

14th HbbTV Symposium and Awards 2026

Promotional Opportunities

November 2026





The **14th HbbTV Symposium and Awards** will be held in Barcelona on November 2026, in cooperation with **3CAT**, Catalonia's public media. The event provides a unique platform for our community and the media industry to listen, engage, discuss and build your network in an in-presence event. The venue will be located in the heart of Catalonia's capital.

Who is “3CAT”

3Cat is Catalonia's public media corporation avowed for its excellence in the production and broadcasting of audiovisual content in Catalan.

Benchmarking in the sector, with over 40 years experience, and a cross-sectional offer which includes television, radio and digital content through the 3Cat platform.



- **Plenary Agenda** - Day one of the symposium is the usual and traditional conference kind of event; this foresees a **defined agenda** based on call-for-speakers items, managed under the responsibility of the Marketing and Education Working Group (the MEWG). This day event is going to be hybrid, in person and freely accessible via an IP streaming.
- **Unconference** - Day two is a collaborative workshop based **on innovative and interactive format**. During a plenary session in the morning, typically the participants are invited to propose topics for discussion, which are then assigned timeslots as an agenda is built from scratch. The result are parallel streams of different conferences in multiple rooms.



- **HbbTV Symposium Digital Experience**
September 2026
An on-line overview of the event curated by MEWG
- **HbbTV Symposium and Awards Premiere**
October 2026
An on-line digital event focusing the 14th Symposium and Awards to present the event, the unconference day, the opportunity for make business and networking
- **HbbTV 2026 Demo Live**
October & November 2026
40' minutes live digital event with live presentations



Sponsor!



The sponsorship benefit

- **3 sponsorship packages (Diamond, Gold and Silver)** to cover your communication needs at the 14th Symposium and Awards 2026 in Barcelona;
- **Platinum & Silver Plus pack available;**
- **Customized sponsorship pack;**
- **Super Early 10% discount rates** for those who join by April 30, 2026;
- Constant brand promotion and communication through **on-line Additional HbbTV Events**, preceding the Symposium and Awards

MAIN SPONSOR – DIAMOND PACKAGE

The **Diamond Package** is reserved to **Main Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in very interesting promotional opportunities during the **HbbTV Symposium and Award** and during the **Additional HbbTV Events 2026**

Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website - www.hbbtv.org
- ✓ Your company will be speaking at the **HbbTV Symposium and Awards day one** conference⁽¹⁾;
- ✓ Your company will be co-sponsor of one **Welcome Coffee**;
- ✓ Your delegate speech at the **HbbTV Symposium Premiere**;
- ✓ Your Company will be invited to present an HbbTV Award, with the award provided by us
- ✓ Your company will have a **2 pages company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (4 x 2 m.*)** in the Business Area
- ✓ Your company will receive **4 pass for the Symposium**
- ✓ Your company will brand **2 rooms** during the Unconference day



Cost: Special € 7,500/Regular € 10,000 for HbbTV Members

(HbbTV Non-member €8,500/€11,000 – All prices VAT not included – Special price before July 31st, 2026)

**limitations could be applicable based on venue policies on spaces and branding. ⁽¹⁾ coordinate with the MEWG the speech topic and content*

MAIN SPONSOR – GOLD PACKAGE

The **Gold Package** is reserved to **Best Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award** and during the **Additional HbbTV Events 2026**

Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website, www.hbbtv.org
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your delegate speech at the **HbbTV Symposium Digital Experience**
- ✓ Your company will have a **1 page company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (2 x 2 m.*)** in the Business Area
- ✓ Your company will receive **2 pass for the Symposium**
- ✓ Your company will have 5' slot presentation during one of the **HbbTV Demo Live** on-line event



Cost: Special € 5,000/Regular €6,500 for HbbTV Members

(HbbTV Non-member €6,000/€7,500 – All prices VAT not included – Special price before July 31st, 2026)

**limitations could be applicable based on venue policies on spaces and branding*

TECHNICAL SPONSOR – SILVER PACKAGE

The **Silver Package** is reserved to **Technical Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award** and during the **Additional HbbTV Events 2026**

Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website, www.hbbtv.org
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your company will have a **1 page company profile on Symposium program**
- ✓ Your company will receive **2 pass for the Symposium**
- ✓ Your company will have 5' slot presentation during one of the **HbbTV Demo Live** on-line event



Cost: Special € 3,000/Regular €4,000 for HbbTV Members

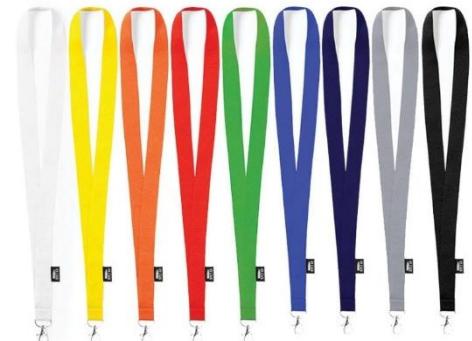
(HbbTV Non-member €4,000/€5,000 – All prices VAT not included – Special price before July 31st, 2026)

**limitations could be applicable based on venue policies on spaces and branding*

Special Packages 2026:



- ❖ **Platinum Pack**
- ❖ **Branded Lanyards**
- ❖ **Welcome coffee and Awards co-sponsor**
- ❖ **Coffee Break & Lunch**
- ❖ **Wi-Fi**
- ❖ **Unconference Room**
- ❖ **Corporate Gadget**
- ❖ **Room Meetings**



Cost: to be discussed – please contact us

Booth – Basic Package

#	Item	Diamond	Gold
Basic Package			
1	White rear walls 4m x 2m (WxH)	Included	
2	White rear wall 2m x 2m (WxH)		Included
4	Counter 100x120 cm		1x included
5	Carpet + Electrical socket		Included
6	Stool		2x included
7	Ethernet fixed connection (about 10 Mbit/s)		Included

Optional items are available on demand:

- TV sets
- Technical TV Connection
- Extra Counter
- Hostess
- White Wall Graphic Print



Ticket	Members Price	Non-Members Price	Date
Early Bird	150 €	200€	Until 31 th July
Full Fee	200 €	250€	From 1 st August





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