



## Call for Sponsorship for a vibrant IBM Power community event

29 September 2023

Dear Stakeholder of the Community, Dear Potential Sponsor,

Join us at our annual flagship event, Benelux Power 2023, for an exceptional sponsorship opportunity in the BeNeLux region as we cultivate and expand the dynamic IBM Power and IBM i community.

### What We Offer:

#### I. 11th BeNeLux Power Expo and Conference:

- Nov 6: Workshops
- Nov 7: Exhibition and Conference with 120+ attendees
- Main Language: English

#### II. Education Themes and Speakers:

- Topics: Emerging Tech, Open Source, AI, App Development, Db2, SQL, System Management
- Experts: Alison Butterill, Scott Forstie, Douglas Gibbs, Pete Massiello, and more

#### III. IBM and Benelux Power Excellence Awards:

- Recognizing outstanding solutions
- Customer and company submissions

#### IV. Participant Engagement:

- Networking opportunities during breaks and lunch
- Paid dinner with participants and partners on Nov 6

#### V. Company Visibility:

- Logo inclusion in event materials
- On invitations, press releases, websites, and more

#### VI. Marketing:

- Save-the-date emails, mail blasts, and social media campaigns
- Engaging decision makers and IT personnel

#### VII. Convenient Venue:

- Vandervalk Hotel Tilburg, Netherlands
- Easily accessible by car from BeNeLux and NW Germany or about one hour 30 minutes from Amsterdam or Brussels Airport.

Join us in fostering a thriving IBM Power community!

[Sponsorship values, levels and advantages \(next page\)](#)



## Sponsorship values, levels and advantages

This is a tabletop exhibition and tables are allocated on first come first served basis. Exhibition space will be open on Tuesday 07 November from 7:30 in the morning for putting roll-up banners behind the tables, welcome coffee starts at 8:30.

N°	Sponsorship value	Sponsorship level				
		Bronze	Silver	Gold	Platinum	Well-wisher
	Sponsorship item					
1	QR-code with contact info on participant badge (use your mobile phone QR-code reader)	Yes	Yes	Yes	Yes	Yes
2	Participant bag with sponsor and BP23 logo					Yes*
3	Number of free booth personnl from company on Expo and conference day Tuesday 07 November	1	2	2	3	3
4	Customers/Prospects invitations at member price	5	7	10	12	15
5	Single or double sided A4 flyer in participant bag	Yes	Yes	Yes	Yes	Yes
6	A rectangular table, 2 chairs, power		Yes	Yes	Yes	Yes
7	Logo on all related mail/web communications		Yes	Yes	Yes	0Yes
8	Table preparation on Tuesday 07/11 from 7:30 am		Yes	Yes	Yes	Yes
9	30 seconds elevator speech in opening speed dating		Yes	Yes	Yes	Yes
10	Sponsor logo /short info on screen in Expo area		Yes	Yes	Yes	Yes
11	Participation in magic word letters		Yes	Yes	Yes	Yes
12	Participation in mandatory stamps for main prize			Yes	Yes	Yes
13	25-minute 'non-education' competing Solution Provider sessions with timings announced in agenda ( <b>only 8, first come first served</b> )			1	1	2
14	Participation in Excellence Award without fees				1	1
15	Monday evening optional networking dinner \$				1	2
16	Hotel room for Monday night in venue hotel				1	2
17	Solution Provider banner near screen in the plenary room				Yes	Yes
	Sponsorship cost (excluding applicable VAT) 1 Euro = almost 1.1 US Dollar (mid-August 2023)	€ 500	€ 1200	€ 2000	€ 3000	€ 5000+

\* Bag option available up to 25 September. \$ Additional seats available at € 90/seat.

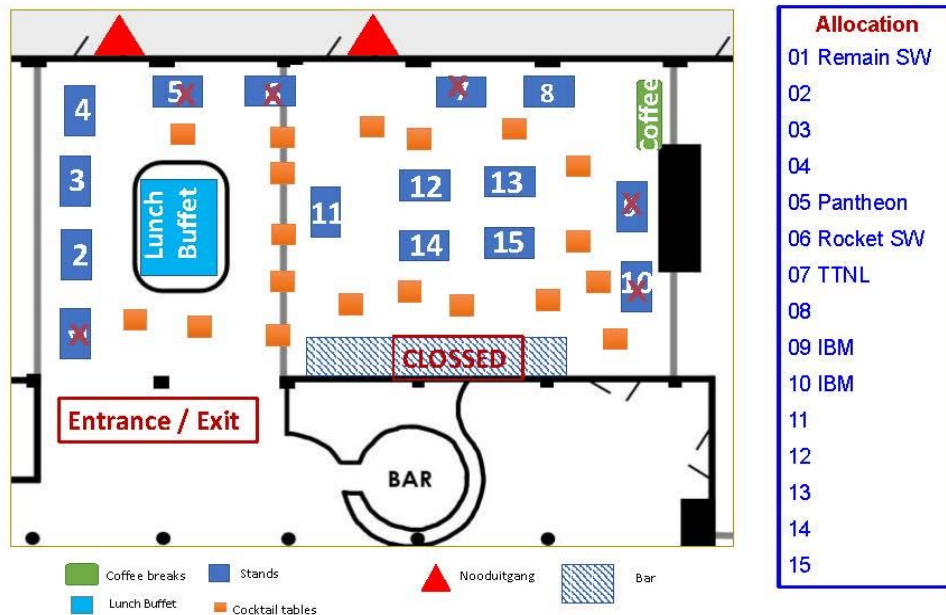
### Additional sponsorship opportunities (strictly first come first served)

N°	Additional sponsorship item	Cost	Status
1	Non-Expo sponsor A4 flyer (provided by the sponsor) in participant bag	€ 150	For all
2	Sponsor logo on participant badge	€ 300	2 - Available
3	Lanyard printed on both sides with sponsor logo (sponsor provided)	€ 300	SOLD
4	Participant bag with Benelux Power and sponsor logo (provided by the sponsor) - <b>if not sold up to 25 September with Well-wisher level</b>	€ 500	1 - Available
5	Main prize - a mini-tablet with sponsor logo (provided by the sponsor), awarded by the sponsor, photo-op with sponsor banner and logo on cake	€ 500	1 - Available

Expo Table Layout on next page



Benelux Power 2023 - Expo Table Layout (drawing not to scale)



**Further info:**

**Expo Tables & Solution Provider Sessions:**

Limited availability, first-come, first-served basis. A repeat sponsor praised the unmatched value of exposure and connections, highlighting the competitive edge gained by being present.

**Media Partners:**

Free reciprocal event visibility. If

**Interested in Sponsorship?**

Confirmed by email and specify preferred table number, sponsorship level, fees, and additional opportunities. Please send high-res PNG/JPG logos that will be promptly appear in our communications. Total amount in Euro to paid by credit-card for full confirmation.

You will receive the invitation for payment through our “Benelux Power 2023 sponsorship (exhibitor) registration” once the level and additional sponsorships are fully decided.

**Join us for:**

Cutting-edge education, networking, and community growth focused on IBM Power Systems, including IBM i, AIX, Linux. Engage in knowledge sharing and reconnect with peers.

Best Regards,  
 Benelux Power Organizing Team  
 COMMON Belgium - COMMON Netherlands - COMMON Luxembourg

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