
db md
Your Expertise. In Dialogue with Architecture and Planning.
Online · In Person · Via Livestream
event formats
2027
konradin
Architektur

Which format best suits your goals?

Engage in a personal conversation	→	**db & md Symposium** In-person networking and professional exchange
Explain solutions through expert dialogue	→	**db 360°** Architects, specialist planners, and manufacturers all in one forum
Demonstrate applications in a project	→	**db Ortstermin** Reference project, video, and your own technical presentation
Stay up to date on a current topic	→	**md design dialog – AI in Practice** Sponsorship of a talk with up to three partners
Delve deeper into your own area of focus	→	**md design dialog Exclusive** Customized online event

db md

In-person meetings. Virtual participation.

The db + md Symposium combines in-person discussions with professional exchanges via livestream.

Expertise
establish your professional position

Encounter
exchange ideas in person

Livestream
participate online

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db + md Symposium

„anders! bauen“ Climate Resilience as a Challenge for the Future

How can buildings and interiors become more climate-resilient? This symposium brings together architects, planners, and manufacturers—featuring strategies and concrete project examples.

Moderators: Emre Onur (db), Johanna Pimenta (md)
In-person and livestream



July 14, 2027
Hospitalhof
Stuttgart

Establish Your Expertise
Sponsor a technical presentation on a relevant planning topic.

Explain Solutions
Your speaker and a representative from your company will answer moderated questions.

Strengthen Relationships
Take advantage of the networking event for face-to-face conversations on-site.

All recordings of the 2026 presentations

Digitally present.
Professionally relevant.

Online formats for a variety of objectives—in a moderated professional setting and without the need to travel.

Discuss
Classify Solutions

Show
Explain references

Learn More
Set Priorities

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db 360°

Your Solution Through Expert Dialogue on Planning

Our four-part talk series invites you to discuss the future of construction and gain valuable insights. An architect or specialist planner and three manufacturers will discuss specific challenges in construction.

Moderator: db Editor-in-Chief Emre Onur will moderate the expert panel via livestream.



Dates
(next page)

Demonstrate Relevance
Explain your solutions in the context of a planning task.

Contribute Your Expertise
Supplement the planner's perspective with your practical knowledge.

Establish Your Professional Reputation
Position yourself among architects, specialist planners, and civil engineers.

All recordings of the Talks 2026

db 360° Topics & Dates for 2027

Select the topic to which your proposal can contribute.

Talk 1

Topic: Renovation of Educational Buildings

March 9, 2027
5:00-7:00 pm

Full booked

Talk 3

Topic: Healthcare Facilities

September 28, 2027
5:00-7:00 pm

Talk 2

Topic: Sports Facilities

Mai 4, 2027
5:00-7:00 pm

Talk 4

Topic: The Art of Engineering

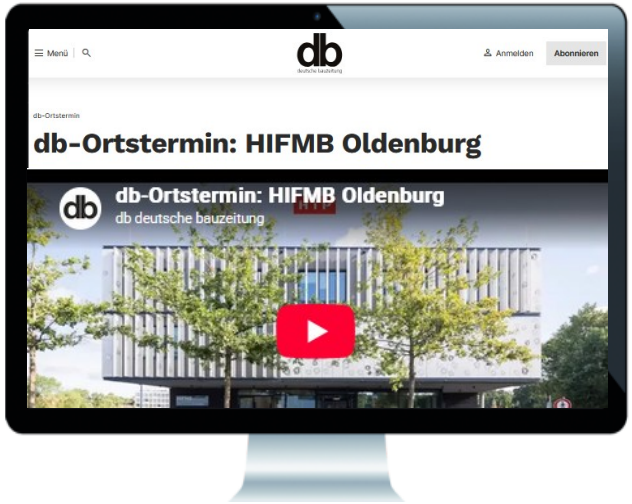
November 23, 2027
5:00-7:00 pm

db Ortstermin

Showcase Your Contributions to the Project

Showcase your solution in the completed project.
A db film, your technical presentation, and a moderated online discussion combine visual demonstration with technical context.

Moderator: db Editor-in-Chief Emre Onur will moderate the on-site visit via livestream.
Online event including a db film



Date upon request

Showcase Your Application
A concrete case study demonstrates the value your solution provides.

Combine Video and Expertise
Moving images showcase the project. Your presentation explains the background.

Answer Questions Directly
Live Q&A and chat create opportunities for interaction with the expert audience.

