

Exclusive Partner Preview

OPS 2026 // Munich 12-13 March 2026



#OPS2026

Verband
Druck + Medien
BERATUNG



V4 // 1 September 2025

12 years of success – 12 years of "Symposium" New: "Summit" + Conceptual update

Since 2013, the Online Print Symposium (OPS) has developed from a German-speaking industry meeting to an internationally established leading congress.

In recent years, a steady 250 to 300 decision-makers from more than 15 countries have come to Munich. The 12th OPS in 2025 once again welcomed over 300 participants, reinforcing OPS's reputation as a trendsetter for digital commerce print, mass customization and AI strategies.

This makes the OPS the only event worldwide that offers direct access to key decision-makers in the online print industry. And it has been doing so since the beginning.

Review 2025: Highlights for sponsors at the 12th OPS

- **>300 C-Level guests from 18 nations**
- **13 speakers and 6 start-ups**
- **20 Media Partners onsite // more than 500+ Posts on Social Media**
- **Insight pitches showcased AI-based workflow automation, accessible design tools and sustainable on-demand concepts**

ONLINE
PRINT
SUMMIT

Our partners in 2025

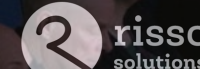
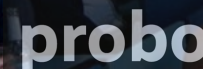
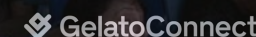
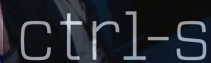
ADVISORY PARTNER



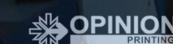
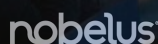
PLATINUM PARTNER



GOLD PARTNER



PARTNER



Years	Keynote-Speaker
2025	Dr. Michael Fries – EVP VistaPrint Christoph Gamper – CEO Durst
2024	Henrik Müller-Hansen – CEO Gelato
2023	Robert Keane – CEO Cimpress
2022	Roland Keppler – CEO Onlineprinters
2020	Rainer Hundsdörfer – CEO Heidelberg Druck
2019	Robert Keane – CEO Cimpress
2018	Prof. Dr. Frank T. Piller – RWTH Aachen
2017	Hartmut Kappes – CFO Flyeralarm
2016	Benny Landa – Founder Landa Digital Printing

Online Print Summit 2026

Proven and new target groups

Online Print Summit 2026

Why early participation is worthwhile

The positive response to OPS 2025 provides the content for the Online Print Summit (OPS) 2026, which will take place on 12-13 March at the Alte Kongresshalle in Munich.

Building on the core topics of AI, Market Development, Print-on-Demand and Mass Customization, we will increasingly focus on dialogue formats, curated match-making sessions and hands-on “experience labs” in 2026.

Why early participation is worthwhile:

Planning security & reach: fixed scheduling, international media partnerships and multilingual communication channels facilitate integration into your campaign planning.

Extended marketing period: sponsors will already be included in pre-event content, newsletters and social streams from Q3/2025.

Qualified contacts instead of wasted coverage: the Summit App provides data-based match-making suggestions and makes it easier to arrange appointments on site.

Content assets for your funnel: recordings of keynotes, recap snippets and specialist interviews are available to partners as co-branded material.

The OPS team will provide you with personal support, from the selection of the right sponsorship package to your individual Executive Briefing.



Online Printers

Suppliers

Online Print

Observers and
Analog-to-
Digital
switchers from
the print
industry

„New to the
field“ Online
Printer

New Users
of Print on
Demand
(Creators+
Brands)

In recent years, we have noticed that not only original online printers take part in the OPS, but also newcomers, investors and (increasingly) creators/brands.

New: Advisory Board – providing drive for relevance and substance

The Advisory Board contributes practical expertise and insights into current industry trends, actively ensuring a program that stays in tune with the times.

The Online Print Summit Advisory Board unites leading thought leaders and market makers from industry, technology, and consulting to bring new momentum and practical content to the program. Together, we identify relevant trends at an early stage, set priorities and ensure that the topics on stage truly matter.

The committee meets several times in the run-up to the event and supports the organizing team as a critical sparring partner. It's not about show, but about substance – well-founded, independent and with a clear view of the benefits for the community. This way, the Summit remains close to what really matters in the industry.



