



Assago - Milan, Italy

Thursday 30<sup>th</sup> May 2024  
UCI Conference Centre

2024

Exhibitor Pack

# Milan 30/5/24 an Event you cannot miss!



**BeConnected** and **CollabDays**, the two most renowned non-profit, independent technology communities in Italy are joining forces to organise the most unforgettable **Free Entry Event** of the year! **UCI Conference Centre, Assago, Milan, Thursday 30<sup>th</sup> May 2024.**



Our joint mission is to promote knowledge and awareness about the leading technologies around AI, Productivity, Modern Work, Security & Compliance, Employee Experience, Business Apps and IoT according to the ecosystem of all **Microsoft Clouds** (M365, D365, Azure) and **Partners.**



Through periodic events featuring top WW speakers and key partners, we discuss solutions and tools to realize the Digital Vision, with a relentless focus on the ongoing evolutions in the IT market and the technical, strategic, social, and organisational implications of their adoption.



With a diverse broad technical audience and significant representation of Corporate Leadership and Business Decision Makers, our events are an invaluable learning and networking opportunity for technical roles and Industry Leaders focusing on Strategic Thinking and ICT market trends.





The event is proudly organised by volunteers within the Italian & International communities.

We are all experienced and well-known SMEs with a passion for learning, sharing and helping others achieve more.

Our events are non-profit and are set up in our spare time to provide a valuable experience to meet up, learn and improve our network and our business opportunities.



# Meet The Team



# The Event Team Infographics



24

## Past events

We know how to arrange GREAT Tech Conferences



4

## Microsoft MVPs

We are the top SMEs on Microsoft Clouds WW



2

## MVP Alumni

Now with Microsoft & top UK partners



3

## Microsoft Employees

Get **exclusive** access to The people that did it!

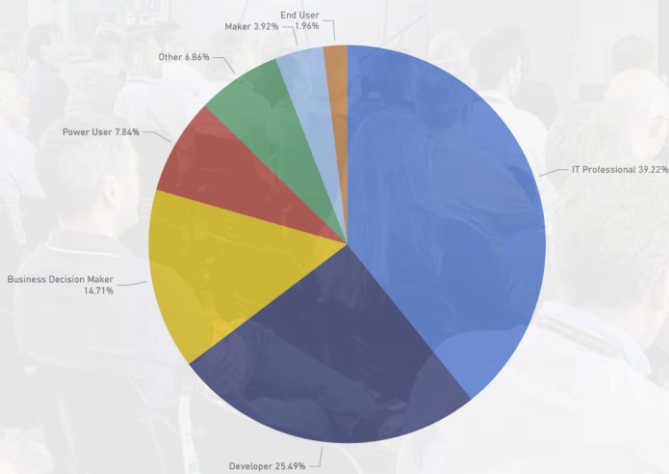
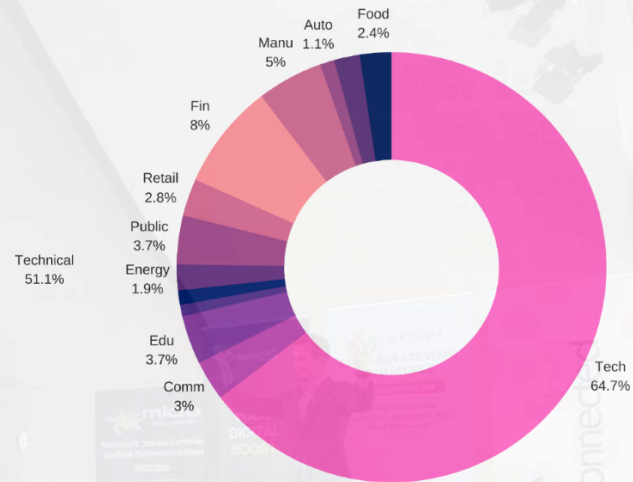
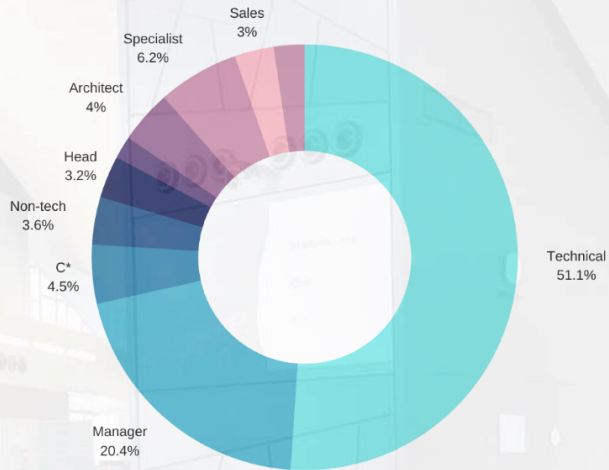
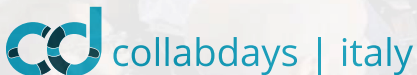


