

12 & 13 May, Confex Cologne

INSURE NXT

insureNXT is the leading congress trade fair for innovation and transformation in the insurance industry - the central meeting point for decision-makers, thought leaders, and solution providers shaping the future of the industry together.

- » Brings together representatives of leading insurance companies from Germany as well as numerous companies from the DACH region.
- » Unites the entire insurance ecosystem - from insurers and brokers to technology providers, start-ups, investors, and academia.
- » Creates the ideal platform for strategic exchange, new partnerships, and concrete business opportunities.
- » Combines forward-looking inspiration with practical best practices and innovative solutions in a congress program.
- » Promotes sustainable cooperation and drives innovation and transformation within the insurance industry.



Facts & Figures

2026



4.000

Participations



228

Exhibitors & Partners



Company Type

41%	Insurance companies & brokers
22%	Tech / IT / software providers
17%	Consulting companies
8%	Other
5%	Start-ups & scale-ups
4%	Universities
2%	Associations & investors
1%	Cross-industry



Position

24%	CEOs, founders, board members
29%	Senior executives
39%	Employees
5%	Students & trainees
3%	Other

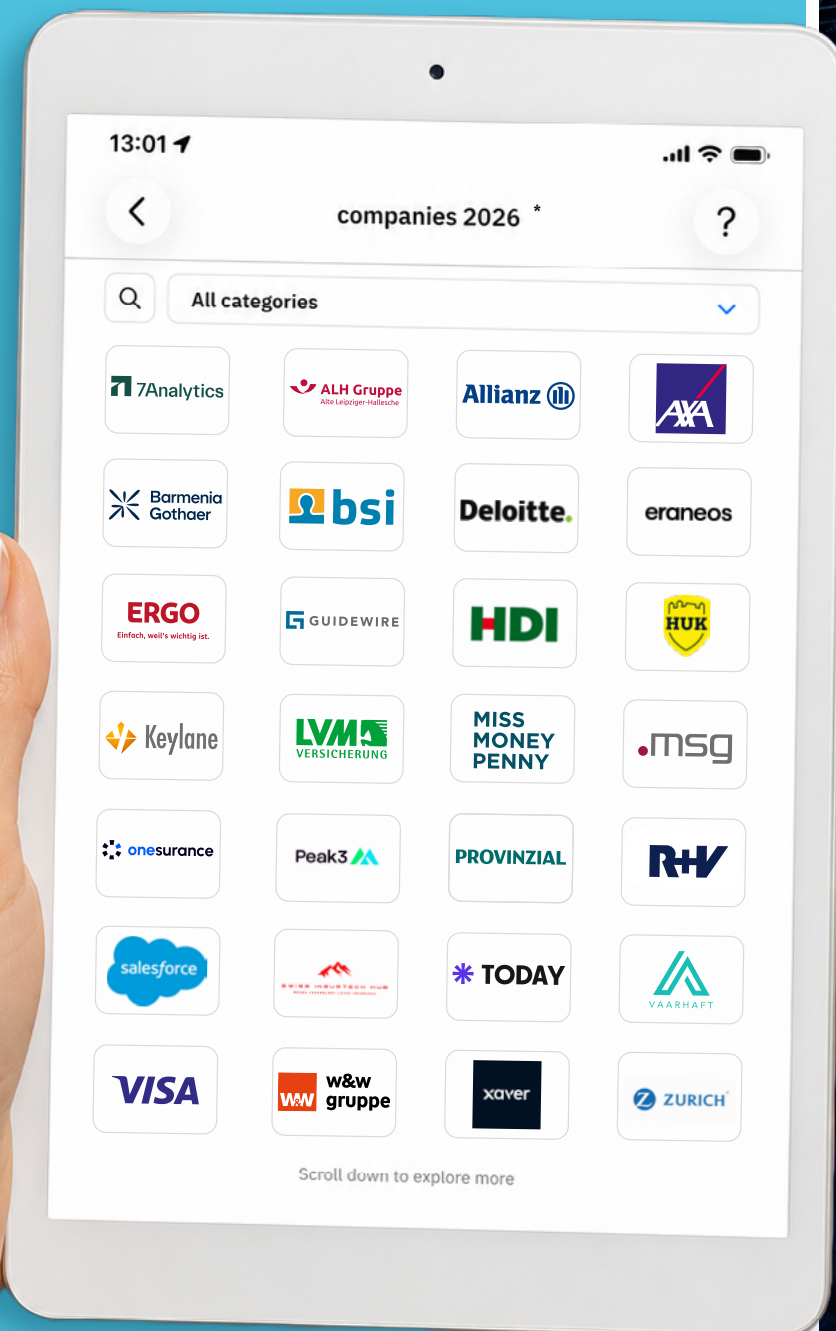


Area of Responsibility

34 %	Customer & Market Sales & Marketing Customer Service Claims
23 %	Technology IT Other
22 %	Product & Innovation Research & Development Product management Innovation Digitalization
21 %	Corporate Services Procurement Finance Legal & Compliance Human Resources Strategy & Development

Feedback of the branche

2026



„Die insureNXT bietet eine hervorragende Plattform, um relevante Entwicklungen, Anwendungsfälle und strategische Fragestellungen rund um KI mit führenden Köpfen der Branche zu diskutieren. Für mich ist sie ein wichtiger Treffpunkt für Innovation und Zukunftsthemen in unserer Branche.“

Jens Warkentin
CEO, HDI Deutschland
CIO, und Mitglied des Vorstand Talanx

„Die Geschwindigkeit des Wandels in unserer Branche nimmt weiter zu. Die insureNXT hilft dabei, relevante Trends frühzeitig zu identifizieren, neue Perspektiven kennenzulernen und konkrete Ansätze für die eigene Organisation mitzunehmen.“

