HAYSTACK

Sponsoring Opportunities Europe 2026

Last updated: August 2026

About the event

Haystack is a **practitioner-first conference** dedicated to advancing the field of search and AI. It brings together engineers, product leaders, and relevance specialists who are actively **building, tuning, and scaling** real-world search systems.

For sponsors, Haystack Europe offers direct access to a **highly focused audience** that cares about the details that make search and AI systems succeed. These are the people shaping **tooling decisions**, **influencing architecture**, and **driving innovation** inside their organizations.

Haystack Europe is brought to you by the search & AI experts at **OpenSource Connections** and produced by **Plain Schwarz**, the team behind Berlin Buzzwords.

Former speakers at Haystack Europe came from renowned companies and projects such as **Adelean, Adeo, AWS, Elastic, OLX, OpenSearch, Otto, Superlinked, Vespa.ai, Wallapop, Wolters Kluver, and Yelp.**


takeaways










RELEVAN
SEARCH THAT SELLS
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Sponsorship packages

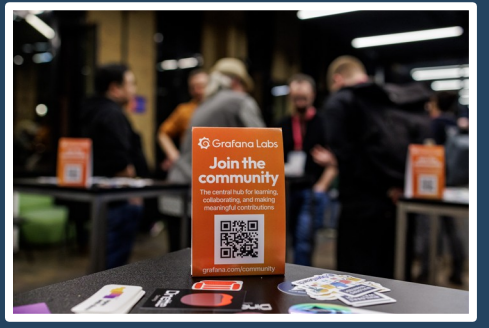
Our sponsorship packages offer great and affordable options to support the conference and present your organisation to search and AI communities.

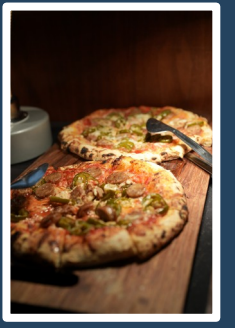
All conference packages include your logo on our website and onsite.

By sponsoring Haystack Europe you can:

- raise brand awareness
- learn about the latest developments and talking points in search relavance and AI
- network with peers
- find new team members







Sponsorship packages

Highlight: Catering Sponsor

As Catering Sponsor, you enable us to serve freshly made vegetarian and vegan catering and snacks to all onsite participants. Your logo will be displayed in the catering area.

Includes one conference ticket.



4.500,00 € net

Sponsorship Packages

Recording Sponsor

By sponsoring the video recording you help us to make all sessions of Haystack Europe available for free after the event. Your organization's branding will be featured in all videos as well as on our website.
Includes one conference ticket.

SOLD OUT

Get-Together Sponsor

Meeting like-minded people and exchaning ideas is key at Haystack Europe. By sponsoring our Get-Together, you'll help facilitate that by funding post-conference drinks, snacks, and mingling.
Includes one conference ticket.

SOLD OUT

Drinks Sponsor

By sponsoring the drinks at Haystack, you enable us to provide an asssortment of soft drinks to our guests, keeping them refreshed and hydrated during the conference.
Includes one conference ticket and branding of the fridge door. Branding of individual bottles is possible for an additional fee.

2.700,00 €

Sponsorship Packages

Event Supporter

Get visibility for your organization and help us run a fantastic conference! Your logo will be featured on our website and onsite.

Includes one conference ticket and lead-scanning.

1.350,00 €

Livestream Sponsor

By sponsoring the Online Platform and Livestream, you'll enable us to make Haystack accessible to those who can't join us in Berlin.

990,00 €

Addon: Lead-Scanning

Lead-scanning enables you to connect with interesting people by scanning a code on their attendee badge.

+ 100,00 €

Standalone: 350,00 €

Contact us!

Do you have **any questions** about our sponsoring options, or couldn't find a **suitable solution**?

Do not hesitate to reach out for further information, or an individual package **tailor-made for your objectives and budget**.

Please feel free to contact us – we're looking forward to hearing from you!



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