



# COMMUNITY DAY

**AMERSFOORT**

De Rijtuigenloods

## Calling all Developers!

Join us on October 3<sup>rd</sup> 2022  
for a community-led event.

[Prospectus](#)

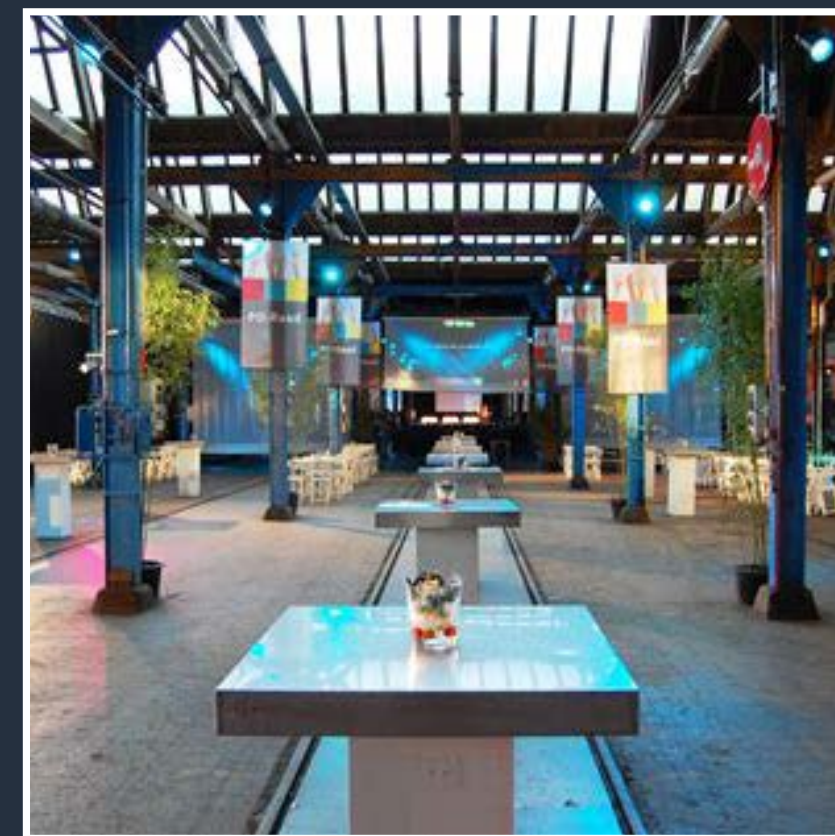
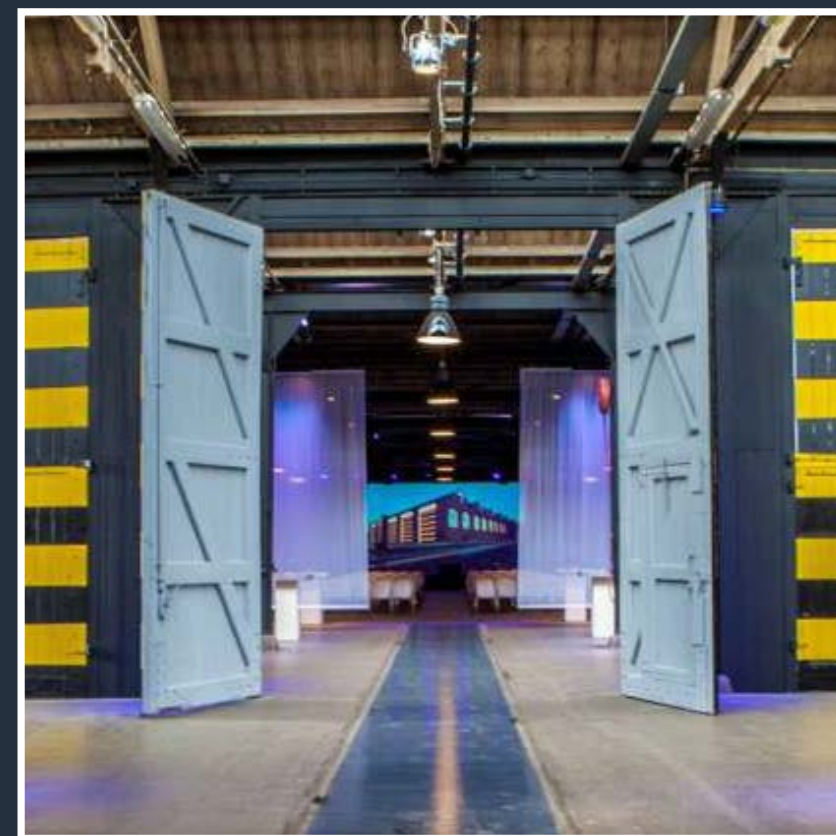
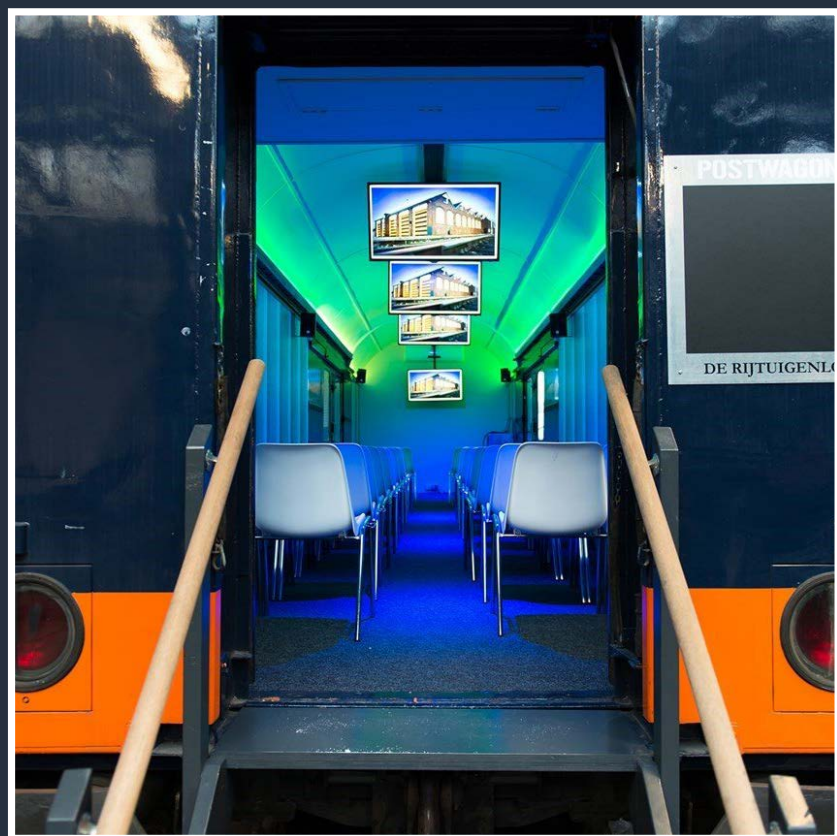
## About AWS Community Day