Robert Keane

... is the founder and CEO of **Cimpress**, the world's leading provider of mass customization in the printing sector. With brands such as VistaPrint, he has built a global platform that produces billions of personalized products every year - automated, digital and customized like no other company in the industry.



Sven Burkhardt

... is Managing Director of **Elanders Print & Packaging**, a leading provider of high-quality printing and packaging solutions within the internationally active Elanders Group. With a strong focus on process automation, just-in-time production and sustainable print solutions, the company serves customers from industry, retail and the brand world. The Elanders Group has a global sales volume of around 1.3 billion euros.



Henrik Müller-Hansen

... is the founder and CEO of **Gelato**, a global platform for on-demand production and logistics based in Oslo. Gelato connects creatives, brands and e-commerce platforms with a globally scalable production network in over 30 countries - quickly, locally and sustainably. The company is considered a driver of digital transformation in the print and creator economy.



Ulrich Stetter

... is President of **Intergraf**, the European umbrella organization of national printing associations. As a long-standing industry expert, he is committed to the economic and technological sustainability of the European printing industry - with a particular focus on sustainability, digitalization and fair competition. Intergraf represents over 110,000 companies with around 600,000 employees in Europe.

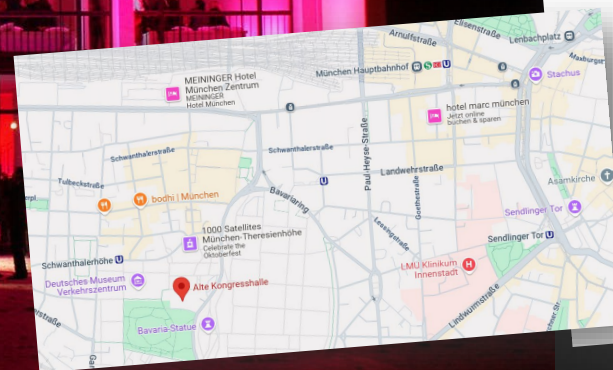
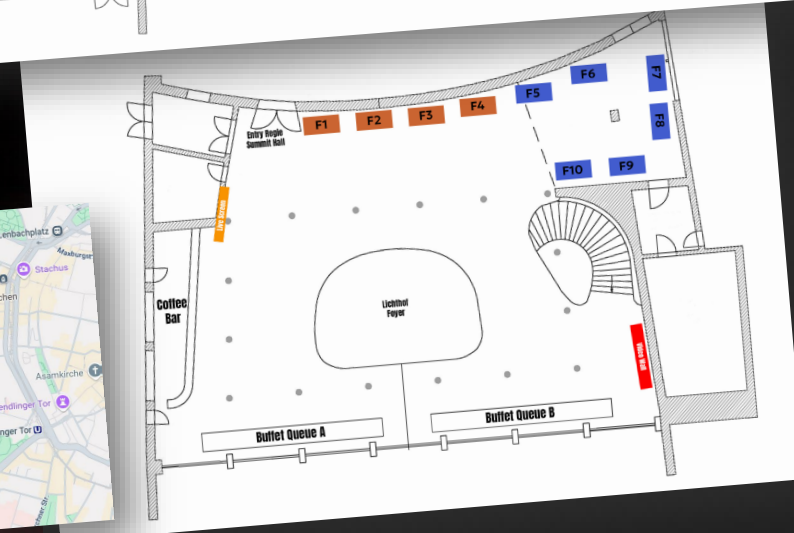
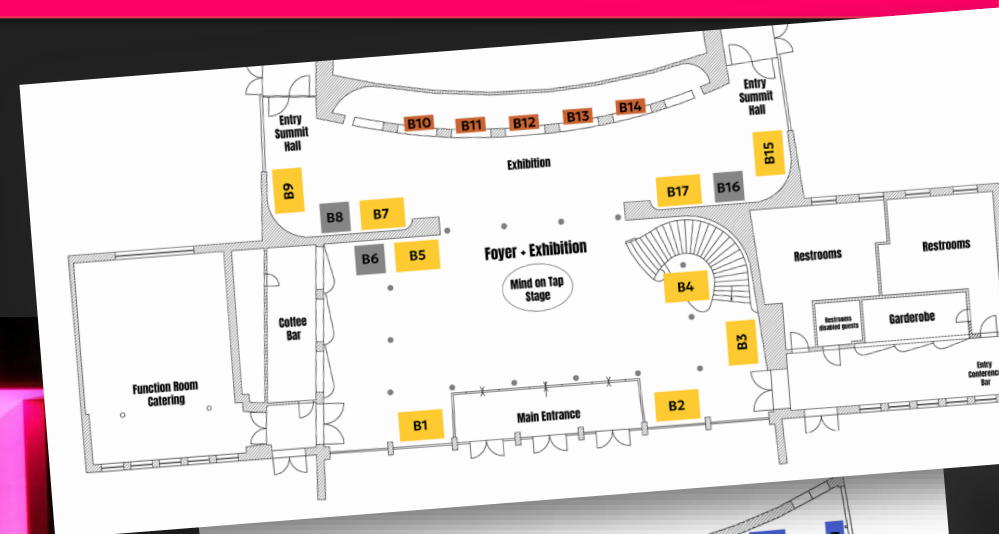
Alte Kongresshalle in Munich: New Location – New Opportunities

