

# **BERLIN SCIENCE WEEK**

## **Festival Centre Exposé**

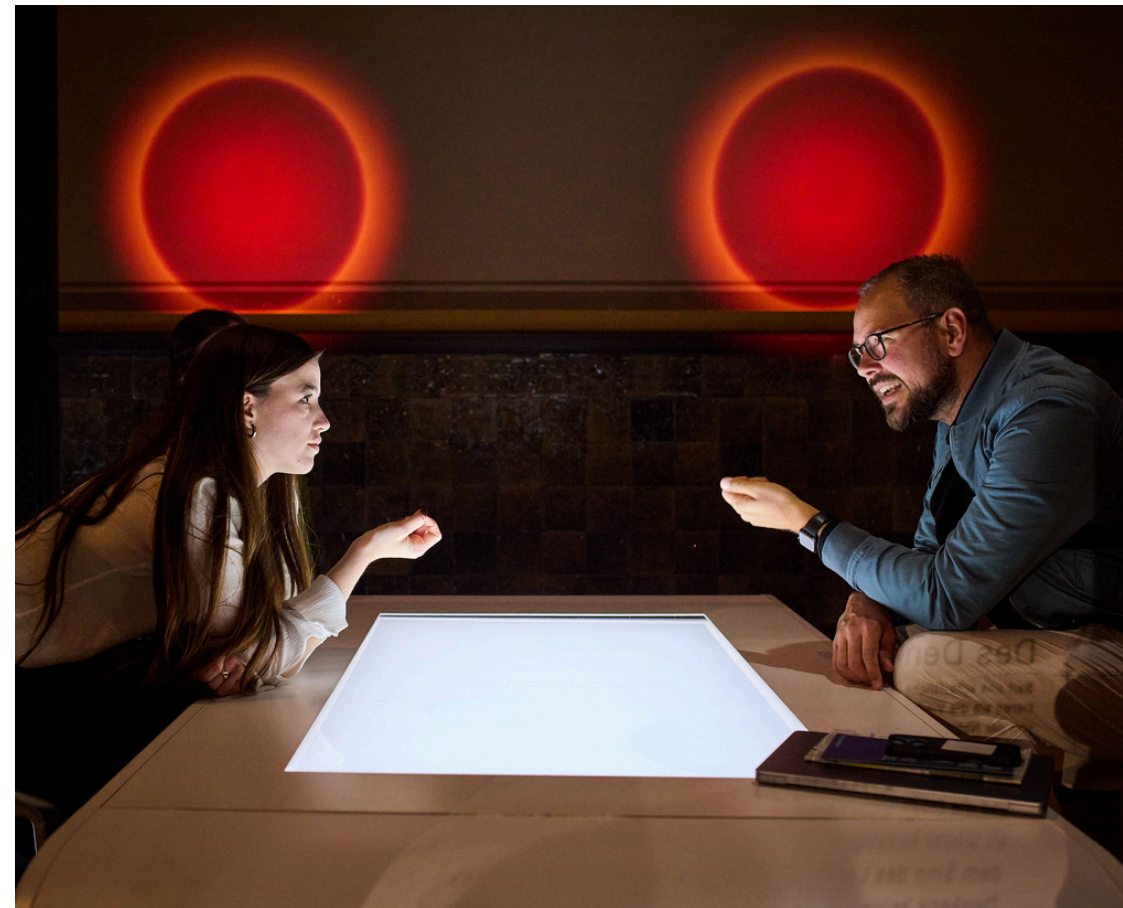
Partnership & Communications Opportunities 2026

# BERLIN SCIENCE WEEK

1—10 November 2026

## Berlin's Science & Culture Festival

Berlin Science Week breaks science out of institutions and into the city. Every year, from 1–10 November, the festival brings together the scientific community and Berlin's curious public to explore how cutting-edge research shapes our world.



**350+**  
Events

**200+**  
Partners

**35k**  
Festival Visitors

**2M**  
Social Media Impressions

**40M**  
Acc. Press Reach

**110+**  
Press Mentions

# Partner with one of Europe's Leading Science Festivals


## A High-Visibility Platform for Scientific Ideas


Every November, Berlin Science Week transforms the city into a playground of scientific ideas, celebrating groundbreaking research and innovation. Drawing partner institutions from across Germany and Europe, Berlin Science Week is one of Europe's leading science festivals.

