

Sponsorship brochure





Vienna, Prague and now Antwerp!

Many thanks for your interest in sponsoring PSConf.EU 2024!

PSConf.EU Description

The PowerShell Conference Europe is a community-driven event established back in 2016, and Europe's largest PowerShell conference.

It is a gathering of 300 automation experts with roles in DevOps, Cloud, Data and system architecture, coming from 35 countries, immersed in deep technical content over 4 days, and delivered by 35 world-class speakers.

The speakers are composed of Microsoft's Product teams, thought leaders from the Community, experienced practitioners with real-world experience.

The annual event is an opportunity for EMEA IT Professionals and developers to connect, learn and share on PowerShell and automation topics, bringing home new insights.

Despite COVID, we have delivered a safe in-person event in Vienna in 2022 with almost 300 participants. In 2023, we successfully repeated the event, this time in Prague, Czech Republic.

We are delighted to offer you the opportunity to become a sponsor of the 2024 edition of PowerShell Conference Europe, happening in Antwerp, Belgium, the 24th-27th of June 2024. We have compiled the following packages as shown in this document.



Since 2021, PSConfEU is organised by SynEdgy Limited, registered in England and Wales, and a team of Community volunteers.

PSConf.EU Key Figures



Participation figures are estimates and cannot be taken for granted.

Meet (Y)our Community !

