

## Europe & Emerging Markets

# ROADSHOW 2026

## SPONSORSHIP OPPORTUNITIES

Sponsoring the ATMIA Europe and Emerging Market Roadshow puts your brand front and center with the decision-makers driving the future of ATMs, cash, and payments. It's your chance to stand out in fast-growing markets, build instant credibility through ATMIA's global influence, and showcase your solutions where real business happens. With unmatched face-to-face access to banks, deployers, fintechs, and regulators, you'll spark new leads, forge powerful partnerships, and gain insider insight into emerging trends and regulations. If you want visibility that converts, conversations that matter, and momentum across Europe and emerging markets, this roadshow delivers.



**June 1-Madrid, Spain**  
**June 3-Berlin, Germany**

PREMIERE SPONSOR PACKAGES	Gold Roadshow (Both cities)	Gold Madrid	Gold Berlin	Silver Roadshow (Both Cities)	Silver Madrid	Silver Berlin
Cost (member/non member)	\$8,500 / \$9,500 USD	\$5,000 / \$6,000 USD	\$5,000 / \$6,000 USD	\$5,000 / \$6,000 USD	\$3,000 / \$4,000 USD	\$3,000 / \$4,000 USD
Number Available	2	2	2	2	2	2
Speaker Slot	1 at each event	1	1			
Staff passes	3 at each event	3	3	2 at each event	2	2
Bank Passes	3 at each event	3	3	2 at each event	2	2
Display Table	X	X	X	optional/if available	optional/if available	optional/if available
Logo/Link on event web site, marketing materials, and emails	X	X	X	X	X	X
Marketing Distribution at registration desk (sponsor supplied)	X	X	X	X	X	X
Company description/logo on event app	X	X	X	X	X	X
Banner Ad on app	X	X	X	X	X	X
Push Notification on app	X	X	X	X	X	X
Additional staff passes at reduced rates	X	X	X	X	X	X

**EEM****ROADSHOW****2026**

The Roadshow attracts banks, deployers, processors, fintechs, and regulators from high-growth markets, delivering targeted visibility with a highly engaged audience. Sponsorship elevates brand credibility through alignment with ATMIA's respected global leadership, positioning companies as trusted partners and thought leaders. It also drives business growth through networking, lead generation, and strategic partnerships, while providing valuable insight into regional trends, regulatory developments, and emerging market opportunities shaping the future of cash and payments worldwide.

<b>MARKETING OPPORTUNITIES</b>	<b>Lunch Sponsor Roadshow (Both cities)</b>	<b>Lunch Sponsor Madrid</b>	<b>Lunch Sponsor Berlin</b>	<b>Coffee Break Sponsor Roadshow (Both Cities)</b>	<b>Coffee Break Sponsor Madrid</b>	<b>Coffee Break Sponsor Berlin</b>
Cost (member/non member)	\$4,000 / \$5,000 USD	\$2,250 / \$3,250 USD	\$2,250 / \$3,250 USD	\$2,000 / \$3,000 USD	\$1,200 / \$2,200 USD	\$1,200 / \$2,200 USD
Number available	2	2	2	2	2	2
Signage	during lunch	during lunch	during lunch	during coffee breaks	during coffee breaks	during coffee breaks
Staff passes	2 at each event	2	2	1 at each event	1	1
Bank Passes	1 at each event	1	1			
Display Table						
Logo/Link on event web site,, marketing materials, and emails	X	X	X	X	X	X
Marketing Distribution at registration desk (sponsor supplied)	X	X	X	X	X	X
Company description/logo on event app	X	X	X	X	X	X
Banner ad on event app	X	X	X	X	X	X
Push Notification on app	X	X	X	X	X	X
Additional staff conference passes at reduced rates	X	X	X	X	X	X

**Register now** to sponsor the ATMIA Europe and Emerging Market Roadshow to boost visibility, accelerate sales, influence the market, gather strategic insights, and build high-value relationships in the global ATM/payments ecosystem.

For complete information and to register  
 Visit the [website](#) | Contact: Dana Benson - [dana.benson@atmia.com](mailto:dana.benson@atmia.com) - +1 605 582 7058

**SIGN  
UP  
TODAY!**