CONTENT.
MEDIA.
BUSINESS.
CONNECTIONS.

2027 PODCAST CONGRESS BUSINESS EXPO

THE CONGRESS ENDS.
THE CONNECTIONS DON'T.

RADIO BRAND – CONNECTING US.

POWERED BY

RADIO BRAND
connecting us



CONGRESS
KNOWLEDGE. EXPERIENCE.
INSPIRATION.



BUSINESS EXPO
DON'T JUST HEAR ABOUT IT!
FIND THE SOLUTION!



RBBC NETWORKING
WE DO NOT COLLECT BUSINESS CARDS; WE CULTIVATE CONNECTIONS.

WEDNESDAY, MARCH 17, 2027
10.00 - 19.00

LURDY CONFERENCE CENTER

1097 BUDAPEST KÖNYVES KÁLMÁN KRT. 12-14.

INFO:

hello@rbevents.hu

HTTPS://RBEVENTS.HU/EN/PODCAST-CONGRESS/

A PODCAST IS MORE THAN JUST A SHOW.

It can be content.
It can be media.
It can build a brand.
It can attract customers and strengthen PR.
It can become a business in its own right.

And, most importantly:
it brings people together.

PODCAST CONGRESS – BUSINESS EXPO 2027
is a full-day event for podcasters, aspiring creators and businesses looking to grow through content. It also brings together the technology, media and service providers supporting this industry.

We go beyond how to make a podcast.

We show how a podcast can lead to:

CONTENT → MEDIA → AUDIENCE → TRUST → BUSINESS → CONNECTIONS

CONGRESS × BUSINESS EXPO × NETWORKING

One event. Three connected experiences.

CONGRESS

KNOWLEDGE. EXPERIENCE. INSPIRATION.

A comprehensive full-day program featuring practicing podcasters, media and marketing experts, entrepreneurs, and key players in the podcasting industry.

Podcast Congress explores the realm of podcasts through four primary themes.

PODCAST × CONTENT

What makes content worth listening to and watching?

Topics • Formats • Show Structure • Hosting • Guests • Storytelling • Audio and Video Podcasts • AI in Content Creation

PODCAST × MEDIA

How does your content reach its audience?

Podcast platforms • YouTube • social media • short-form video • public relations • radio • cross-media • syndication • distribution

Because:

Your podcast doesn't end when you upload it.

PODCAST × BUSINESS

How does content translate into business value?

Personal Branding • Audience Growth • Sponsorships • Advertising • Branded Podcasts • Products and Services • Customer Acquisition • Monetization

How do you turn

listeners → followers → leads → customers?

PODCAST × CONNECTIONS

Because every podcast connects people.

Guests • program producers • service providers • partners • media representatives • advertisers • sponsors • clients • business partnerships

BUSINESS EXPO

DON'T JUST HEAR ABOUT IT!
FIND THE SOLUTION!

The Congress explores:

WHAT and WHY.

The Business Expo shows:

WHAT YOU NEED and WHO CAN HELP.

Meet the companies and experts who can help you launch, grow or improve your podcast.

- Podcast studios and production services
- Audio and video technology
- Microphones, cameras and lighting
- Streaming services
- Podcast hosting and distribution
- Editing and post-production
- Artificial Intelligence solutions
- Social media and video platforms
- Marketing and Automation
- Media and Public Relations
- Advertising and sponsorship
- Branding and commercial services

Discover the possibilities on stage.

Find the right partners at the Expo.

RBBC NETWORKING

WE DON'T COLLECT BUSINESS CARDS.
WE BUILD CONNECTIONS.

Business networking is a key part of Podcast Congress, facilitated by Radio Brand Business Club (RBBC).

We don't just say:

"It's networking time. Go meet people."

We help you meet the people who matter to your goals.

That could be:

- your next guest,
- a podcast producer,
- a service provider,
- a business partner,
- an advertiser or sponsor,
- a media partner,
- or your next customer.

