



**TECHORAMA**



**PARTNER FILE 2024**





## About Techorama

**Techorama** is one of the biggest IT conferences in Europe targeting a broad audience of technology professionals. Techorama in the Netherlands brings **inspiring keynotes and over 120 sessions, delivered by internationally renowned speakers and local community rock stars.**

Techorama The Netherlands 2024 will take place in **October 2024 in Kinopolis Jaarbeurs Utrecht.**



At Techorama 2023 we welcomed over 1200 attendees.

The Techorama target audience spans the entire horizon of IT professionals working day-in day-out with various technologies and want to be inspired with what is to come. Our audience consists of:

- Software Developers and Architects
- Cloud Experts
- Chief Technology Officers
- O365, Workplace Consultants and Power App Platform Enthusiasts
- Data and BI Professionals
- AI and Machine Learning Specialists

## Key focus point for Techorama

- Techorama is the premier event for those who are passionate about technology. Techorama isn't just a plain content conference. We strive to make it an experience for our attendees, speakers and partners. Techorama is a technology conference that emphasizes the importance of networking and knowledge sharing within the tech community. Networking and knowledge sharing play pivotal roles in fostering professional growth, innovation, and collaboration among attendees. Pre-conference workshops will give attendees the chance to learn about a specific topic in a hands-on way from a recognized leader in the technology
- About 120 sessions in 10 concurrent tracks brought by international and community speakers. The session agenda is created by the Techorama content team, which is composed out of technical leaders.
- Networking opportunities during the breaks and closing reception. As a partner, you get the chance to present your company to a dedicated audience. Through the Techorama game, partners will get more interaction than other events typically give.
- Opening keynote by an inspiring international speaker as well as technical keynotes brought by respected leaders in their field.





Be part of the **Techorama 2024** in Utrecht and surround yourself with peers from the industry. This is an opportunity you don't want to miss!



# TECHORAMA

DEEP KNOWLEDGE IT CONFERENCE  
2024 · JUNGLE EDITION





## Techorama 2024 – Partner opportunities

		BRONZE	SILVER	GOLD	PLATINUM	ULTIMATE
<b>BOOTH DETAILS</b>	Price (excl. VAT)	€2500	€4500	€9000	€12000	€17500
	Partner Booth Area	3m <sup>2</sup> 2x1.5m	5m <sup>2</sup> 2x2.5m	7.5m <sup>2</sup> 3x2.5m	12.5m <sup>2</sup> 5x2.5m	25m <sup>2</sup> 5x5m
	Premier Booth Location	-	-	-		
	Pre-built booth	-				open space <sup>1</sup>
	Printed Wall Included	-	-			-
	Power and Wi-Fi					
<b>TICKETS</b>	Free Conference Passes	-	1	2	3	5
	Discounted Conference Passes (Early Bird)					
	Exhibitor Passes	1	2	3	4	5
	Discount vouchers (€50) for business relations <sup>2</sup>					
	60'' video shown before keynote	-	-	-	-	
<b>MARKETING</b>	Company logo on attendee badge	-	-	-		
	Company link in newsletters					
	Goodie bag insert	Add-on €500	Add-on €500			
	Company logo displayed between sessions					
	Announcement social media					
	Company Partner Page on website					
	Partner booth in Aftermovie	-	-	-	-	
	Techorama Community Events	-	-	-	-	
	Lead Scan App					
	Partner Stage Session (20')	-	-		-	-
<b>EXTRA</b>	Technical Breakout Session (60')	-	-	-		

<sup>1</sup> your own, custom booth (not included)

<sup>2</sup> invites will be sent by Techorama



## Techorama Community Events

This is part of the ultimate partnership. Techorama community Events entail the organization of multiple community events at the partner location. In cooperation with Techorama, we organize 2-3 events per year per partner, where Techorama arranges one speaker and the partner provides one or two additional speakers for the event. Ultimate partners can work with us to organize these events to attract more awareness of the partnership with Techorama, creating great events throughout the year and exposure to partners' office locations where these events are organized. We allow a maximum of 3 Ultimate partners, resulting in 9 additional events, with the Techorama conference as the grand finale of the partnership year.

## Bronze Partner

To support startups or small companies who want to see which value Techorama can add, we introduced a **Bronze partnership**. As a bronze partner you will have 3m<sup>2</sup> with a table and 2 chairs. You can bring your own banner to spice things up (ideally in a jungle theme).

This partnership is limited, we only have 4 spots.

## Techorama 2024 – Other partnership opportunities

Don't need a booth at Techorama but still want to make your company visible during the event? That's possible! We have the following options available.

Goodie bag insert	€1000 <sup>1</sup>	
Logo Partner	€1200	
Closing Reception	€4000	Limited to 1 partner
Lanyard	€4000 / €6000 <sup>2</sup>	Limited to 1 partner
Social break	€4000	Limited to 1 partner

<sup>1</sup> €500 add-on for Silver Partners



<sup>2</sup> €4000 when combined with other on-site partnership package, €6000 when not combined with other on-site partnership package

## Goodie Bag Insert

All Techorama 2024 attendees get a goodie bag upon arrival. To promote your company, services or products you can include a flyer or gadget. Size constraints apply.

## Logo Partner




As Logo Partner, your company will be visible at Techorama.

LOGO	Company Partner Page on website	
	Company name in newsletters	



## Closing reception








After the technical part of the conference, a closing reception is organized, including drinks and small snacks. An exclusive partner package is available which enables you to promote your company in a unique and informal way to attendees.

<b>CLOSING RECEPTION</b>	Conference passes	1
	Company Partner Page on website	
	Announcement social media	
	Goodie bag insert	1
	Company brochures on all tables during closing reception	

## Social Break

Sponsoring of all breaks between sessions (breakfast, coffee breaks, ...).

