORECASTING



WHY SPONSOR MDTWEEK

Sponsoring the MDTWeek offers a broad range of exposure opportunities as a package. Sponsorship benefits may include, but not only: complimentary congress passes and opportunities to interact with participants; logo placement for effective publicity on various occasions at MDTWeek; and the opportunity to choose a keynote speaker, as well as exhibition booths and priority in booth selection.

MDTWeek is a place where you can:

- Discuss the vision and progress of Europe's Digital Decade by participating in several sessions across the week.
- Network with lead industry, researchers, visionaries, entrepreneurs, stakeholders and representatives of Governmental bodies and European Commission.
- Expand your business vision by meeting and interacting with new business partners among top corporations and industry leaders in the sector.
- Discover research projects funded by the European Commission and meet your partners to prepare future proposals.
- Scout the most promising top researchers from the large scientific community present in the event.



MDTWEEK SPONSOR CATEGORIES



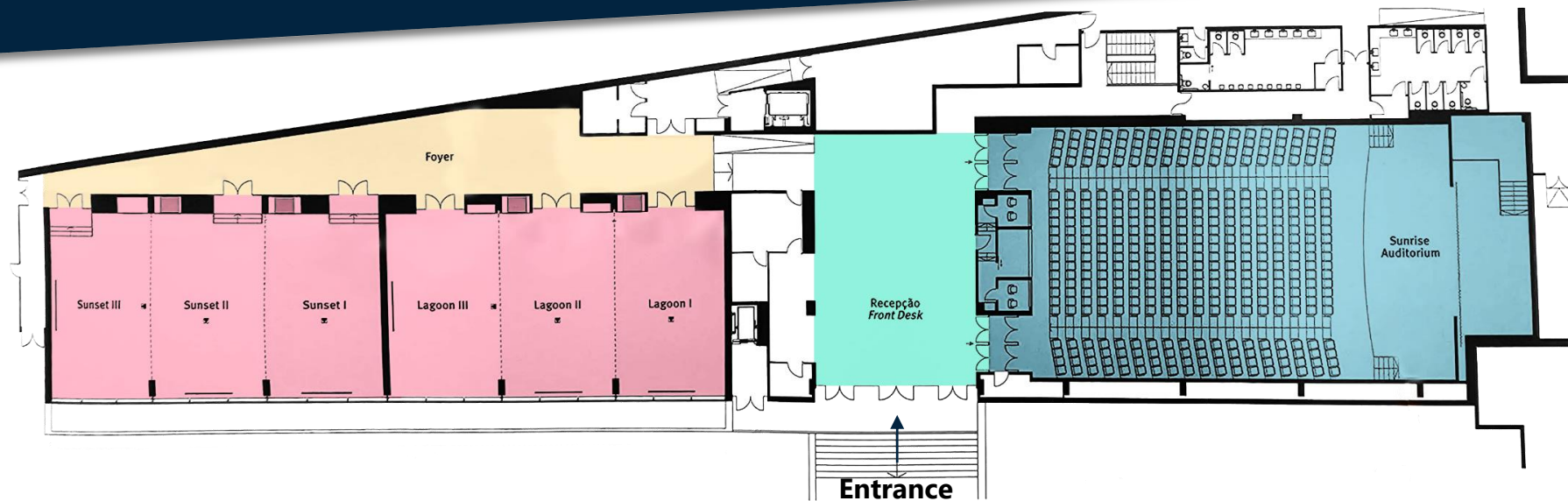
PLATINUM SPONSOR
€ 7 000
Limited to 2 opportunities







GOLD SPONSOR
€ 3 500
Limited to 5 opportunities



SILVER SPONSOR
€ 1 500
Limited to 5 opportunities



-  Platinum Sponsor exhibition area
-  Gold Sponsor exhibition area
-  Auditorium (Keynotes & Panel Sessions)
-  Meeting Rooms (Parallell Sessions & Workshops)



MDTWeek SPONSOR CATEGORIES



PLATINUM SPONSOR

€7k*
Limited to 2 opportunities

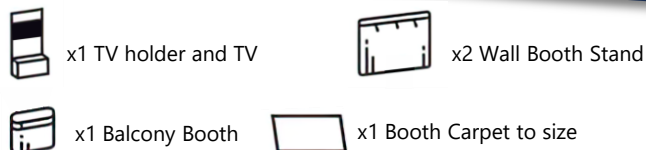
MDTWeek welcomes up to 2 exclusive Platinum Sponsors. As a Platinum Sponsor, your organisation will receive the highest profile brand opportunities during MDTWeek. We will work with you to ensure your support meets your organisation's goals for the event.

Platinum Investment will include:

- Prime exhibitor space in exhibition hall (6 m²), including panel holder with TV
- Keynote talk speaker provided by the sponsor, presenting on Digital Transformation (30 min; non commercial)**
- Conference Bag (2 elements/objects inserted in the bag)
- Verbal acknowledgement at the opening and closing ceremony
- Logo visibility on the event website with hyperlink to your organisation's website
- Logo on the holding slide in the opening session and all plenary sessions
- Full page advertisement in the event programme book
- Logo included on main conference signage throughout the venue and sponsors board signage
- 1 person in the VIP table in the Banquet
- 3 registrations for the entire MDTWeek, including social events

***All programme/presentation content must be approved by the scientific committee in advance of acceptance into the MDTWeek programme*

Platinum Sponsor Stand includes



* **Note:** For Portuguese institutions to the total amount is added the IVA 23%. For other institutions, VAT will be applied where relevant.