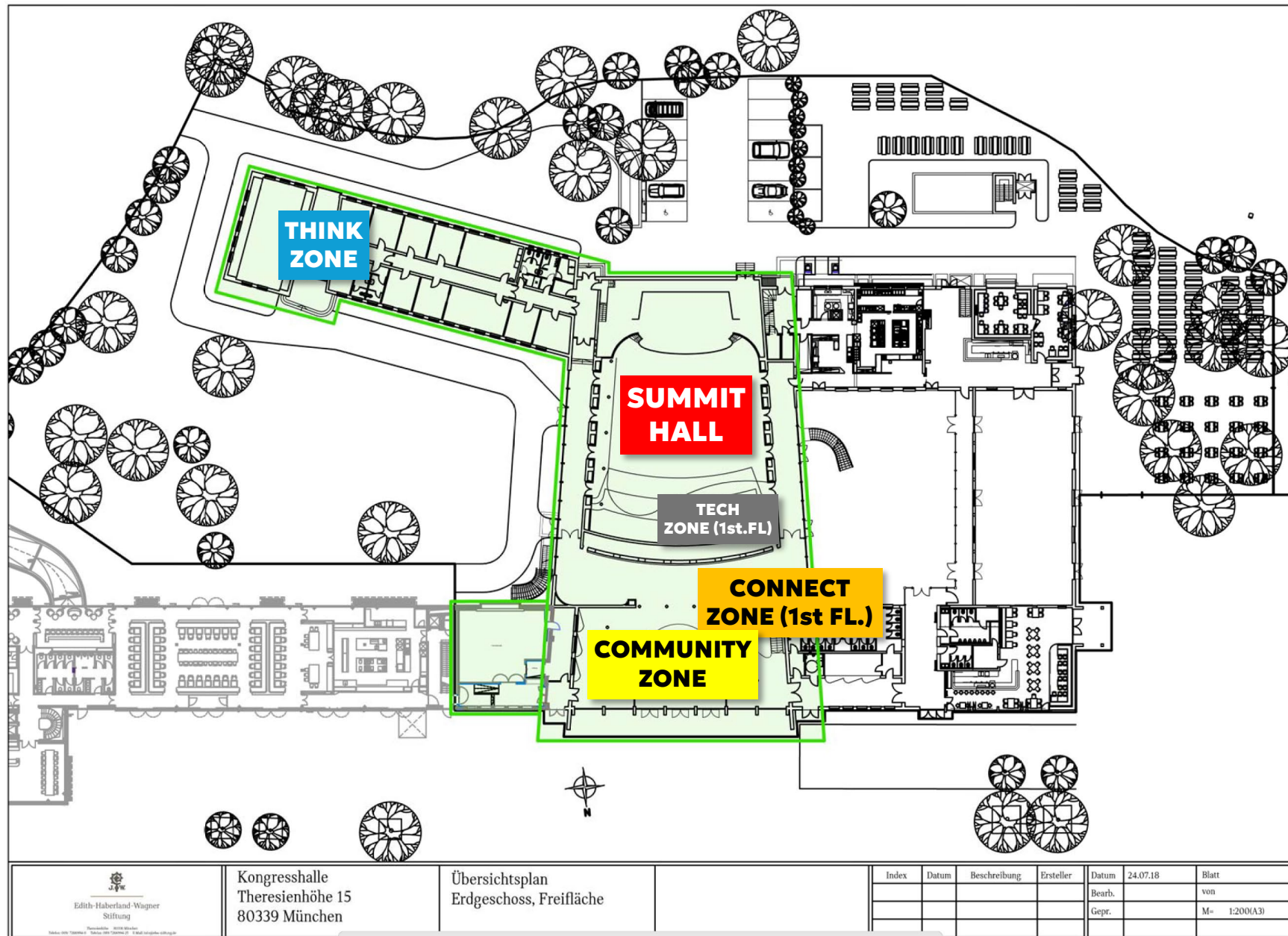
100% more exhibition space – 100% more hygge – 100% more networking
More opportunities to present your brand or your solution.



