This is a presentation of **re:publica 19**[1].
The thirteenth edition of the conference (some call it a festival) will happen on **May 6, 7 and 8** at **STATION Berlin**[2]. The hashtag is **#rp19** and the motto is **tl;dr** which is Internet slang and stands for too long; didn't read[3].

1 19.re-publica.com

2 Luckenwalder Str. 4–6, 10963 Berlin

3 *TL;DR, short for "too long; didn't read", is Internet slang to say that some text being replied to has been ignored because of its length. In slang it can also stand for "Too lazy; didn't read". It is also used as a signifier for a summary of an online post or news article.*
en.wikipedia.org/wiki/tl;dr (accessed September 21, 2018)

re:publica. The Conference. The Festival.

The re:publica in Berlin is the largest conference on the topics of the internet and digital society in Europe. More than **19,500 participants** from **80 countries** came to the re:publica 2018 in Berlin to discuss current issues over the conference's three days. More than **500 sessions** led by more than **900 speakers** on **20 stages**, art installations and live music make the re:publica into a festival for digital culture.

2.84%
NON-BINARY

47.44%
MALE

49.72%
FEMALE

26%
UNDER 30

37%
30 – 39

35%
OVER 40

50%
MALE

50%
FEMALE

19,500
PARTICIPANTS
(IN TOTAL WITHIN 3 DAYS)

929
SPEAKERS

86,500
TWEETS

re:publica 18
BERLIN · MAY 2–4

SPEAKERS AND ATTENDEES FROM
82
COUNTRIES

20
STAGES

500
PROGRAMME SESSIONS

1917
ARTICLES
IN INTERNATIONAL MEDIA OUTLETS
BETWEEN MAY 2 -4, 2018

Impressions

Video — re:publica 2018

https://youtu.be/BV2qJ1HaHf0

Video — re:publica 2017

https://youtu.be/OhzORy4iTwU

... more videos on the re:publica channel on YouTube

https://www.youtube.com/user/republica2010

Photos

www.flickr.com/photos/re-publica

Attendee structure #rp18

33% First-time
67% Regulars

50% Women
50% Men

6% Do **not** live in Germany

CH AT

Two-thirds of them are Austrian and Swiss

Hamburg 9%
Berlin 38%
NRW 13%
Munich 9%

Fields

Advertising/PR/Marketing 21%
Internet/Tech 17%
Entertainment/Media 14%
Students 11%
Educational and social fields 8%
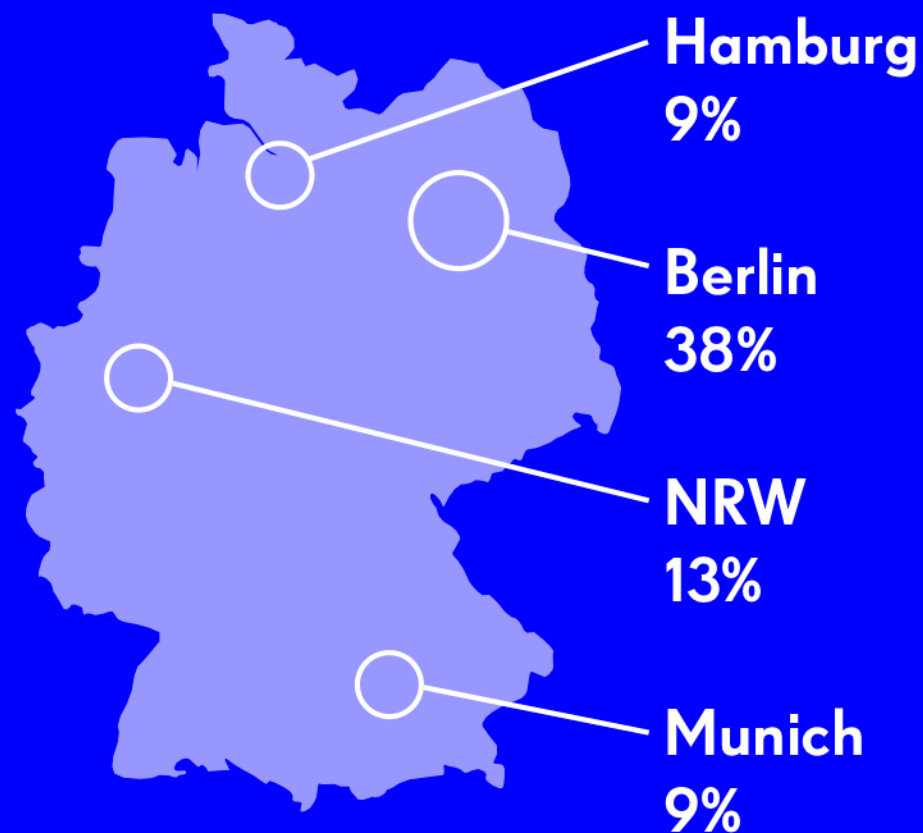Other fields 27%