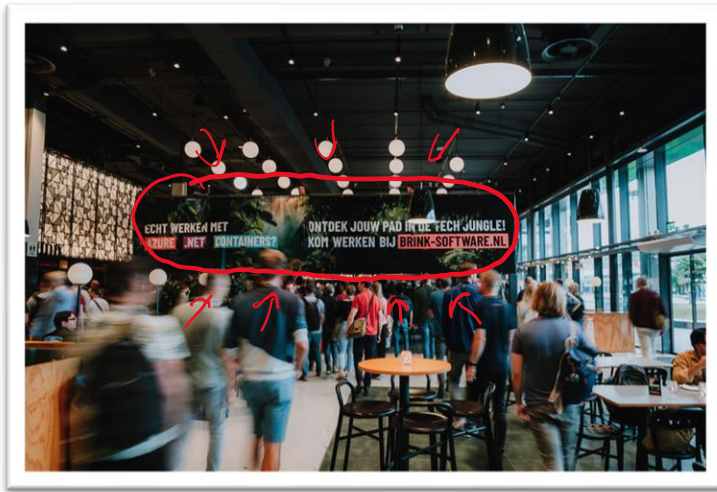
Limited to 1 partner, giving you full visibility during networking moments at Techorama.

<b>SOCIAL BREAK</b>	Conference passes	1
	Company Partner Page on website	
	Announcement social media	
	Goodie bag insert	1
	Company decoration on all tables <sup>1</sup>	
	Company logo on coffee bar (Picture 2)	
	Company logo on screens during break	
	LED Banner in the central hallway (picture 3) <sup>1</sup>	
	Banner at the restaurant balcony (picture 1) <sup>1</sup>	

1) Decorations, LED banner printing, and Balcony banner printing are excluded and are responsibility of partner to design and deliver on time. Print needs approval from Techorama before printing. Additional print cost is approximately 2000,- Euro



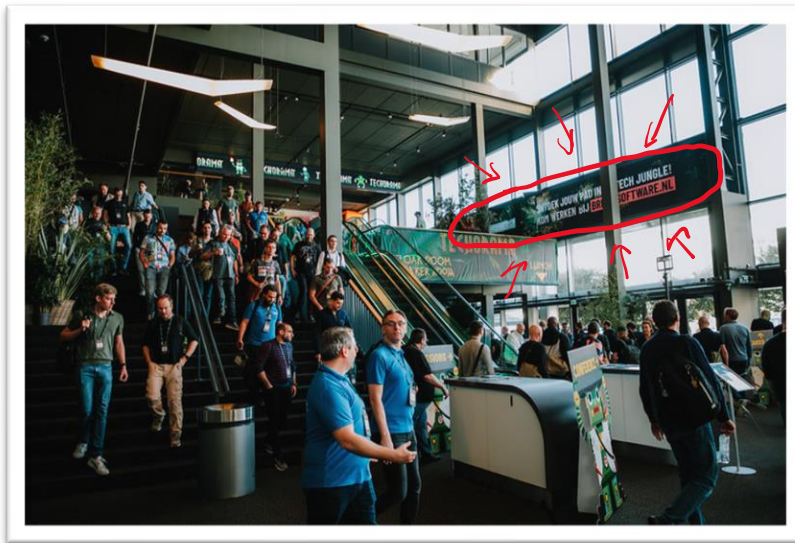
To give an idea of the locations you will be present, you can see the following pictures that show our social break partner 2024.



PICTURE 1



PICTURE 2



PICTURE 3







## Lanyard Partner

The lanyard partner may have their company logo printed on the lanyard worn by all event attendees, speakers, and crew.

This partnership opportunity is limited to 1 qualified partner and is reserved on a first-come, first-served basis.

This package is ideal for partners who want to maximize their visibility without having a booth or can be used as an add-on with a silver, gold, platinum or ultimate partnership.



<b>LANYARD PARTNER</b>	Conference passes	1
	Company Partner Page on website	
	Announcement social media	
	Goodie bag insert	1
	Price in combination with booth partnership	€4000
	Price as a standalone partnership package	€6000

## Partnership Add-ons

We have a number of preferred partners which can be used to increase your booth exposure (available for Ultimate and Platinum partners).

<b>Barista KoffieQueen</b>	€4000	<b>Limited to 1 partner</b>
----------------------------	-------	-----------------------------



### Barista KoffieQueen

Without coffee, no code! Having a superb barista at your booth will attract lots of developers. While drinking coffee you can have a chat with the attendees.

## Do you have a brilliant idea? Or need help in maximizing your partnership?

about creating an alternative way of partnering that we maybe haven't thought about? Is it crazy and you're not sure that it would work? Or do you want some ideas on how to interact even more with the attendees?



Let's talk! We're always open for creative ideas that help the both of us to create an even better experience!



Be part of Techorama 2024



Are you ready to be part of Techorama 2024? Great! Register your desired partnership package at <https://www.techorama.nl/become-a-partner/> and we'll handle things from there.

Have any questions or remarks? Contact us, we are glad to help!

**Gill Cleeren**

[gill@techorama.nl](mailto:gill@techorama.nl)

+32 475 25 40 16

**Pieter Gheysens**

[pieter@techorama.nl](mailto:pieter@techorama.nl)

+32 478 28 83 75

**Kevin DeRudder**

[kevin@techorama.nl](mailto:kevin@techorama.nl)

+32 475 30 06 50

**Marcel de Vries**

[mdevries@techorama.nl](mailto:mdevries@techorama.nl)

+31 6 35115491

Or send us an email via [partners@techorama.nl](mailto:partners@techorama.nl).