All recordings from the 2026 one-site visits

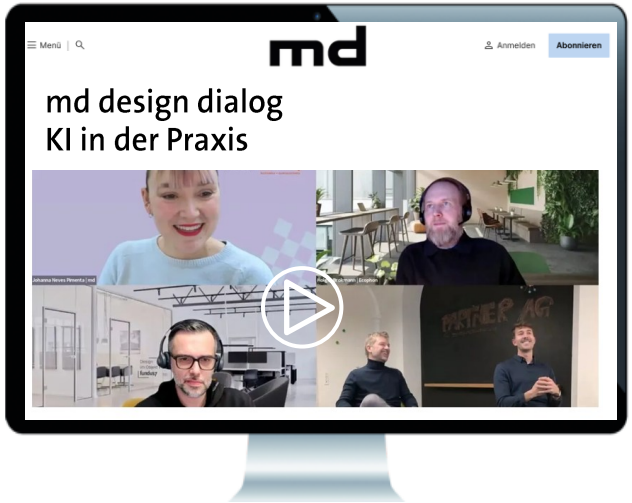
md design dialog

AI in Practice—Your Brand in the Context of Current Industry Challanges

In our talk series, we explore human uniqueness and the possibilities of AI.

The md editorial team examines how AI is transforming creativity, communication and work processes in interior design and planning.

Moderator: md Editor-in-Chief Johanna Pimenta



Dates
(next page)

Gain Visibility
Join the Conversation in Interior Design and Planing.

Find the talk that fits your brand
Each talk offers opportunities for up to three sponsoring partners.

Postion your brand as a sponsor and join a forward-looking industry conversation.

md design dialog Topics & Dates for 2027

Select the topic to which your proposal can contribute.

Talk 1

Topic: Human Strengths and AI Capabilities

March 31, 2027

Talk 2

Topic: Copywriting and Marketing with AI

June 30, 2027

Talk 3

Topic: Visualization with AI

September 22, 2027

Talk 4

Topic: AI as a Sparring Partner and Assistant

December 1, 2027

md design dialog Exklusiv

An Event Focused on Your Areas of Expertise

The exclusive md design dialog explores the trends and changes shaping the world of interior design.

Collaborate with md to develop an online event on materials, product development, or interior design solutions.

Moderator: md Editor-in-Chief Johanna Pimenta.



Appointment upon request

Delve Deeper into the Content
Showcase your expertise in your own specialized presentation.

Customize the Event
We'll work together to tailor the topic and format to your area of expertise.

Engage Exclusively with the Audience
As the exclusive sponsor of this event, you'll have the opportunity to interact with participants by answering their live questions.

More than just a logo in the event industry.

Your sponsorship combines brand visibility with a specific topic and accompanying communications.

Relevance
Relevant Subject Area

Visibility
In the media industry

Dialog
Depending on the format

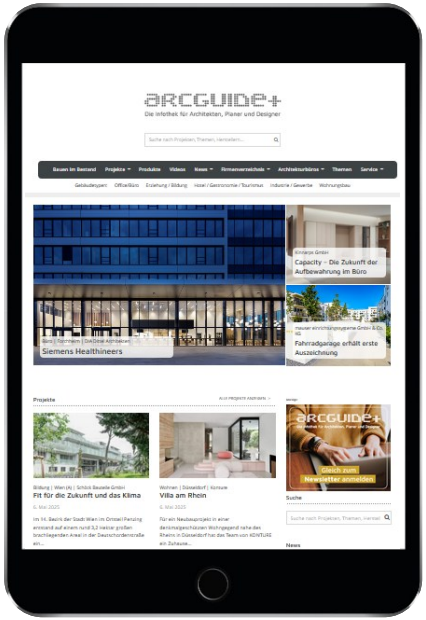
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Your event presence isn't the only thing that matters

Accompanying communication helps raise the profile of your sponsorship.







⊕ db

16,000 print copies + 2,500 e-paper copies

27,000 newsletter subscribers

⊕ md

7,000 print copies + 11,000 e-papers

16,000 newsletter subscribers

⊕ arcguide

Architecture Portal

13,000 newsletter subscribers

Services and Sponsorship Contributions

Supporting Communication

Logo Placement
Event promotional materials and registration page

Newsletter
Sponsor Integration

Web & Social Media
Supporting Communication

Banners
Architecture websites and newsletters

Leads
GDPR-compliant participant list

db md Symposium
7,900 euros

Technical presentation, on-site sponsor presentation, get-together

db 360°
Per talk: 2,900 euros

Panel of Experts

db Ortstermin
7,500 euros

Reference project, including a db film and a technical presentation

md design dialog
Per talk: 2,900 euros

Sponsorship for up to three partners per talk

md design dialog Exklusiv
6,900 euros

A Custom Event as an Exclusive Sponsor

What would you like to achieve in 2027?

Explain solutions.
Showcase references.
Engage in face-to-face conversations.
Set priorities.

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