



ITNEXT SUMMIT 2018

SPONSOR PROSPECTUS

ORGANIZED BY



LINKIT
BUILDING IT TOGETHER



Your virtual and physical stage to learn, share and connect

ITNEXT Summit 2018

After two successful events, we are proud to announce ITNEXT Summit 2018! This is the same team that brought you the first two summits, and organizes the monthly [ITNEXT Meetups](#), and is responsible for the fast growing [tech blog ITNEXT.io](#).

On Wednesday 14th of November 2018, more than 15 inspirational speakers will discuss the latest technologies and developments. This event will take place at Pakhuis de Zwijger in Amsterdam. An event that should not be missed! We are organizing one of the most interesting IT-events in the Netherlands.



Frontend



Backend



Network & Security



Engineering



OutSystems

We will showcase the tech and skills necessary to build a scalable application in a time where time-to-market is one of the most critical factors. So enjoy our inspirational **business track** to hear about success and lessons learned from market leaders. If you are looking for more tech-savvy talks and hands-on sessions, join our **technical track** where we will discuss next-gen frontend development, backend development, network, cybersecurity, cloud-native infrastructure, data engineering and low-code development.



The event is aimed at IT/Tech professionals who want to learn what's new and what's next in software engineering, network & security, and data engineering. The intention of the Summit is to instigate thought, share knowledge, and inspire with enriching talks.

We will show the underlying technology of the solutions for tomorrow, but do not expect just discussions about what will happen in five to ten years. We give you a backstage view on what is possible to implement and apply now and to learn what used to be impossible but now is feasible!

Moreover, ITNEXT Summit 2018 has a specific focus on **Corporate Innovation**. We will have an **Experience Area** to showcase new products from Dutch Startups and Scale-ups. It will be a hands-on experience for all attendees to experiment how the five topics will change software engineering.

Additionally, it will be a unique opportunity to connect with the greatest and innovative IT minds. At first, let's see which benefits you will get in being a sponsor of ITNEXT Summit 2018.

Exposure

Sponsors help us to make the kind of event our community deserves. To show our appreciation, we will let the world know by announcing your patronage on [Twitter](#), [LinkedIn](#), [Facebook](#) and our mailings.

Leading up to the event, your logo and a link to your company or product will be displayed on our website. In addition to that we will give you a shout-out during the event and showcase your company's logo on signage and the conference leaflets.

Table space

Sponsors who opt for the Gold and Platinum level, get their own table at the event. Consider it as your personal meeting place to talk with IT professionals. Your own booth means a lot of freedom: bring your signage and giveaways. Get creative!

Silver level sponsors share a table with another sponsor. Consider it the perfect way to showcase how well of a teamplayer you are. As a Silver sponsor, you have options: bring some signage or hand out swag. If you have something else in mind, such as sponsoring the lunch, a coffee break or any other social event, get in touch through itnextsummit@linkit.nl.

We encourage all sponsors to send your engineers to interact with our attendees during session breaks. And of course, if you want to demonstrate an your product, technology or innovation: Bring it on! Naturally, we will make sure all tables are supplied with a power outlet and access to the Wi-Fi network so you can impress with your latest showcase.

Pitch

As a *Gold and Platinum Sponsor*, you show commitment to our community and probably want to share a few words with us. To that end, you have two minutes to reach out to the audience in the main room and the video stream. This is the perfect moment to pitch a relevant product or to let people know you are hiring!

Goodie Bag insert

Any Sponsor will be able to add gifts, gadgets or promotional material to the ITNEXT Summit 2018 Goodie Bags. If you want to do so, you must send the material to LINKIT (the organiser of ITNEXT Summit). For more instructions, check the FAQ #6 in the end of this document.

The venue

ITNEXT Summit will be held in [Pakhuis de Zwijger](#) at [Piet Heinkade 179](#), only a few minutes' walk from a major public transportation hub. The venue itself offers plenty of spaces to meet the IT crowd attracted by the event and has state-of-the-art facilities to provide a great experience for attendees and sponsors alike.

Sponsor packages

ITNEXT Summit 2018 is pleased to offer the following sponsor packages for 2018:

	Bronze (8 slots)	Silver (6 slots)	Gold (4 slots)	Platinum (1 slot)	Re-charge (1 slot)	Beer (1 slot)	Lunch (1 slot)	Coffee (1 slot)
	EUR 1500	EUR 2500	EUR 5000	EUR 10000	EUR 3000	EUR 6000	EUR 8000	EUR 3000
Available slots	Yes	Yes	Yes	Sold out!	Yes	Yes	Yes	Yes
Company logo on website	✓	✓	✓	✓	✓	✓	✓	✓
Logo on event posters	✓	✓	✓	✓	✓	✓	✓	✓
Company logo on all e-mail communication	✓	✓	✓	✓	✓	✓	✓	✓
Tickets included	2	3	5	10	3	6	8	3
Small booth		✓						
Large booth			✓	✓		✓	✓	
Two-minute pitch			✓	✓				
Goodie Bag Insert	✓	✓	✓	✓	✓	✓	✓	✓
Logo at Beer Bottles						✓		
Logo at Re-charge center					✓			
Logo show during Lunch							✓	
Logo on Coffee Cups								✓

Become a sponsor now by emailing us at itnextsummit@linkit.nl and we will provide you the necessary information as soon as possible.

