



# FUTURE PORT PRAGUE 2018

The largest international  
visionary futuristic event  
in the heart of Europe.



# HELLO

*“We live in a time of incredible technological progress and our region has a huge potential for innovation that remains untapped.*

*We want to create a bit of a shake-up, explore trends, opportunities, and challenges of these exponential times, and excite people about their own potential to think big and do something great.”*



MARTIN HOLEČKO  
Founder & CEO  
Future Port Prague

# REVIEW

## 2017



**130**

exhibitors of  
future-shaping  
technologies

**320**

business  
conference  
attendees

**4700**

festival  
participants

**38**

international  
conference  
speakers



# PR COVERAGE

# 2017

150 articles

90 accredited journalists



# VISION 2018

Future Port Prague is organized by enthusiasts who believe exponential technologies create ...a tremendous opportunity to move this world forward and use them in our region's potential to become the innovation hotbed of Europe. We want to:

**SHOWCASE  
FUTURISTIC  
TECHNOLOGIES**

**BRING  
TOGETHER  
THE TECH &  
INNOVATION  
COMMUNITY**

**PUT PRAGUE ON  
TECHNOLOGICAL  
MAP OF EUROPE**

**OPEN EYES  
AND BRING  
INSPIRATION  
FROM THE  
WORLD**

**PLAY,  
PROVOKE,  
AND ENJOY!**

# GETTING UPGRADED

Future Port Prague is designed to give attendees an upgrade in four key areas:

**UNDERSTANDING:** Understand the major technological forces and trends in play.

**MINDSET:** See opportunities, think solutions, not problems.

**SKILLS:** Build a toolkit of business and life skills crucial for the exponential future.

**CONNECTIONS:** Be a part of a future-focused leaders network.



# EVENT OVERVIEW

A two-day visionary event packed with talks, open-air showcases and workshops in a vibrant atmosphere.

Thursday  
**Sept 6**

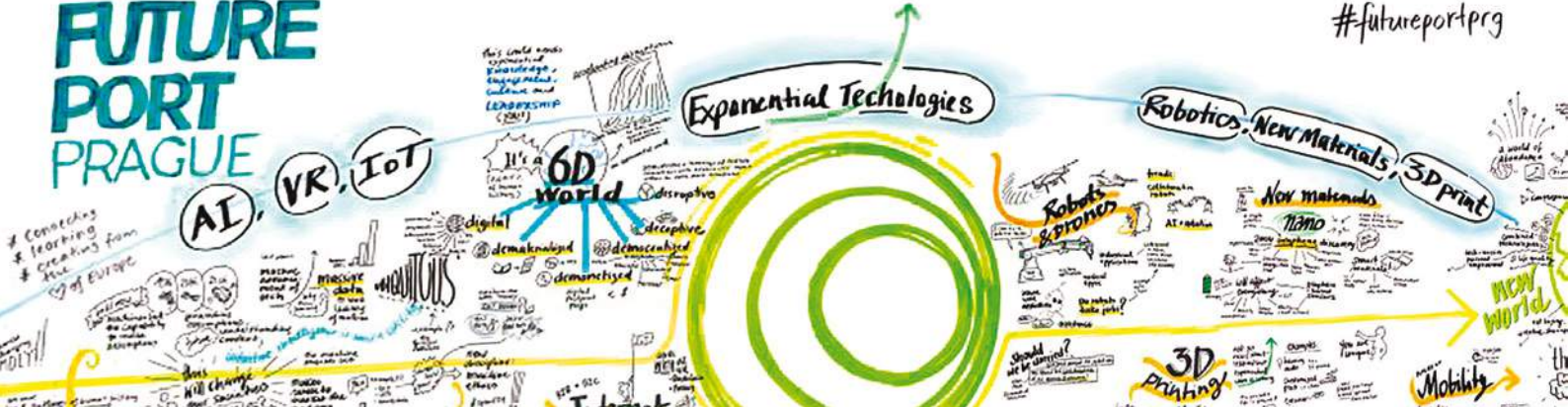
EXPONENTIAL  
LEADERS  
CONFERENCE

Friday  
**Sept 7**

WORKSHOPS

IMPACT MEETINGS

OPEN AIR FESTIVAL & EXPO



# 8 EXPONENTIAL TECH & TRENDS FOR 2018



**ARTIFICIAL  
INTELLIGENCE**



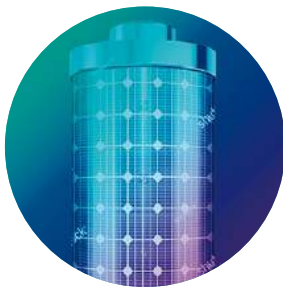
**MIXED REALITY**



**SMART STUFF**



**FUTURE OF  
MANUFACTURING**



**FUTURE OF  
ENERGY (NEW)**



**FUTURE OF  
MOBILITY**



**BLOCKCHAIN  
(NEW)**



**FUTURE OF  
HEALTHCARE**



**FUTURE  
PORT  
PRAGUE**

# EXPONENTIAL LEADERS SUMMIT SEPTEMBER 6

An intense one-day academy with a carefully planned curriculum of 10 lectures and tech convergence panels on the latest in exponential technologies & trends focused on their impact on business.