500+

## Past sessions

Because we never stop sharing knowledge

# Past Events Demographics



## By Role

Our audience is evenly split between technical and non technical jobs with a significant presence of Business Decision Makers

## By Industry

2/3 of our audience works in Tech market

# The Event Targets

**400**  
**Attendees**

In-person

**20**  
**Sponsors**

With world-class solutions, services and expertise

**5**  
**Session tracks**

1 all-hands, 4 breakout,  
70% delivered in Italian,  
30% in English

**40**  
**Sessions**

From top Italian &  
International speakers





# The Event Venue



## Location

UCI is conveniently located in Assago: easy access by public trasport (undeground) and car



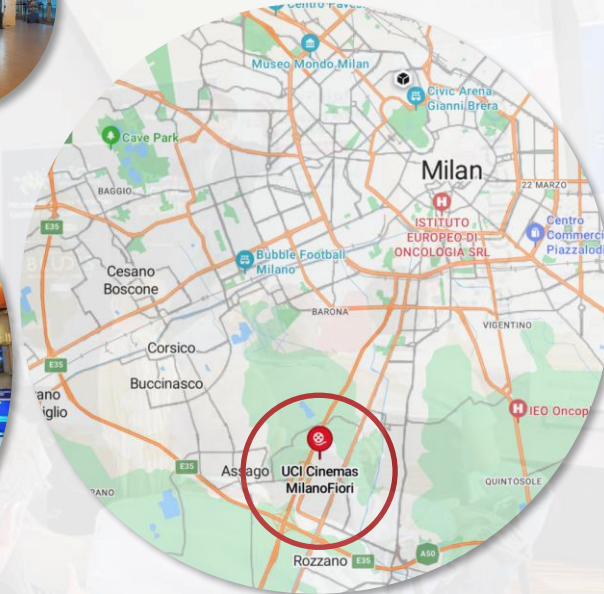
## Exhibition Area

500mq exhibition area with high visibility from attendees



## Event Area

2 floors, exclusive networking areas, 5 large conference halls



# The Event Highlights



## All-hands Track

A joined-up keynote followed by a morning track which will cover Business Decision Makers (BDM) topics



## Social Time

Networking/socialising areas to facilitate in-person interaction



## Lasting Value

On-demand content always publicly available after the event



## 5 Breakout Tracks

- Modern Work
- Identity, Security & Compliance
- AI
- Azure
- Solution Development



## BeerConnected & SharePint

A post-event gathering just outside the venue with live music, free drinks and food for everyone!



