



THE MATRIX CONFERENCE

SPONSOR PROSPECTUS

OCTOBER 20-22, 2026 · MALMÖ, SWEDEN

ABOUT THE MATRIX CONFERENCE

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Join us for the biggest meeting place for those deploying Matrix-based workplace solutions!

Our audience are public and private sector leaders, technologists and product managers, FOSS maintainers, contributors, and Matrix enthusiasts.

This is THE gathering place for people who care about secure, private, decentralised communications, as well as encryption, standards, data sovereignty, digital rights, and digital public infrastructure.

Over four days we'll have at least three days of keynotes, breakout sessions, and open spaces, and a day of contributor sprints and meetings.

WHY SPONSOR

Brand recognition

Make sure your brand name is known when talking about Matrix.

Recruit top talent

The most brilliant minds of the Matrix community will be around.

Generate leads

Get in touch with major players and offer your services.

Build together

Create new partnerships, build common projects, reduce costs.

Showcase your products

Demonstrate your work to prospective customers.

MEET YOUR AUDIENCE

- **Trusted content** directly from the experts.
- Success stories of Matrix deployments and their limits.
Figure out where you can jump in and help.
- Get your product or service **in front of the decision makers.**



QUALITY CONNECTIONS



- All access on-site: **connect meaningfully** with organizations that use Matrix.
- **Brand awareness** with packages that include promotion ahead of events, digital and physical signage plus mentions in announcements on-site.
- A space for **quality conversations** and demos about your product and service.

SPEAKERS & ATTENDEES IN 2025

SPEAKERS

We brought together 68 leaders on data sovereignty, open standards, privacy, leaders from the public sector and organisations building on Matrix, project maintainers, and spec experts. These include people from French DINUM, European Commission, NATO, and United Nations among other influential members of the public sector.

AUDIENCE

331 attendees from 12 countries across 3 continents, including delegates working for 60 different large organizations who directly specify or influence Matrix-based purchasing decisions.









IN THE PRESS

The conference highlights the growing institutional customer base for the Matrix messaging protocol. The project is particularly popular in Germany, with co-founder Amandine Le Pape counting at least eight German initiatives based on Matrix in her keynote.

– Heise, [Matrix Conference 2025: Big Plans and Even the Money for Them](#)

In addition to the lectures, the Matrix Conference offered plenty of space for networking over coffee, snacks and local food. Users from administration, research and open source community exchanged experiences on scalable matrix deployments, moderated spaces and compliance requirements in the public sector.

– Cloud Computing Insider, [Open communication as the foundation of digital sovereignty](#)

During Matrix's recent Strasbourg conference, more than two dozen public sector entities were noted to have tried (or were currently using) the technology. The vast majority were European, highlighting worries on the continent about dependency on closed and potentially insecure messaging platforms.

– The Register, [France jacks into the Matrix for state messaging – and pays too](#)

Data sovereignty. Communication security. Strong encryption. These are the words I heard the most in my day at the Matrix Conference in Strasbourg last week. [...] It was especially interesting to see that, while there are some examples of Matrix-based apps for everyday users, most of those harnessing the power of this protocol are governments.

– Techradar, [It's not about security, it's about control](#)

THEY SPONSORED US



AUTOMATTIC





SPONSORSHIP TIERS

	Anchor (1 available) €25k	Champion (4 available) €10k	Sustaining (unlimited) €7k
Keynote (content has to be approved 1 week ahead)	30 minute presentation on stage	No	No
Recognition during the opening keynote	Yes	Yes	Yes
Booth	Yes	Yes	No
Logo on the frontpage of the conference website	Yes	Yes	Yes
Dedicated mentions on Matrix social media (content has to be approved)	Yes	Yes	Yes
Business tickets included (for staff or guests)	25	10	5

ADD-ON SPONSORSHIPS

Livestream and videos	€10k	Sponsor our online event and enable people from all over to participate. Your organisation's branding will be on the website, online event platform, the livestream, and in the video recordings.
Track (x2)	€8k	We will have 2 tracks at the conference, grouping sessions on a similar topic. Reach out if you'd like to sponsor a track so you can own a specific topic at the conference.
Opening party (x2)	€4k	After the first day, our attendees are invited to an opening party in a local bar. We will make sure they know this couldn't happen without you.
Lanyards	€5k	Your branding will be on all lanyards, providing you with constant exposure throughout the event.



ADD-ON SPONSORSHIPS

Chillout Area	€8k	Conferences are about talks, but also networking. Our attendees will be delighted to know they owe you the comfy sofas they're relaxing on.
Hacking Area	€8k	Those ideas won't implement themselves! Let's give attendees some space to hack on the ideas they networked around.
Community Attendance	€8k	To keep Matrix an open, decentralized technology for the people, we need the community to be around. Sponsor a community stipend, and more hackers will join us!
Your idea?	Inquire	Branded merch, special goodies, or more? We're ready to make your fancy ideas come true. Reach out and tell us what you would like to sponsor, and we will figure it out!



MORE OPPORTUNITIES

Do you have more plans that don't fit in the sponsorship packages? Reach out by email. We love to collaborate on custom sponsor opportunities!

We can:

- organize an executives lunch,
- plan a branded event at a nearby restaurant or bar,
- issue a sponsored newsletter for the event,
- and more!

Come chat to conference@foundation.matrix.org and we can make good things happen!