



HOW TO MSP GLOBAL

The Ultimate Attendee Guide

 **MSPGLOBAL**
A CLOUDFEST BRAND

in association with

Acronis

 **Comet Backup**
a webpros company

Table of Contents

MSP GLOBAL Overview.....	3
Event Schedule	3
Networking Events	3
Welcome Drinks	
ConneXion Party	
The Closing Party	
Code of Conduct.....	3
Important Information.....	4
Attendee and Vendor Badge Types	4
How to Get Your Badge.....	4
Beacons: Optimizing Your Experience.....	4
Parking.....	4
Opening Hours.....	5
Exhibition Area	
Sessions	
Wardrobe Hours	
Lunch Breaks	
Registration Desks	
Hotels.....	5
Shuttle Schedules.....	6
Express Airport Transfers	
Hotel Shuttle	
VIP Shuttles	
Locations in the Conference Area.....	7
Exhibition	
Foyer	
Acronis Accelerate Arena	
Expert Stage	
Pulse Stage	
Masterclass Stage	
VIP Lounge	
Speed Networking	
Expert-Led Guided Tours	
1-on-1 Tables	
Meeting Rooms	
Restaurants and Catering	9
Breakfast	
Lunch	
Liquid Refreshments	
After Dark	
Accommodation	9
Other Important Contacts.....	10



MSP GLOBAL Overview

MSP GLOBAL is an international event connecting managed service providers and IT professionals with the tools, insights, and personal connections to grow their businesses and deliver maximum value to their customers.

Event Schedule

Wednesday Oct 21		Thursday Oct 22	
8:30 am	Registration Desk Opens	8:30 am	Registration Desk Opens
9:00 am	Morning Sessions	10:00 am	Morning Sessions
12:30 pm	Lunch Break	12:30 pm	Lunch Break
2:00 pm	Afternoon Sessions	2:00 pm	Afternoon Sessions
5:30 pm	World Server Throwing Championship	5:00 pm	Sessions End
6:00 pm	Sessions End & Exhibition Closed	6:00 pm	Exhibition Closed
7:30 pm	ConneXion Party	7:00 pm	The Closing Party

Networking Events

Welcome Drinks

powered by Acronis

📍 Cartago Terraces 📅 Tuesday, October 20 ⌚ 7:30pm

We kick off the MSP GLOBAL experience in a beautiful garden under the stars. That should get you in the mood for the next few days. Connect with new partners and new friends over some beverages, and rock out with some energizing grooves! This is your reason to get to PortAventura early.

ConneXion Party

📍 PortAventura Theme Park 📅 Wednesday, October 21

This legendary party gives attendees an exclusive PortAventura experience, taking over the streets of one of the park's themed areas—with food, drinks, live music, and a DJ. This one goes until late-late-LATE! Keep an eye out for directional flyers so you don't accidentally get on the "roller coaster of death."

The Closing Party

📍 Bodeguita del Medio & Hotel Caribe 📅 Thursday, October 22

Gather with new and old friends at the Bodeguita del Medio Bar and terrace at Hotel Caribe, overlooking the beautiful lagoon pool and its famous white sands. Drinks will be flowing and music will be playing, and wonderful memories will be created. Have people gone into the lagoon during this party in the past? The answer isn't "no"...



Code of Conduct

All attendees must abide by the Code of Conduct throughout MSP GLOBAL.
Read it in full: <https://www.mspglobal.com/code-of-conduct>.

Important Information

Attendee and Vendor Badge Types

Attendee Pass

Standard and VIP

Attendees in MSP GLOBAL's core audience are eligible for a free Standard Pass. For example, MSPs, MSSPs, resellers, systems integrators, and corporate IT managers. Free Standard Pass promos are shared through our newsletter.

The Attendee VIP Pass, with all its perks, comes at a premium—lounge access, concierge services, private shuttle service in high-end cars, a dedicated VIP area at networking events, and a special lunch restaurant with gourmet catering doesn't come cheap! This includes the VIP wristband, which unlocks all of the VIP features.

i You will need your event badge to access all sessions, parties, and social events.

Vendor Pass

Vendor and Vendor VIP

The dedicated Vendor Pass is for attendees who sell to MSP GLOBAL's core channel. If you partner with MSP GLOBAL at level Gold or above, some Vendor Passes will be included in your package for you and your team—so you can all take advantage of the perks.