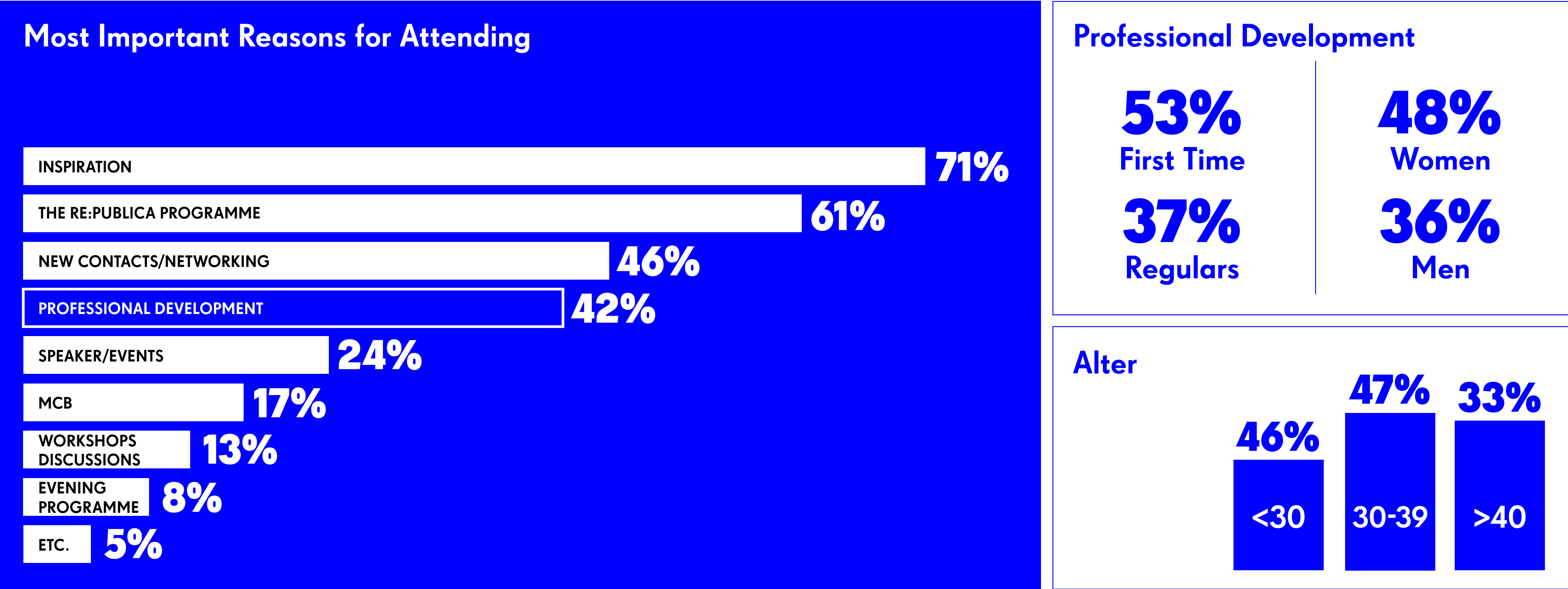## Age Groups

26% <30
37% 30-39
35% >40

50% private
50% professional

74% University / Technical college graduates
16% A-Levels

Reasons to Attend #rp18

Inspiration ist queen! **Professional development** particularly relevant for first-time visitors and women.

Most Important Reasons for Attending

Reason	Percentage
INSPIRATION	71%
THE RE:PUBLICA PROGRAMME	61%
NEW CONTACTS/NETWORKING	46%
PROFESSIONAL DEVELOPMENT	42%
SPEAKER/EVENTS	24%
MCB	17%
WORKSHOPS DISCUSSIONS	13%
EVENING PROGRAMME	8%
ETC.	5%

Professional Development

53% First Time	**48%** Women
37% Regulars	**36%** Men

Alter

<30	30-39	>40
46%	47%	33%

Points of Presence for our Partners

A partnership with re:publica includes:

Curating and project management for the point of presence in the Partner Area and your own programme (basic service)

