



# SPONSORSHIP BROCHURE

DrupalCon Europe 2020  
8 December - 11 December  
Online, CET Timezone

FIRSTLY

---

# THANK YOU

FOR YOUR SUPPORT!



## Join us for DrupalCon Europe!

DrupalCon brings together thousands of people from across the globe who use, develop, design, and support the Drupal platform. Twice a year, the Drupal community unites for a full week dedicated to the Drupal project and community.

Given the unprecedented challenges we are all facing due to COVID-19, gathering the Drupal community in a safe and healthy environment is our main priority. Knowing the importance of DrupalCon to the community, we are pleased to be hosting DrupalCon Europe 2020 virtually.

With the format changes, we are happy to introduce new opportunities to the Conference. We strongly believe that the community will contribute to a great experience of the virtual DrupalCon Europe 2020!

Thank you for your support!

**The DrupalCon Europe Organizing Secretariat**  
Kuoni Congress

# CONTENTS

WHY SUPPORT	4
.....	
SPONSORSHIP OPPORTUNITIES	6
.....	
CORE SPONSORSHIPS	7
.....	
EXHIBITION	10
.....	
MODULE SPONSORSHIPS	11
.....	
ADD-ONS	16
.....	
BRANDING OPPORTUNITIES	19
.....	
CONTACT US	20
.....	

# WHY SUPPORT

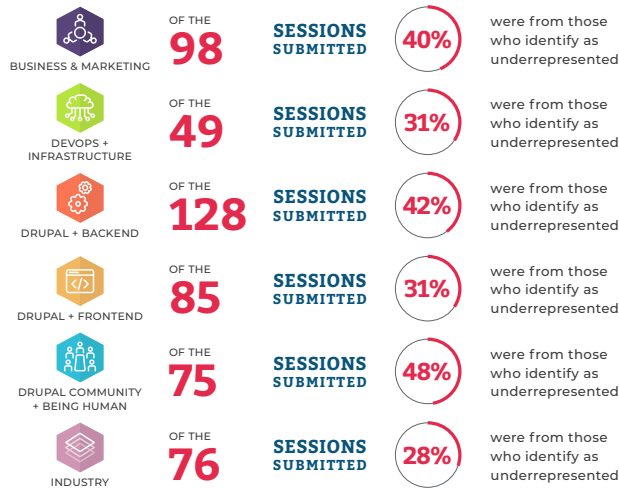
## DRUPALCON EUROPE

DrupalCon is a great opportunity to connect with people interested in the Drupal Platform. The conference brings together experts from all around the world who represent variety a of industries.

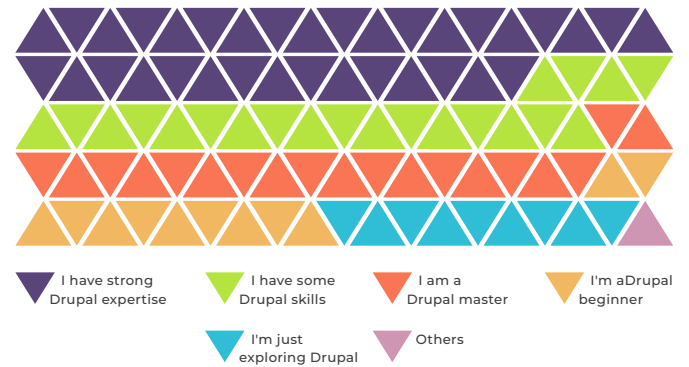
### DrupalCon Amsterdam 2019 Statistics

DrupalCon Amsterdam registered 1,500 attendees, held 96 sessions presented in 6 tracks, 4 Keynotes, 27 BoFs and 5 trainings. The conference was supported by 34 sponsors represented on 29 stands on the exhibition area of 187 m<sup>2</sup>.