The Vendor VIP Pass includes the perks mentioned above, plus privileges such as private networking events, concierge service, private shuttle service throughout the venue, access to the dedicated VIP Lounge, a dedicated VIP area at networking events, and a special lunch restaurant with gourmet catering. Upgrade to a VIP Pass for a special price via your MSP GLOBAL account.

How to Get Your Badge

Visit the Registration Desk at the main entrance of the Convention Center. You'll find it directly opposite the entrance door when you step inside.

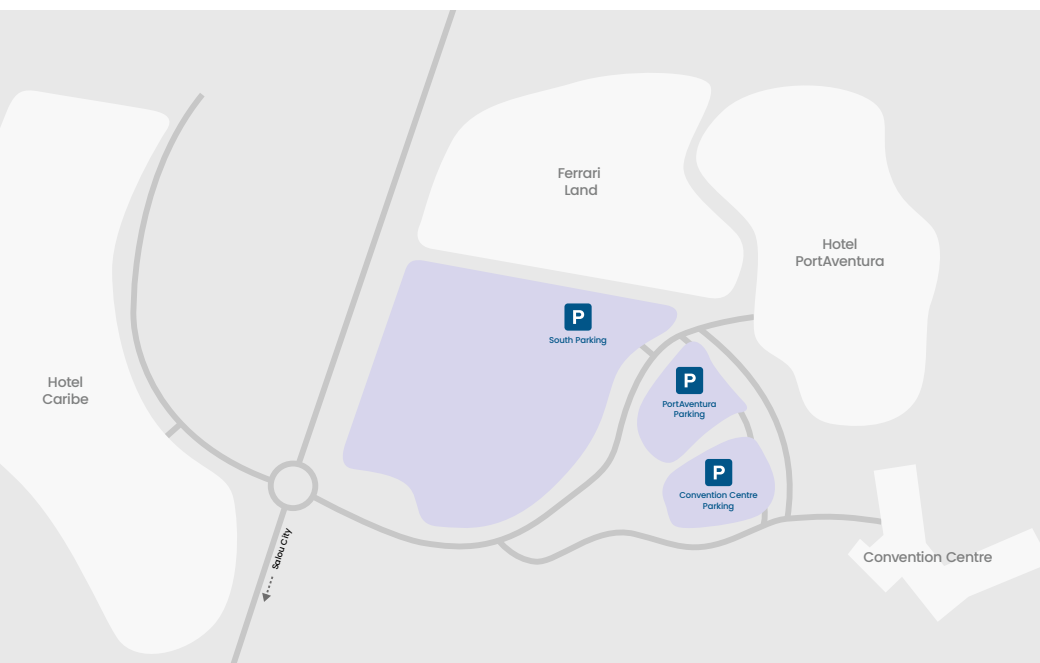
Alternatively, you can visit one of the Registration Counters at the official event hotels, either Hotel PortAventura or Hotel Caribe.

Just in case, please have your confirmation email with QR code ready—we'll resend it just before the festival begins.

Beacons: Optimizing Your Experience



With your badge you also get a beacon, which shares anonymized movement information to help us optimize the festival experience. Your name and contact details will not be shared with anyone. With over 3,500 approved registrations, we're expecting a large crowd, and we are always looking for ways to improve it. After your last day at the main event venue, please drop your beacon into one of the white barrels.



Parking

Parking at the PortAventura and Caribe hotels is free of charge for guests. The parking area is in front of the hotels.

MSP GLOBAL visitors: Please use the official Convention Center car park in front of the Convention Center entrance, free of charge.

Opening Hours

Exhibition Area

Exhibitor move-in:	Tuesday 9:00 am – 7:00 pm
For exhibitors/set-up:	Wednesday – Thursday 8:00 am – 6:00 pm
For visitors:	Wednesday – Thursday 8:30 am – 6:00 pm

Sessions

Wednesday	9:00 am – 6:00 pm
Thursday	10:00 am – 5:00 pm

Wardrobe Hours

Tuesday	6:00 pm – 11:00 pm
Wednesday – Thursday	8:00 am – 6:30 pm

Lunch Breaks

Wednesday – Thursday	12:30 pm – 2:00 pm
----------------------	--------------------



Times might change closer to the event dates.