AWS Community Days are one day community led conferences where event logistics and content is planned, sourced and delivered by community leaders. They feature technical discussions, workshops, and hands on labs led by expert AWS users and industry leaders from around the world. Community Day events deliver a peer to peer learning experience, providing developers with a venue for them to acquire AWS knowledge in their preferred way from one another. In many ways they are events put on "by the community, for the community".

This event will take place on October 3<sup>rd</sup> in 'de Rijtuigenloods' Amersfoort .

At this unique location we expect at least 300 unique visitors, but following the (pre-)registration and publication of the line-up, that number could go up. There are 15 rooms available for sessions and workshops.

Target audience are developers, system engineers, technical managers, solutions and system architects.



# Agenda (subject to change)

Time Window	What	Alternative
9:30 - 10:00	Registration (for workshops/sponsors)	
10:00 - 16:00	Workshops / Deep Dive Sessions	Networking
12:00 - 13:00	Lunch	Lunch session
15:00 - 16:00	Registration (for afternoon/evening)	Networking
16:00 - 18:00	Keynote	Overflow Keynote
18:00 - 20:00	Dinner	Meetup Style Sessions at 19:00
19:00 - 22:00	Meetup Style Sessions	Networking
22:00	End of event	





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**Sponsorship Packages**

# Sponsor package price overview

From July 1<sup>st</sup> sponsoring starts with Community, Gold & Diamond options only.

Community	Silver	Gold	Diamond	Platinum
€ 0	€ 1.500	€ 4.000	€ 15.000	€ 20.000

\*Silver opens once Gold is sold-out. Platinum opens once we reach 600 registrations. Sponsors can already commit to Platinum when they sign up for Diamond.