### Program diversity



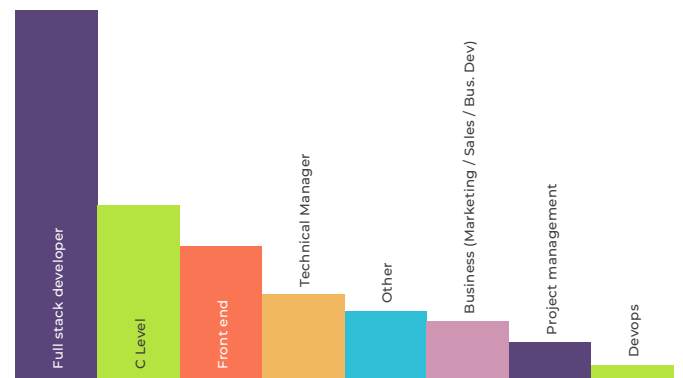
### Drupal Skill Level



### Organisation Type



### Job Role



### Company Size





# WHY SUPPORT

## AN ONLINE CONFERENCE?

An online conference is similar to an event happening in a Congress Center; however it provides many new opportunities. Attendees can easily join an online conference from anywhere in the world. The OnAir event platform offers an engaging conference experience – attend sessions, watch keynotes, explore networking opportunities and engage with exhibitors at their stands. The online world offers unlimited space to meet and interact via chat, video or live Q&A.



### Cost-saving and budget control

Sponsorship packages offer you accurate budget control. All expenses related to the exhibition (set up & dismantling), staff travelling, accommodation and food are no longer an issue.



### Engagement

The online conference can offer many tools which ensure interaction with attendees - live Q&A, polls, gamification, virtual networking functions, live, scheduled, or ad hoc meetings as well as your company materials available at your stand. Social events will also take place during DrupalCon Europe 2020!



### Flexibility and customization

An online conference will elevate your brand visibility and engage audience through customized virtual environment which reflect your company identity. Do you have any idea or thoughts you would like to implement? Let us know and we will try to find a solution which meets your expectation.



### Accessible & Environmentally friendly

Attendees can join the conference from their homes or offices which makes it accessible for wider audience (people with disabilities, parents with small children, etc.). With no need to travel to the venue, the carbon footprint is reduced which helps our environment.



### Opportunity to expand reach and lifespan of shared content

The remote conference reduces ancillary expenses related to an in-person event making attendance more accessible to the community. Share with attendees your company materials such as videos, handouts, demos, URLs or PDFs which will be available during and after the conference.



### Comprehensive data analytics and reports

Data analysis is crucial to develop and evaluate every business. You will gain important insights about the attendee's journey – who visited your stand, and the level of interaction (requested meetings, viewed videos, downloaded content, etc.) If you organize a demo/session, you can collect valuable data via Q&A.

# Sponsorship Packages

**Our Sponsor packages are designed to help your business with:**

- Networking
- Lead generation
- Brand awareness
- Talent recruitment
- Showcasing your modules and Drupal success stories
- Giving back and supporting the community

Organizations in attendance in 2019 include



*"By sponsoring DrupalCon, Acquia gets to support, learn from and share our Drupal experiences with the best Open Source Community on the planet!"*

Lynne Capozzi, CMO at Acquia

*"Sponsoring DrupalCon allows us to promote our brand, connect with clients, source new leads and boost our employer-brand for new talent. It also reiterates our ongoing commitment and contribution to the Drupal community."*

Jason Lewis, Head of Marketing & Brand, Partner at Amaze Labs

*"DrupalCon has always been one of the most meaningful places for us to hang out and collaborate with other folks in the Drupal community. I love that our sponsorship keeps the event possible, but it also gives us a simple way for folks to find us at the booth to carry on discussions that started online."*

Ryan Szrama, CEO, Centarro

*"Being a Diamond sponsor for Dropsolid was a dream come true. Being there with most of our employees, connecting to our potential customers and building our team & the community was an awesome experience."*

Dominique De Cooman, CEO & Co-Founder at Dropsolid

*"DrupalCon is the biggest lead generation tool of any of our marketing campaigns, and it's a no brainer because it supports the community and offers great thought leadership. We could not imagine not being at DrupalCon ... its great value for the business but also for the community."*

Atoosa Campbell, Senior Event Marketing Manager at Pantheon

Read more about this [here](#)

# CORE

## SPONSORSHIPS

We have adapted the original sponsorship opportunities for the virtual format to accomplish your business goals. You can choose an exclusive Core package or a Module sponsorship. To boost your sponsorship, you can select from an Add-ons offer.