Registration Desks

Convention Center

For exhibitors:	Tuesday 9:00 am – 10:30 pm
	Wednesday – Thursday 8:30 am – 6:00 pm
For visitors:	Wednesday – Thursday 8:30 am – 6:00 pm

Hotel PortAventura

Tuesday	9:00 am – 7:00 pm
---------	-------------------

Wednesday	8:30 am – 10:00 pm
-----------	--------------------

Thursday	8:30 am – 4:00 pm
----------	-------------------

Hotel Caribe

Tuesday	9:00 am – 7:00 pm
---------	-------------------

Wednesday	8:30 am – 4:00 pm
-----------	-------------------

Thursday	8:30 am – 8:00 pm
----------	-------------------

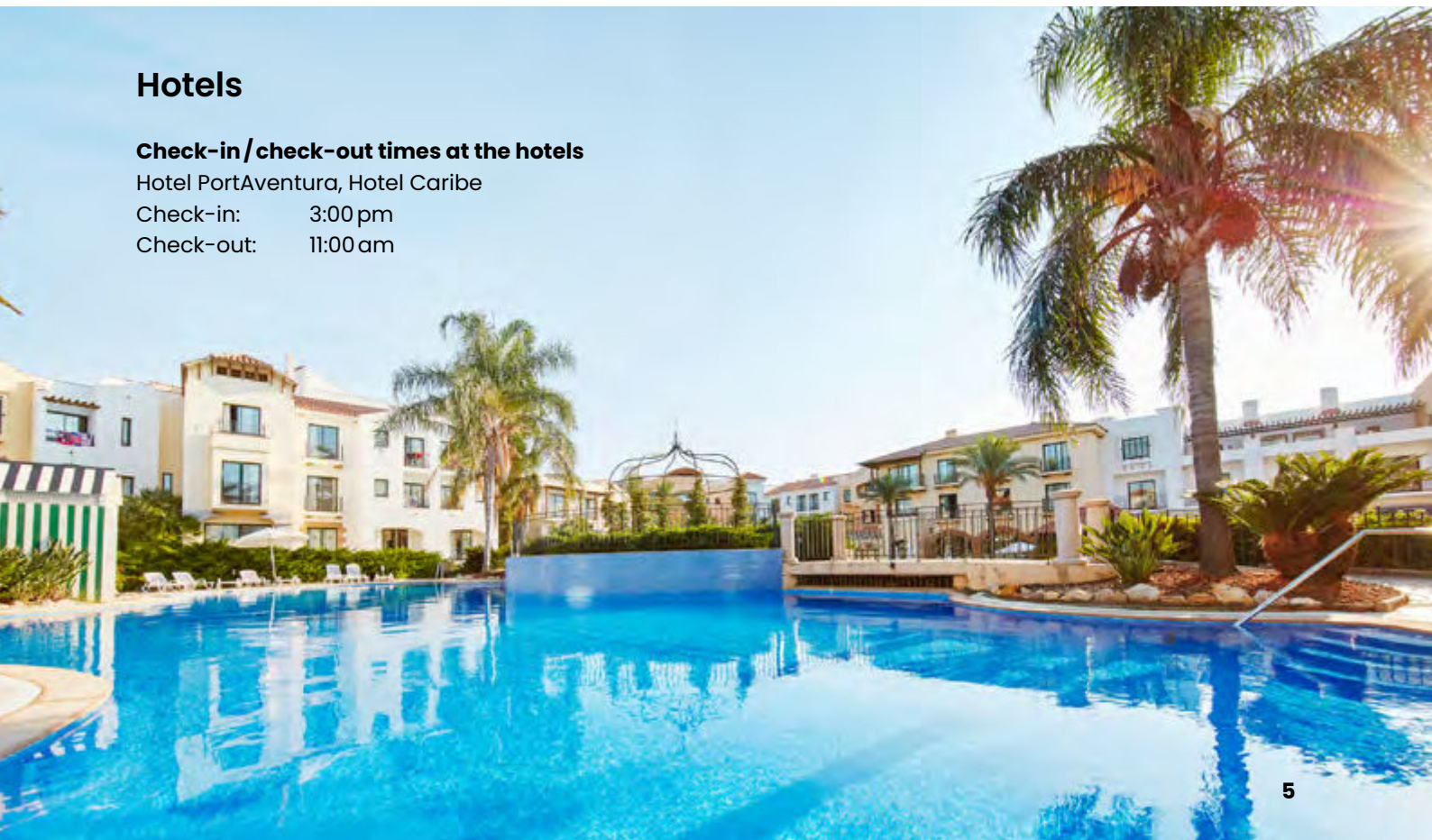
Hotels

Check-in / check-out times at the hotels

Hotel PortAventura, Hotel Caribe

Check-in: 3:00 pm

Check-out: 11:00 am



Shuttle Schedules

Express Airport Transfers

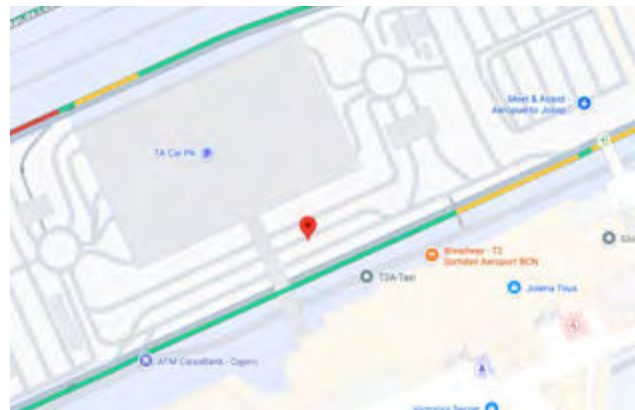


We provide free shuttle services for all registered attendees from Barcelona El Prat Airport (BCN) directly to the official PortAventura hotels and festival venue.

 **Reservations are required for this service.**
For schedule and free tickets, [click here](#).



Terminal 1 (Our hosts wait for you at the Pharmacy)



Terminal 2 ([view in Google Maps](#))

Hotel Shuttle



Free shuttle service throughout the event.

MSP GLOBAL will run a free shuttle bus connecting the hotels to the main venue. You can see the entire shuttle bus schedule by visiting our website.

 See [shuttle times](#).

VIP Shuttles

VIP badge-holders can order a shuttle via the VIP Concierge: +49 155 67 72 05 88. You will also often find these shuttles in front of the Main Entrance, Hotel PortAventura, and Hotel Caribe.

This service is available during these times:

Tuesday:	5:00 pm – 12:00 am
Wednesday:	7:00 am – 8:30 pm (extended until 1:30 am with minibuses)
Thursday:	7:00 am – 12:00 am

Locations in the Conference Area

