LEGAL REVOLUTION

Since 2017| International Congress and Expo

EUROPE'S FLAGSHIP LEGAL TECH & AI EVENT

Exhibitor & Sponsorship Opportunities 2027

Connect directly with GCs, Law Firm Partners, Legal Tech Innovators and AI Decision-Makers driving global legal transformation.

DATE & LOCATION

2–3 September 2027 | Estrel Berlin

TARGET AUDIENCE

1,000+ Decision-Makers & Buyers

PROGRAM FORMAT

100% Main Stage in English

STRATEGIC RESET

Not a Booth. A Strategic Market Position!

LEGAL REVOLUTION establishes Berlin as its new home, building an international platform for Legal Operations, Compliance and AI.

Capital City Ecosystem

At the center of policy, enterprise law, tech innovation and international commerce.

English Main Stage

Main Stage sessions delivered in English to maximize cross-border dealmaking and global reach.

International Alliances

Strategic network partnerships driving qualified enterprise buyers across Europe and beyond.



GROWTH ROADMAP

Multi-Year European Expansion Strategy

Legal Revolution at Estrel Berlin provides sponsors with a rare first-mover advantage across a 3-year scaled strategy.

CHAPTER 1 • September 21 – 22, 2026

Berlin Launch Edition

The first Berlin edition marked a strategic new chapter for LEGAL REVOLUTION, establishing Estrel Berlin as its home for the years ahead.

A fully English-language main-stage program, an international audience and the foundations for stronger European partnerships.

International Audience · Speakers · Strategic Partners

CHAPTER 2 • September 2 – 3, 2027

Continuity & Scale

Building on the Berlin foundation, LEGAL REVOLUTION will strengthen its position as a meeting point for Europe's legal ecosystem.

Greater engagement across DACH and key European markets, expanded enterprise participation, deeper General Counsel involvement and a broader focus on Legal AI, Legal Operations and Compliance.

Expanded Exhibition · Executive Engagement · Forums

CHAPTER 3 • September 4 – 5, 2028

Global Legal Innovation Hub

Positioning LEGAL REVOLUTION as an international gateway for legal innovation, connecting European markets with the global legal technology landscape.

A global meeting point for transatlantic and pan-European enterprise technology buyers, investors and regulatory decision-makers — creating opportunities for international business, investment and strategic collaboration.

Global Market Access · International Strategic Alliances

PLATFORM REACH

Europe's Premier Legal Innovation Ecosystem

1,000+
Active Attendees

100+
Expert Speakers

150+
Sessions & Keynotes

80+
Sponsors & Partners

Core Value Proposition

Direct access to DACH & European decision-makers actively procuring AI tools, Legal Tech and Compliance Solutions.

AUDIENCE INSIGHTS

Who Will You Meet at Legal Revolution 2027?

Law Firms (Partners, Managing Directors)
Managing Partners, Practice Group Heads, Tech Committee Leaders — 29,9%

In-House Corporate Legal Departments
General Counsels, Legal Operations Heads, Legal Tech Leads — 33,6%

Compliance, Risk & Governance Units
Chief Compliance Officers, Data Protection Officers, ESG Managers — 10,5%

Legal Tech, AI Developers & Startups
Founders, Chief Product Officers, Technical Architects — 16,8%

Consulting, Public Sector & Academia
Big 4 Consultants, Ministry Representatives, Researchers — 9,2%



DECISION-MAKER ACCESS

Reach the Decision-Makers Shaping the Future of Legal

LEGAL REVOLUTION connects sponsors with senior decision-makers across corporate legal departments, leading law firms and compliance functions — the leaders evaluating new technologies, influencing investment and driving the transformation of the legal industry.

In-House General Counsels & Legal Ops Leaders

Focus: AI adoption, workflow automation, legal operations efficiency, cost control, data security.

Goal: Vetting Enterprise CLM, Legal AI, and Regulatory intelligence software.

Primary Budget Holders & Tech Buyers

Law Firm Managing Partners & Tech/Innovation Leads

Focus: Billable efficiency, client-facing tech portals, legal AI integration, AI research tools.