The festival provides a high-visibility platform for partners to engage new audiences, connect with researchers across disciplines, demonstrate the societal relevance of their work, and position their research at the heart of cultural life.


## As a Berlin Science Week Partner, you will:

 **Present your research at a festival with international reach,** welcoming 35,000+ visitors and 200+ research institutions.

 **Explore how your research resonates with the public,** gaining insights into its societal relevance through direct interaction.

 **Reach new audiences** and engage a science-curious public through innovative, interactive formats.

 **Gain visibility** through our citywide festival campaign and communications.

 **Join the Berlin Science Week Partner Network** to connect with peers and partners across Europe's science ecosystem, including researchers, institutions, and science communicators.



# Our Audience



## The Curious Public

Our audience includes Berliners and international residents who actively participate in the city's cultural life. They are typically young professionals, creatives, early-career researchers and scientists, and students, drawn to ideas at the intersection of science, society, culture, and innovation. Seeking more than passive entertainment, our audience is looking for emotionally compelling content, trustworthy sources and verifiable research, and opportunities to engage directly with experts while contributing their own perspectives.

**35k**

Festival Visitors

**+50%**

Festival visitors are women

**25-45**

Age Range



# Festival Theme & Campaign 2026

## In Touch

### How science becomes personal.

Each year, Berlin Science Week chooses a theme that shapes the festival's programme and citywide campaign. In 2026, the theme In Touch focuses on the personal side of science: how research touches and improves our lives, how it impacts the people behind it, and how it connects us with one another.

Following the 2024 and 2025 themes, Common Ground and Beyond Now, 2026 returns the focus to the individual: to the scientists themselves and to the people their work impacts. In Touch reveals science for what it truly is: not an elite system, but the deeply human pursuit of knowledge, driven by curiosity, openness, and dialogue.

The 2026 programme spotlights the people, institutions, and breakthroughs behind scientific research, exploring what happens when science is in touch, when it loses touch, and how it connects us all. Partners are invited to present their research and introduce the people behind it, connecting with the public and demonstrating the real-world impact of their work.

## Campaign Reach & Visibility

The citywide campaign brings the theme directly to Berlin's curious public, drawing attention to the festival and its partners through social media, regional and national media coverage, advertising, and citywide posters.

**2M**

Instagram Impressions in 6 weeks (2025)

**25%**

Audience Growth on Instagram (2025)

**1.6k**

Posters across 400+ high-traffic city locations



# Our Festival Centre

## Haus der Kulturen der Welt

6—8 November 2026

The Berlin Science Week Festival Centre sits at the heart of the festival, transforming research into a vibrant, hands-on festival experience. Over three days, scientific and research organisations will share cutting-edge science with an expected 7,000 visitors in a lively, transdisciplinary setting designed for engagement.

In 2026, Berlin Science Week's Festival Centre will be hosted at Haus der Kulturen der Welt (HKW), one of Germany's most renowned cultural institutions, from 6 to 8 November. Designed for research institutions and scientific organisations seeking meaningful public engagement, the Festival Centre Programme places your work in the highest-traffic venue of the festival.

# 7k

Festival Centre  
Visitors

# 100+

Events

# 3

Days of Public  
Engagement

## Reach Thousands

Booking a spot offers a unique opportunity to reach thousands of visitors and position your institution front and centre at one of Europe's leading science festivals. With full production support and strong visibility, joining the Festival Centre Programme is a simple and effective way to reach new audiences and present your research through innovative and engaging formats.



# Our Formats

## Designed for Public Engagement

Science shouldn't be confined to institutions, labs, or lecture halls. Our Festival Centre formats are designed to make research accessible and engaging for the public, while giving our partners the freedom to experiment with creative and interactive approaches to science communication.

Each format offers a unique way to connect with our audiences. Bring your work to life through objects, storytelling, demonstrations, or interactive elements such as audience participation and voting. In your consultation call, our team can help identify the most impactful format for your goals.