Alina vom Bruck
Vorstandsvorsitzende,
Gothaer Lebensversicherung

„Ich komme gerne zur insureNXT, weil hier die relevanten Entscheider und Innovatoren der Versicherungsbranche zusammenkommen. Besonders schätze ich die Kombination aus zukunftsweisenden Themen, neuen Impulsen und dem persönlichen Austausch auf Augenhöhe.“

Dr. Matthias Hilgert
Vorstand IT/Integration und Chief
Technology Officer, Helvetia Deutschland

„Die insureNXT hat für mich einen besonderen Stellenwert: hier kommen Menschen zusammen, die Veränderung wirklich wollen. Wer 2030 als relevanter Partner im Leben der Menschen wahrgenommen werden will, entscheidet das in den nächsten Monaten: durch klare Entscheidungen und durch die Konsequenz, wirklich vom Kunden her zu denken. Die insureNXT ist dafür genau der richtige Rahmen: offen und konstruktiv, zudem mit echtem Tiefgang. Ich freue mich, Teil dieses Dialogs gewesen zu sein - und komme gerne wieder.“

Dr. Norbert Rollinger,
Vorstandsvorsitzender, R+V Versicherung

„Wer verstehen möchte, wie sich die Versicherungsbranche in den kommenden Jahren entwickeln wird, findet auf der insureNXT gute Impulse. Die Kombination aus Innovationen, Praxisbeispielen und spannendem Austausch macht die Veranstaltung zu einer wertvollen Plattform der Branche.“

Stefanie van Holt
Vorstand Marketing, Vertrieb und
Personal, VolkswohlBund Versicherungen

„Die insureNXT macht sichtbar, welche strategischen Fragen die Branche heute und morgen bewegen - und bringt dafür die richtigen Gesprächspartner zusammen. Der Austausch mit Vorständen, Innovatoren und Experten bietet Orientierung in einem dynamischen Marktumfeld“

Thomas Bischof
Vorstandsvorsitzender, Gothaer Allgemeine
und Barmenia Allgemeine

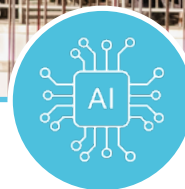
*Selection of companies 2026



Strengthening Resilience, Insurability, and Trust

Maintain insurability in an increasingly complex and interconnected world: Learn how insurers can keep systemic risks such as cyber, climate and natural hazards, and AI risks calculable and insurable alongside geopolitical uncertainty, supply-chain risks, digital dependencies and growing regulatory requirements, while closing protection gaps and developing new protection solutions.