### Core sponsorship

An exclusive sponsorship which guarantees the highest visibility and acknowledgement. Virtual Exhibition stands are reserved for Core sponsors only.

### Module sponsorship

Modules can be purchased separately or combined into your own package. Core sponsors can add modules to their sponsorship.

### Add-ons

Core and Module sponsors are welcomed to level up their packages with Add-ons (not the other way around).



### How to reduce your costs?

- If you are a Drupal Supporter you receive a 10% discount on your sponsorship package. Program fees are used to improve Drupal.org - Learn more by visiting this [link](#)
- If you refer DrupalCon Europe a new sponsor\* you and the recommended company can get either a 10% discount or choose an additional benefit from the list below:
  - » Web ad on the DrupalCon Europe 2020 website
  - » Lead retrieval
  - » Push notification on the platform
  - » 2 videos in the DrupalCon Europe Video Gallery



### Pro-tips

- Place your order right away, "first come first served" basis (stand selection and fulfilment of your package)
- Add the "ad hoc speaking opportunity" option to your stand for 300 €. More information P18
- If you need more tickets than what you received with your package, you can purchase them any time at the "Early Bird rate"
- Review the sponsor guide and note the deadlines

\* Not present at DrupalCon Amsterdam 2019. The minimum volume of sponsorship should be more than 3.000€ (excl. VAT)

# CORE

## SPONSORSHIPS

ALL RATES LISTED IN THIS BROCHURE ARE EXEMPTED FROM VAT; FOLLOWING THE SWISS REGULATION (VAT EXEMPT SUPPLY IN FIELD OF EDUCATION AND TRAINING (ART. 21 (2(11)) MWSTG)

Package availability	DIAMOND 1/3	PLATINUM 5/6	GOLD 15/15	SILVER 30/30
Price	€ 21,000	€ 10,500	€ 6,300	€ 3,700
<b>ACCESS</b>				
DrupalCon Tickets	15	10	5	3
<b>STAND IN VIRTUAL EXHIBITION HALL</b>				
Stand opening hours (live)	Tuesday 8 December 2020, from 08:00 to 19:00 Wednesday 9 December 2020, from 08:00 to 19:00 Thursday 10 December 2020, from 08:00 to 19:00			
Stand banner placement within exhibition hall	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Company materials personalization <ul style="list-style-type: none"> <li>· Banner on the exhibition hall</li> <li>· Company description + videos at the exhibition hall</li> <li>· Logo on top of the stand</li> <li>· Handouts on stand: PDFs/ URLs/unlimited video gallery on demand</li> <li>· Customized stand FAQ</li> </ul>	Yes	Yes	Yes	Yes
Attendees engagement* <ul style="list-style-type: none"> <li>· 1:1 live chat &amp; meetings abilities</li> <li>· Group live chat &amp; meetings abilities (discussion forum/live Q&amp;A)</li> </ul> <small>* upon attendees' consent</small>	Yes	Yes	Yes	Yes
Gamification opportunity	Yes	Yes	-	-
Lead retrieval	Yes	-	-	-
<b>CONTENT AND KNOWLEDGE EXCHANGE</b>				
Featured content in DrupalCon Europe Video Library	4 videos	3 videos	2 videos	1 videos
Tuesday Main Stage speaking opportunity <ul style="list-style-type: none"> <li>· Possibility to schedule and promote main stage (auditorium) talks*</li> </ul> <small>* upon Program Team's validation following the "First signed First served" basis</small>	1 x 40 min	-	-	-
Exhibition Live engagement <ul style="list-style-type: none"> <li>· Possibility to schedule and promote speaking opportunities (everyday)</li> </ul> <small>* upon Program Team's validation</small>	3 x 30 min slot	3 x 15 min slot	2 x 15 min slot	1 x 15 min slot