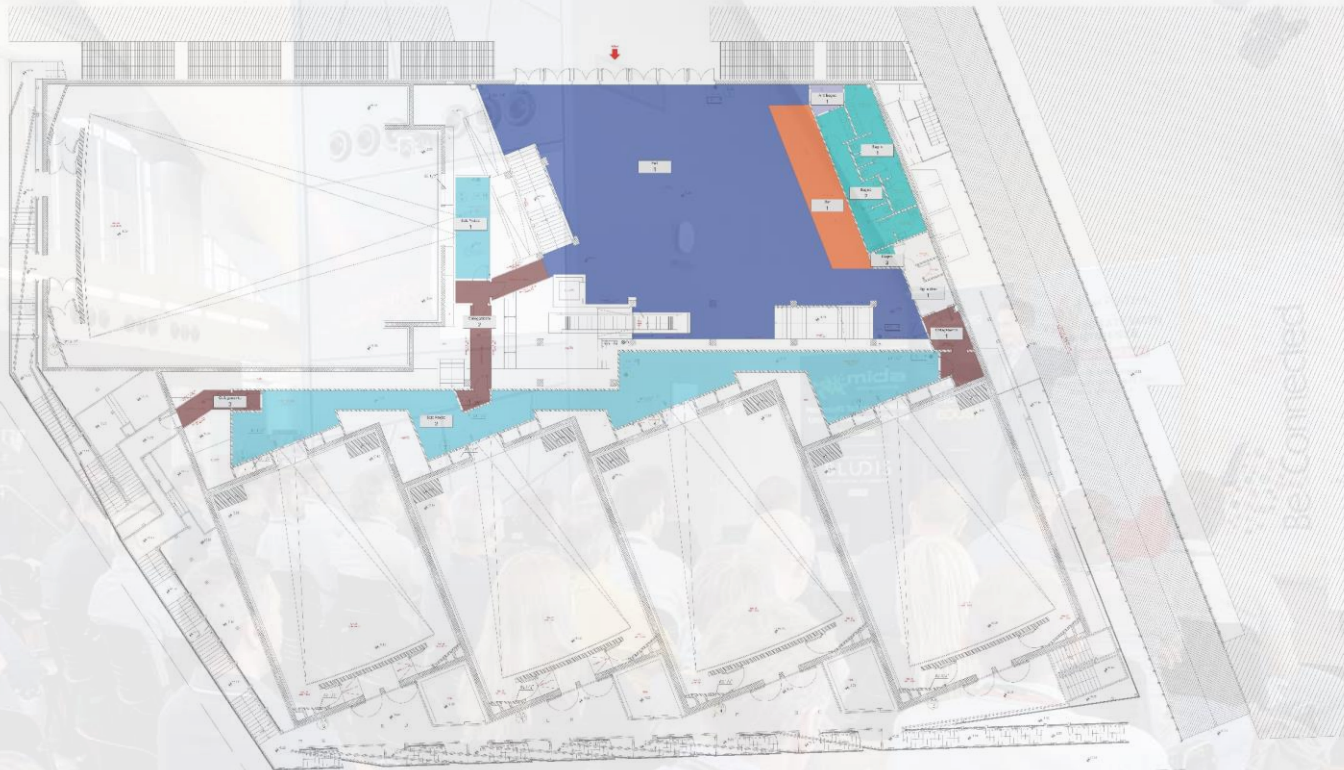
## Showcase products

Your unique opportunity to connect to Prospect Business and get them to know your products and services



# Venue Layout

Color	Nome Area	°	№	Estim. ospiti	Personato	Area	Volume
Archi Riparti		1	1,100	8,400	2,877	14,200	
Regio		1	1,100	186,66	233,10	208,29	
Empio		2	1,100	444,17	77,70	83,19	
Empio		3	1,100	1,917	1,784	2,817	
Pa		1	1,100	132,87	38,63	113,80	
Colloquio		1	1,100	129,83	118,16	145,87	
Colloquio		2	1,100	131,16	2,180	27,427	
Colloquio		1	1,100	1,580	87,96	248,38	
Inf.		1	1,100	28,45	381,19	1,131,38	
Spa e Alibi		1	1,100	243,12	11,440	146,48	
Salva Prova		1	1,100	242,79	20,11	602,11	
Salva Prova		2	1,100	1,33,11	178,04	214,44	



Sponsors' booth locations  
will be released shortly

# Past Event Attendees' Survey



**62 %**

Returning audience

Were you satisfied with the event as a participant?



**91%**

Do you think the event was well organised?



**96%**

Was the staff friendly and helpful?



**99%**

Will you join us again for another event?



**100%**

# Event Sponsorship Packages

Your Sponsorship opportunities			
	Silver 7 slots	Gold 10 slots	Platinum 3 slots
Digital presence on all media and website	✓	✓	✓
Sponsor's brochure/flyer e-delivery	✓	✓	✓
Pre-session marketing video	✓	✓	✓
Chained Social Campaign on all Social handles	✓	✓	✓
Digital Presence on Newsletters	✓	✓	✓
Direct email marketing to registered attendees	✗	✓	✓
Promotional Video on-demand	✗	✓	✓
Lunch sponsorship	✗	✓	✓
Gadget sponsorship	✗	✗	✓
After-event "BeerConnected & SharePint" networking event sponsorship	✗	✗	✓
Sponsor's Speech during the conference (20 min)	Contact us!	Contact us!	✓
Sponsor's joint session during technical tracks (40 min)	✗	Contact us!	Contact us!
Exhibition Space (Sponsor Booth)	✗	✓	✓
Featured on stage at Conference kick-off	✗	✗	✓
	<b>Fees(*)</b>	Contact us!	Contact us!

(\*) VAT and other country-specific taxes (if applicable) are not included in the fees