The connections you make can grow beyond the event.

THE CONGRESS ENDS.
THE CONNECTIONS DON'T.

Keep building relationships through Radio Brand Business Club.

WHO IS IT FOR?

Already have a podcast?

Learn how to grow your audience, strengthen your brand and create new business opportunities.

Thinking of starting a podcast?

Find the knowledge, technology and experts you need to get started.

An entrepreneur, expert, consultant or trainer?

Discover how podcasting can build your brand, earn trust and attract customers.

Working in marketing or communications?

Explore the role of podcasts in today's marketing and media landscape.

Representing a brand, advertiser or sponsor?

Meet creators and media partners who can help you reach relevant audiences.

A service provider or technology company?

Meet potential customers who need your products or services.

IN ONE DAY

LEARN HOW TO DO IT.

CONGRESS

FIND THE TOOLS TO MAKE IT.

BUSINESS EXPO

MEET THE PEOPLE TO BUILD IT WITH.

RBBC NETWORKING

WHY RADIO BRAND?

Because Radio Brand is more than a radio station.

We're building a media and business ecosystem that connects people, companies and opportunities through content and music.

Podcast Congress brings that vision to life.

We connect:

- show creators with audiences,
- content creators with media,
- entrepreneurs with customers,
- service providers with clients,
- advertisers with producers,
- and people with business opportunities.

RADIO BRAND
connecting us

ATTENDEE TICKETS

One full day of podcasting, media, business and connections.

Tickets include the Congress programme, Business Expo access and RBBC networking.

EARLY BIRD

49 EUR / 59 USD + VAT

Special pricing for a limited time and a limited number of tickets.
Includes:

- Full Podcast Congress programme
- Business Expo
- RBBC networking
- Podcast Congress Business Book

BUSINESS

79 EUR / 89 USD + VAT

Your all-access ticket to the Congress programme.
Includes:

- Full Podcast Congress programme
- Business Expo
- RBBC networking
- Podcast Congress Business Book

VIP BUSINESS

129 EUR / 149 USD + VAT

The complete Congress experience with added comfort and VIP benefits.
Includes:

- everything included in the Business ticket
- priority seating near the front
- table seating
- dedicated VIP check-in
- *admission to the Official Afterparty*

BUSINESS EXPO

DON'T JUST TALK ABOUT IT!
SHOW WHAT YOU CAN DO!

Meet an audience interested in podcasting, media, marketing and business, and showcase your company, products or services in person.

EXHIBITOR
399 EUR / 449 USD + VAT

Includes:

- exhibitor space*
- 2 Business passes
- listing on the event website
- exhibitor recognition in event communications
- access to RBBC facilitated networking

PREMIUM EXHIBITOR
649 EUR / 749 USD + VAT

Includes:

- larger or more prominent exhibitor space*
- 4 Business passes
- Highlighted listing on the event website
- ½ page advertisement in the Podcast Congress Business Book
- social media feature
- 2 VIP Business upgrades
- access to RBBC facilitated networking

*Exact exhibitor space sizes and technical specifications depend on the final floor plan.

BUSINESS PARTNERSHIPS

DON'T JUST ATTEND!
GET NOTICED!

Your partnership goes beyond event day. Our packages combine Expo presence, on-site branding, Business Book advertising, online promotion and Radio Brand media exposure.

BUSINESS PARTNER
799 EUR / 899 USD + VAT

Includes:

- **exhibitor presence**
- partner listing on the event website
- on-site partner branding
- ½ page advertisement in the Podcast Congress Business Book
- Radio Brand advertising campaign*
- social media partner feature
- 2 VIP Business tickets
- RBBC networking
- 2 Official Afterparty tickets

FEATURED PARTNER
1,999 EUR / 2,249 USD + VAT

Everything in Business Partner, plus:

- **20-MINUTE BUSINESS STAGE PRESENTATION**
- premium exhibitor space
- 1 full-page advertisement in the Podcast Congress Business Book
- enhanced Radio Brand advertising campaign*
- featured online and social media exposure
- prominent on-site branding
- 4 VIP Business tickets
- 4 Official Afterparty tickets
- inclusion in post-event communications

Business Stage presentation content is agreed with the organizers in advance.