By expanding into the exhibition areas on the basement and first floor, we can now offer significantly more attractive stand spaces. For the first time, partners will also have the opportunity to host their own Executive Briefings, which are part of the official OPS program.

In addition, the newly introduced C-Level Classrooms and Executive Briefings will run in parallel on both days of OPS, taking place in the side wing of the congress hall.



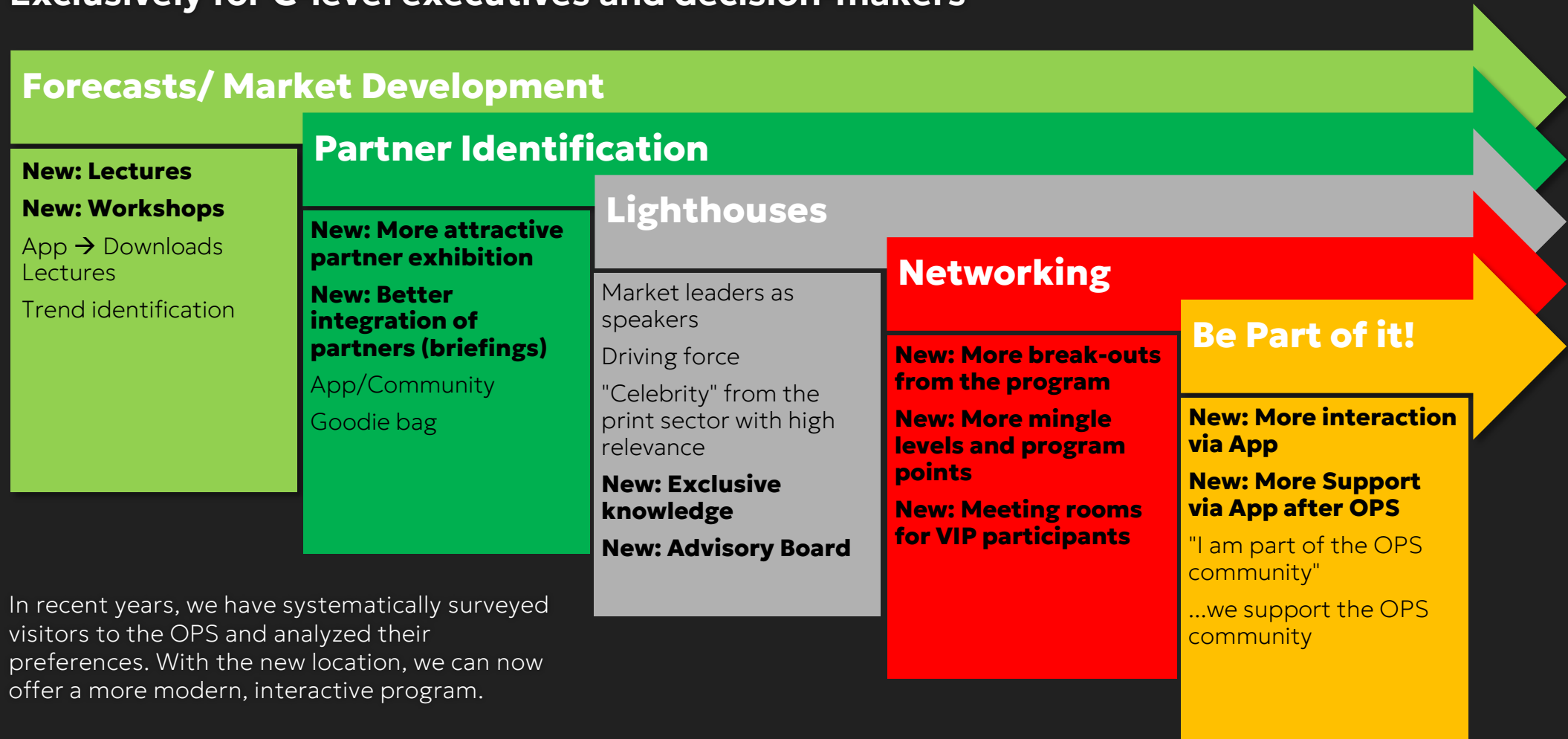


Alte Kongresshalle in Munich: New Location – New Opportunities

100% more exhibition space – 100% more hygge – 100% more networking
More opportunities to present your brand or your solution.



OPS 2026: Further development // New focus areas Exclusively for C-level executives and decision-makers



OPS 2026: C-Level Know-how meets Executive Briefings meets high-class Conference



New opportunities for interaction between participants and partners
More time to chat – more time to mingle

New program structure

The Online Print Summit will provide a conference with high-caliber speakers and experts, as you are aware. In 2026, it will also introduce new and exciting formats that allow participants to explore specific topics in greater depth.

To reflect this, the two-day event will adopt a new structure. The program will begin with a C-Level Classroom Briefing and three Executive briefings, which will run concurrently in the morning. The conference itself will kick off at around noon, offering insights from industry leaders to start-ups. The latter will pitch their business ideas in a start-up battle, in which in the future the audience will play a more interactive role. In addition, the conference will debut new features such as the “Talk About It” format, designed to foster open exchange.

To ensure our guests gain the most valuable insights into online printing, automation, mass customization, and artificial intelligence, an additional time slot will be dedicated to a C-Level Classroom Briefing along with more Executive Briefings.

Immediately afterward, participants will gather in the foyer for a relaxed “Mind on Tap” stage talk will take place. In addition to this another “Mind on Tap” session will serve as the unofficial opener for the OPS insiders on 11 March. This new format will set the stage for the 'Cheers & Thoughts' evening event in the community zone on the first day, as well as the 'OPS Connect & Celebrate Party', which will be the highlight of Thursday evening. The party will take place

