Azure & AI Lowlands 24 Sponsorbrochure 2024

27 June 2024
09:00 –19:00
The Fabrique Utrecht

On the 27th of June 2024 Azure & AI Lowlands is back!

After five successful editions, two in-person in Rotterdam, one virtual, and two in Utrecht, reaching thousands of Azure enthusiasts, we are delighted to announce the 2024 edition.

This year the event will once again bring together the best speakers from around the world and the Dutch community, to share knowledge about Microsoft Azure and AI.

Sjoukje Zaal, Arnold Visser, Marcel de Vries and Henk Boelman.

Back to the 80's

The theme for this year is "Back to 80's" because, besides world-class speakers, we also need a bit of relaxation, entertainment, and a lot of fun.

We go back to the 80's to celebrate the summer, which includes food, drinks, music, and a lot of surprises.

We aim for an intimate experience – that is why we capped the attendees at the venue at 800, so it will be an intimate get together with fellow azure and ai enthusiasts.

Location

Azure Lowlands takes place in The Fabrique in Utrecht. The Fabrique is an old factory, which gives the festival a unique atmosphere.

This year Azure Lowlands takes place in the Kalvermelkfabriek, Loods 8 and Copraloods', which offers 4 large session rooms and a large keynote room in Loods 8. That is double the space from 2023.

Sponsors booths are located in Copraloods. This sponsorbooths are circled around the food, entertainment and lounge areay and stands will space for all kinds of creativity.

The rest of the venue we will keep a surprise :)

Created with love by the community

Azure Lowlands is, as every year, an event that is organized by the community, meaning that all organizers do this in their spare time. We show our true community spirit by offering communities a free space on the Community Square to showcase what they are doing.

As an organization we care deeply about diversity & inclusion, which you will see reflected in every aspect of the event, from keynotes and the program, code of conduct, the entertainment to starting speaker empowerment.

Facts and Figures

Attendees
In 2023 we welcomed 550 attendees, this year we can expand to 1000 attendees.

Sessions
This year we aim for 2 keynotes and have 25 speaking slots available. The sessions are devided in 3 key area's. Azure Developer, Azure Architect and AI Engineer.

Interaction moments
There are plenty of moments to interact with the audience. The key moments are: during the walk-inn, coffee breaks, lunch, afternoon breaks, the closing drinks.

Lowlands Bingo
All attendees get a bingo card with your company logo on it. Attendees come by your booth to get their card stamped. As part of the sponsorship you can hand out a price.

Sponsorship

Are you, as a company, looking to connect with a Microsoft Azure & AI focused audience? Then Azure & AI Lowlands is the event of the year to sponsor.

You will have the opportunity to share your brand and expertise, in a beautiful setting, with Azure & AI Focused technical folks from all over the Netherlands and beyond.

Sponsor Packages

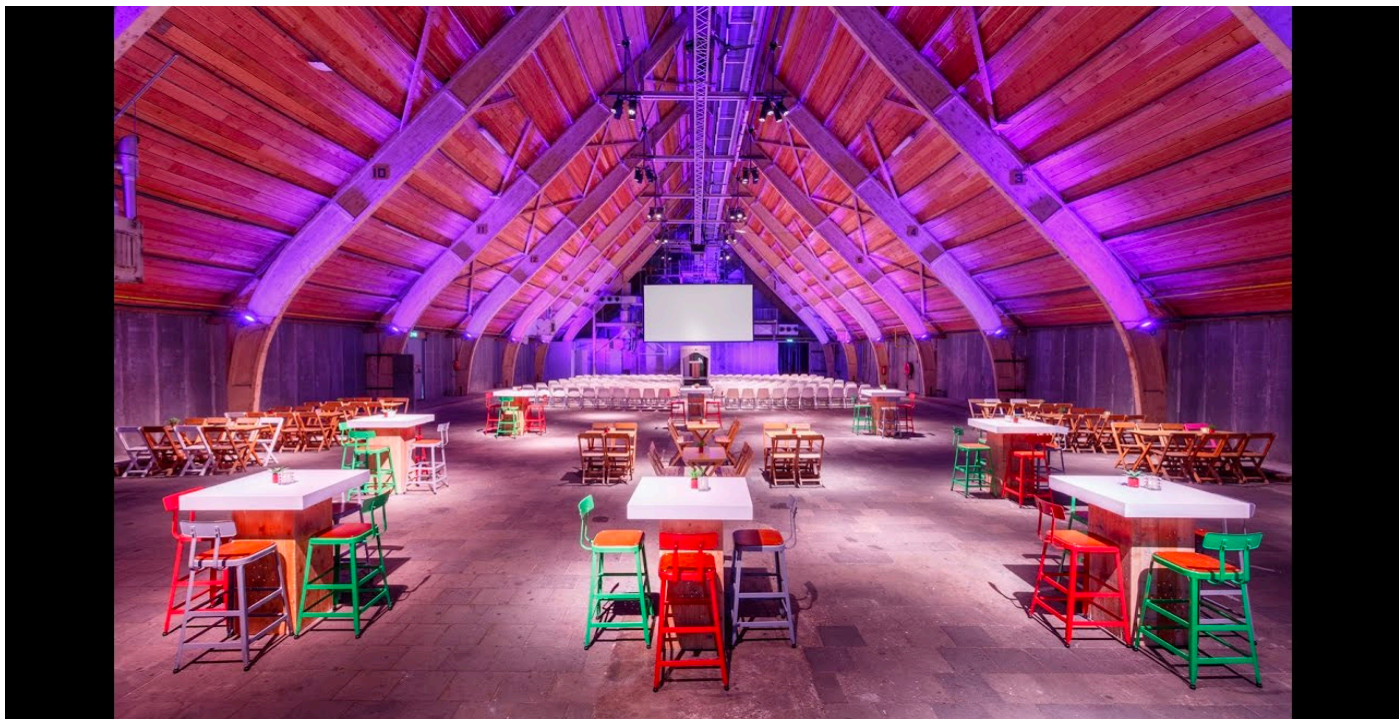|	Title sponsor	Bronze	Silver	Gold
Booths size	TBD	3x2 m2	4x3 m2	4x4m2
Booth staff tickets	2	2	2	2
Available spots	max 1	max 15	max 15	max 6
Logo on website	X	X	X	X
Logo on badge	Front	-	Back	Front
Logo on Lanyard	X	-	-	X
Video before keynote	1 min	-	-	30 sec
Standing table + 2 chairs	X	X	X	X
Power	X	X	X	X
Technical 25 min speaking slot	X	-	-	X
Workshop	X	-	-	-
Lead scanner	X	X	X	X
	€ 16000,-	€ 3000,-	€ 5000,-	€ 8000,-

Ticket packages

As a sponsor you can always buy tickets for the earlybird price of €99,-

Nr of Tickets	Amount
2	€ 198,-
4	€ 396-
8	€ 792,-
16	€ 1548,-

Floor layout

The booths are going to be positioned around the edges of the Copraloods room. The heart of the room will be occupied by the catering, bar, and (not loud) entertainment. We'll be contacting everyone to choose their preferred spot, and the selection order will be determined by the sequence in which your contracts were signed. So, the earlier your contract was signed, the earlier you'll get to choose your spot.

We hope that this brochures gives you a good overview of the possibilities for sponsoring Azure Lowlands 2024.

If you are interested or have any questions, feel free to reach out to:

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