

# THE MATRIX CONFERENCE

SPONSOR PROSPECTUS

AUTUMN 2025 · STRASBOURG, FRANCE

# ABOUT THE MATRIX CONFERENCE

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Join us for the biggest meeting place for those deploying Matrix-based workplace solutions!

Our audience are public and private sector leaders, technologists and product managers, FOSS maintainers, contributors, and Matrix enthusiasts.

This is THE gathering place for people who care about secure, private, decentralised communications, as well as encryption, standards, data sovereignty, digital rights, and digital public infrastructure.

Over four days we'll have at least three days of keynotes, breakout sessions, and open spaces, and a day of contributor sprints and meetings.

# WHY SPONSOR

## Brand recognition

Make sure your brand name is known when talking about Matrix.

## Recruit top talent

The most brilliant minds of the Matrix community will be around.

## Generate leads

Get in touch with major players and offer your services.

## Build together

Create new partnerships, build common projects, reduce costs.

## Showcase your products

Demonstrate your work to prospective customers.

# MEET YOUR AUDIENCE

- Trusted content directly from the experts.
- Success stories of Matrix deployments and their limits.  
**Figure out where you can jump in and help.**
- Get your product or service **in front of the decision makers.**



# QUALITY CONNECTIONS



- All access on-site: **connect meaningfully** with organizations that use Matrix.
- **Brand awareness** with packages that include promotion ahead of events, digital and physical signage plus mentions in announcements on-site.
- A space for **quality conversations** and demos about your product and service.

# SPEAKERS & ATTENDEES IN 2024

## SPEAKERS

We brought together 52 leaders on data sovereignty, open standards, privacy, leaders from the public sector and organisations building on Matrix, project maintainers, and spec experts.

## AUDIENCE

236 attendees from 12 countries across 3 continents, including delegates working for 79 different large organizations who directly specify or influence Matrix-based purchasing decisions.

# SPEAKERS & ATTENDEES IN 2025

## SPEAKERS

With one additional conference day than in 2024, we expect to get more than 70 speakers from the public sector, vendors, and Matrix experts.

## AUDIENCE

The 2024 edition was sold out and we received a lot of requests for extra tickets from public sector delegates and vendors. In 2025, we expect the conference will attract 400 participants.









# SPONSORSHIP TIERS

	Anchor (1 available) €20k	Champion (4 available) €8k	Sustaining (unlimited) €5k
Keynote (content has to be approved by 1 week ahead)	30 minute presentation on stage	No	No
Recognition during the opening keynote	Yes	Yes	Yes
Booth	Large booth and chill out zone	Yes	No
Interview on Matrix Live in the run up to the conference	Yes	Yes	No
Dedicated webpage on The Matrix Conference website	Yes	Yes	Yes
Dedicated mentions on Matrix social media (content has to be approved)	Yes	Yes	Yes
Business tickets included (for staff or guests)	25	10	5

# ADD-ON SPONSORSHIPS

Livestream and videos	€10k	Sponsor our online event and enable people from all over to participate. Your organisation's branding will be on the website, online event platform, the livestream, and in the video recordings.
Breakfast (x2)	€4k	You provide our participants with a good start to the day. Your logo will be displayed in the catering area next to the breakfast.
Lunch (x2)	€6k	All delegates will eat a healthy lunch thanks to you! Your logo will be displayed in the catering area next to the lunch.
Snacks (x2)	€4k	You allow us to serve freshly made vegan and vegetarian snacks for all on-site participants. Your logo will be displayed in the catering area next to snacks.



# ADD-ON SPONSORSHIPS

Lanyards	€5k	Your branding will be on all lanyards, providing you with constant exposure throughout the event.
Exec lunch (x1)	€8k	Work with us in advance to invite Matrix-based specifiers/influencers to a lunch that you host, giving you ample time to engage in relationship building chat with up to 10 prospects.
Official evening event	Inquire	Host an evening event at a great venue near the conference, building goodwill for your brand and a VIP area for your most important guests. Reach out to us and we can work with you.
Track sponsor (x1)	Inquire	We will have a handful of tracks at the conference, grouping sessions on a similar topic. Reach out if you'd like to sponsor a track so you can own a specific topic at the conference!



## MORE OPPORTUNITIES

Do you have more plans that don't fit in the sponsorship packages? Reach out by email. We love to collaborate on custom sponsor opportunities!

We can:

- organize an executives lunch,
- plan a branded event at a nearby restaurant or bar,
- issue a sponsored newsletter for the event,
- and more!

Come chat to [conference@foundation.matrix.org](mailto:conference@foundation.matrix.org) and we can make good things happen!