Goal: Modernizing tech stacks and client service models to maintain competitive advantage.

Firm Innovation & Technology Leads

Chief Compliance & Data Protection Officers

Focus: ESG tracking, EU AI Act compliance, whistleblowing systems, regulatory intelligence.

Goal: Sourcing audit-proof risk management, data protection, and compliance platforms.

Compliance & Governance Buyers

EXHIBITION OPTIONS

Basic Packages

Basic Exhibitor

Startup Special Rate available for companies under 5 years old

- **6 m² Exhibition Space** included
- Power supply & WiFi
- Logo on website, print flyer, and Event App
- 2 Full Staff Tickets + 4 Congress and Expo Tickets
- 20% discount on additional Congress and Expo tickets





SPONSORSHIP TIER DETAILS

Platinum Partner Package

Exhibition Space

- 18 m² Premium Exhibition Space
- Exclusive Positioning in Expo Area B
- Power supply & WiFi included

Speaking & Stage Presence

- 20-Min Main Stage Keynote
- Participation in Main Stage Panel Discussion
- 45-Min Workshop Session in Dedicated Room
- 20-Min Sponsored Lecture (Partner Stage)
- 15-Min Meet-the-Expert Presentation (Partner Stage)

Branding & Visibility

- Top Banner placement on LRZ web magazine
- Exclusive Logo Integration on Entry & Expo Halls Screens and Main & Partner stages during the breaks
- 1-Minute Branded Video on Partner Offering
- Priority Logo format on Attendee Badges
- Appearance in official After-Event video

Marketing & Lead Gen

- Dedicated pre-event webinar or thematic breakfast session
- Exclusive Mentioning in sector-leading newsletters
- Full inclusion in LR 2026/2027 promo campaigns
- 1:1 Meetings & Partner Matchmaking
- Premium Lead Generation (Event App)

Ticketing & Access

- 30 Expo & Congress Tickets for clients/partners
- 8 Full Staff Tickets
- 30% Discount on additional client/partner tickets

SPONSORSHIP TIER DETAILS

Gold Partner Package

Exhibition Space

- 12 m² Prominent Exhibition Space
- Prominent Positioning in Expo Area B
- Power supply & WiFi access

Speaking & Stage Presence

- 45-Min Workshop Session in Dedicated Room
- 20-Min Sponsored Lecture on Partner Stage
- 15-Min Meet-the-Expert Presentation on Partner Stage

Branding & Visibility

- Banner placement on LRZ web magazine
- Logo integration on Attendee Badges
- Exclusive Logo Integration on Entry & Expo Halls Screens and Main & Partner Stages during the breaks
- Customizable profile on Digital Event Platform
- Listed in official LR Hall Plan & App

Marketing & Lead Gen

- Inclusion in LR online promotional campaigns
- Premium Lead Generation (Event App)
- 1:1 Meetings and Partner Meetings access

Ticketing & Access

- 20 Expo & Congress Tickets for clients/partners
- 6 Full Staff Tickets
- 25% Discount on additional client/partner tickets

SPONSORSHIP TIER DETAILS

Silver Partner Package

Exhibition Space

- 6 m^2 – 8 m^2 Exhibition Space
- Standard positioning in Expo Area
- Power supply & WiFi access included

Speaking & Stage Presence

- 15-Min Meet-the-Expert Presentation on Partner Stage

Branding & Visibility

- Banner placement on LRZ web magazine
- Logo integration on Website, Event App & Program Flyer
- Logo on Main & Partner Stages during break times
- Customizable profile on Digital Event Platform
- Listed in official LR Hall Plan

Marketing & Lead Gen

- Inclusion in LR online promotional campaigns
- Premium Lead Generation (Event App)

Ticketing & Access

- 10 Expo & Congress Tickets for clients/partners
- 4 Full Staff Tickets
- 20% Discount on additional client/partner tickets