### All formats at the Festival Centre include:

- **Consultation call** with our team to identify the best format for you
- **Full service production** with on-site technical and logistical support
- **Free optional workshop** on crafting clear and compelling event titles
- **Visibility in the programme** online and in print
- **Promotion** through the festival's citywide communications campaign
- **Partner media kit** with ready-to-use digital assets
- **Invitations** to the Berlin Science Week Opening Night



# Premium Visibility Formats

## Exhibition Stand

Position your research in a high-traffic area of the Festival Centre and connect directly with science-curious visitors. Across all three days, exhibition stands offer maximum exposure, helping you showcase your work through conversation, interactive displays, and hands-on experiences.

**Duration:** 3 days

**Audience Capacity:** 7,000 visitors expected over 3 days

**Fee:** €3,500\*



### Includes:

- 5sqm free exhibition space, to design as you see fit
- 1 table, 2 chairs, electricity, professional lighting
- 3 professional photos of your exhibition stand
- 1 Invitation to the Berlin Science Week Opening Night on 1 November

Additional technical equipment is available upon request. \*7% VAT applies.

## Auditorium Spotlight

Showcase your research on the festival's largest and most prestigious stage: the Auditorium. Perfect for hosting high-profile speakers, presenting the most inspiring breakthroughs in science, and making major announcements, this opportunity provides prime visibility, connecting your research with a large, engaged audience.

**Duration:** 90 minutes

**Audience Capacity:** 350 – 1,000 seats (scalable)

**Fee:** €10,000\*



### Includes:

- Support in panel curation and concept development
- Space for up to 6 speakers, including moderation
- Fully equipped event room, including professional lighting, video, and sound system
- Social media post and newsletter feature
- 3 Invitations to the Berlin Science Week Opening Night on 1 November

Additional services such as catering and video recording are available upon request. \*7% VAT applies.

# Discussion-Based Formats

## Panel Discussion

Present your research and ideas in a focused, professional setting. Panels are ideal for structured discussions, debates, interviews, and Q&As, providing a formal stage to share in-depth knowledge with a broad, curious audience.

**Duration:** 60 or 90 minutes

**Audience Capacity:** 250+ seats

**Fee:** €3,500\* for 60 minutes / €5,000\* for 90 minutes



### Includes:

- Space for 4 speakers, including moderation
- Fully equipped event room, including professional lighting, video and sound system
- 1 Invitation to the Berlin Science Week Opening Night on 1 November

Additional services such as catering, video recording, and simultaneous translations are available upon request. \*7% VAT applies.

## Performative Panel

Activate the audience with your research in a flexible space. Performative panels are ideal for those who want to go beyond traditional formats, offering diverse seating arrangements and the opportunity to integrate artistic elements for immersive experiences and performances.

**Duration:** 60 or 90 minutes

**Audience Capacity:** 120 visitors

**Fee:** €3,000\* for 60 minutes / €4,250\* for 90 minutes



### Includes:

- Space for 4 speakers or performers, including moderation
- Fully equipped event room, including professional lighting, video and sound system, a mobile stage
- 1 Invitation to the Berlin Science Week Opening Night on 1 November

Additional services such as catering and video recording are available upon request. \*7% VAT applies.

# Participatory & Exploratory Formats

## Workshop

Facilitate exploration and co-creation in a focused, interactive setting. Workshops are ideal for hands-on activities, small group work, and in-depth engagement with participants.

**Duration:** 90 minutes

**Audience Capacity:** 20 participants

**Fee:** €2,500\*



### Includes:

- Space for 2 facilitators
- Fully equipped workshop space, including video and sound set-up
- Flexible seating arrangements: scalable small group workstations (4-20 participants)
- 1 Invitation to the Berlin Science Week Opening Night on 1 November

\*7% VAT applies.

## Open Dialogue

Set in an open, flexible space, open dialogues are perfect for interactive and highly participatory formats. Fishbowls, world cafés, unconferences – this is the format to think outside the box, spark conversation, and let the audience take the lead.