Exhibition space in the partner area for a stand, action, exhibit, etc., room bookings for press conferences and receptions
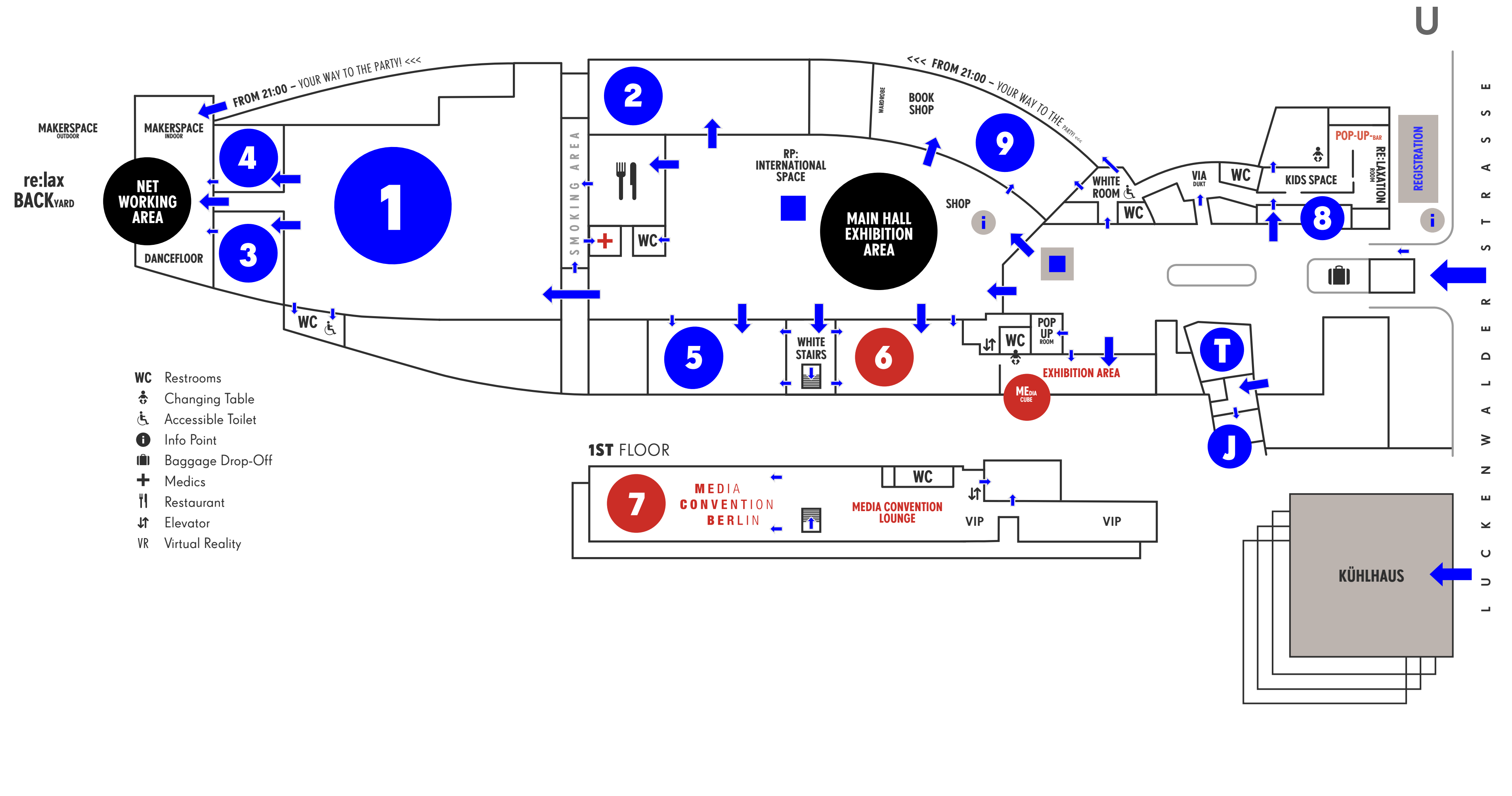
Inclusion in the programme with your own themes as part of the official re:publica programme or the presentation of your own topic

Individual actions including warm-up events, speaker's dinner, walking acts, installations, hackathons, ask-me-anything sessions, etc.

Inclusion in the communication before, during and after the conference (newsletter, websites, social media, on event/promotion)

Details about the exhibition, programme and communication can be found here:

STATION Berlin

FROM 21:00 – YOUR WAY TO THE PARTY! <<<

<<< FROM 21:00 – YOUR WAY TO THE PARTY <<<

MAKERSPACE OUTDOOR

MAKERSPACE INDOOR

re:lax BACKYARD

NET WORKING AREA

DANCEFLOOR

4

1

3

WC

SMOKING AREA

WC

2

RP: INTERNATIONAL SPACE

MAIN HALL EXHIBITION AREA

SHOP

i

5

WHITE STAIRS

6

MEDIA CUBE

POP UP ROOM

WC

EXHIBITION AREA

WARDROBE

BOOK SHOP

9

WHITE ROOM

WC

VIA DUKT

WC

KIDS SPACE

POP-UP-BAR

RE:LAXATION ROOM

REGISTRATION

i

8

T

J

U

8

1ST FLOOR

7 MEDIA CONVENTION BERLIN

MEDIA CONVENTION LOUNGE

WC

VIP

VIP

KÜHLHAUS

L U C K E N W A L D E R S T R A S S E

WC   Restrooms

   Changing Table

   Accessible Toilet

i   Info Point

   Baggage Drop-Off

+   Medics

   Restaurant

   Elevator

VR   Virtual Reality

Exhibiting in the Partner Area

Space in the re:publica Partner Area for your own stand, including LAN and electricity