Demographic

Potential total attendees : 320



35

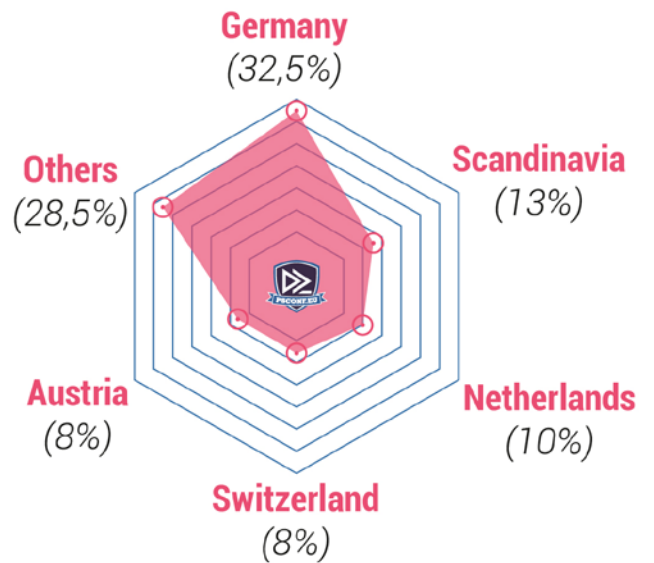
World class speakers

285

Available seats

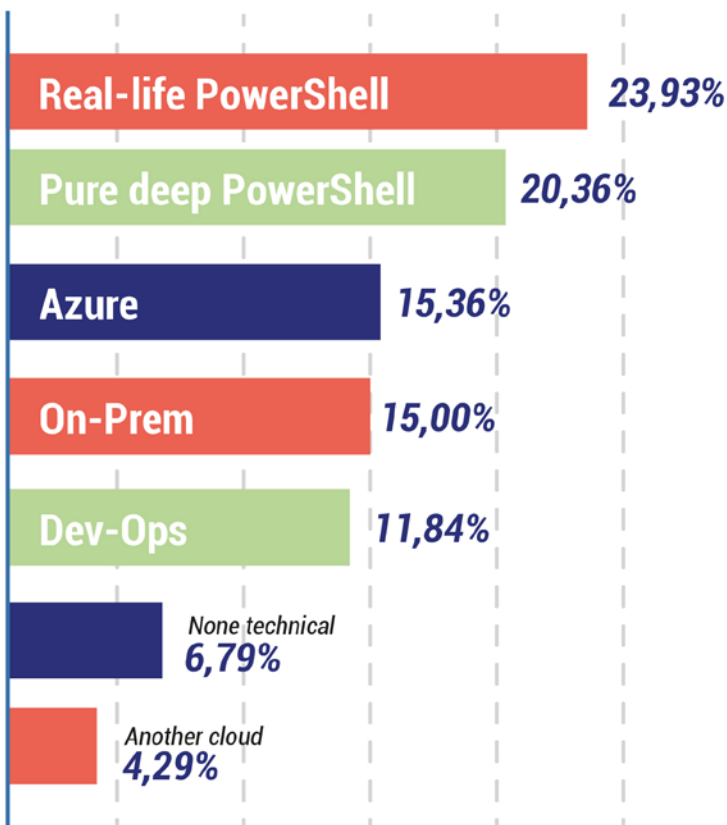
Coming From

based on PSConfEU 2022 and 2023 attendees



Topics of Interests

based on the PSConfEU 2023 survey



Speakers

35+ speakers

75+ to run sessions

60+ totalising hours sessions

Participation figures are estimates and cannot be taken for granted.

Sponsoring Opportunities

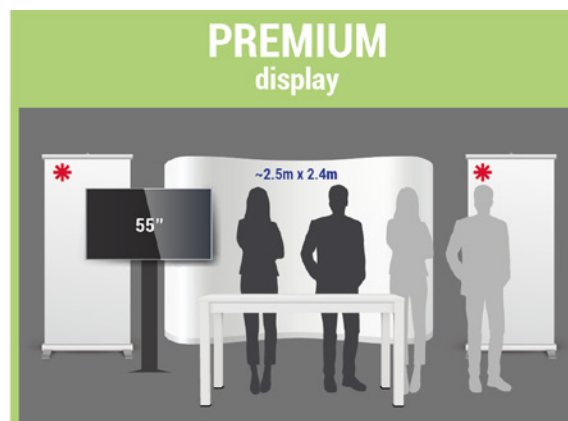
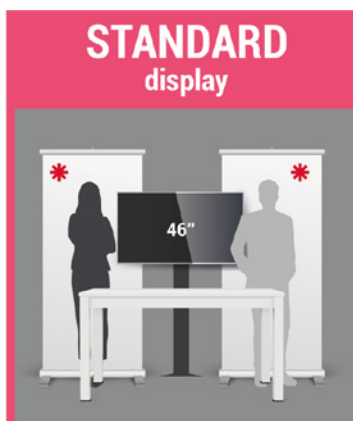
PSconfEU is a community-focused event that tries to provide great technical content covering a wide range of technologies useful to PowerShell practitioners. We hope the sessions allow the attendees to start discussions with speakers and fellow attendees, and carry on those discussions in the Foyer area and during the social event, as well as provide an hallway track as good as the sessions.

	Consultant	Standard	Premium	PARTNER
Number of packages available	●●●●●	●●●●●	●●●	●
Cost (excluding VAT, non-refundable)	GBP 1 250	GBP 3 000	GBP 6 500	GBP 14 000
ACCOMODATION				
Complimentary exhibitor tickets <i>(no access to sessions)</i>	1	1	2	4
Additional exhibitor ticket (per ticket) <i>(no access to sessions)</i>		GBP 600 <i>(1 available)</i>	GBP 500 <i>(2 available)</i>	GBP 425 <i>(4 available)</i>
Sponsor access Upgrade (per ticket) <i>Gives full conference access including the Speakers' dinner</i>	GBP 850	GBP 600	GBP 500	GBP 425
Golden Ticket Voucher <i>Free ticket + Invitation to Speakers' Dinner (transferable)</i>				✓
BRANDING				
Logo in Promotionnal Video <i>'After Movie' intro</i>			✓	✓
Logo in each Session's Recording Intro			✓	✓
Logo in each Session's Recording Outro		✓	✓	✓
Logo on the sponsor of each session's slide deck <i>(visible for each sessions and on their recording)</i>		✓	✓	✓
Logo in Social Media & Signage	✓ Good	✓ Better	✓ Best	✓ Partner
Logo on Website	✓	✓	✓	✓
Logo on Lanyard				✓
Logo on Badge		✓	✓	✓
SESSIONS				
45 min Break-out Session <i>in a breakout room</i>			✓ x1	✓ x2
15min intro session during a break <i>on the Open Stage (open area)</i>		✓ x1	✓ x2	✓ x4

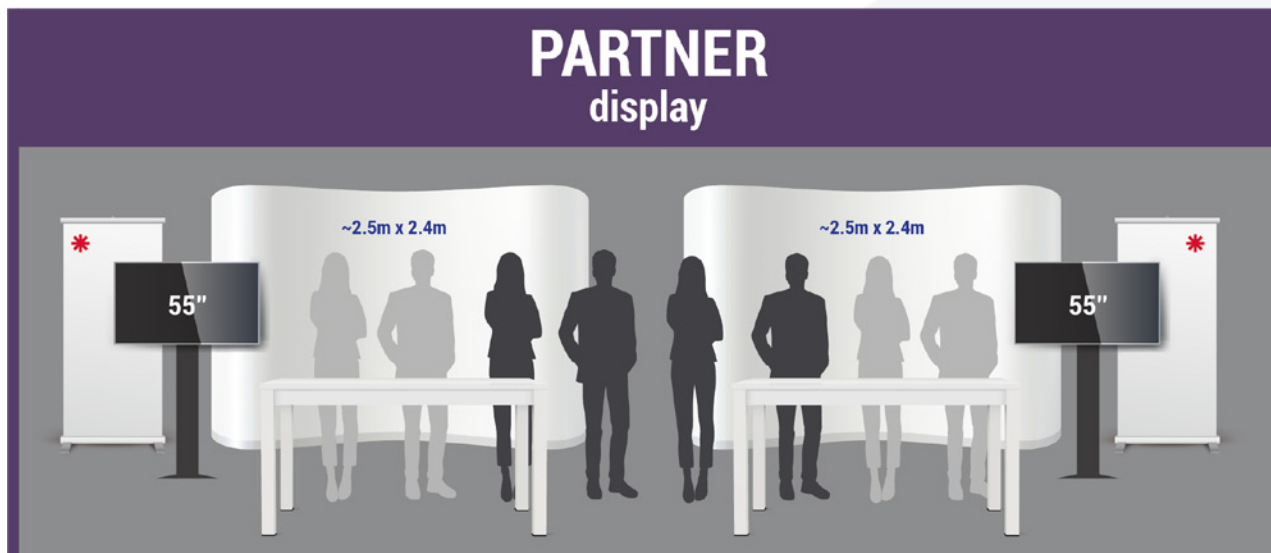
The number of packages sold for a given category may change without notice.

	Consultant	Standard	Premium	PARTNER
ON SITE				
'Booth' space & display	<input checked="" type="checkbox"/> 1x cocktail Table Bring your own Pop-up display (1m wide max)	<input checked="" type="checkbox"/> 1x Table (140x60cm) Bring your own Pop-up display (2x 1m wide max)	<input checked="" type="checkbox"/> 1x Table (140x60cm) 1x Exhibition display included Bring your 2 own Pop-ups display (2x 1m wide max)	<input checked="" type="checkbox"/> 2x Tables (140x60cm) 2x Exhibition display included Bring your 2 own Pop-ups display (2x 1m wide max)
TV size provided on your stand		46" incl. stand	55" incl. stand	2x 55" incl. stand
Power strip		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OPPORTUNITY				
NEW Lend your name to the games room <i>1st to come, 1st served.</i> Decorate the games room with your logo. Possibility to organise a tournament.		GBP 1200	GBP 1000	GBP 700
NEW Rounded tables in the plenary/lunch room Bring your own branded rounded tablecloth to set up on tables in the main room where plenary sessions and lunches will take place.		GBP 500 (1 max)	GBP 400 (2 max)	GBP 200 (5 max)

Sponsor Stands



*Pop ups you can bring yourselves. Max dimensions: 1m wide x 2.1m



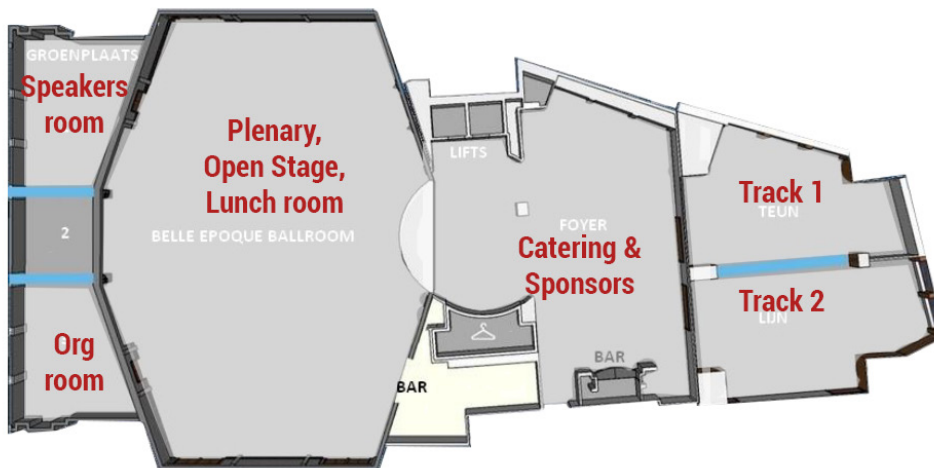
Package Descriptions

We've designed those packages to give you the option to pick the right one for you.

Most packages come with a number of exhibitor tickets that include the lunch, access to the public space but not to the sessions.

You can upgrade those tickets to give full access to the conference, including the Speakers' dinner, but **this will make the ticket nominative for the full conference.**

Conference Floor Map



3rd floor



2nd floor

This plan is not final and the organisation is subject to change.

PARTNER Package

The unique PARTNER package will be shown as the most privileged partner of PSConfEU 2024. During the event we will often associate the PARTNER's logo with the PSConfEU logo, and we will make it more visible, including on the Open Stage of the main room of the event, welcoming the plenary sessions in the Belle Epoque Ballroom.



Belle Epoque Ballroom

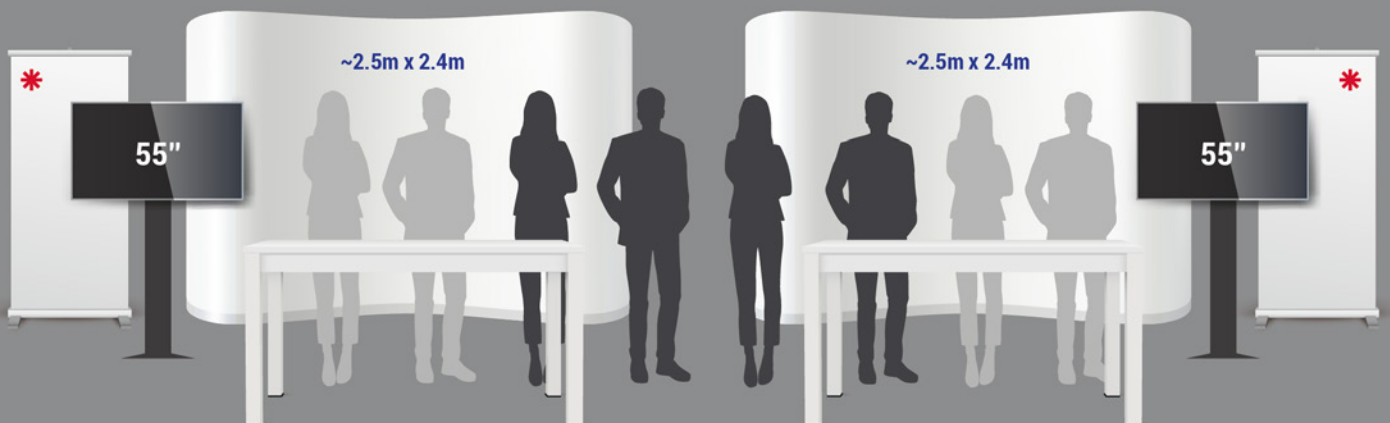
The PARTNER's booth will be the largest, in what we think is the best location, and with 2 large backgrounds that we will print and install for you, based on the graphics you will provide.

The PARTNER will also be given a Golden Ticket voucher, that can be given to anyone, and will give access to the speakers event for the ticket holders.

The PARTNER will be allowed to use 2 sessions of 45 minutes each, and we will arrange the details with you.

To make sure you can introduce yourself and your sessions, you will also have 4 x 15min sessions on the Open Stage.

PARTNER display

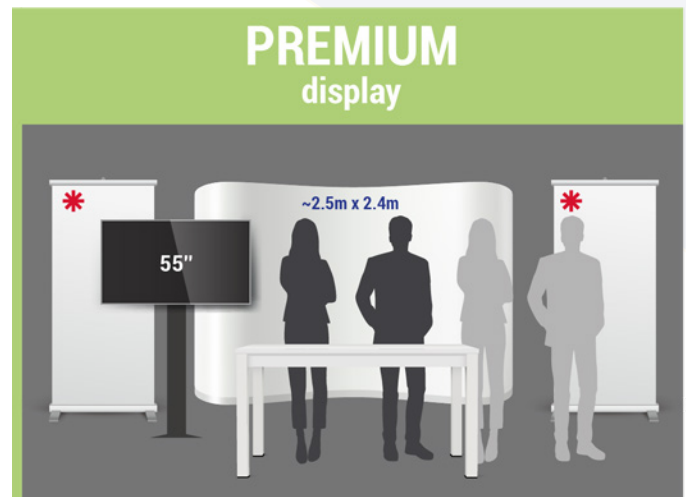


Premium Packages

The Premium packages provide a great visibility, and have their booths in a great location with 1 large background each and one table with chairs. We will have the background printed and set up from the graphics you will provide.

The logos of the Premium sponsors will be visible on the website, in the intro and outro of each session recording that will be posted on YouTube after the conference, and in the promotional «after movie» we will do for 2024, used for marketing subsequent events.

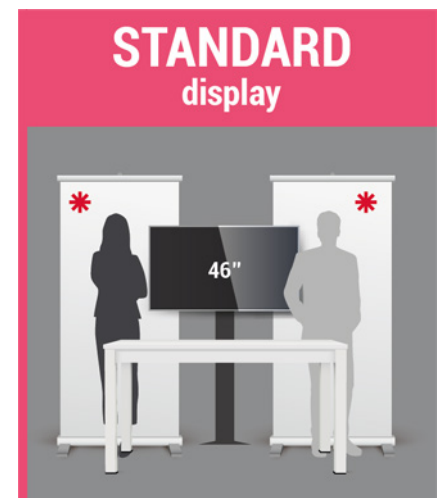
The premium package also gives one 45min session to demo your product or do a workshop, and two 15min presentation on the Open Stage which is an open presentation space in the middle of the Belle Epoque Ballroom area.



Standard Packages

The Standard Packages are great to have a presence and engage with the community, and cutting costs by bringing your own pop-up displays. We ask that you limit to two displays of up to 1 meters wide each. Printed walls from previous editions cannot be reused with this package.

You will also be given 15 minutes during a break to address the attendees on the Open Stage which is an open presentation space in the middle of the Foyer area and present your product and company.



Consultant Packages

The consultant package is a great way to have a business presence at the conference, and engage with the community.

You'll be provided with a cocktail table (standing), and you can bring one pop-up display of 1m wide maximum.

The package does not include entry to the conference, so you can add your full access ticket for 850 GBP, instead of the standard ticket price of 1300 GBP.



* Pop ups you must bring yourselves. Max dimensions: 1m wide x 2.1m

Golden Ticket Voucher



The PARTNER package will give you 1 conference voucher code to be redeemed for free entry to the conference and an invitation to the Speakers' Dinner.

You can either use it for one of your employees, or gift it to anyone at your discretion such as a prize for a raffle.

To give you an idea of the value, the tickets price will be 1,499 Euros.

