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2nd Specialist Conference

# Future.DEFENCE

Business models for the civilian sector within the  
security and defense industry

**June 11, 2026 | Düsseldorf**

publish  
industry  
verlag

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NAVIGATE THE CHANGE

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DVV Media Group

**RHEINISCHE POST**

# 2nd Specialist Conference: Zukunft.DEFENCE – Business models for the civilian sector within the security and defense industry

## Together for Sovereignty & Security in Europe

Industry safeguards sovereignty. Together! The Zukunft.DEFENCE specialist conference brings civilian industry, the security and defence industry (SVI), and the German Armed Forces (Bundeswehr) as a procurer into direct dialogue. We make needs, procurement pathways and framework conditions transparent, show realistic business opportunities and limits, and promote partnerships – from market overview and best practices to the path to a first contract. In doing so, we strengthen innovation, scalability, secure production and resilient supply chains in Europe.

**Date:** Thursday, June 11, 2026, from 9:30 a.m. to 6:00 p.m.

**Venue:** Conference Center of the Rheinische Post, Zülpicher Str. 10, 40549 Düsseldorf

**Format:** One-day conference, featuring discussions and networking opportunities

**Target audience & participants:** Approximately 130-150 key stakeholders from the civilian sector, defence industry, procurement agencies, and armed forces.

## Initiators:

publish  
industry  
verlag

**INDUSTRY.FORWARD**  
NAVIGATE THE CHANGE

**griephan**



**RHEINISCHE POST**



# Topic Setting and Agenda Planning – Zukunft.DEFENCE

**Focus topic: Business models for the civilian sector within the security & defence industry**

9:30 – 10:15 a.m.

Networking Breakfast and Welcome

10:15 – 12:30

**SESSION I: MARKET.Potential – Where are the concrete business opportunities?**

KEYNOTES | PRACTICAL INSIGHT | INTERACTIVE TOPIC-TABLE SESSION

12:30 – 13:30

Lunch Break and Networking

1:30 PM – 2:30 PM

**SESSION II: CREATING.access – How do I get into the business?**

KEYNOTES | PRAXIS INSIGHTS

2:30 PM – 3:00 PM

Coffee break and networking

3:00 PM – 4:15 PM

**SESSION III: SHAPING.future – Innovation and strategic course-setting**

KEYNOTES | PANELS

4:15 PM – 6:00 PM

Casual dialogue and resolution

# Partner Concept – Shaping the Future together

## Your commitment makes the difference!

Zukunft.DEFENCE is the specialist conference for business models of civilian industry in the security & defence sector – with a clear focus on implementation rather than just classification.

On site, you will meet managing directors and business development leaders from mid-sized industrial companies as well as go-to-market and innovation decision-makers who are asking very concrete questions: Where is my business potential – and how do I enter the market?

- ➔ As a partner, you position yourself where companies are currently making decisions – including market access, partnerships, procurement routes and financing.
- ➔ Visibility among industrial decision-makers who are actively preparing their entry into the defence market (strategy, business development, go-to-market).
- ➔ Leads & network: Strengthen your network and build new strategic contacts. Interaction and networking slots create space for concrete follow-up discussion.

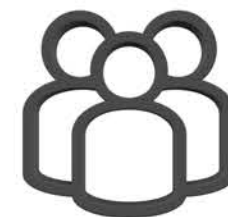
Your value proposition as a partner:



Visibility & positioning



Lead Generation



Network and Connections



# Partner Packages (1/2) – Zukunft.DEFENCE

## ONSITE-PARTNER

### 1 Partner ticket

each valued at 990 EUR

### 2 VIP guest tickets

each valued at 590 EUR

### Logo branding (on site & digital)

participant marketing,  
on site presence

### Social Media Post LinkedIn

@Industryforward

### Media

Logo in the Rheinische Post special publication.  
Sold circulation: 163,149 copies (as per IVW 4.2025)

**3,900 EUR**  
plus VAT.

## NETWORKING-PARTNER

### Exclusive branding of a networking break

(breakfast | lunch break | coffee)

### 2 Partner tickets

each valued at EUR 990

### 3 VIP guest tickets

each valued at EUR

### Logo branding (on site & digital)

participant marketing, on site presence

### Social media post LinkedIn

@Industryforward

### Media

Logo in the Rheinische Post special publication.  
Sold circulation: 163,149 copies (as per IVW 4.2025)  
Digital advertisement: half page in Griephan Letters  
Billboard Advertisement on INDUSTR.com (1 month)