COMPARISON MATRIX

Detailed Package Comparison of the Main Features

Feature / Benefit	Platinum	Gold	Silver	Basic
Exhibition Space	**18 m² Premium location in Area B (Main Expo Area)**	**12 m² Premium location in Area B (Main Expo Area)**	6 m² – 8 m² **location in Area A or Area B**	6 m² **location in Area A or Area B**
Main Stage Session	**20-Min Keynote on the Main Stage** **Panel Discussion on the Main Stage**	–	–	–
Partner Stage Session	15-Min Meet the Expert Session 20-Min Sponsored Lecture	15-Min Meet the Expert Session 20-Min Sponsored Lecture	15-Min Meet the Expert Session	–
Media & Hall Branding	**Logo Integration on the Badges** **1-minute Branded video** Main Stage and Partner Stage Screen Loop	Video Screens Main Stage and Partner Stage Screen Loop	Main Stage and Partner Stage Screen Loop	Main Stage and Partner Stage Screen Loop
Workshop - Webinar	45-Min session in a workshop room **Online webinar prior the event**	45-Min session in a workshop room	–	–
Staff Passes	8 Full Tickets	6 Full Tickets	4 Full Tickets	2 Full Tickets
Congress Client Passes	30 Expo and Congress Tickets	20 Expo and Congress Tickets	10 Expo and Congress Tickets	4 Expo and Congress Tickets

THOUGHT LEADERSHIP

Standalone Speaking & Session Formats

Main Stage Keynote

€5,500

20-minute high-visibility keynote on the Main Stage in English.

Workshop Session

€3,500

Interactive 45-minute workshop room format to train and engage targeted legal professionals.

Sponsored Lecture

€3,000

20-minute product showcase or solution presentation on the Partner Stage.

Meet-the-Expert

€2,500

15-minute expert pitch format on the Partner stage for concise impact.

All prices are net of VAT

DIGITAL ACTIVATION

Lead Generation & Discovery Pass

Event App Features

- **Matchmaking Engine:** AI attendee-to-sponsor targeting.
- **Lead Scanner:** Instant badge QR-code scanning and export.
- **Direct Messaging:** 1-on-1 chat scheduling with attendees.

Exhibitor Discovery Pass

A gamified visitor experience driving attendees directly to your booth to collect digital stamps for prize draws.



BRAND MEDIA

Media, Photography & Video Upgrades

Photo & Video Package

€1,150

- 1 Promotional video film (2 mins) including interview
- 2-3 Social Media Reel clips (<30s video)
- 10 Professionally edited high-res images
- Worldwide commercial use license included

LRZ Web Banners

Media Reach

- 500,000+ Annual Digital Impressions
- 65,000+ Unique Legal Tech Readers per year
- Top banner positioning prior to congress

Badge & Hall Branding

Exclusive

- Logo placement on 1,000+ Attendee Badges
- Video wall branding at main Estrel hall entry
- Logo screen loops during key session breaks

All prices are net of VAT

CONVERSION ROI

Quantifiable Lead Funnel & Exhibitor ROI

Legal Revolution delivers high-intent decision makers rather than passive traffic.

1,000+ Congress Attendees
Targeted audience across Law Firms, Enterprise Legal, and Compliance

90%+ Reach

250–400 Qualified App Impressions
AI matchmaking recommendations & Discovery Pass interactions

App Discovery

60–120 Scanned Badge Leads
Direct booth engagements and 1-on-1 scheduled app meetings

High Intent

The ROI Math

In enterprise legal software and legal services, closing a single new client or law firm account covers the entire investment of a Platinum, Gold or Silver package.

- High average contract value (ACV) environment
- Pre-qualified buyers with budget authority
- Multi-year account value potential

1 Deal = Full Payback

SECURE YOUR PRESENCE

Shape the Future of Law at LR 2027

JOIN EUROPE'S PREMIER LEGAL INNOVATION CONGRESS ON 2–3 SEPTEMBER 2027 AT ESTREL BERLIN.

BE IN THE ROOM WHERE EUROPE'S LEGAL FUTURE TAKES SHAPE!

DIRECT SPONSORSHIP & BOOKING CONTACT

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