Contracting, invoicing and logistic support will be done by LEF m&e.

If you would like to apply for Call for Papers, please visit [www.awscommunityday.nl](http://www.awscommunityday.nl)



# Sponsor package content

	Community	Silver	Gold	Diamond	Platinum
	€ 0	€ 1.500	€ 4.000	€ 15.000	€ 20.000
Logo on website	Small	Small	Small	Large	Extra Large
Highlight on social media	No	No	No	Yes	Yes
Add-ons	N/A	Optional	Optional	Optional	Optional
Expo [1]	Banner Only	N/A	Small	Large	Large & Premium
Commercial Loop [2]	No	No	20 sec	60 sec	60 sec
Keynote [3]	N/A	Gold & Silver	Gold & Silver	Diamond	Platinum
Evening Session (20M)	CFP Only	CFP Only	CFP Only	1 (reviewed)	2 (reviewed)
Workshops aH (presenting)	1	1	1	2	2
Workshops (tickets)	2	2	2	5	10
Premium keynote seats	1	Add-on	Add-on	2	10

[1] Expo options will be described on the next slide.

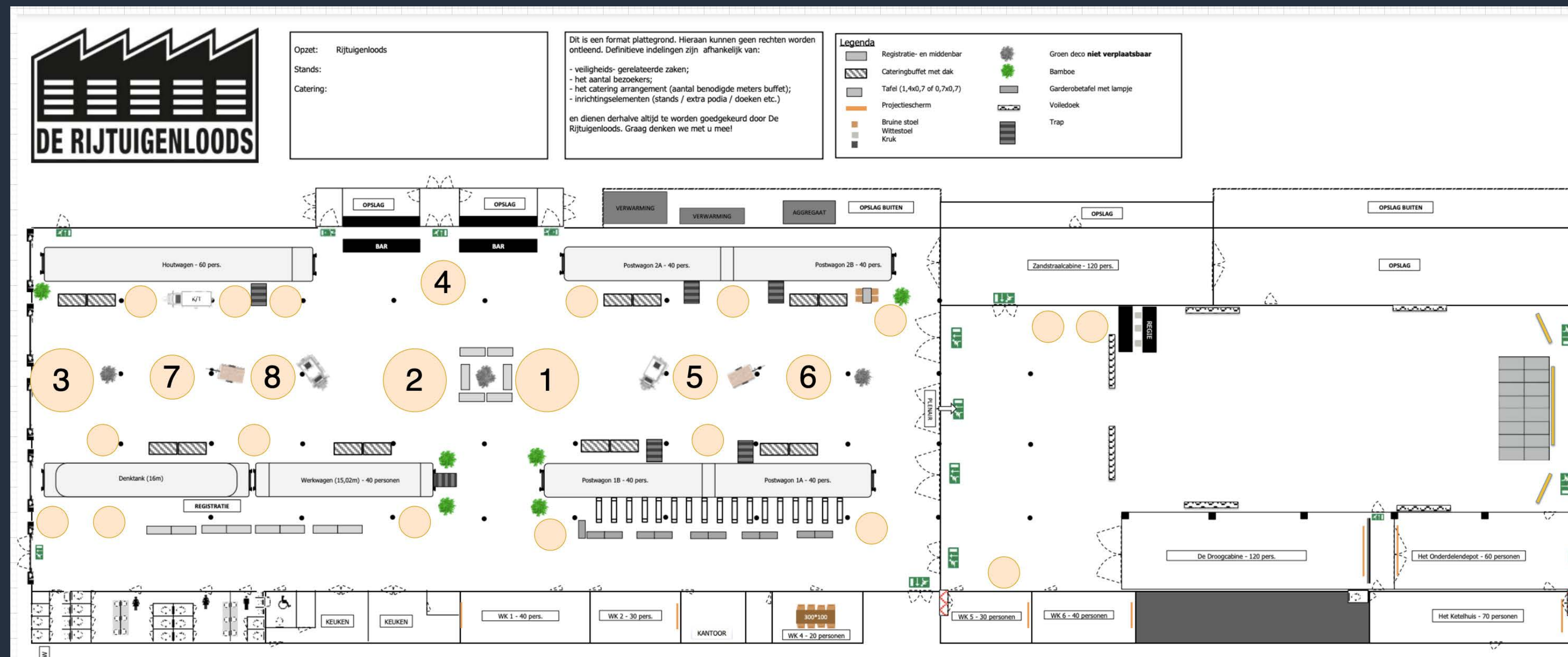
[2] Commercial loop is played during the breaks on all available screens and in random order (without sound!)