**Attendee contacts**  
with opt-in as leads

**5,900 EUR**  
plus VAT.

## TOPIC-TABLE-PARTNER

### Partner package with materials

### Topic-table hosting & branding

topic focus & moderation

### 3 Partner tickets

each valued at EUR 990

### 5 VIP guest tickets

each valued at EUR 590

### Logo branding (on site & digital)

participant marketing, on site presence

### Social media post LinkedIn

@Industryforward

### Media

Logo in the Rheinische Post special publication.  
Sold circulation: 163,149 copies (as per IVW 4.2025)  
Digital advertisement: half page in Griephan Letters  
Billboard Advertisement on INDUSTR.com (1 month)

**Attendee contacts**  
with opt-in as leads

**9,900 EUR**  
plus VAT.

Optional add-on:  
Advertorial/advertisement  
Rheinische Post "Extra"  
¼ page : EUR 2,500  
½ page: EUR 4,000

# Partner Packages (2/2) – Zukunft.DEFENCE

## Premium-Partner

For companies that want to position themselves as thought leaders in the defence dialogue

### Your presence at the conference

#### Stage presence

Panel or Keynote

#### 5 Partner tickets

each valued at 990 EUR

#### 10 VIP guest tickets

each valued at 590 EUR

#### On-site company presence: exhibition presence

cocktail table, your roll-up banner

#### Logo branding

conference stage | conference presentation |  
mention in conference moderation

#### Participant contacts

(opt-in) as leads

### Positioning before, during & after the conference

#### Media

Half-page print advertorial or advertisement + logo in  
the Rheinische Post special publication  
Total copies sold: 163,149 (as per IVW 4.2025)

Digital advertisement: half page in Griephan Letters

Billboard Advertisement on INDUSTR.com (1 month)

#### Newsletter

Featured in four editorial newsletter posts, publish-  
industry (totaling 32,000 subscribers)

#### Logo branding (Print and Digital)

Conference communications measures  
(Advertisements, banners, mailings)

#### Social Media Posts

@Industryforward | @rheinischepost



**EUR 24,900 plus VAT**

## Onsite Partner

## Networking Partner

### Branding & Attendance

**1 Partner ticket**  
each valued at EUR 990

**2 VIP guest tickets**  
each valued at EUR 590

**Logo branding (on site & digital)**  
participant marketing,  
on site presence

**Social media post**  
LinkedIn: @industryforward

**Media**  
Logo in the Rheinische Post special  
publication. Sold circulation: 163,149  
copies (as per IVW 4.2025)

### Presence, access, host status!

With simple branding participation including on-site attendance, an **onsite partner** combines visible brand presence with direct access to the target group and can use VIP invitations to deepen customer relationships as a host.

### Maximum visibility at the hotspot!

The **networking buffet partner** gains high visibility at the central meeting point, positive brand perception and special conversation opportunities because almost all participants gather there informally. All attendee leads included!

### Branding, Attendance & Networking

**Exclusive branding of a networking break**  
(breakfast | lunch break | coffee)

**2 Partner tickets**  
each valued at EUR 990

**3 VIP guest tickets**  
each valued at EUR

**Logo branding (on site & digital)**  
participant marketing, on site presence

**Social media post**  
LinkedIn: @industryforward

**Media**  
Logo in the Rheinische Post special  
publication. Sold circulation: 163,149 copies  
(as per IVW 4.2025)

Digital ad: half page in Griephan Letters  
Billboard Advertisement on INDUSTR.com

**Attendee contacts**  
with opt-in as leads

## Topic Table Partner



### Put your topic center stage: Become a topic-table host!

The 45-minute topic-table session with about 6 tables is a fixed part of the agenda – no other talk runs in parallel.

As a topic table partner, you facilitate the interactive session. We will work with you to develop the content focus of your topic table and provide on-site support with a flip chart and workshop materials.

Includes: **Topic-table pitch on stage:** In 60 seconds, you tease the content of your topic table on stage and get participants excited to join.