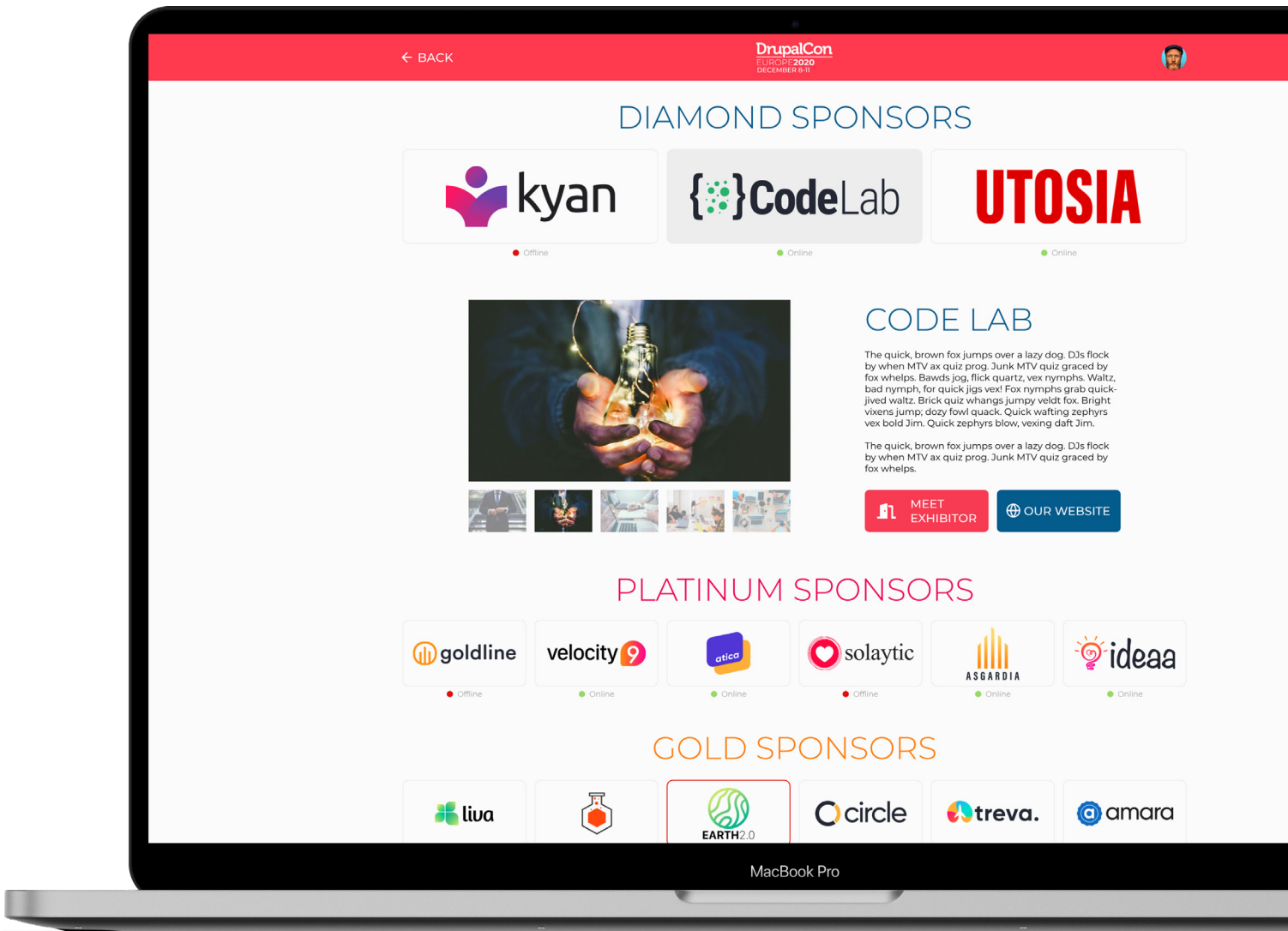
Package availability	DIAMOND 1/3	PLATINUM 5/6	GOLD 15/15	SILVER 30/30
Ad hoc speaking opportunities on stand* (during exhibition opening hours) <ul style="list-style-type: none"> <li>URL link to a communication platform (Skype, Zoom, GoToMeeting...) to be implemented within the OnAir platform by the Organizing Secretariat</li> </ul> <i>* upon the sponsor's request</i>	Unlimited	Unlimited	-	-
Keynote Speaker's introduction (3 min speaking opportunity)	Yes	-	-	-
Announcement during the conference <ul style="list-style-type: none"> <li>Push notification on the platform</li> <li>Host announcement (pre-recorded content played by Organization staff member)</li> </ul>	<ul style="list-style-type: none"> <li>1x text notification/day (up to 280 characters)</li> <li>1x 30s video</li> </ul>	<ul style="list-style-type: none"> <li>1x text notification/day (up to 280 characters)</li> </ul>	-	-
Tweets from @DrupalConEur with company content	5	3	2	1
<b>EXPOSURE</b>				
Logo placement	<ul style="list-style-type: none"> <li>Website header</li> <li>Sponsor page</li> <li>Session information block</li> <li>Session start/end image</li> <li>Intro slides</li> <li>Header in ticket confirmation</li> <li>Emails</li> </ul>	<ul style="list-style-type: none"> <li>Website footer</li> <li>Sponsor page</li> <li>Session or BoF information block</li> <li>Session start/end image</li> <li>Intro slides</li> <li>Footer in ticket confirmation</li> <li>Emails</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor page</li> <li>Intro slides</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor page</li> <li>Intro slides</li> </ul>
Web ad on DrupalCon website	1 x 300 x 250 px	1 x 300 x 250 px	-	-
Digital totebag	Premium Placement	Inclusion	Inclusion	-
Dedicated mailing sent to attendees on behalf of sponsor	<ul style="list-style-type: none"> <li>1 pre-event</li> <li>1 post-event</li> </ul>	<ul style="list-style-type: none"> <li>1 post-event</li> </ul>	-	-
Drupal job posts* <i>* upon the sponsor's request</i>	10 posts	7 posts	5 posts	2 posts
DrupalCon Europe official stickers	500	300	200	100
Sponsor logo on DrupalCon Official Swags	Official water bottle + facial mask	-	-	-
Opportunity to provide Prizes for Trivia event ** <i>** Delivery to be organized by sponsor</i>	Yes	Yes	Yes	Yes
Post congress statistics	Yes	Yes	Yes	Yes
Final participants list (upon consent of the participant)	Yes	Yes	Yes	Yes

