

МЕНИДЖЪР

A COMPANY OF  VM FINANCE GROUP

14.10.2025
SOFIA EVENT CENTER

TECHNOVATION 2025

ELEVATE. INTEGRATE. ACCELERATE.

Technovation 2025 is a forum for leaders who want to be ahead of their time - with knowledge, vision and technology. The programme brings together leading voices from industry, academia and the entrepreneurial ecosystem for a day to discuss the transformative role of artificial intelligence, cloud solutions and cyber security in modern business. Expect inspiring keynote talks, hands-on demonstrations from young innovators, and engaging conversations about the future of industries and regulations. **Technovation 2025** is your map to the tech tomorrow.

Audience: 300 executives from technology companies and various sectors such as industry, transport, healthcare and finance looking for business optimization solutions; experts with an interest in technology trends; a professional audience with a strategic and practical approach to the implementation of technology in business processes.

Distribution: the event is recorded and videos from each panel are published a few days after the event on manager.bg, Facebook, LinkedIn, YouTube.

Програма

Keynote: Next Is Now

Discussion Panel: AI or Fade: Leadership in the Age of Algorithms

- Everyone wants AI in their business. The big questions - when, how and why?
- How can we achieve balance between need, cost and return in working with AI applications?
- In which areas of business is AI integration most needed and urgent?
- The good and the bad: Who are the leaders and who are the outliers in this process?

Keynote: Where is the place of AI agents?

Keynote: Future Makers: Ctrl + Alt + Create

Demonstration of technological innovations by TUES students

Fireside chat: Shield of Tomorrow: Cybersecurity Innovations

- What we want and what we can protect - the clash between desires and reality
- How much does cybersecurity cost and can small businesses afford it?

Fireside chat: Clouds of Innovation: The Future of Cloud Infrastructure

- How much investment is the cloud sector attracting in Bulgaria?
- What are the latest solutions to benefit businesses?
- At what level is the cloud infrastructure in Bulgaria?

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Fireside chat: The new weapons: Algorithms and lies

- The new threats: AI, fakenews and the new “truth” in social networks
- Can regulations improve our digital hygiene?
- What should national cyber resilience policies look like?

Deus ex Machina: Fireside chats

Human & Machine: Next-Gen Industry

- Human-Machine Synergy for Industry 5.0

IoT - Connected Living

- What will our home look like in 10 years?
- What are the latest trends in home appliance development and how much smarter can they get?

Discussion Panel: Money in Motion: Disruption & Regulation

- AI and Innovation in Finance.
- Open Finance and Instant Payments: Bulgaria in the PSD3 Era
- Cooperation & Regulation: How will the fintech sector and banks interact in the process of euro integration?
- Are super-applications on the horizon?

Keynote: Beyond Tomorrow

Cocktails & Networking

Positioning in the event's communication campaign:	General Partner	Main Partner	Partner	Branding Partner	Stand
Logo on the event's banner campaign (970x250/300x600; desktop/mobile) - manager.bg and obekti.bg	●	●	●		
Logo on the event's website - events.manager.bg	●	●	●	●	●
Logo on invitations, sent out to manager.bg's mailing lists	●	●	●	●	●
Mentioning in articles, announcing the event on manager.bg	●	●	●	●	●
Creating an event on manager.bg's facebook page (235,000 followers) and announcing the partner in it	●	●	●		
Logo on an advertising page in The Manager Magazine, only if confirmation has been received before printing the issue	●	●			
Publishing a video (up to 3 mins) of the partner's speaker on facebook	●	●			
Event invitations:	10 psc.	5 psc.	3 psc.	2 psc.	2 psc.

Positioning on the event:					
Speaker in a discussion panel on relevant to the event's program topic	●	●			
Presentation on relevant to the event's program topic	●		●		
Logo on the event's scene design	●	●			
Logo on the event's screens and agenda	●	●	●	●	
Advertsing video, displayed during the event's breaks (up to 60")	●	●			
Advertsing video, displayed during the event's breaks (up to 30")		●	●	●	
Placing a branded fixed stand in the event's hall (80x200cm)	●	●	●		
Sample gifts / advertising materials in the event's hall	●	●	●	●	●
Placing an advertising corner outside of the event's hall	●				●

Positioning in the post-event communication:					
Mentioning in follow up articles on manager.bg	●	●	●	●	●
Photo gallery of the event, published on events.manager.bg, manager.bg and facebook	●	●	●		
Mentioning in follow up posts on Manager Media Group's facebook pages	●	●	●		
Publishing a full video of the video on manager.bg and Youtube	●	●	●	●	●
Pre-roll video (up to 30") in all of the videos, edited from the event's program and published on manager.bg/facebook	●				
Pre-roll video (up to 30") in the video with the partner's speaker, edited from the event's program and published on manager.bg/Facebook		●			

Additional advertising options:					
Articles/interviews published on manager.bg/obekti.bg	4 psc.	3 psc.	2 psc.	2 psc.	1 psc.
Price (BGN, VAT excl.):	20 000	14 000	9 000	6 000	5 000

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 ● www.noviteroditeli.bg ● www.zinzin.bg ● www.modernity.bg
 Contact us to ask questions and request your participation: adv@manager.bg

The prices are without VAT.