



Call for Sponsorship for a vibrant IBM Power community event

20 August 2024

Dear Stakeholder of the Community, Dear Potential Sponsor,

Join us 18-19 November at Tilburg, NL, for Benelux Power 2024, for an exceptional sponsorship opportunity. Common Belgium, Common Netherlands and Common Luxembourg hold the 12th edition of their annual flagship event to foster and expand the dynamic IBM Power and IBM i community. We provide cutting-edge education, networking, and community growth moments to engage in knowledge sharing and peers' and experts' reconnect.

What We Offer:

I. 12th BeNeLux Power Conference, Expo and Excellence Awards:

- Monday November 18: Workshops
- Tuesday November 19: Conference, Expo and Excellence Awards with 120+ attendees
- Event Language: English

II. Where:

- van der Valk Hotel, Tilburg, Netherlands
- Easily accessible by car from Belgium, Netherlands, Luxembourg and NW Germany or about one hour 30 minutes from Amsterdam or Brussels Airport.

III. Education Themes and Speakers:

- Topics: AI, App Development, Db2, Open Source, Security, SQL, System Management
- Speakers: IBM Rochester development labs and Industry experts

IV. IBM and Benelux Power Excellence Awards:

- Recognizing outstanding solutions
- Customer and company submissions

V. Participant Engagement:

- Networking opportunities during breaks and lunch
- Paid dinner with some participants, speakers and partners on November 18

VI. Company Visibility:

- Logo inclusion in all event materials, invitations, press releases, websites, and more
- 30 seconds' speed dating during the opening session

VII. Marketing:

- Immediate "Save the Date" email, mail blasts, social media campaigns, websites
- Communications to decision makers and senior IT personnel

Join us in fostering a thriving IBM Power and IBM i/AIX/Linux community!

Sponsorship values, levels and advantages (on next page)



Sponsorship values, levels and advantages

This is a tabletop exhibition and tables' allocation is on first come first served basis. Exhibition space will be open on 19 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 BP24 logo (available till 20 October)					Yes*
3	Number of booth personnel from company on Expo and conference day Tuesday 19 November (additional personnel on non-member price for non-Common Belgium member companies)	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 (180X80 cm) table, 2 chairs, power socket		Yes	Yes	Yes	Yes
7	Logo on all related mail/web communications		Yes	Yes	Yes	0Yes
8	Table preparation on Tuesday 19 Nov 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 (only 8, first come first served)			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 Fees (excluding applicable VAT) 1 Euro = almost 1.08 US Dollar (early July 2024)	€ 500	€ 1200	€ 2000	€ 3000	€ 5000+
	Common Belgium Sponsor Member discounted fees	€ 450	€ 1080	€ 1800	€ 2700	€ 4500+

* Bag option available up to 20th October. \$ 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	1 - Available
4	Participant bag with Benelux Power and sponsor logo (provided by the sponsor) - if not sold up to 20th October with Well-wisher level	€ 500	1 - Available
5	Additional 25 minutes Solution provider session on topic of choice - if available from 19th October	€ 1000	If available
6	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	€ 600	1 - Available



Expo Table Allocations

There are 15 expo tables with an allocation on first-come, first-served basis. Please see the allocated tables at this link and inform the table number while ordering sponsorship. [See allocated tables here.](#)

Further info

Solution Provider Sessions:

There are 8 (eight) Solution Provider slots of 25 minutes each. They appear in the Sched agenda under their education topic. Gold, Platinum and Well-wisher categories receive sessions with their sponsorship. The slots allocation is on first served basis.

Media Partners:

Free reciprocal event visibility.

Interested?

Please fill in the on-line form <https://forms.gle/NDJH9go2GKt5rViU6> and please do not forget to send high-res PNG logos that will be promptly appear in our communications. Sponsorships full confirmation only after reception of full amount of fees.

Best Regards,

Benelux Power Organizing Team

COMMON Belgium - COMMON Netherlands - COMMON Luxembourg

Sponsorship Contacts: Ranga Deshpande: ranga@common.be Philippe Vanden Bussche: philippe@common.be