

This is your startup booth.

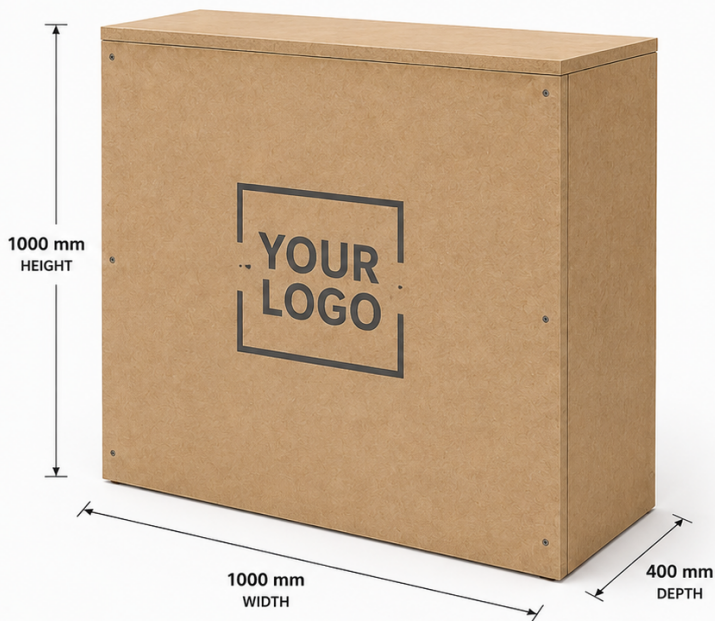
Simple, practical and built for two days of demos, conversations and new connections.
Here's exactly what will be waiting for you in Lisbon.

17-18 September 2026

Unicorn Factory Lisboa · Beato Innovation District

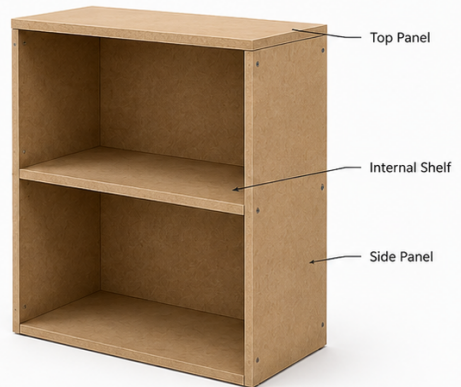
STANDARD BOOTH UNIT

INCLUDED WITH STARTUP BOOTH PACKAGE



This is the standard booth unit included with the Startup Booth Package.
Simple, strong and ready for your brand.

REAR / SIDE VIEW



STANDARD BOOTH UNIT SPECIFICATIONS

- Width: 1000 mm
- Depth: 400 mm
- Height: 1000 mm
- Structure: MDF panels with visible assembly points
- Internal Shelf: 1 fixed shelf

Your booth will follow this standard format. Minor finishing and construction details may vary slightly during production, but the dimensions and overall format will remain the same.

Exactly how big is it?

Your booth is deliberately compact.

You have enough space for your laptop, product, demo and a few materials without creating the feel of a traditional trade-show stand.

100 cm WIDTH	40 cm DEPTH	100 cm HEIGHT
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1000 mm W × 400 mm D × 1000 mm H

The booth is made from MDF and includes an internal shelf at the back where you can keep bags, chargers, materials or anything else you don't want sitting on top of the booth.

Your startup logo will be displayed centrally on the front.

What's included

Your booth A freestanding MDF booth measuring approximately 100 cm wide × 40 cm deep × 100 cm high.	Your branding Your startup logo displayed prominently on the front panel.
Internal storage A shelf at the back gives you somewhere to keep the less glamorous parts of exhibiting out of sight. Bags, chargers, spare flyers and cables can live there instead of on your stand.	Your booth number Every startup will receive an individual booth number so attendees, investors and our team can easily find you.

You do not need to build or bring your own exhibition stand.

We'll have the booth ready for you.

You bring the startup.

Make sure we have the right logo.

We'll place your startup logo in the centre of the front panel, so please make sure we have the version you actually want people to see.

You can upload or update your logo directly from your Startup Summit Portal.

You already have access to the portal through the account connected to your Startup Summit booking.

PREFERRED ARTWORK

SVG · AI · EPS · Print-quality PDF

A high-resolution transparent PNG is also fine.

IMPORTANT

Please do not email your logo separately if you can upload it through the portal.

Keeping everything inside your Startup Summit Portal helps us make sure the correct artwork is connected to the correct booth.

Upload or update your logo: www.startupsummit.io/exhibitor/portal

Already uploaded it? Perfect. You don't need to do anything else.

Yes, you can make it your own.

Your front logo is included as standard, but we're happy for startups to bring a little personality to their space.

The important thing is that we keep the exhibition floor clean, open and easy for people to move through.

Bring it.