**Duration:** 60 or 90 minutes

**Audience Capacity:** 80 visitors

**Fee:** €3,000\* for 60 minutes / €4,250\* for 90 minutes



### Includes:

- Space for 3 speakers, including moderation
- Fully equipped event room, including professional lighting, video and Bluetooth sound system via headphones, a mobile stage
- 1 Invitation to the Berlin Science Week Opening Night on 1 November

Additional technical equipment is available upon request. \*7% VAT applies.

# Feature Programme

## Topic Block on the Inspiration Stage

Select the topic for a 90-minute block on the Inspiration Stage and spotlight rising talent in your organisation. This stage features short, popular science talks that give early-career researchers the chance to connect with a broad, science-curious audience outside a traditional conference setting.

Each block includes four talks on related topics and a 20-minute “Meet the Scientists” session. While most speakers are selected through an application process, organisations can set the topic of a block and highlight 4 outstanding emerging voices from their institute.

Speakers not only get their moment on stage but also benefit from a professional coaching programme that includes expert mentorship, three workshops, personalised feedback, and the tools they need to refine their presentation skills and build confidence.

**Duration:** 90-minute blocks available on 7 – 8 November

**Audience Capacity:** 60 visitors

**Fee:** €5,000\* for 4 speakers



### Includes:

- Selection of a topic of a 90-minute block
- Curatorial support in topic and speaker selection
- Professional moderation and a fully equipped stage, including professional lightning, video and sound system
- Coaching programme for speakers, including workshops and personalised feedback
- Professional photography of speakers

\*7% VAT applies.

# Your Options at a Glance

Format	Audience Reach	Best For	Interaction	Duration	Price* <small>*7% VAT applies.</small>
<b>Auditorium Spotlight</b>	350 to 1,000 visitors (scalable)	Press-worthy moments, high-profile speakers, science celebrities	Medium	60/90 min	€10,000
<b>Exhibition Stand</b>	7,000 visitors expected over 3 days	Hands-on engagement, demos, installations	Very High	3 days	€3,500
<b>Inspiration Stage Block</b>	up to 60 visitors	Showcasing emerging talent	Medium	90 min	€5,000
<b>Open Dialogue</b>	up to 150 visitors	Participatory, experimental, audience-led formats	Very High	60/90 min	€3,000/€4,250
<b>Panel Discussion</b>	up to 250 visitors	Debates, interviews, discussions, Q&As	Medium	60/90 min	€3,500/€5,000
<b>Performative Panel</b>	up to 70 visitors	Interactive or creative formats, performances	High	60/90 min	€3,000/€4,250
<b>Workshop</b>	20 participants	Topic deep dives, co-creation	Very High	90 min	€2,500
<b>Wild Card</b>	Have a format in mind that we haven't mentioned here? A film screening, guided walk, brunch, live podcast recording, or something else entirely?			Contact us and let's make it happen!	



# Our Communication Packages

## Boost your visibility

All events in the Festival Centre receive their own event page on our website and benefit from our festival wide communications, both online and in print. With hundreds of events taking place across the festival, coverage of each individual event on social media, by press, or other channels is not guaranteed, and professional event photography is not always included. Booking a communications package ensures your event is seen.

## Communication packages allow you to:



### Increase visibility

across Berlin Science Week's digital channels and communications.



### Drive attendance and engagement

by directing audiences straight to your event page.



### Reach the right audiences

through targeted social media and newsletter promotion.



### Stand out

among hundreds of festival events.



## Event Photography

Capture your event with professional Berlin Science Week coverage. Designed for partners hosting events at our Festival Centre, this opportunity provides 5 high-quality photos highlighting key moments and speakers. The images are professionally prepared and delivered within 48 hours, ready to share across your networks, press, social media, or reports.