# EXHIBITION

Like during the in-person conference, the virtual exhibition will be accessible during 8-10 December 2020 (see the stand opening hours P8).

Dedicated time slots such as coffee breaks or lunch breaks will be part of the conference program to allow attendees to explore the exhibition and interact with sponsors & exhibitors.

Exhibitors can discuss topics with attendees via chat, 1:1 video meetings or promote their company during scheduled speaking opportunities/live demos.



The exhibition hall illustration is subject to changes.

# MODULE

## SPONSORSHIPS

ALL RATES LISTED IN THIS BROCHURE ARE EXEMPTED FROM VAT  
FOLLOWING THE SWISS REGULATION  
(VAT EXEMPT SUPPLY IN FIELD OF EDUCATION AND TRAINING (ART. 21 (2(11)) MWSTG)

Have a look at our Module sponsorship packages which can be purchased separately and may better suit your business needs. You can also boost your Core sponsorship package thanks to a combined Module.

### All Module Sponsorships include these benefits:

- Listing on DrupalCon Europe web sponsor page
- Company name and sponsor level listed in the program guide



## TUESDAY MAIN STAGE SPEAKING OPPORTUNITY

NEW

3 AVAILABLE

Kick off the Conference on Tuesday by holding a 40 minutes session on the Main Stage (Auditorium). Take this opportunity to promote your latest projects, share your customer experiences, or simply schedule a demonstration or workshop in front of a large audience.