in the Summit Hall and will feature live music and dinner. Following the main event, the evening is intentionally structured to allow for open dialogue and the exploration of spontaneous formats.

The next day will start with a C-Level Classroom Briefing and some additional Executive Briefings, after which the conference will resume at 10 am. OPS 2026 will conclude with a joint lunch at midday.

This whole new structure combines inspiration, expertise and exchange at eye level – and once again makes OPS 2026 a unique meeting place for the online print community.

The following new formats will enhance the Summit experience:

- **“OPS: Mind on Tap”:** an informal stage talk on a mini stage in the foyer, where experts and participants can engage in relaxed discussions over a drink.
- **C-Level Classrooms:** bookable sessions with OPS experts that specifically address strategic topics for decision-makers.
- **Executive Briefings:** exclusive partner-led sessions on a smaller scale that provide in-depth insights into products, solutions and innovations.

OPS 2026: C-Level Know-how meets Executive Briefings meets high-class Conference



New opportunities for interaction between participants and partners
More time to chat – more time to mingle

11.3.26	12.3.26				13.3.26			
	New! C-Level Classroom 1 THINK ZONE	New! Executive Briefing 1 THINK ZONE	New! Executive Briefing 2 THINK ZONE	New! Executive Briefing 3 THINK ZONE	New! C-Level Classroom 3 THINK ZONE	New! Executive Briefing 7 THINK ZONE	New! Executive Briefing 8 THINK ZONE	New! Executive Briefing 9 THINK ZONE
	OPS CONFERENCE SUMMIT HALL				OPS CONFERENCE SUMMIT HALL			
	LUNCH @ CONNECT ZONE				LUNCH @ CONNECT ZONE			
	OPS CONFERENCE SUMMIT HALL							
	New! C-Level Classroom 2 THINK ZONE	New! Executive Briefing 4 THINK ZONE	New! Executive Briefing 5 THINK ZONE	New! Executive Briefing 6 THINK ZONE				
New! OPS: Mind on Tap COMMUNITY ZONE	New! OPS: Mind on Tap COMMUNITY ZONE							
OPS: Cheers & Thoughts Get together @ Conference Bar + COMMUNITY ZONE	OPS: Connect & Celebrate The Night of Visionaries & Changemakers @ SUMMIT HALL							