Stand setup and design by the re:publica Design Team, bringing your own stand is possible if you discuss it with us beforehand

Limited amount of space that can be booked in the **inner courtyard/outside area** with your own stand setup

re:publica has a **system** to allocate stand positions

Programme at the stand possible and wanted; the re:publica team is happy to assist you in finding the right formats

Programme

Partners can be a part of the official re:publica programme with their own topics. This includes curating by the programme team so that the topics and formats are a perfect fit with the official re:publica programme. The programme portion (slot) is marked with the partner logo: Event by _____ , presenters are official re:publica speakers. Individual actions can include warming events, receptions, speaker's dinner, get-togethers, press conferences, walking acts, installations, hackathons, game jams, ask-me-anything sessions, etc.

Networking
Speaker:Corner
15 min
Partner Area

Discussing
Panel/Talk
30–60 min
Stage

Working
Workshops
60–120 min

Communication Services & Channels

Selection

Logo on the logo wall (analogue on location) & logo (online) on re:publica partner pages, including a link to your own website (basic service)

Your own **partner subpage** on the #rp19 website & inclusion in re:publica **press releases** as well as **blog entries** on the re:publica website (exclusively for "d" & "r" Partners)

Integration into the re:publica **newsletter**

Social Media: Posting marked as a partner posting on the re:publica Facebook, Twitter and Instagram feeds

Materials on display at an info spot or the coat check; handing out of promotional materials by promoter; conference bag goodies; special inserts

Branding: Helper shirts, conference bags, VIP lounge, coat check, party presenting, #rp19 re:cap video sponsoring

Example Package for Partner Category: t

Basic Service	Project Management & Curating	Per Day	2,400 €
Exhibition	From 6 m²	€1,500 per m²	9,000 €
Programme	Slot Speaker:Corner	15 min	5,000 €
Communication	Logo Presence (online & offline), newsletter, Facebook		9,000 €
Tickets	Business (710 €) Standard (220 €)	2 4	2,300 €
Total			**27,700 €**

Example Package for Partner Category: I

Basic Service	Project Management & Curating	Per Day	2,400 €
Exhibition	From 12 m²	€1,500 per m²	18,000 €
Programme	Stage Slot	30 min	10,000 €
Communication	Logo presence (online & offline), 2 x newsletter, Facebook		11,500 €
Tickets	Business (710 €) Standard (220 €)	4 6	4,160 €
Total			**46,060 €**

Example Package for Partner Category: ;

Basic Service	Project Management & Curating	Per Day	4,000 €
Exhibition	From 24 m²	€1,500 per m²	36,000 €
Programme	2 X Stage Slots	60 min + 30 min	25,000 €
Communication	Logo presence (online & offline), 3 x newsletter, Facebook, Twitter		19,000 €
Tickets	Business (710 €) Standard (220 €)	6 8	6,020 €
Total			**90,020 €**

Example Package for Partner Category: d

Basic Service	Project Management & Curating	Per Day	5,600 €
Exhibition	From 48 m²	€1,500 per m²	72,000 €
Programme	3 X Stage Slots	60 min + 2 X 30 min	35,000 €
Communication	Logo presence (online & offline), your own subpage on the #rp19 website, 4 x newsletter, special newsletter, blog entry, press releases, 2 x Facebook, 2 x Twitter, materials display at the info stand or coat check, conference bag goodies		79,000 €
Tickets	Business (710 €) Standard (220 €)	8 10	7,880 €
Total			**199,480 €**

Example Package for Partner Category: r

Basic Service	Project Management & Curating	Per Day	7,200 €
Exhibition	From 96 m²	€1,500 per m²	144,000 €
Programme	3X Slot Bühne Topic-Partnerschaft	60 min + 2X 30 min	35,000 € 25,000 €
Communication	Logo presence (online & offline), your own subpage on the #rp19 website, 5 x newsletter, special newsletter, blog entry, press releases, 3 x Facebook, 32 x Twitter, materials display at the info stand or coat check, conference bag goodies		92,000 €
Tickets	Business (710 €) Standard (220 €)	10 12	9,740 €
Total			**312,940 €**

re:connect

Elke Allenstein
Head of Partner Management & Cooperations

elke.allenstein@re-publica.com
+49 (0)30 20 23 71 432

re:publica is organized by
republica GmbH
Crellestraße 12
10827 Berlin

www.re-publica.com