**100k**

Printed Tagesspiegel  
Magazines

**10k**

Newsletter Subscribers

**20k**

Total followers

**Includes:** 5 photos, available in 48h

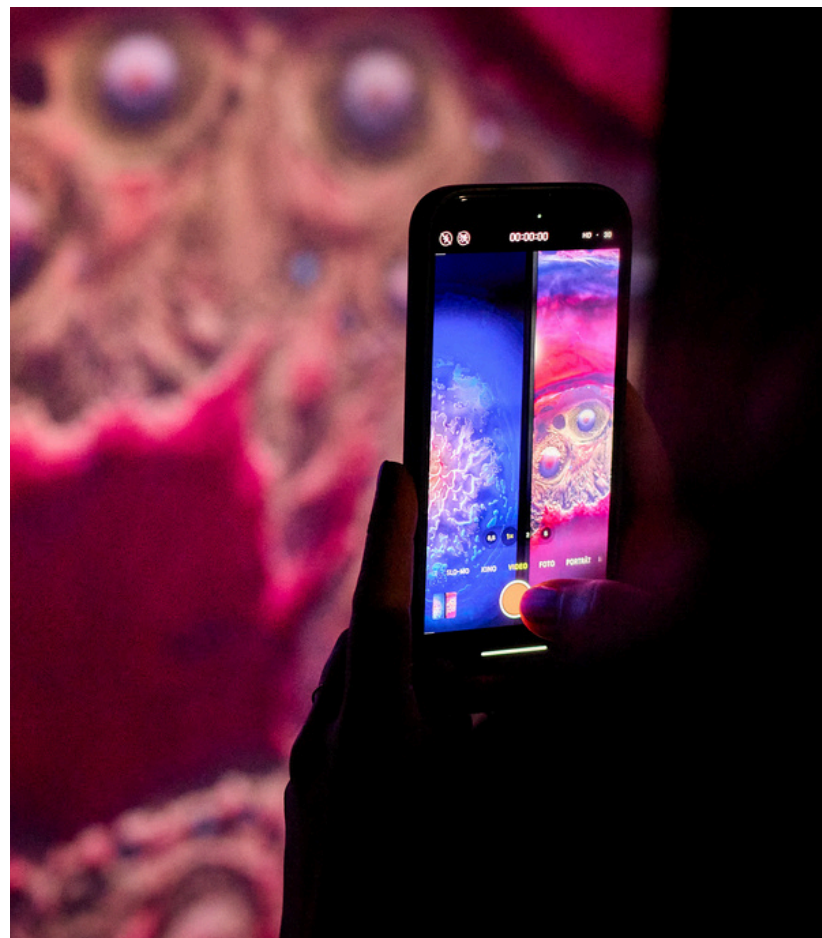
**Fee:** 150€

# Our Communication Packages

## The Digital Booster

Reach tens of thousands of Instagram users and engaged Berlin Science Week followers through a targeted paid ad designed to promote your event within the festival programme. This package is designed for partners seeking focused visibility and direct event traffic. Your event is promoted through a dedicated Instagram ad campaign that drives users directly to your event page, increasing clicks, registrations, and attendance during the festival period.

**Fee:** €1,000\*



### Includes:

- Instagram ad: 7–10 day paid promotion of your event, designed in our visual identity.
- Direct Link Traffic: Clear call-to-action directing users to your event page on our website.
- Targeted Reach: Displayed to followers of Berlin Science Week and relevant audience segments.
- Performance reporting with insights after the ad campaign ends.

\*19% VAT applies.

## The All-Rounder

Maximise your event's visibility across Berlin Science Week's communication channels, combining print, digital, and partnered media for broad and effective reach. This package includes a feature in our partnered Tagesspiegel Magazine, reaching 100,000 print readers across Berlin, and places your event across key festival channels.

**Fee:** €3,500\*



### Includes:

- Tagesspiegel Magazine Feature: Calendar stopper in our partner magazine.
- Social Media Post: Carousel post on Instagram & LinkedIn and a direct link to your event on our website.
- Paid Boost: 7–10 day promotion of your post, targeting relevant audiences with analytics included.
- Instagram Story: Repost with direct link to your event page.
- Newsletter Feature: Highlight your event with direct link.

\*19% VAT applies.

# Let's Join Forces

Join Berlin Science Week in our Festival Centre and share your research with the public at one of Europe's leading science festivals. Book a consultation call with our team today to assess your goals and select the Festival Centre format that best fits your objectives.



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 Berlin Science Week

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