MDTWeek SPONSOR CATEGORIES



GOLD SPONSOR

€3,5k*
Limited to 5 opportunities

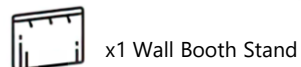
As a Gold Sponsor, your organisation will receive strong brand recognition and presence during MDTWeek. We will work with you to ensure your support meets your organisation's goals for the event.

Gold Investment will include:

- Exhibitor space in exhibition foyer – 2 m² (panel holder with TV on demand)
- Time slot at the MDTWeek Pitch Session (5 minutes presentation)
- Workshop or Special Session organization**
- Conference Bag (1 element/object inserted in the bag)
- Logo visibility on the event website with hyperlink to your organisation's website
- Quarter page advertisement on event programme book
- 2 registrations for the entire MDTWeek, including social events

***All programme/presentation content must be approved by the scientific committee in advance of acceptance into the MDTWeek programme*

Gold Sponsor Stand includes:



* **Note:** For Portuguese institutions to the total amount is added the IVA 23%. For other institutions, VAT will be applied where relevant.



MDTWeek SPONSOR CATEGORIES

SILVER SPONSOR

€1.5k*

Limited to 5 opportunities



As a Silver Sponsor, your organisation can participate in the MDTWeek by:

- Organizing a special session with scientific articles (up to 5 articles per session);
or
- Organizing a Workshop.

A **Silver Sponsor** will receive the following benefits during MDTWeek:

- Workshop or Special Session organization**
- Logo visibility on the event website with hyperlink to your organisation's website
- Logo in the event programme book
- Logo included on main conference signage throughout the venue and sponsors board signage
- 1 registration for the entire MDTWeek, including social events

* **Note:** For Portuguese institutions the total amount is added the IVA 23%. For other institutions, VAT will be applied where relevant.

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INTERNATIONAL CONFERENCE ON ENGINEERING, TECHNOLOGY, AND INNOVATION

ICE is the **International Conference on Engineering, Technology, and Innovation**. It developed from an early focus on the engineering method of concurrent engineering, to general organization of the engineering process and its organization within the corporation and in networks. Concurrency obviously addresses parallelisation of activities in time, but it comes with the broadening of decision making on what is wanted and how services and products ought to be. This is not decided by technical criteria alone, but includes usability, economic, environmental, and social criteria. The ICE conference therefore discusses systems engineering as a socio-technical task with a focus on design of products and services, and the entrepreneurial innovation process for its adoption in society and economy.



ICE 2024 is a place of high **business and academic reputation**, calling for original **ideas, papers, initiatives and projects**. Authors, workshop / tutorial organizers, and participants are invited to contribute to the shaping of the debate on **engineering solutions for digital transformation, that are not just European, but global challenges**. Leading researchers and practitioners are invited to present their latest findings and their practical experiences. Policy makers and representatives are invited to join the debate and discuss their original perspective on these topics.

DIGITAL TRANSFORMATION SUMMIT

The **Digital Transformation Summit** responds to this challenge in a forum where the EU's Digital strategy is debated to achieve the visionary objectives at European and regional levels. Bringing together recognised individualities from the European Commission, Government, Academia and Industry, The Summit sets the scene for a human-centric vision in a digital society. Needs, expectations, developments and innovative solutions will be discussed aiming at digitally empowering citizens and businesses to improve, grow, innovate and compete on fair terms, while achieving climate neutrality.



Covering a wide range of digital transformation areas including **Health, Manufacturing, Maritime, Smart Cities and Energy** as well as the full set of **digital services** being created and offered via the network of European Digital Innovation Hubs.

Joining policy makers, authorities, industry, researchers and the community of users in a unique high-level discussion and networking forum, supported by research and innovation cooperation mechanisms, that will pave the way for the next digital generation.

NITIM GRADUATE SCHOOL

NITIM is an international graduate school for research on **Networks, Information Technology and Innovation Management**.

Network members include PhD candidates, alumni, faculty and industry partners in over 10 countries around the world, representing over 20 nationalities. NITIM network members convene physically at bi-annual PhD consortia to support young scholars and connect network members. Members and partners also meet at more regular intervals, at regional learning circles and career development events.



As outlined in our Mission Statement, NITIM Schools facilitate the development of doctoral research in the interdisciplinary field of Networks, Information, Technology and Innovation Management, bringing together Ph.D. candidates and faculty members in a focused, in-depth, and constructive discussion of the candidates' research proposals.

The school is organised once a year in cooperation with the ICE/IEEE ITMC Conference and thus takes place at changing locations.



Madeira Digital Transformation Week

• 20-28 June 2024

Thank you for your interest!

Join us on this great experience at the Digital Transformation Week 2024!

Organised by:

