



Sponsorship Prospectus

24-26 April 2018

The Convention Centre Dublin

Dublin, Ireland

Céad Míle Fáilte
One Hundred Thousand Welcomes



Dynamic Communities,

the world's largest community of Microsoft Dynamics users and the parent company of User Group for Dynamics 365 & AX (D365UG/AXUG), User Group for Dynamics 365 & CRM (D365UG/CRMUG), the Dynamics SL User Group (DSLUG), Dynamics GP User Group (GPUG), Dynamics NAV User Group (NAVUG), and the Power BI User Group.

With over 38,000 members, **The Power BI User Group** (PUG) has established itself as the go-to for Data Professionals and Business Analysts who are eager to collaborate and deepen their expertise in Microsoft business intelligence tools.

PUG is proud to host the inaugural Data & BI Summit, the only conference in Europe dedicated to joining Business Analysts, Data Professionals & Power BI Users for knowledge exchange, community led education, and enriched networking opportunities.

As an industry expert offering support for the Microsoft Business Intelligence tools, we invite you to sponsor Data & BI Summit for an opportunity to:

- Build New Business
- Engage with Peers and End-users
- Share Solutions
- Demonstrate Expertise
- Increase Brand Awareness



Network. Engage. Connect.



www.DynamicCommunities.com



www.pbusergroup.com



Data & BI Summit Sponsor

€ 8,500

Availability: 8

Pre-Event Marketing

WEBSITE

- Logo with hyperlink on conference website
- 75- word profile on conference website

MARKETING KIT

- Data & BI Summit Sponsor branding materials for use on Company website, email signatures and social media platforms
- Data & BI Summit messaging guidance and content to post such as blogs and customizable emails

Conference Access

TWO (2) FULL REGISTRATION PASSES

- Additional registration available at early bird rate

Exhibition

TURNKEY STAND (BASIC GRAPHICS PACKAGE)

- 3m x 2m shell-scheme stand
- Company name and stand number on front fascia
- Option of either a lockable counter or (1) high-boy table and (2) stools
- (2) spotlights
- Daily stand cleaning

ELECTRICITY AND INTERNET

- 13 AMP [1 kw] twin power socket
- Wi-Fi available throughout expo hall

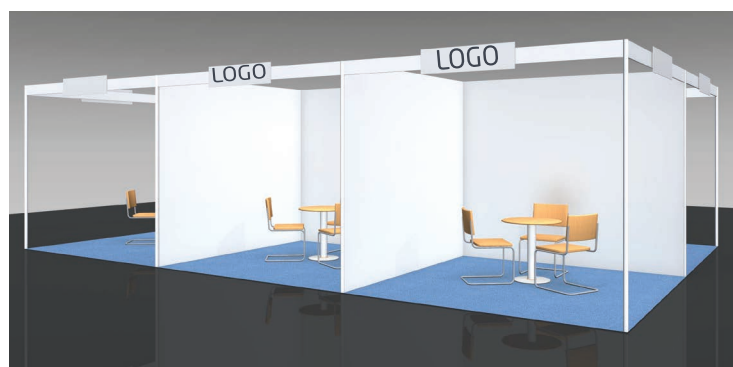
On-Site Exposure

GRATITUDE AND RECOGNITION

- Recognition during opening general session
- Digital signage

MOBILE APP

- Logo, company description and URL on Data & BI Summit mobile app
- Links to social media sites
- Location of Stand on expo map



BASIC GRAPHICS PACKAGE



UPGRADE OPTION: PREMIUM GRAPHICS PACKAGE

Stand Upgrades

Upon confirmation of sponsorship, stand upgrades such as graphics, furniture and hard-wired internet access will be available for sponsors to order. Sponsors will work directly with vendors to secure selections.

Sponsorship Expansion Opportunities

Presentation Track € 2,000

Receive a 60-minute breakout session to present your organization's product or solution. **A total of five presentation tracks** are available for Data & BI Summit sponsors and reserved on a first come, first serve basis.

All sessions will be scheduled by the content committee. Limit of one presentation track total per sponsor.



Summit EMEA Sponsorship add-on € 2, 000

Increase your organization's visibility and exposure through the Summit EMEA Sponsorship add-on package. With the Summit EMEA Sponsorship add-on package, your organization will be recognized as a Summit EMEA sponsor through all Pre- Event Marketing and On-Site Exposure benefits included at the Summit EMEA Silver sponsorship level.

On-Site Marketing Opportunities



Beverage Station
2 available
€ 6,500



Perimeter Glass Wrap
3 available
€ 4,000



Charging Station
3 available
€ 5,000



Column Wrap
4 available
€ 2,500



Water Bottle
1 available
€ 3,000



Lanyard
1 available
€ 3,000



Note Pad
1 available
€ 3,000



Pen
1 available
€1,000

SECURING YOUR SPONSORSHIP

How to Reserve your Sponsorship

Sponsorship sales will open 11 December 2017. Sponsorships are secured on a first come, first served basis by emailing your request to our sponsorship team at sponsorship@dynamiccommunities.com.

Please connect with our sponsorship team prior to 11 December 2017 if you have questions.

Stand Selection in Exhibition Hall

Stand selection exhibition hall is scheduled to begin late January 2018. Your place in the selection queue is based on the order in which signed contract and payment are received. If you have any questions about your confirmed sponsorship, please contact fulfillment@dynamiccommunities.com.

PUG Partner Sponsorship Discount

Current PUG Partner Sponsors are eligible for a € 500 savings on their Data & BI Summit Sponsorship. To learn more about PUG Partner Sponsorship details and benefits, please visit pbusergroup.com/partners/sponsorship.

Exclusive First Time PUG Partner Sponsorship Offer

If you're new to the user-group community and have not had an opportunity to experience and explore all the benefits a PUG partner sponsorship offers, we are thrilled to have you join us! With your sponsorship investment, a one- year PUG Partner Sponsorship will be included with your sponsorship as our way of saying, *"Welcome to the Community!"*

CONTACT US

Nancy Anello, Sponsorship Account Director

If you have questions about our sponsorship opportunities or are ready to secure a sponsorship, please contact Nancy at sponsorship@dynamiccommunities.com.

Darrell Monk, Director Community Development EMEA

Darrell Monk is responsible for community development across all User Groups in EMEA. He works with partners and Microsoft to increase awareness of the User Groups and our conferences, as well as supporting the community in organizing new chapters. Darrell can be contacted at darrell.monk@dynamiccommunities.com.

Rose Spitzer, PUG General Manager

Rose Spitzer is the General Manager of the Power BI User Group (PUG). She coordinates educational programmes and meetings for the PUG community, and leads strategic planning initiatives. Rose can be reached via email at rose.spitzer@pbusergroup.com.