



Partner info

The ultimate Dutch Power BI Community Event You want to be there!

The Power BI User Day The Netherlands is a fast-growing event for Power BI users and specialists and for anyone who wants to learn about the great possibilities that Power BI has to offer. After the first edition late 2016 with 250 attendees, the next edition in 2018 was sold out with almost 450 visitors. For the third Power BI User day in 2019, the capacity is increased and we expect 650 Power BI fans.

The Power BI User Day is being organized by the Power BI User Group Foundation, a non-profit community organization, and will take place at a spectacular venue: Supernova/Mediaplaza in the Jaarbeurs in Utrecht. Centrally located in The Netherlands and perfectly reachable by public transport and car. More info: <https://www.jaarbeurs.nl/supernova>.

The day will be filled with technical sessions, real-life cases and new developments in the Power BI platform. We have experienced and knowledgeable speakers from the Netherlands and abroad. Many sessions will be in Dutch, but we will make sure that at least one English-spoken session will be available in each time slot. After the keynote session, there will be 4 parallel tracks. Between the sessions there are several breaks, a lunch, and drinks at the end of the day. That means sufficient time and opportunities to get in contact with your target audience.

Target groups

The Power BI platform is developing at an amazing pace, and with it the target groups and the subjects related to it are getting broader. Also, the Power BI User Day attracts a broad range of attendees:

- ✓ IT and BI professionals
- ✓ Finance and other business professionals
- ✓ End users and managers from organizations that consider using Power BI.

In 2019, we put extra effort in attracting more finance professionals to the event.

Is your company offering services or products that are relevant to Power BI users? Or are you looking to recruit Power BI specialists? Then become a partner of the Power BI User Day The Netherlands 2019 and connect with hundreds of Power BI enthusiasts.

Partner packages

We've put together partner packages that enable you to reach your target groups in the best way. The details are listed on the next page. The packages are called Silver, Gold and Platinum. New for this year is the accessible Community Partnership. With this package, you support the Power BI User Day and the User Group activities. Community Partner logos are shown on the website and other communication about the Power BI User Day event.

But maybe you have some ideas yourself on how you want to promote your company. Then please feel free to contact us. We are open to any wishes or suggestions you might have.

Information meeting

On Thursday, October 18 at 10:00 AM, there will be an information meeting at the Jaarbeurs. You can check out the Supernova/Mediaplaza venue for yourself and we can discuss the possibilities for a booth and other exhibition or event details. Please let us know if you want to attend.

Partner packages	Community € 500	Silver € 2.000	Gold € 4.000	Platinum € 7.500
Maximum number of partners		12	6	4
Number of entry tickets ¹	2	4	8	12
Number of booth staff ²		2	3	4
Booth ³		3x4 m	4x6 m	6x6 m
Logo ⁴	√	√	√	√
Goodie bag ⁵			√	√
Raffle ⁶			√	√
Video ⁷				√
VIP lounge ⁸				√
Exclusive partner mailing ⁹				√
Room named ¹⁰				√
Session ¹¹				√

Amounts are excluding 21% VAT

1. You receive entry tickets to be used by employees or by relations that you want to invite.
2. In addition to the entry tickets you'll get tickets for the booth staff. It is not permitted to exceed the number of staff at the booth.
3. The booth size for Silver partners is 3 x 4 meters, for Gold partners 4 x 6 meters and for Platinum partners 6 x 6 meters. Platinum partner booths will have a prominent place in the community area.
4. Your logo will be shown on the website of the Power BI User Day and on the opening slides of all sessions.
5. Gold and Platinum partners can contribute an item for the goodie bag that will be given to all attendees. Platinum partners have their logo printed on the goodie bag.
6. Gold and Platinum partners can hold a raffle or competition as an additional activity at the booth, and for those, at the end of the day, we will facilitate a central prize draw. Silver partners can also do a raffle or competition but will not be facilitated in the central prize draw.
7. Platinum partners can submit a video clip of 60 seconds maximum, that will be shown around the keynote in the keynote hall. A great opportunity to show your message to all attendees of the Power BI User Day.
8. Exclusively for Platinum partners and their relations a VIP lounge will be available. Throughout the day, you can use this area to have a quiet moment with your business relations. In the VIP lounge a special lunch will be served. The VIP lounge is only accessible to visitors with a special ticket, as mentioned in point 1.
9. Platinum partners are entitled to one mailing to all the Power BI User Day visitors, before or after the event. This mailing will be sent out by the Power BI User Day organization, as we are not allowed to disclose all the contact information to our partners.
10. Each of the break-out rooms will be named after one of the Platinum partners and will be listed as such in the program schedule.
11. We offer Platinum partners the option to fill in one session slot in the schedule. The session subject and content will be discussed with the organization. It is also possible that speakers from other partners submit session proposals; these will be subject to the normal session selection process.

In addition to these options there are several possibilities to help you set up your booth. You may also have additional requests, ideas, or requirements. Please contact one of the organizers.

Impression of the previous edition, March 24th, 2018

On our website you can check out the Power BI User Day 2018 video: [PBIG User Day 2018](#)



We expect that the Power BI User Day will be a great opportunity to present your company to and get in touch with a wide Power BI audience. We hope that you want to become a partner of the Power BI User Day The Netherlands 2019. Together, we can realize a spectacular and inspiring knowledge event.

On behalf of the Power BI User Group The Netherlands,

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The Dutch Power BI User Group is a proud member of the worldwide Power BI User Group community.