## Branding, Engagement & Content

**Topic-table hosting & branding**  
topic focus & moderation

**3 Partner tickets**  
each valued at EUR 990

**5 VIP guest tickets**  
each valued at EUR 590

**Logo branding**  
participant marketing, on site presence

**Social media post**  
LinkedIn: @industryforward

**Media**  
Logo in the Rheinische Post special publication.  
Sold circulation: 163,149 copies (as per IVW 4.2025)  
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**Attendee contacts**  
with opt-in as leads

# Zukunft.DEFENCE

Die neue Rolle der zivilen Industrie

## Premium Partner

**For companies that want to position themselves as thought leaders in the defence dialogue.**

### Stage your topic and showcase your expertise!

Present a topic that matters to you to the Zukunft.DEFENCE audience—either as part of a panel or as a keynote. Both formats take place on the main stage.

Together, we will develop an engaging topic setting that is neutral in terms of marketing and product promotion. You will serve as the moderator or keynote speaker; we are also happy to provide a co-moderator.

To generate additional relevant reach for your positioning, a half-page advertorial or advertisement will be published in the Rheinische Post special supplement for the Zukunft.DEFENCE industry conference.

## Premium-Partnership

### Stage presence

Panel or Keynote

**5 Partner tickets & 10 VIP guest tickets**

### On-site company presence:

exhibition presence

cocktail table, your roll-up banner

### Logo branding

participant marketing, on site presence and in the Rheinische Post special publication

### Social Media Posts

@Industryforward | @Rheinische Post

### Media

Half-page print advertorial or advertisement in the Rheinische Post special publication

½ page advertorial or advertisement in Griephan  
Billboard Ad on INDUSTR.com

### Newsletter

Featured in four editorial newsletter posts, publish-industry (total: 32,000 subscribers)

### Attendee contacts

with opt-in as leads

PACKAGE BENEFITS AT A GLANCE	ON-SITE PARTNER	NETWORKING PARTNER	TOPIC TABLE PARTNER	PREMIUM PARTNER
<p><b>Logo Branding</b></p> <ul style="list-style-type: none"> <li>Event website: industry-forward.com/zukunft-defence</li> <li>Invitation mailings: 5 mailings in total (total reach: 110,000)</li> <li>Conference advertisement in A&amp;D Magazine (May issue, publication date: May 5, 2026) and E&amp;E Magazine (May issue, publication date: May 20, 2026) (Total reach: 46,300)</li> <li>Conference stage</li> <li>Conference presentation</li> <li>Rheinische Post special publication following the event (Circulation: 163,149 copies (according to IVW 4/2025))</li> </ul>	✓	✓	✓	✓
<p><b>Partner Tickets</b></p>	1	2	3	5
<p><b>VIP Guest Tickets</b></p>	2	3	5	10
<p><b>Social Media Post</b></p> <ul style="list-style-type: none"> <li>Event post featuring a partner mention on LinkedIn channel: @Industryforward</li> </ul>	✓	✓	✓	✓
<p><b>Attendee Contacts with opt in as leads</b></p>		✓	✓	✓
<p><b>1/2-page ad in griephan Briefe</b></p> <ul style="list-style-type: none"> <li>Weekly infoletter for the defence technology and security industry   Circulation: 10,000 subscribers   Issue: 23/2026, June 5, 2026   Ad dimensions: 180x130mm</li> </ul>		✓	✓	✓
<p><b>Billboard Ad on INDUSTR.com</b></p> <ul style="list-style-type: none"> <li>Industry Portal: 900,000 users per year   Online banner   Duration: 1 month   Format: 620x160 px.</li> </ul>		✓	✓	✓
<p><b>Networking Partner Package includes ...</b></p> <ul style="list-style-type: none"> <li>Logo on screen in the networking area</li> <li>Logo on "Sponsored by" buffet sign</li> <li>Logo on the networking break presentation</li> </ul>		✓		
<p><b>Topic Table Partner Package includes ...</b></p> <ul style="list-style-type: none"> <li>Logo and title on the theme table display</li> <li>Logo on the workshop poster</li> <li>Logo on the theme table presentation slide during the theme table pitches</li> </ul>			✓	
<p><b>Premium Partner Package includes ...</b></p> <ul style="list-style-type: none"> <li>1/2-page print advertorial or ad in the Rheinische Post special edition following the event (Circulation: 163,149 copies (according to IVW 4/2025))</li> <li>Exhibition presence (bar table, power outlet, your roll-up banner)</li> <li>Mention during the moderation</li> <li>Mention in 2 newsletter posts: Industry.zero &amp; Transformation   11,500 subscribers</li> <li>Mention in 2 newsletter posts: A&amp;Dweek   7,600 subscribers</li> </ul>				✓

# Decision-makers from the following companies participated in the 2025 kick-off event:



We create business for industries