We hope you're ready to learn and be inspired, because MSP GLOBAL features four main stages that deliver different experiences in different ways. The Acronis Accelerate Arena & Pulse Stage are adjacent to the Exhibition Area, while the Masterclass and Expert Stage allow for more intimate workshops.

Exhibition

(Alexandria 1, 2 & 3)

The Exhibition Area (Alexandria 1, 2 & 3) is on the ground floor of the PortAventura Convention Center, on the left-hand side of the foyer as you walk in from outside. Trust us, you won't miss it...

Foyer

You will find the foyer immediately as you go through the Main Entrance. You'll see the Registration and Information Counter straight ahead, the escalators on your right, and signs pointing to the Exhibition Area on your left.

Acronis Accelerate Arena

(Alexandria 4 & 5)

The Acronis Accelerate Arena is the main stage for our headline speakers, key partners, and flashy presentations. It's located on the ground floor, towards the back right of the Exhibition Area: you will see lots of signs!

Expert Stage

(Harvard)

The Expert Stage offers back-to-back independent insights from the wide spectrum of this industry: it's like graduate school for MSPs. It's located on the second floor of the Convention Center, upstairs from the foyer. Just follow the signs: the Expert Stage is close to the central atrium.

Pulse Stage

(Barcino 2 & 3)

This stage features focused conversations around day-to-day business operations. If you're looking to answer the question, "Yeah, but how exactly does it work?", you'll find the answer here.



Get Social with MSP GLOBAL! Come to Booth P09 and be loud and proud! Use #MSPGLOBAL and tag @mspglobalevent in your social media posts and tag our page on LinkedIn, so we can **amplify you**.

Floorplan



Masterclass Stage

(Cartago 1)

Class is in session on the Masterclass Stage, where you roll up your sleeves and get hands-on with new tools and techniques. This space is on the left-hand side as you go upstairs to the first floor.