TITLE SPONSOR

3,999 EUR / 4,499 USD + VAT

ONE EXCLUSIVE TITLE SPONSORSHIP OPPORTUNITY

PODCAST CONGRESS – BUSINESS EXPO 2027, presented by [BRAND]

The event's highest-profile partnership.

Includes:

- presenting partner status
- prominent branding across key event communications
- premium Business Expo participation
- featured 20-minute Business Stage presentation
- 1 full-page premium advertisement in the Podcast Congress Business Book
- featured Radio Brand campaign before the event*
- Radio Brand exposure after the event*
- featured social media and video content
- prominent on-site branding
- 8 VIP Business tickets
- 8 Official Afterparty tickets
- RBBC networking
- featured post-event communications
- category exclusivity

BUSINESS STAGE
649 EUR / 749 USD + VAT

20 MINUTES IN THE SPOTLIGHT.
20-minute Business Stage presentation

Available as an add-on for exhibitors and partners.

Share your expertise, solutions or innovations with the Podcast Congress audience.

Not a traditional sales pitch.

Presentation content is agreed in advance to ensure real value for the audience.

PODCAST CONGRESS BUSINESS BOOK 2027
NOT A PROGRAM BOOKLET. A BOOK.

Congress attendees receive a printed A6 book to keep after the event.

The Business Book features Congress content, speakers, Expo exhibitors, partners, Radio Brand and RBBC.

Your advertisement can reach readers long after the event.

ADVERTISING OPPORTUNITIES
½ page
209 EUR / 239 USD + VAT

1 full page
339 EUR / 389 USD + VAT
Advertisements appear on the book's inside pages.
Front and back covers are not available for advertising.

RADIO BRAND MEDIA PACKAGE
259 EUR / 299 USD + VAT

THE EVENT ENDS ON MARCH 17.
THE MEDIA DOES NOT.
CONGRESS RADIO PACK

More than a one-off ad placement.

30-day Radio Brand campaign with six 30-second ad spots per day.
That's 180 radio ad placements in 30 days.

Ad spot production: 129 EUR / 149 USD + VAT.

PODCAST CONGRESS
OFFICIAL AFTERPARTY
powered by Radio Brand

Location: LOCK Budapest

After the Congress, networking continues in a different atmosphere.
Radio Brand DJs • music • networking • community

PUBLIC PARTY TICKET
19 EUR / 24 USD
PODCAST CONGRESS ATTENDEE TICKET
9 EUR / 15 USD

INCLUDED WITH VIP BUSINESS

The Official Afterparty is open to everyone, including guests who did not attend the daytime Congress.

ONE EVENT.
MULTIPLE WAYS TO PARTICIPATE.

PARTICIPANT
From 49 EUR / 59 USD + VAT

EXHIBITOR
From 399 EUR / 449 USD + VAT

BUSINESS PARTNER
799 EUR / 899 USD + VAT

FEATURED PARTNER
1,999 EUR / 2,249 USD + VAT

TITLE SPONSOR
3,999 EUR / 4,499 USD + VAT

BUSINESS STAGE – 20 MIN
649 EUR / 749 USD + VAT

BUSINESS BOOK ADVERTISING
From 209 EUR / 239 USD + VAT

RADIO BRAND MEDIA PACKAGE
259 EUR / 299 USD + VAT

PODCAST CONGRESS
BUSINESS EXPO 2027

MARCH 17, 2027 • WEDNESDAY • BUDAPEST

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CONGRESS × BUSINESS EXPO × RBBC NETWORKING

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connecting us