



CollabDays Belgium 2023 - 21 October 2023
Brussels, Belgium

Sponsor Guide

organised by:

BIVVUG

INTRODUCTION

Dear sponsor

18 years ago, our BIWUG user group was founded. Throughout all those years, delivering quality content and networking opportunities to our members have always been our main objectives.

One way we deliver on that promise is to host our regular evening meetings where attendees can stay up to date on the latest developments in our space, share knowledge and maybe even get on the stage themselves and become a public speaker. But of course, the main event of the year is CollabDays Belgium, our highly successful and free, one-day conference.

SAVE THE DATE: Saturday 21st October 2023 at BluePoint in Brussels

The recipe is tried and true: more than 30 high-quality sessions by speakers from all over the world and a fun and relaxed atmosphere to meet and mingle with other attendees, sponsors and speakers. Our content focus is still the broad Microsoft 365 platform - with some Power Platform and Azure sprinkled on top.

We have always been recognized by attendees, speakers and sponsors in our industry to be one of the best free community-driven events in the world. But free conferences like these still cost a lot of money. As a non-profit organization, our user group depends on your financial support to make CollabDays into the renowned event that it is. Speakers, staff and organisation are present at their own expense and do not get compensated.

Welcome to our CollabDays Belgium 2023 Call for Sponsors!

We are therefore delighted to have you on board as a potential sponsor. We always attract more than 350 attendees with various backgrounds and responsibilities, so we feel confident that supporting CollabDays Belgium will strengthen your position in the market as an ISV or consultancy. This document details the different sponsoring plans we have on offer and how they could benefit your business.

The BIWUG board would again like to thank you for your interest in becoming a sponsor of CollabDays Belgium. Should you have any questions, please do not hesitate to contact us.

Best regards



Thomas Vochten
on behalf of BIWUG

COLLABDAYS BELGIUM IN A NUTSHELL

Date	21 October 2023
Venue	BluePoint Brussels
Sponsorship contact	Jim Ongena jim.ongena@biwug.be +32 484 98 28 03
Expected attendees	350
Price	Free for attendees
Typical audience profile	Information workers User adoption & change specialists Power users Makers IT Professionals Developers
Technical focus	Microsoft 365 Microsoft Power Platform Microsoft Azure
Number of sessions	36 sessions across 6 simultaneous tracks

VENUE

BluePoint Brussels
Bd A. Reyers Ln 80
1030 Brussels
Belgium

-  [Website](#)
-  [Google Maps](#)
-  [Access Plan \(PDF\)](#)

BluePoint is near the city centre of Brussels (next to the national radio & television broadcasting facilities) and is easily accessible by car or public transportation. Brussels Airport is only a ten-minute drive away.

Free parking is foreseen the day of the event.

SPONSORSHIP OPPORTUNITIES

Sponsors are vital for CollabDays Belgium as they keep the event **free** of charge for attendees and cover a variety of expenses such as but not limited to venue and catering.

Being a sponsor at CollabDays Belgium provides you with the opportunity to promote your products and/or services to our attendees as well as engage with them in a professional but casual setting.


We offer three different sponsorship levels: **Silver, Gold and Platinum**

Platinum sponsors will have most visibility, a premium booth location and a guaranteed 20-minute speaking slot during lunch. A maximum of 2 Platinum sponsorships is available. We can also accommodate 11 Gold sponsors and 5 Silver sponsors at our event location. Platinum and Gold sponsors will also receive a list of attendee details for attendees that opted in to receive information from sponsors.

All sponsor logos will be displayed on the CollabDays Belgium website and on a sponsor slide at the beginning and end of each presentation.

Sponsors are accepted first-come first-served. Additional sponsors are always welcome, but they will not get a booth location at the venue. Any commercial or other promotional activities during the conference are only allowed to official event sponsors.