[3] One slide with all Gold & Silver sponsors, one slide with all Diamond sponsors, and one with all Platinum sponsors.



# Expo (Subject to change)

Sponsorship level:	Booth size:	Remarks
Gold	Small	Banner only
Diamond	Large	Branded backwall (1m), high table & high chairs, screen on standard Located on Top 3 or 4-8 spots
Platinum	No	Branded backwall (2m), 2 high tables & high chairs: Top 3 spots Located on Top 3 spots
Silver	N/A	Only possible to purchase this item as add-on.



**Diamond/Platinum:** 3 positions in main hall

**Gold:** 20 positions in (rest of) Expo area

# Add-ons

Title	Sponsor price	Description
Coffee Cups	€ 3.000	Logo on coffee cups
Dinner (Bbq Upgrade)	€ 5.000	By sponsoring dinner you get extra visibility
Drinks (Sponsored By)	€ 2.000	By sponsoring drinks you get extra visibility
Aftermovie	€ 3.000	3 min event aftermovie ("provided by sponsor")
Keynote Intro Of Dj	€ 2.000	Drum role to warm up the audience or DJ plays at walk-in
Live Music	€ 5.000	Sponsor live music during diner
Keynote Livestream	€ 3.000	Sponsor the livestream of the keynotes (16-18)
Registration Swag	€ 1.250	Your own swag, handed out at the registration
Premium Keynote Seats	€ 1.500	For your team or other guests
T-shirt	€ 8.000	Special AWS Community Day T-shirt with an AWS vp/Exec quote, the event logo an your company logo
Lanyard/Keycord	€ 9.500	Lanyard/Keycord with sponsor logo & event logo
WIFI Sponsor	€ 2.500	Logo on login page (must be proper wifi)
Keynote Drop	€ 3.000	Leaflet/flyer on every seat (to be done by the sponsor)
Photo Booth	€ 2.500	Branded photo booth
Fruit/Smoothie break	€ 1.500	By sponsoring this healthy break you get extra visibility
Commercial Loop without sound	€ 1.000	Played during breaks/walk in/walk out on all breakout screens in random order
Retro game	€ 1.500	By sponsoring enhance traffic at your booth by sponsor this game
Speaker Gifts	€ 3.000	Handed over to all speakers





Timeline

# AWS Community Day NL Timeline

Pre announcement AWS  
Community Day NL

Registration goes live/start  
attendee ticket sales

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

- Official announcement (date & location)
- Announcement first speakers & sponsors

AWS Community  
Day NL



Contact us

## Next steps

Interested in sponsoring the AWS Community Day NL? Please complete and return the application form to Jeroen Dellaert, sponsorship manager LEF Marketing & Events.

After confirmation of your sponsorship LEF m&e will send you the contract and Terms and Conditions and will take care of the invoice. Please find the LEF m&e Terms and Conditions [HERE](#).

Nor AWS User Group nor LEF Marketing & Events are responsible for possible literal errors in this doc.

jdellaert@lefmarketing.com

**Office:** 0031 117 760616

**Mobile:** 0031 682940394



# 2022 AWS Community Day Application Form

**Company name** \_\_\_\_\_

**Contact name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Company address** \_\_\_\_\_

**City** \_\_\_\_\_ **Postal code/ZIP** \_\_\_\_\_ **Country** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Ext.** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_ **Website** \_\_\_\_\_

**PO #** \_\_\_\_\_

**Onsite contact** \_\_\_\_\_ **Phone number** \_\_\_\_\_

<b>Selected Package:</b>	Gold € 4.000	Diamond € 15.000	Silver € 1.500 <i>(when Gold is sold out)</i>
<b>Upgrade when 600 registrations:</b>	No <input type="checkbox"/>	To Gold <input type="checkbox"/>	To Platinum <input type="checkbox"/>
<b>First choice add-ons:</b>	.....		
<b>Second choice add-ons:</b> <i>(only if first choice is sold out)</i>	.....		