15min Intro Sessions

The 15 minutes intro sessions are there for you to introduce your company, product and the session(s) or workshop that you will run in the break-out room.

The 15min session will be during a break to ensure attendees have a chance to join and listen.

You will do this introduction on the Open Stage in the Ballroom Belle Epoque, which is the main presentation space in the venue. You are welcome to bring your roll up display (1m width max) while you do this introduction.

Exhibitor Tickets

As our participants are highly technical, we prefer when you send technical people that truly engage with the community and can also benefit from the technical sessions, but we understand that there are other roles at play in a successful marketing engagement.

For this reason we include some Exhibitor tickets, and offer discounted options to upgrade to Conference tickets.

Exhibitor ticket holders are not allowed to attend the sessions, but it gives entry to the social event for its ticket holder. This ticket is nominative throughout the day, but you can have a different person each day as long as they are registered for that ticket in advance.

Upgrading Exhibitor Tickets

Optionally, you can upgrade the Exhibitor tickets to full access for a fee depending on your sponsorship package. That upgrade makes the ticket nominative throughout the conference. The ticket holder will also be invited to the Speakers' dinner.

Those tickets are nominative, reserved to your employees, and give access to the full conference, including the social event and speakers' dinner.

Those tickets are non-transferable, assigned for the full length of the conference, and can't be re-assigned from one day to another.

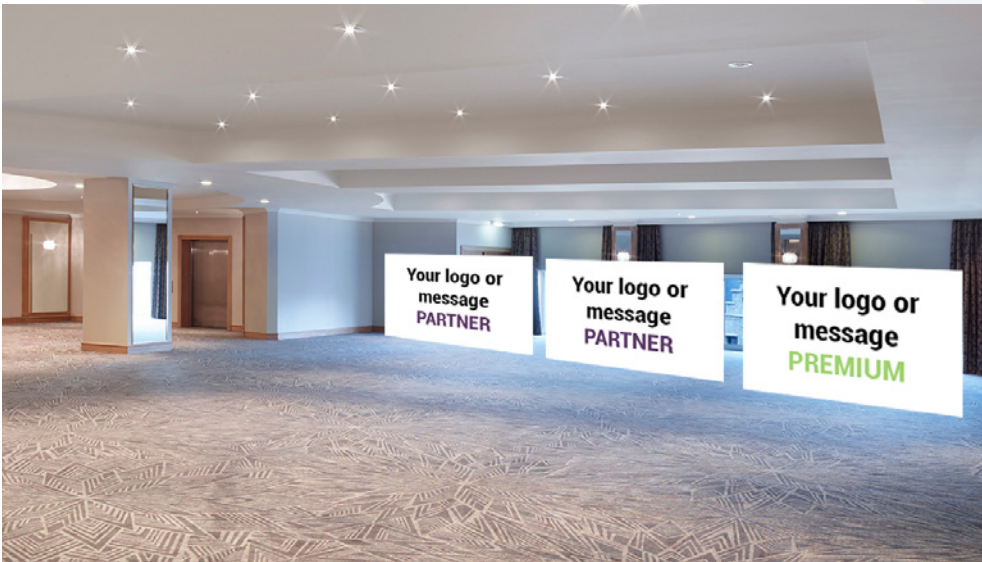
Games room Naming

We are thrilled to offer a unique naming opportunity for the event's game room, where your brand can take center stage.

By choosing to have the game room bear your company's name and prominently feature your logo, you can enhance your brand visibility and create a lasting impression among event attendees.

This prime sponsorship opportunity not only provides exposure but also demonstrates your commitment to a memorable and engaging experience for all participants.

Sponsor's Marketing Visibility Samples



This is an example of an installation and should not be considered as a definitive installation.

PARTNER stand (2 exhibition displays) and Premium stands (1 exhibition display) in Foyer area



PARTNER lanyard for every attendees

Any question ?

before joining us to
Powershell Conference Europe 2024!

Contact

contact@synedgy.com

<https://synedgy.com>



event hosted by

