

**IWM WIRE**  
NETWORKING



Your **IWM** Networking Event at wire Düsseldorf  
14 April 2026, CCD Congress Centre Düsseldorf

**Sponsorship Packages**

# WHY SPONSOR?

As the international wire and cable community gathers in Düsseldorf, **The Great Connection** offers sponsors a valuable opportunity to position their brand at the centre of one of the week's key networking occasions.

- **Align your brand** with a relaxed and highly engaged audience
- **Enhance visibility** beyond the exhibition hall
- **Demonstrate your support** for bringing the global industry together

Through sponsorship, your company becomes part of an event designed to encourage meaningful conversation and lasting professional connections, ensuring your brand remains associated with a memorable IWMA experience.

# GET INVOLVED!

Availability is limited, with opportunities offered on a first-come, first-served basis.

Position your brand at the heart of The Great Connection and be part of the conversations that continue long after the exhibition closes.

To learn more about any of the packages featured, or to secure your place today, please contact **Katie Houston**; [katie@iwma.org](mailto:katie@iwma.org).



## ENTERTAINMENT SPONSOR (DJ)

**Set the tone for the evening.**

As the Entertainment Sponsor, your company branding will be displayed beside the DJ booth - placing your brand at the centre of the atmosphere as guests connect, unwind and enjoy the event. A great opportunity to associate your business with the energy and experience that helps make The Great Connection memorable.

**SOLD**

**€600**

+ VAT Applicable for UK companies  
Exclusive - 1 Available



## WELCOME BEER SPONSOR

**Create a memorable first impression.**

As the Welcome Beer sponsor, your company branding will be featured as guests are greeted with a drink on arrival - placing your brand at the very start of the evening's networking experience. Includes signage within the reception area, ensuring strong visibility as conversations begin.

**SOLD**

**€600**

+ VAT Applicable for UK companies  
Exclusive - 1 Available



## CATERING SPONSOR

**Be part of the evening's main gathering points.**

As the Catering Sponsor, your company branding will be displayed at the food stations where guests naturally come together to enjoy light bites and conversation. With branded serving ware and signage at the catering points, this package offers strong visibility throughout the event and positions your brand at the centre of the networking experience.

**SOLD**

**€1,000**

+ VAT Applicable for UK companies  
2 Packages Available



## BAR SPONSOR

**Raise a glass to great connections.**

As the Bar Sponsor, your company branding will be prominently displayed at one of the event's busiest and most visible locations. With branding featured on drinks tokens, coasters and signage across the main bar area, this package ensures strong exposure as guests gather, connect and continue the conversation.

**SOLD**

**€1,500**

+ VAT Applicable for UK companies  
Exclusive - 1 Available



## TERRACE SPONSOR

**Step outside and spark new conversations.**

As the Terrace Sponsor, your company branding will be prominently displayed in the outdoor networking area, offering excellent visibility as guests step out to connect, relax and continue discussions in a more informal setting. With signage positioned throughout the terrace space, this package ensures consistent brand exposure in a popular gathering point throughout the event.

**€600**

+ VAT Applicable for UK companies  
Exclusive - 1 Available

**IWMMA**®