These are absolutely fine:

- Laptop or tablet
- Your product or live demo
- Small product samples
- Flyers or leaflets
- Business cards
- QR code stand
- Small tabletop signage
- Small branded materials
- Demo equipment that fits safely on the booth

Check with us first.

We just need to approve anything that changes the physical footprint of the booth:

- Side-panel vinyl or branding
- Additional printed signage
- Larger monitors or screens
- Larger product displays
- Freestanding banners
- Additional furniture
- Anything that sits beside or behind the booth

Want to brand the sides too?

Possibly.

If you want additional graphics or vinyl on the side panels, we're happy to consider it.

The important thing is that the branding fits the booth correctly and doesn't interfere with neighbouring startups.

The side of the booth is approximately:

1000 mm high × 400 mm deep

Any additional side branding must:

- fit within the booth panel
- use removable materials
- be professionally produced
- leave no permanent damage
- stay within your allocated booth footprint

If you're planning additional branding, tell us through your Startup Summit Portal so our team can approve it before the event.

You really don't need to build another Web Summit stand.

These booths are intentionally simple.

We want the room to feel like a startup event, not a maze of expensive exhibition walls.

The startups that get the most out of their booth usually aren't the ones with the most stuff.

They're the ones who can explain what they do in thirty seconds, show something interesting and start a conversation.

A good logo.

A good demo.

A clear story.

People who actually want to talk to other humans.

That's enough.

Your packing list.

If you have these, you're in pretty good shape.

- | | |
|--|--|
| <ul style="list-style-type: none">• Laptop or tablet• Your live demo• Chargers• Power bank• QR code linking directly to your product or website• Product samples, if relevant | <ul style="list-style-type: none">• A small amount of printed material• Business cards, if you still believe in business cards• Water• Comfortable shoes• Energy. Quite a lot of it. |
|--|--|

Need electricity?

Tell us.

Power will not automatically be available at every single booth position, so if your product or demo needs continuous electricity, make sure you flag this through your Startup Summit Portal.

We'll use that information when we plan booth positions and power distribution across the exhibition area.

Help us keep the room looking good.

We want you to stand out.

We just don't want fifty startups simultaneously trying to build their own small airport terminal.

Please check with us before bringing:

- Large roll-up banners
- Oversized backdrops
- Freestanding structures
- Additional tables
- Large pieces of furniture
- Heavy displays
- Large screens
- Anything extending into the aisle
- Anything extending into another exhibitor's space

And please do not:

- drill into the booth
- screw anything permanently into the booth
- use adhesives that damage the MDF
- block walkways
- play loud audio that makes your neighbour hate you

If you're unsure, ask us through the portal.

That's basically it.

01

Check your portal

Make sure your company details and logo are correct.

02

We build everything

We'll prepare the booths, produce the branding and organise the exhibition floor.

03

You arrive in Lisbon

Bring your laptop, your demo and whatever small materials you want on your booth.

We'll take care of the rest.

What about my booth number?

We're finalising the exhibition floor now.

Your booth number, exhibitor access time and final setup instructions will be available closer to the Summit.

We'll send you the important information by email and, where possible, make it available through your Startup Summit Portal as well.

If you haven't received your booth number yet, you haven't missed anything.

We're just not there yet.

FAQ

Where do I upload my logo?

Upload or update your logo directly through your Startup Summit Portal.

Please use the account connected to your Startup Summit booking.

We recommend SVG, AI, EPS or a print-quality PDF. A high-resolution transparent PNG is also accepted.

Is my logo printing included?

Yes.

Your startup logo on the front of the standard booth is included in your Startup Booth package.

Can I add branding to the sides?

Potentially, yes.

Additional side-panel branding is allowed subject to approval. Tell us what you would like to do through your Startup Summit Portal before producing anything.

Can I bring a roll-up banner?

Please check with us first.

The exhibition layout needs clear walkways between booths, so anything sitting outside the standard booth footprint needs approval.

Can I bring a screen?

A laptop or tablet is absolutely fine.

For larger screens or monitors, let us know through your portal so we can check space and power requirements.

Is electricity included?

Power is not automatically available at every booth position.

If your demo requires continuous electricity, make sure you tell us through your Startup Summit Portal.

Can I bring my own furniture?

Please speak to us before bringing additional furniture.

The booth has been deliberately designed to keep the exhibition area open and easy to navigate.

Can I stick things to the booth?

Removable approved vinyl or lightweight materials may be possible.

Please do not drill, screw or permanently attach anything to the MDF.

How much space do I have?

The standard booth measures approximately:

1000 mm wide

400 mm deep

1000 mm high

Anything additional needs to remain within your allocated space unless agreed with the Startup Summit team.

When will I receive my booth number?

We'll send booth numbers and final exhibitor setup information closer to the Summit.

If you haven't received yours yet, there is nothing you need to do.

Ready?

Check your Startup Summit Portal, make sure your logo is correct and tell us if your booth needs anything unusual.

Then you're done.

Go to your portal: www.startupsummit.io/exhibitor/portal

See you in Lisbon.