**Target audience: C-level execs,  
founders, entrepreneurs, community  
and industry leaders**

Amyx Introduction





# FUTURE FESTIVAL & EXPO

**Motto:**

*“Touch the future”*

## SEPTEMBER 6–7

Our futuristic technological showcase in a vibrant festival atmosphere took everyone by surprise last year. In 2018, it expands to two days and larger area. Hand-selected 150 most innovative tech companies with the task to let the people **touch the future**.

**Target audience:** innovators, creatives, marketers, techies, employees, students, broader public, media.

**SMART  
ZONE**

**AI ZONE**

**ROBO  
ZONE**

**XR  
VILLAGE**

**FUTURE OF  
MOBILITY**

**FUTURE OF  
MANUFACTU-  
RING**

**FUTURE OF  
HEALTH  
CARE**

**FUTURE  
OF ENERGY**

# FUTURE SKILLS WORKSHOPS SEPTEMBER 6–7

Hands-on workshops by industry leading experts, incl. some of our key international speakers, on skills crucial to thriving in the future.

Partners have the opportunity to lead their own branded workshop.

**Target audience: from business leaders to innovators and employees, differs by workshop.**



# **SIDE PROGRAM** SEPTEMBER 6–7

**A program accompanying  
the main technological expo.**

**FUTURE  
OF ART &  
FASHION**

**CZECHIA  
2118**

**FUTURE  
OF PLAY**

**FUTURE  
BOOK  
STORE**

**ROAD TO  
SINGULARITY**

**FUTURE  
OF CITIES**

**LAUNCH  
PAD**

**FUTURE  
OF YOU**

**PARTNERS  
HIRING  
ZONE**

**NEW  
SPACE  
AGE**

Final program subject to change.

# **IMPACT MEETINGS**

## SEPTEMBER 7

**Private thematic round tables  
focused on one of the  
8 key areas.**

Our key speakers, guarantors,  
and representatives of our  
partners meet in a private setting  
with major stakeholders from  
among local officials, academia,  
business and community leaders.

**Invitation-only.**

# BE PART OF IT: PARTNERSHIP LEVELS

*Connect your  
name with  
a prestigious  
visionary event  
and show your  
focus on  
innovation  
and the future.*



**Last year's main partners:**



**Google**



**ŠKODA** AUTO DigiLab



# OUR APPROACH

**Future Port Prague is a platform offering our partners a variety of possibilities to engage and benefit from the event following 3 simple guiding principles:**

- 1.** It makes sense, both for you and FPP.
- 2.** It brings value to the attendees.
- 3.** It is aligned with Future Port Prague's vision.

## 3-YEAR PARTNER OPTION

**Future Port Prague offers a 3-year partnership option.**

As an annual event with a long-term vision, long-term partnerships let us focus on what's the most important - creating a remarkable event with a year-round positive impact.

**As an appreciation of a 3-year partner pledge, we offer a 10% partnership discount.**

# PLATINUM PARTNER

**100.000 EUR**

**100 m<sup>2</sup> expo space**

**25 / 250 Tickets Conf / Expo**

**5 Impact Meetings Spots**

**3 Network Dinner Tables**

**2 Hiring Zone tables**

**3 Workshop slots**

## **MARKETING**

Dedicated space in press release

2 dedicated e-mails to attendees

Logo on all signs

Event Branding

Description on event web site

Description in program guide

Badge branding

Lanyard branding

Custom contest at the event

Video breaks on stage

youradio radio spot

# GOLD PARTNER

**30.000 EUR**

**30 m<sup>2</sup> expo space**

**8 / 80 Tickets Conf / Expo**

**3 Impact Meetings Spots**

**2 Network Dinner Tables**

**1 Hiring Zone table**

**2 Workshop slots**

## **MARKETING**

1 dedicated e-mail to attendees

Logo on all signs

Event Branding

Description on event web site

Description in program guide

Badge branding

Custom contest at the event

youradio radio spot

# SILVER PARTNER

**15.000 EUR**

**20 m<sup>2</sup> expo space**

**4 / 40 Tickets Conf / Expo**

**2 Impact Meetings Spots**

**1 Network Dinner Table**

**1 Hiring Zone table**

**1 Work- shops**

## **MARKETING**

Logo on all signs

Event Branding

Description on event web site

Description in program guide

Badge branding

youradio radio spot

# BRONZE PARTNER

**10.000 EUR**

**10 m<sup>2</sup> expo space**

**2 / 20 Tickets Conf / Expo**

**1 Network Dinner Tables**

**1 Hiring Zone table**

**1 Workshop slot**

## **MARKETING**

Logo on main signs

Description on event web site

Visibility on the venue

youradio radio spot