VIP Lounge

powered by Blackwall

(Hall A1 & Hallway)

An oasis of calm for VIP badge-holders! The VIP Lounge is on the ground floor of the Convention Center, to the left of the Foyer as you walk in from outside.

Speed Networking

(Lower Terrace)

Meet the right people in very little time! Speed Networking brings you face to face with MSPs, vendors and IT leaders in quick, curated 1:1 conversations. You'll find it on the lower terrace, between the VIP Parking Area and the entrance to the Exhibition Hall. Sessions run on Wednesday and Thursday. Check the agenda and [sign up for free](#) in advance to save your seat, or just show up and try your luck for an empty seat.

Expert-Led Guided Tours

(Registration Desk)

Meet the right partners to meet your specific needs in cybersecurity and email/productivity tools.

[Reserve a spot in advance](#), or hope to get lucky..

1-on-1 Tables

Get up close and personal! The 1-on-1 Tables are now located next to the stairs at the Main Entrance, on the mezzanine levels—small balcony-style areas with huge glass fronts overlooking the greenery.

Meeting Rooms

(Barcino 1 & Cartago 2)

Barcino 1 is on the ground floor, while Cartago 2 is upstairs on the first floor, close to the Masterclass Stage. If you have a meeting in one of these rooms, it will be made clear which one it is, so you're not running all over the place!



Free WiFi will flow throughout the entire exhibition area and presentation areas, as well as during all Networking Events. You'll see the password posted nearly everywhere.

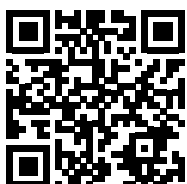
MSP GLOBAL Event App

Enhance your MSP GLOBAL 2026 experience at PortAventura with the official mobile app, built to help you connect with the right people, catch the most relevant sessions, and effortlessly navigate the venue!

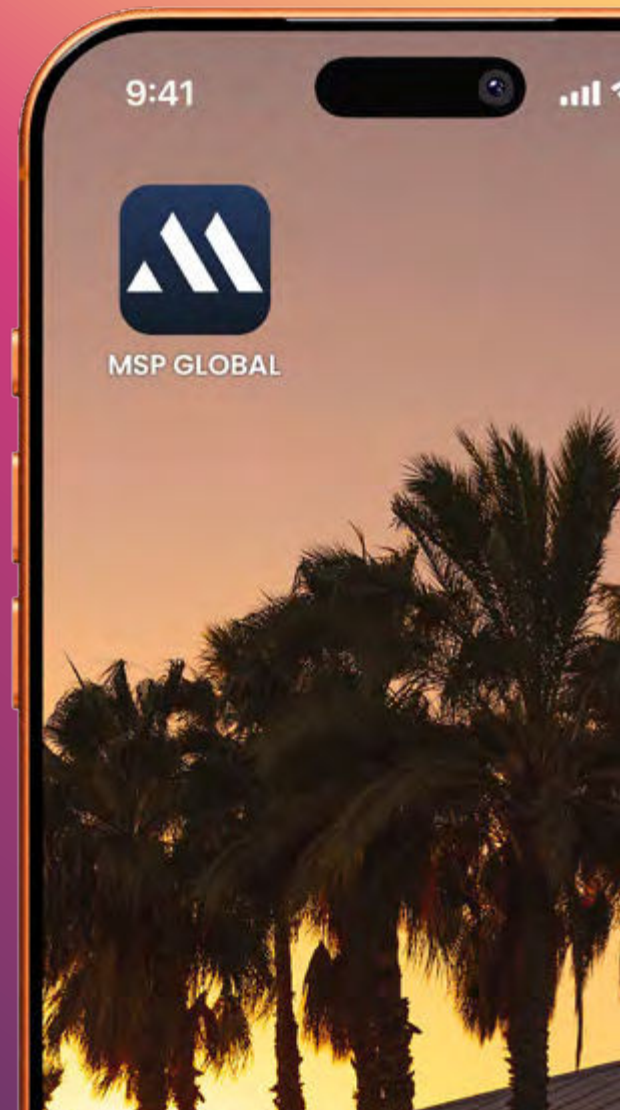
As your personal digital assistant before, during, and even after the event, this app empowers you to:

- Connect with attendees who share your interests
- Navigate PortAventura with detailed floor and site maps
- Book meetings with potential partners via in-app chat
- Access the full event agenda and receive instant updates
- Get instant updates for last-minute surprises
- Engage with other attendees on the Social wall

The app is your perfect assistant throughout the festival!



mspglobal.com/app



Restaurants and Catering

All standard ticket holders can enjoy lunch, coffee breaks, and snacks at no extra cost.

