

BMSB 2026 - Commercial Proposal Summary for Sponsors

About the Event

The IEEE International Symposium on Broadband Multimedia Systems and Broadcasting (BMSB) 2026 is the main global forum for presenting and discussing technical advances in broadcasting, multimedia, networks, and telecommunications. It will take place from July 8–10, 2026, at Hotel Manaira in João Pessoa, Brazil, with an expected audience of up to 250 participants from Brazil and abroad.

General Advantages

Sponsoring the IEEE BMSB 2026 offers companies a unique chance to gain international visibility and connect with influential leaders in multimedia and broadcasting. Now in its 21st edition, the symposium is recognized as one of the premier forums for exchanging ideas, presenting innovations, and shaping the future of communication technologies. Associating your brand with IEEE, one of the world's most respected professional organizations, reinforces your company's reputation for excellence and commitment to progress.

By supporting BMSB 2026, companies not only showcase their technologies and solutions to a global audience but also access valuable networking and business development opportunities. The event attracts researchers, engineers, broadcasters, and policymakers from across the globe, while its location in João Pessoa, Brazil, opens the door to Latin America's vibrant technology ecosystem. Sponsors benefit from high-impact exposure throughout the conference and from meaningful engagement with both international experts and regional stakeholders.

Sponsorship is also an investment in the future. It highlights your company as an innovator, a supporter of education, and an employer of choice for young talent entering the field. It positions your organization as a socially responsible player that values knowledge, collaboration, and global connectivity. In short, sponsoring BMSB 2026 is more than visibility. It is a strategic move to lead, influence, and grow within one of the most dynamic areas of technology today.

Target Audience

- Researchers and professors from various universities;
- Undergraduate and graduate students;
- Professionals from the telecommunications and media industries;
- Government and regulatory agency representatives;
- Startups and innovation-driven companies.

Event Structure

- 3-day program with technology-related sessions;
- 3 parallel session rooms;
- Plenary sessions with international keynote Speakers;
- Poster sessions and tech demonstrations;
- Exhibition and networking area;
- Welcome reception, lunch, cocktail reception, and dinner banquet.

Event Objectives

- Promote scientific and technological discussion in multimedia and broadcasting;
- Bridge academia, industry, and society;
- Publicize research and applied innovations;
- Position Brazil as a global leader in the field;
- Foster international collaboration.

Table 1 shows the description of the sponsorship tiers available. Table 2 shows the packages available for event sponsors to promote their companies. The values are provided in both BRL and USD, using a projected exchange rate of 1 USD = 5.5 BRL.

Table 1 - Sponsorship packages description.

Tier	Benefits
Platinum	Includes a dedicated 42" TV and display table in the coffee break area for the full conference duration, maximizing interaction with attendees. The sponsor logo will appear prominently in all promotional materials, including flyers, the event website, and official social media posts. Includes three full registrations and the distribution of sponsor-branded materials (flyers, pens, brochures, etc.) in the official event kit.
Gold	Logo featured in BMSB 2026 flyers, event website, and social media posts, with two registrations included. Also allows the sponsor to provide materials for inclusion in the participant kit, such as notepads, pens, coupons, etc.
Silver	Logo displayed on the official website and social media platforms. Includes one full registration and the opportunity to contribute content for digital distribution during the event.
Bronze	Includes distribution of one printed flyer or brochure in the official welcome kit. It offers a cost-effective entry point for local and small businesses.
Demonstration Sponsor	Includes a dedicated table for demonstrations in the coffee break area for the full conference duration.
Cocktail Reception Sponsor	Exclusive recognition as the sponsor of the Cocktail Reception; logo displayed at the reception venue and on the event program; verbal acknowledgment during the reception; option to distribute promotional materials or branded items during the event; inclusion in BMSB 2026 website and social media; one complimentary registration
One Day Coffee Break Sponsor	Exclusive recognition as the sponsor of the two Coffee Breaks of the day; logo displayed at the reception venue and on the event program; verbal acknowledgment during the reception; option to distribute promotional materials or branded items during the event; inclusion in BMSB 2026 website and social media; one complimentary registration.

Table 2 - Sponsorship package price.

Tier	Investment (Until all spots are filled)	
	BRL	USD
Platinum	R\$30,250.00	\$5,500.00
Gold	R\$20,350.00	\$3,700.00
Silver	R\$9,900.00	\$1,800.00
Bronze	R\$4,950.00	\$900.00
Demonstration Sponsor	R\$11,000.00	\$2,000.00
Cocktail Reception Sponsor	R\$24,750.00	\$4,500.00
One Day Coffee Break Sponsor	R\$14,850.00	\$2,700.00

Visit the conference website:



For questions or to sponsor the event, please contact the Sponsorship Chair, George Maranhão, at george.oliveira@mackenzie.br.