Explore how prevention, predict-and-prevent approaches, public-private partnerships and robust trust infrastructures based on the principle of trust by design strengthen resilience and trust for customers, businesses, policymakers and society.



Embedding AI-Driven Insurance

Establish AI as a lasting and profitable driver of impact in insurance: Learn how insurers can systematically increase productivity, process quality and tangible impact across distribution, underwriting, claims, service, IT and management after moving from pilot to scale.

Explore how agentic AI, copilots and automation are transforming the interplay between humans and machines as well as operating models, what roles data quality, governance, sovereignty, the EU AI Act and token economics play, and what international best practices and physical AI mean for new fields of application and capabilities.



Rethinking Distribution, Growth and Ecosystems

Unlock growth beyond the product: Learn how insurers can shape the future of distribution and use new access to customers, data and relevant life situations to reach new target groups and grow profitably.

Explore how broker and platform strategies, embedded and open insurance, as well as B2B2C and bancassurance models, enable new business models and a better customer experience in areas such as health, mobility and SMEs, how partnerships create new roles within ecosystems, and broaden your perspective by looking at markets such as China.

Stages & Formats

2027



Center Stage

On the Center Stage, leading personalities from the insurance industry speak about strategic future topics and place the event's focus topics into a broader industry context. It stands for strategic classification, orientation, and industry-wide visions of the future.



Trend Zone

The Trend Zone focuses on trends and market developments within the industry. New insurance products, services, business models, and partnerships are presented here. It is therefore more future- and market-oriented.

Important: A Trend Zone presentation is an editorially coordinated expert contribution on trends, use cases, or market developments; it is not a product or company presentation.



Demo Arena

The Demo Arena focuses on concrete solutions and applications. Companies, as well as start-ups and scale-ups, present their products in compact pitches or live demos. The format is highly practical and product-oriented.



Masterclasses

The masterclasses are interactive workshops designed to deepen selected topics. They are aligned with the focus topics of insureNXT and led by industry experts. The emphasis is on knowledge transfer, exchange, and concrete impulses for practical implementation.

Your Participation 2027

Bronze

Gold

InsurLab Germany members
receive a 20% discount.

The Early Bird offer is valid
until 31 December 2026.

All prices are net prices.

Minimum Investment:

Early Bird: 4.150 €
Regular: 4.700 €

Early Bird: 9.800 €
Regular: 11.400 €

The required minimum investment is achieved through
the individual booking of the following items:

		Early Bird	Regular
Exhibition Booth (incl. 2 Exhibitor-Tickets)	6 m²	€ 2,633	€ 2,958
	12 m²	€ 4,403	€ 4,947
	18 m²	€ 5,804	€ 6,521
	24 m² (bookable from Gold onwards)	€ 7,027	€ 7,895
	Custom Booth Construction (price / m²)	€ 228	€ 264
	Exhibitor-Ticket (Early Access)	€ 1,246	€ 1,400
Presentations	Trend Zone Slot with insurer (15 min)	€ 6,400	€ 6,400
	» » » Upgrade without insurer (15 min)	+ € 1,350	+ € 1,350
	Demo Arena Pitch (7 min)	€ 3,100	€ 3,100
	Masterclass Host with insurer (45 min)	€ 4,000	€ 4,000
	» » » Upgrade without insurer (45 min)	+ € 1,350	+ € 1,350
	Speaker-Ticket (1 per presentation)	€ 364	€ 409
Brandpackage » view the details	Basic	€ 2,007	€ 2,255
	Medium	€ 5,251	€ 5,900
	Large (bookable from Gold onwards)	€ 7,921	€ 8,900
Congress Tickets	1 Ticket	1.202 €	1.350 €
	5 Tickets	4.806 € (961 € / Ticket)	5.400 € (1.080 € / Ticket)
	10 Tickets	8.411 € (841 € / Ticket)	9.450 € (945 € / Ticket)
	20 Tickets	14.418 € (721 € / Ticket)	16.200 € (810 € / Ticket)
	Networking Evening-Ticket	165 €	165 €
Congress Tickets for insurer invitation	1 Ticket	820 €	921 €
	5 Tickets	3.280 € (656 € / Ticket)	3.686 € (737 € / Ticket)
	10 Tickets	5.741 € (574 € / Ticket)	6.450 € (645 € / Ticket)