Breakfast

When booking an overnight stay at Hotel PortAventura or Hotel Caribe, breakfast is also included in the price.

Lunch

For all registered attendees, there will be a free daily lunch from **12:30 – 2:00 pm**.

Restaurants for Standard Attendees

Hotel Restaurants

(Your restaurant will be mentioned on your badge.)

Restaurant for Vendor Attendees

Cartago 4, 1. Floor in Convention Center

Restaurant for VIP Attendees

Damascus, 1. Floor in Convention Center



No Badge—No Restaurant

Liquid Refreshments

Water and coffee are available free of charge all day in the exhibition area and in the restaurants during lunch time.

Coffee break:

3:30 pm (45 minutes)

After Dark

ConneXion Party:

BBQ Buffet

The Closing Party:

Appetizers

Dinner Reservations

Only small snacks are served at the parties on **Tuesday** and **Thursday**. Craving a full dinner?



Book a table in advance:

- Tuesday > Hotel PortAventura
- Thursday > Hotel Caribe

(€37/pers incl. VAT)

Accommodation

Hotel PortAventura & Hotel Caribe

Our partner hotels keep you close to the action at MSP GLOBAL. In fact, you cannot get any closer than this! Treat yourself to a seamless networking and business experience at Hotel PortAventura, with all the modern comforts in this one-of-a-kind location.

Step into a tropical oasis at Hotel Caribe and enjoy the tranquility of the largest white sand pools in Europe. This beautiful hotel is surrounded by exotic gardens—experience a unique Caribbean-style getaway right here on the Costa Dorada!

Be sure to reserve your room as soon as you read this if you haven't already. All rates include breakfast and VAT, and incl. 1x time access to Ferrari Land! Please note that hotel bookings are binding and that cancellations are not allowed.



Check out our [Accommodation page](#) for details on each hotel.



Other Important Contacts

Restaurants in the Area

The Roadhouse

Plaza Europa 11, 43840 Salou

☎ +34 977 07 98 51

Café Saula

Hotel PortAventura, Av. de l'Alcalde Pere Molas S/N,
43480 Vila-seca

☎ +34 977 35 85 00

Bodeguita del Medio

(Official MSP GLOBAL Bar)

Within Hotel Caribe

Av. Alcalde Pere Molas,

43480 Vila-seca

Maradona

Carrer de Brussel·les, 6, 43840 Salou

☎ +34 977 91 73 98

Carbònic Restaurant | Steakhouse

Carrer Major, 55, 43840 Salou

☎ +34 977 07 59 61

Taxi Numbers

Salou Official Taxi Service

☎ +34 977 38 50 50

Taxi rank: Parada Font Llumina,sa,

Carrer de Rembrandt Van Rijn, 43840 Salou

Emergency Numbers

General emergency

(fire department, rescue service)

☎ 112

Guardia Civil

Spanish national police: ☎ 062

Salou station: ☎ +34 977 38 10 61

Healthcare

Nearest Hospital

Sant Joan de Reus University Hospital

Av. del Doctor Josep Laporte, 2, 43204 Reus

☎ +34 977 31 03 00

Farmacia Laura Tuset

Av. de Francesc Macià, 11, 43480 Vila-seca

☎ +34 977 39 02 17

Farmacia Jordi Besora Mallafré

Plaza Bonet, 2, 43840 Salou

☎ +34 977 38 03 43

ATM

Euronet

Carrer de Logronyo, 16-20, Salou

Euro Automatic Cash

Av. dels Països Catalans, 43840 Salou

Supermarket

Super Market Mercado Maxi 1 Salou

Carrer Brussel·les, 8, 43840 Salou

Mercadona

Av. Alcalde Pere Molas, 34,

43480 Vila-seca

Event Organizer

✉ info@mspglobal.com



Invite Your Friends for FREE

MSP GLOBAL is all about making new connections, but why not bring along a few friendly faces? Share this document with whoever you want to invite. They can use this code to **get a free ticket**. Then you can arrive at PortAventura as a squad, ready to rock and roll!

Free Code: **HowToMSPG**