Do you have any questions about the sponsor packages or want to go wild during the event? Are you looking to sponsor the lunch, re-charge or coffee break? Let us know and we will work together on creating a sponsorship level, tailored for your specific needs.

Please note: sponsor slots are reserved for a maximum of thirty days during which you are required to take care of the obligation associated with your pledge. We depend on the financial support of our sponsors to stage this event, so your help and understanding is greatly appreciated.



Sponsor FAQ

1. What is ITNEXT and what LINKIT has to do with it?

ITNEXT is a platform for developers, software engineers, QA, Ops, Scrum Masters, PO's & IT Managers to share knowledge, connect, collaborate & learn about the Dev/IT-related topics. We keep an eye on the future to implement what is NEXT!

LINKIT is the birthplace of ITNEXT. The company that gave us the support to start and to have an event that now can "walk on its own". The [meetups](#) and [ITNEXT.io](#) are the other sides of the platform: a physical local stage and a global online stage.

2. Who should I send to the conference?

To get the most out of the ITNEXT Summit 2018, send your technologists and geeks at any level (from Junior to CTO) who can interact with the attendees during sessions, breaks, and the evening event.

3. How many people do we expect and what are the demographics of the attendees?

We expect 450 Software Developers, IT professionals and Tech enthusiasts. Last year attendees were mixed; half were professionals (medium and senior level) working in engineering and operations. While, the other half were IT managers and directors. Impressively, our attendees cover the full spectrum in terms of experience.

4. What are the payment options?

We can accept payments via wire transfer (preferred) or credit card (via Eventbrite). Let us know your preference, and we will get back to you with the details! Please note that choosing to pay by credit card results in high transaction fees imposed on us by Eventbrite; these fees will be added on top of your chosen sponsorship package.

5. How do we register our sponsor tickets?

Once your payment has been received, we will send you a unique code to register the number of tickets associated with your patronage.

6. Can we ship stuff ahead?

Yes, you can — within reason of course. Please contact us to make arrangements. LINKIT will be happy to store your swag and promotional materials until the conference.

The maximum delivery date is November 7th - one week prior.

The shipping address is:

LINKIT / ITNEXT Summit 2018
Rijnzathe 9
3454 PV De Meern
The Netherlands

Local shipping contacts are

Pascal Rinck: +31 6 24 69 49 57
Gino Heetkamp: +31 6 43 81 54 36

Shipments should be sent care of “*ITNEXT Summit*”. Please be advised that shipments without prior approval may be rejected and will be returned to sender at your expense.

7. Do you have a Code of Conduct?

Yes, we do. We are dedicated to providing an excellent experience to all groups attending the event and thus expect everyone - including sponsors, organisers and attendees - to adhere to these guidelines.

ANTI-HARASSMENT POLICY

ITNEXT Summit is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of the conference organisers.

Harassment includes offensive verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention. Participants asked to stop any harassing behaviour are expected to comply immediately.

Exhibitors in the expo hall, sponsor or vendor booths, or similar activities are also subject to the anti-harassment policy. In particular, exhibitors should not use sexualised images, activities, or other material. Booth staff (including volunteers) should not use sexualised clothing/uniforms/costumes, or otherwise create a sexualised environment.

If a participant engages in harassing behaviour, the conference organisers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately via phone (WhatsApp, call, SMS):

Pascal Rinck: +31 6 24 69 49 57

Gino Heetkamp: +31 6 43 81 54 36

Conference staff can be identified by distinct staff badges. Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

CODE OF CONDUCT

I. I am an attendee at ITNEXT Summit, learning from and sharing with other attendees in an effort to better myself and my industry. I co-create the experience with fellow attendees. I am prepared to give my energy, presence and sensitivity to creating the best possible experience for myself and others.

II. I am coming to ITNEXT Summit to interact with people. I understand that imagery and language which is suggestive or derogatory will offend and make people uncomfortable. I also understand that people may have boundaries and sensibilities different from my own. I will accept without question

when informed that something is offensive or unacceptable in the context of the event.

III. I will never intentionally harass or offend another attendee regardless of gender, sexual orientation, disability, appearance, size, race or religion and will not abide another attendee being harassed or offended. If I am aware that anyone is uncomfortable or unsafe, I will notify those giving offence and the ITNEXT Summit event organisers.

IV. If I am offended or harassed, I will inform people around me who make me feel safe and the event organisers. If I feel safe, at my discretion, I will inform those giving offence of the specific actions with the hope that the other party is well-intentioned and ignorant, but I am under no obligation to do so.

V. I understand that people are different and I attempt to be forgiving of others actions at the level of their sincere intent, but my priority is protecting my safety and the safety of others. I will act without hesitation or reservation until there are no question of the safety of all parties.

VI. I trust the ITNEXT Summit organisers and attendees will co-create the best possible experience for everyone involved, as I will. I believe that Software Development is about empowering people and I will not forget I am empowered to create a safe and nurturing environment. If I or any other attendee violates this aspect of the event, I expect the conference organisers to protect the attendees by direct action, including expelling those in violation and contacting the proper authorities.

If you have a question not answered above, or find anything that is unclear, please contact us at itnextsummit@linkit.nl