# Description of Sponsor Package Services

<b>Digital presence on all media and website</b>	The sponsor's logo will be promoted on all BeConnected and CollabDays social feeds and web sites. Logos will be sized according to the chosen sponsorship level. We'll publish a special Sponsors page in the conference websites. Platinum sponsors will have their logos and a brief description with more relevance published on the website. Standard Sponsors will have their logos and descriptions with less relevance.
<b>Sponsor's brochure/flyer e-delivery</b>	Our registered attendees will receive sponsors' marketing material as part of the conference electronic welcome kit, sent through email.
<b>Direct email marketing to registered attendees</b>	All sponsors will have the opportunity to send one DEM to the registered attendees of the conference using the conference email account. To comply with the EU privacy rules, registered attendees will have to provide consent to received unsolicited emails about partners from the conference organiser.
<b>Pre-session marketing video</b>	All sponsors will have the opportunity to play a short video (lasting up to 30 seconds) as the intro of one of the breakout sessions in the afternoon, as well as during breaks in the morning and in the afternoon. Due to the limited number of slots, and to guarantee the maximum visibility for all the sponsors, the marketing videos schedule will be defined by the conference organiser.
<b>Chained Social Campaign on all social handles</b>	All sponsors will benefit of the Social Campaign managed by both Communities, including 1 dedicated post (silver) 3 dedicated posts (gold and platinum), 1 video interview with our Social Manager.
<b>Digital Presence on Newsletters</b>	All sponsors will be promoted in marketing newsletters sent to our registered community members (~4,000 qualified professionals registered).
<b>Promotional Video on-demand</b>	All sponsors will have the opportunity to record a technical video (lasting up to 10 mins) to promote their products/services. The video will be listed in the official BCD YouTube channel.
<b>Lunch sponsorship</b>	Only the Main Sponsor will have visibility in conference's lunch areas. In fact, it will have the opportunity to show its logo and material in conference's lunch area.
<b>Gadgets sponsorship</b>	A unique opportunity to sponsor gadget such as popcorn boxes.
<b>Sponsor's Speech during the conference</b>	Within the conference agenda, there will be special sessions (lasting up to 20 minutes) dedicated to Sponsor's speeches (included in Platinum sponsorship, available optionally as a paid add-on for Gold and Silver). Sponsor contents can be commercial or technical, however it needs be relevant to the conference topics. The session will need to be reviewed and approved by the event board.
<b>Sponsor's joint session during technical tracks</b>	The Gold and Platinum sponsors may optionally liaise with the event board to jointly present a technical session (40-45 minutes) with a main speaker and/or speaking board member during the late morning or afternoon's technical tracks. Session topic will be liaised and discussed with the event board, but it should comply with the following requirements: <ul style="list-style-type: none"> <li>• Contents can be commercial or technical, however is required to be relevant to the conference topics</li> <li>• The topic and the contents should focus on a real-case application of the sponsor's products and/or services</li> <li>• The session's contents must be reviewed and approved by the event board</li> </ul>
<b>Sponsor Booth</b>	This service will include a desk with two chairs and a power plug in the conference expo area. Sponsor can bring a flag/rollout of its own.
<b>Mention at kick-off</b>	The Platinum sponsors will be featured at the conference morning kick-off. A representative of the sponsor will be invited to join on the stage and will have 1 minute airtime to provide an overview of their products and services.
<b>After-event "BeerConnected &amp; SharePint" networking event sponsorship</b>	After the last year's huge success with over 65% event participants joining, we will arrange a post-event gathering just across the main venue with live music, food and drinks. The Platinum sponsors will be the exclusive official endorser of the event and will have full and exclusive visibility.

# Fancy ideas for sponsoring?

Looking for fancy ideas to sponsor the event?

We have plenty of extra and dedicated “a la carte” services, on top of a regular sponsorship, like:

- Your company logo on the badges
- Your company logo on the lanyard for badges
- Popcorn box with your company logo for attendees
- Bottles of water with your company logo during lunch and breaks
- Custom Coca-Cola® flavor with your company name
- Etc.

Please, reach out to us for additional information and for a fully customised quote.



# Ready to Sponsor?

Are you ready to sponsor us? Here are the next steps

1. Choose your sponsor package
2. Sign the Sponsorship Agreement
3. We require 30% deposit due within 15 days of signing the agreement to secure your place
4. Your sponsor benefits begin on receipt of deposit
5. Remaining 70% due on 15<sup>th</sup> April 2024

Please note that stand positions are only guaranteed upon contract signature. They cannot be reserved pending decision-making process or contract signature. Sponsor booth's position are assigned on a first come first served base.



# FAQ

## **Are there any limits on the number of attendees we can bring from our company if we sponsor you?**

No, we do not place any limits (within reason!)

## **Can you provide any managed services for our exhibition booth?**

Yes, we can provide a managed stand service at additional cost on top of our basic furniture and infrastructure provision. Please get in touch if you need this.

## **Will you share the list of attendees after the event?**

Gold and Platinum sponsors will receive the checked-in attendee list from the event. To comply with EU Privacy Laws, we will only share those who have accepted the consent to share their data with third parties. Note that you can also scan badges with **run.evans** for warmer leads. Our data is shared post event within 48 hours.

## **Can I subcontract my sponsorship agreement?**

Co-Exhibiting or sub-contracted exhibiting are not permitted unless agreed in advance.

## **Are there any limits on the topics of the sponsor session?**

It's your session! So, we do not set specific conditions, except that the topics must align with the purposes and editorial guidelines of the event. However, historically, we have found that sessions heavily or exclusively focused on marketing and selling have experienced lower levels of attendance and satisfaction. We strongly recommend integrating your *selling point message* with specific case studies of the technology and solutions proposed in a real business case, so it constitutes a valuable learning experience for the attendees.