SPONSORSHIP LEVELS

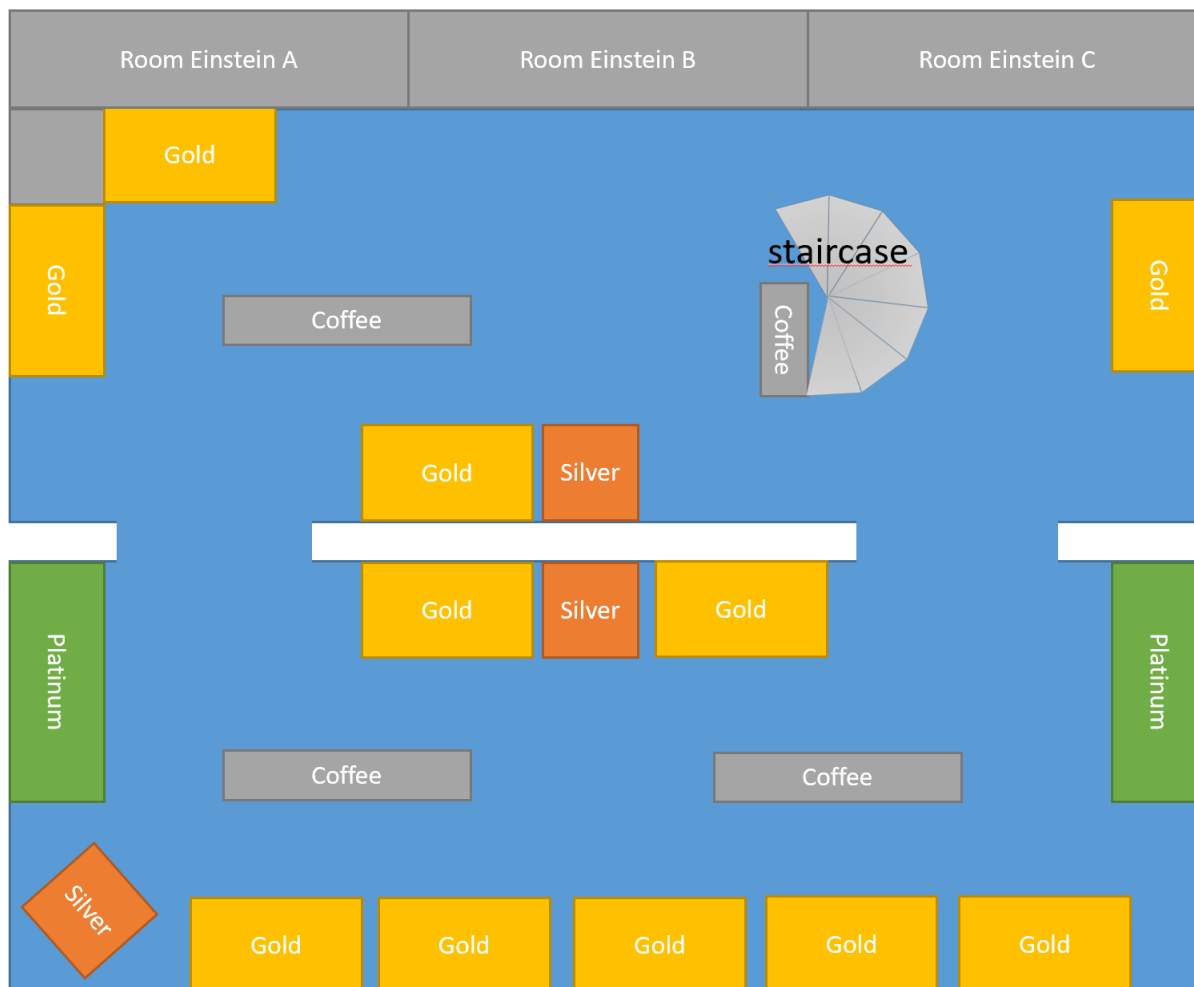
	Silver	Gold	Platinum
Available sponsor booths in this level	5	11	2
Booth width at the event (in meters)	1.5	2.5	3.5
Maximum number of booth staff	2	3	5
Your logo and sponsor level on the event website	✓	✓	✓
Your logo and sponsor level in the presentation template	✓	✓	✓
Provide prizes for the prize raffle at the end of the event	✓	✓	✓
Scan attendee information with the conference app 	✓	✓	✓
Receive attendee information list after the event (opt-in)		✓	✓
Place your banner at the welcome and keynote		✓	✓
Place your banner in all six session rooms			✓
Place your banner at the attendee registration area			✓
Your logo on all printed event materials (if any)			✓
Invitation for the speaker appreciation dinner (1 person)			✓
Present a 20 min session during lunch (commercial or otherwise)			✓
Price (excluding VAT)	1.750 EUR	3.000 EUR	4.500 EUR

Additional sponsor information

- Gold and Platinum sponsors will have premium booth locations, on a first-come, first-served basis.
- Only the first 3 Silver sponsors will be guaranteed a sponsor booth at the event.
- Platinum sponsors that would like to attend the speaker appreciation dinner with additional people will need to pay an extra sum per person for catering.
- Although we do our utmost best to honour the mentioned sponsor benefits, the organization is free to change, add or remove them at their own discretion. We want to give as much back to the sponsors as possible. Any suggestion is welcome and will be evaluated with the organization.
- Your sponsorship is confirmed once payment is received and only this will trigger sponsorship communication and promotion on our website, social media or other channels.
- Successful sponsors differentiate themselves by having a fun and engaging booth. We encourage you to be creative! Please contact our sponsor responsible if you have any logistical doubts or questions.

COLLABDAYS SPONSOR AREA

This is a schematical representation of the sponsor booths layout at the event venue. This layout is subject to change. Platinum sponsors will have first choice of booth location.



BONUS: YEARLY SPONSORSHIP

BIWUG not only runs CollabDays Belgium. We also organize regular evening meetings for our 700+ members on the same topic of Microsoft 365. We meet a few times a year for two hours of knowledge sharing. Running BIWUG also involves a limited amount of operational costs. You can support our organisation even more by becoming a yearly sponsor too. This will grant you the following additional benefits – all year long!

	Yearly
Your logo in every BIWUG evening presentation	✓
Your name mentioned at the beginning of every evening's welcome	✓
Your logo on the BIWUG website homepage	✓
Our eternal gratitude	✓

A yearly sponsorship costs **750 EUR**, ex VAT.

SPONSORSHIP COMMITMENT

If you want to register as a CollabDays Belgium 2023 and/or yearly sponsor - don't wait! Places are limited and usually fill up fast. Please use the following registration form:

[CollabDays Belgium 2023 and BIWUG
Yearly Sponsorship Commitment](#)



- All sponsor fees need to be paid before August 1st, 2023, 00:00
- Any exposure or promotion on our website, social media or any other channels will only start after we receive your payment.
- All prices are excl. 21% VAT., when applicable
- You will receive an invoice shortly after registering as a sponsor.

CONTACT

Sponsoring

Jim Ongena, jim.ongena@biwug.be , +32 484 98 28 03

Other questions

Thomas Vochten, thomas.vochten@biwug.be, +32 477 58 56 50

Event organization

BIWUG vzw, Klaprooslaan 2, 2980 Zoersel, Belgium, info@biwug.be, <https://www.biwug.be/>

VAT: BE0891299247

Bank account: BE53737022029753

More information can be found on our website <https://www.biwug.be> and <https://www.collabdays.org/2023-belgium>