

PBIG

POWER BI GEBRUIKERSGROEP

Partner information *Reach your audience effectively*

This is your opportunity to become a partner of the Power BI Community Days and connect with thousands of Power BI enthusiasts.

Mark your calendar: December 6th - Partner Information Day

Version: 2.5
Date: 16 october 2024



POWER BI COMMUNITY DAYS 2025

Partner Information 6, 7 and 8 march

Does your company offer services or products relevant to Power BI Communitys? Or are you looking for Power BI specialists?

This is your opportunity to become a partner of the Power BI Community Days and connect with thousands of Power BI enthusiasts.

The **Power BI Community Days** is a rapidly growing event for users, specialists and enthusiasts of the increasingly popular Power BI. After the first edition in late 2016 with over 200 attendees, the most recent edition in 2024 sold over 1300 tickets.



The Power BI User Days is the largest Power BI User Group event in the world, featuring a three-day program with 1300 tickets available.



The Power BI Community Day will take place at a spectacular location: Supernova/Mediaplaza in the Jaarbeurs in Utrecht. Centrally located in the Netherlands and easily accessible by public transportation, just a 30 minute train ride from Schiphol Airport.

The event will take 3 days.

On **Thursday 6th of March** we are organizing pre-conference training days.

Friday 7th of March is the day for deep-dive sessions by renowned speakers.

Saturday 8th of March 2024 is the highlight and will feature a program of technical sessions, practical cases and new developments around Power BI presented by international and Dutch expert speakers. After the keynote there are seven parallel tracks.

On Friday and Saturday there is plenty of space for booths from our partners. There are ample breaks between sessions and there will be a delicious lunch, allowing you plenty of opportunities to connect with the audience.

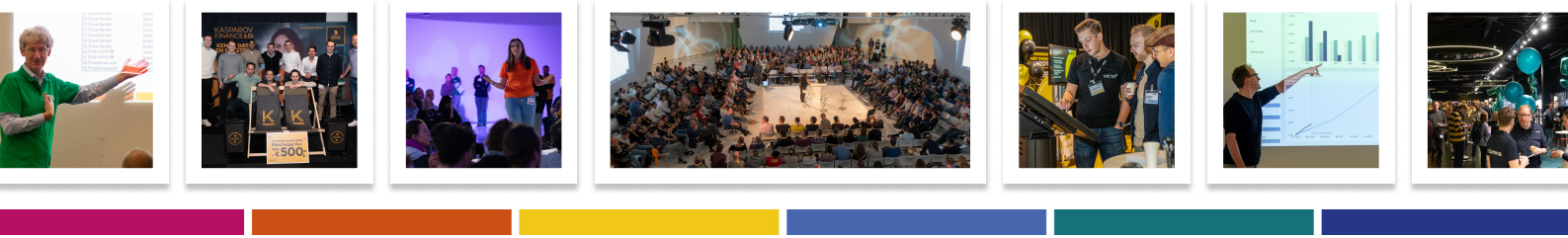
Target Audiences

The Power BI ecosystem is evolving rapidly and as a result the target audiences and topics are becoming more diverse. The Power BI Community Day attracts various target audiences such as:

- ➔ *IT and BI Professionals*
- ➔ *Financial Professionals*
- ➔ *End Users of Power BI*
- ➔ *Decision Makers*



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PARTNER PACKAGES 2025

Reach your audience effectively

We have put together partner packages that allow you to reach your audience effectively. Details can be found on the next page.

The packages include Platinum, Gold, Silver, Bronze, and the friendly priced Community partnership.

You may also have special ideas on how you want to showcase your company or how we can improve our event.

In the table on the next page, you will find the contents of the various packages (all amounts are excluding 21% VAT). Do you have other requests? We are happy to explore custom modifications to a package!



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PARTNER PACKAGES 2025

Reach your audience effectively

Description	Community €300	Bronze €3.050	Silver €4.250	Gold €6.500	Platinum €8.250
All-access pass				1	2
Preferred booth location ⁸				♥	♥
Room name (Fri/Sat) ⁹					♥
# Friday tickets			2	3	4
# Saturday tickets	2	2	6	8	10
# Booth staff members		2	3	4	4
Booth space on Friday & Saturday		3m1	4m1	4m1	5m1
Parking Friday & Saturday		♥	♥	♥	♥
Logo on ALL badges ¹⁰					♥
Logo on event banners					♥
Logo on pbig.nl homepage ¹				♥	♥
Logo on pbig.nl partner page	♥	♥	♥	♥	♥
Partner video before and after keynote ³				30 sec.	30 sec.
Video and/or pitch during keynote				♥	♥
Central price draw ⁴					♥
Reserved front row seats for keynote ⁵					♥
Exclusive partner mailing ⁶					♥
Logo on dig. banners and booklet ²				♥	♥
Session on Saturday ⁷		♥	♥	♥	♥
Carpet tiles, power outlet, and Wi-Fi					
Max. numbers of partners	Unlimited	Space-dep	Space-dep	6	4



PARTNER PACKAGES EXPLANATION

Reach your audience effectively

1. Your company's logo will be featured on the homepage! on pbig.nl
2. Company logo on the opening slides of all sessions. Your company can associate its name with the event in your own communications.
3. Gold partners' videos will be shown before and after the keynote. Platinum partners may present a video or pitch during the keynote.
4. Gold and Platinum partners will have a price draw facilitated. Silver and bronze partners may organize a prize or lottery at their booth, but no central price draw will be facilitated.
5. Before the keynote, your company will be highlighted to participants. The front row seats will give extra visibility to your representatives.
6. The mailing to Power BI Community Day attendees can be sent before or after the event. This mailing is sent by PBIG, and attendee contact information is never shared to partners.
7. The content of the session must be shared with the organization in advance.
8. Preferred booth location. First choice for platinum partners and second choice for gold partners. Choice can be made until mid of January. After that, we will assign positions
9. The room name will be featured both in the program booklet and displayed above the entrances to the main halls.
10. All visitors are wearing a badge with a lanyard. The logos of the platinum partner are printed on the badge, ensuring maximum exposure.



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As a partner of the Power BI Community Day, you have an unique opportunity to present your company to a highly relevant audience. We really hope that you become a partner of the Power BI Community Day 2025. Only with your support, we can make this spectacular and inspiring knowledge event available for the community.



*The Power BI Community Day is a non-profit foundation.
All proceeds are for the community.*