Exhibition Booth

2027

Each exhibition stand includes the following stand inventory:

- » 2 exhibitor tickets
- » 3 setup and dismantling tickets
- » Carpet flooring (brown or beige)
- » Tower element with graphic surface
- » White fabric walls as rear walls
- » Assembly and dismantling
- » Power connection up to 8 kW
- » Power strip with 3 Schuko sockets
- » Daily stand cleaning

You are welcome to bring your own booth inventory. There is also the option to individually print the white rear walls for an additional charge.

Please note that the aspect ratio may vary.



6 m²

Additionally included in the exhibition booth:

- » 1x information table with one bar stool



12 m²

Additionally included in the exhibition booth:

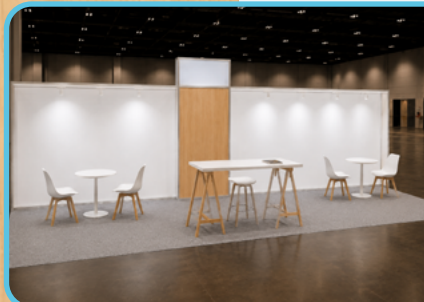
- » 1x information table with one bar stool
- » 1x table with chairs



18 m²

Additionally included in the exhibition booth:

- » 1x information table with one bar stool
- » 1x table with chairs



24 m²

Additionally included in the exhibition booth:

- » 1x information table with one bar stool
- » 2x table with chairs

Additional Sponsorship Opportunities

2027



WIFI



C-LEVEL
LUNCH



MATCHMAKING
AREA



WINE BAR



COFFEE BREAK
/ LUNCH BREAK



NETWORKING
EVENING



BARISTA
COFFEE BAR



BEER BAR

Contact

For Exhibitors and Partners



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INSURE■NXT

Organized by:



Basic

» 1x Push-Notification	Direct communication with trade fair visitors via the official insureNXT app
» Demo Arena Sponsor	Exclusive presence as sponsor of the Demo Arena for one full day
» Logo in Newsletter	Inclusion of the company logo in the insureNXT newsletter starting in March

Medium

» Trend Zone Sponsor	Exclusive presence as sponsor of the Trend Zone for one full day
» Logo in Newsletter	Inclusion of the company logo in the insureNXT newsletter starting in March
» 1x LinkedIn Post	Individual post via the official insureNXT account
» Advertising Banner	Company-branded banner in the insureNXT app
» Digital Display	Individual branding via digital displays in the exhibition area

Large

» 1x Push-Notification	Direct communication with trade fair visitors via the official insureNXT app
» Center Stage Sponsor	Exclusive presence as sponsor of the Center Stage for one full day
» Logo in Newsletter	Inclusion of the company logo in the insureNXT newsletter starting in March
» Indoor Digital Signage	Individual content placement on digital surfaces in the entrance area
» 1x LinkedIn Post	Individual post via the official insureNXT account
» Advertising Banner	Company-branded banner in the insureNXT app
» Digital Display	Individual branding via digital displays in the exhibition area
» Podcast Recording	Currently under discussion

With the “Large” brand package, “Outdoor Digital Signage” can additionally be booked for one call-up at €4,500.