9:00 - 9:45

10:00 - 17:00

17:17:45

18:00 - 19:00

19:00 - 23:00

9:00 - 9:45

10:00 - 17:00

17:17:45

18:00 - 19:00

19:00 - 23:00

How can we get involved? What do we need to do? Right now?

To choose the specific location for your gold, silver or bronze partner booth, please use the new online booking tool, accessible via the OPS website. We are offering a 10% early bird discount until 30 September, so being among the first to book will pay off!

At Online Print Summit 2026, we will – for the first time – offer our partners the opportunity to host an Executive Briefing for a dedicated audience. Three rooms are available, each of which can be booked for one 45-minute lecture in the mornings (from 9:00 to 9:45 AM) and in the evening of 12 March from 5:00 to 5:45 PM. OPS partners interested in hosting an Executive Briefing are free to set the topic and organize the event.

Your Executive Briefing will be included in the Online Print Summit program. Attendees must register for these exclusive sessions, providing you with the opportunity to generate valuable leads. The rooms are fully equipped, and the fee of €2,500 plus VAT covers room rental, catering, and promotion across all OPS channels. Please note that hosting an Executive Briefing must be booked separately and in addition to your partner package. You can pre-register on the OPS website.

Special packages for Major- or Community partnerships are available and will be arranged on an individual basis. Further sponsorship packages for the networking evening event “OPS: Connect & Celebrate – The Night of Visionaries & Changemakers” are currently being prepared. If you would like more information, please contact us at contact@online-print-summit.com.

	Gold Partner	Silver Partner	Bronze Partner
Partner stand Equipment	approx. 6 m ² 4 Bar stools 3 high tables	approx. 4 m ² 3 Bar stools 2 high tables	approx. 2 m ² 2 Bar stools 1 high tables
Admission tickets discounted tickets (€790)	3 15	2 10	2 5
Video package for partner session	✓	✓	Bookable for 1.500 €
Company profile/logo on website and app	1,200 characters incl. spaces	900 characters incl. spaces	600 characters incl. spaces
Logo in the program: in print, on the website and in the app	✓	✓	✓
Logo on partner screen (video wall)	✓	✓	✓
Partner posting in Community App*	✓	✓	✓
Partner naming at OPS social media postings of beyond-print.de	✓	✓	✓
Individual presentation on the social media channels of the Online Print Summit	✓	✓	✓
Supplement for give away Goodie Bag (max. DIN A4)	16 pages/8 sheets	12 pages/6 sheets	8 pages/4 sheets
Special visualization during the OPS parties	Logo large	Logo medium	Logo small
Discount for banner booking on beyond-print.de/.net (valid from partner booking until the end of the event)	30%	20%	10%

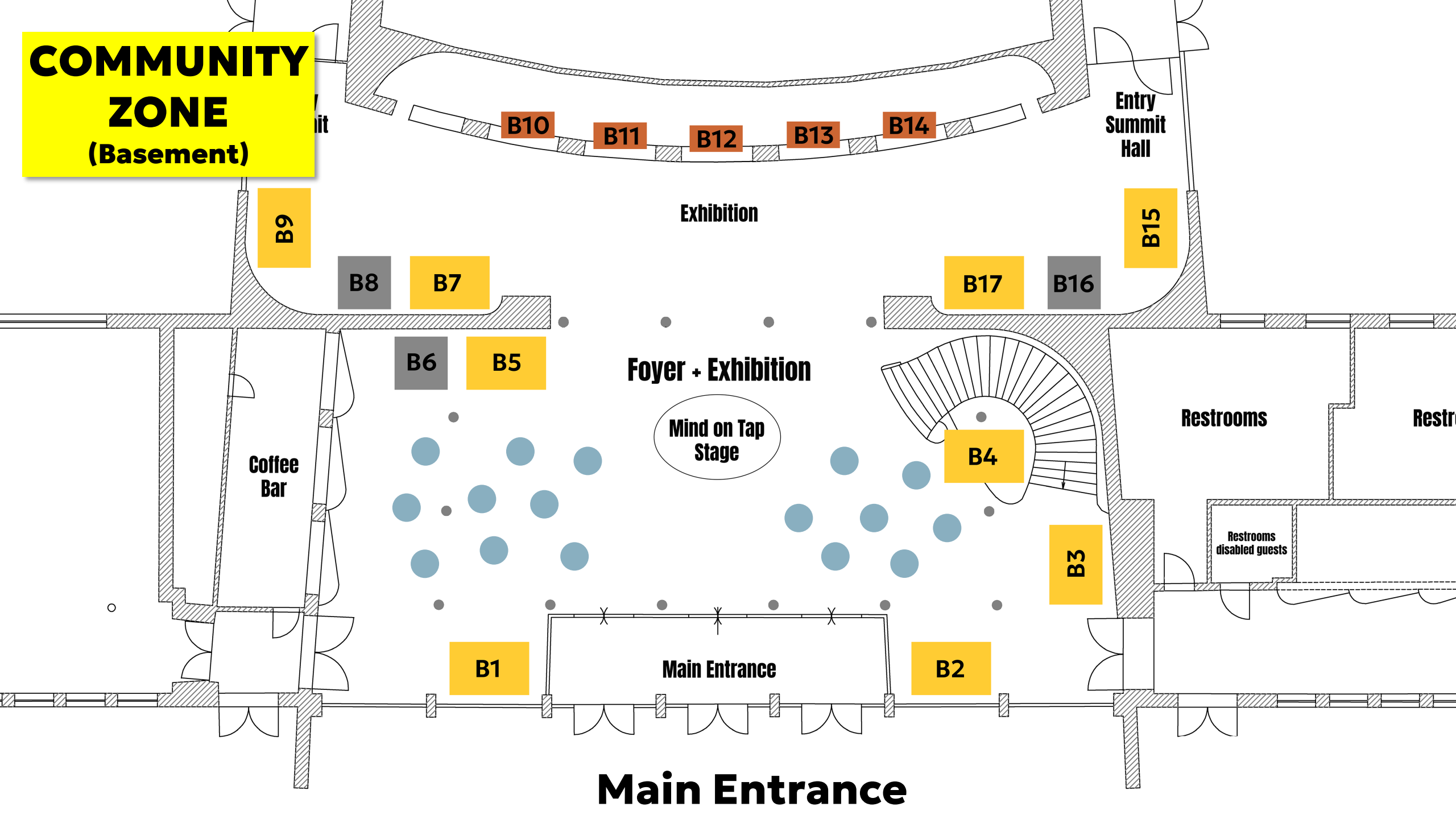
Early-Bird Price plus VAT 10.080,- € 8.010,- € 6.030,- €

Entrance

OPS logo on Forex – contour cut
Backlighting, LED



**COMMUNITY
ZONE
(Basement)**



CONNECT ZONE (First floor)



THINK ZONE

9:00 – 9:45 am
5:00 – 5:45 pm

Executive Briefings

Presentations by the OPS partners
(lectures of 45 minutes each)

Executive Briefing 1

Meetingroom
(rentable)

Meetingroom
(rentable)

Executive Briefing 2

Meetingroom
(rentable)

Speakers-
Lounge

Executive Briefing 3

Organisation

C-Level Classroom

Coffee
corner

+ small sound system (wireless)
Presentation
screen

C-Level Classroom

Expert lectures by OPS speakers (lectures of 45 minutes each)

9:00 – 9:45 am | 5:00 – 5:45 pm

Summit Hall



Verband
Druck+Medien
BERATUNG



Contact for Sponsoring

Bernd Zipper // bz@zipcon.de // +49 173 2978531

E-Mail to OPS Team: contact@online-print-summit.com

Organizers:

Verband Druck und Medien Beratung GmbH
Einsteinring 1 a
85609 Aschheim
www.vdm-beratung.de

zipcon consulting GmbH
Am Buchenhain 4
45239 Essen
www.zipcon.de