- 2 DrupalCon tickets
- Promotion as “Tuesday Module Partner” on event website
- 1x announcement tweet prior to the event sent from official DrupalCon Europe account
- 1x text notification (up to 280 characters) push message sent through the platform
- 1x Host announcement (30 sec pre-recorded content played by Organization staff member)
- Possibility to provide a promotional ad on the general event rotating banner

### Notes:

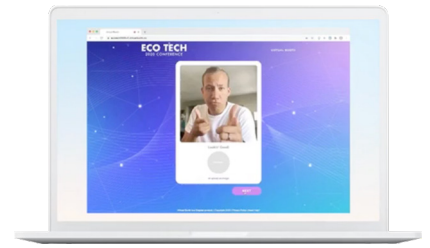
- Tuesday schedule to be chosen following “first signed first served basis”
- Speeches pre-program will be subject to approval by the Program Team prior the event



## VIRTUAL PHOTOBOOTH NEW

EXCLUSIVE

Don't let virtual be boring or memoryless, give attendees a reason to smile! Let this fun, customizable, fast, easy to use virtual photobooth, help you create social content, engagement and increase your brand visibility and awareness while fostering the cohesive atmosphere of an in-person event.



- Promotion as “Virtual Photobooth” sponsor on event website
- Package of up to 4 000 virtual photos (option: up to 8 000 photos +1.500€)
- Customization of the photobooth according to your branding including DrupalCon official branding (virtual background, frame, stickers)
- Access all day long + 15 min dedicated and promoted slot for the “official group photo”
- Access possible to the photo gallery (upon consent of participants) after the event
- 1x text notification (up to 280 characters) pushed through the platform

**Notes:**

- Only selfies are possible, photo collage to be considered for the group photo
- Position of the photobooth to be discussed on demand
- Possibility to develop your own photobooth, feasibility and cost to be discussed with Organizing Secretariat



## CONTRIBUTION VIRTUAL MEETING ROOM

2 AVAILABLE

Support our hardworking contributors who skip the sessions and parties to work on Drupal development in the designated Contribution room. This is a great way to show support as well as promote your brand to the attendees.

- 2 DrupalCon tickets
- Branded banner + logo displayed in the Contribution Virtual Meeting Room
- Logo inclusion on dedicated Contribution webpage
- Handouts: PDFs/ URLs/unlimited video gallery on demand/ Customized stand FAQ
- A short introduction speech each day in the Contribution Room

**Notes:**

- Contribution Room sponsorship applies only for Tuesday - Thursday (a separate sponsorship is available for Friday Contribution day)
- Only participants registered to the event with credentials to the OnAir platform will be able to attend the Tuesday-Thursday Contribution Room.



## OPENING RECEPTION

2 AVAILABLE

Be the first to kick off a week of exciting activities with this fun and intimate kick-off celebration! Some ice-breaking surprises to be expected!

- 2 DrupalCon tickets
- Promotion as Opening Reception title sponsor on event website
- Logo on opening reception event slides
- A short welcoming speech or possibility to play a video as an introduction to the opening reception
- 1x announcement tweet prior to the event sent from official DrupalCon Europe account
- 1x text notification (up to 280 characters) push message sent through the platform
- 1x Host announcement (30sec pre-recorded content played by Organization staff member)



## ALWAYS-ON LOUNGE NEW

EXCLUSIVE

Give attendees an informal space within the online exhibition to relax, play music and games, chit chat by using audio and video, or just dream about their next line of code. Participants can easily pop into the lounge between sessions and anytime during the conference.

- 2 DrupalCon tickets
- Banner and logo on the exhibition hall (Always-on Lounge is sponsored by “your company”)
- Informal handouts on stand: PDFs/ URLs/unlimited video gallery on demand\*

\* Sponsor should not present any products or services in this area. The Always-on Lounge is intended to add value or fun to the attendee experience.

### Sponsor Responsibilities:

- Decide how the lounge will be operated:
  - » Open the room during exhibition hours, give access to pre-recorded videos on demand and let attendees create their own experiences following their wishes, needs or moods
  - » Implementing scheduled additional relaxing/fun activities (such as yoga, napping session, waterfall background with singing birds, etc.) happening at the lounge and managed by your company members
- Communicate about daily activities happening at the lounge



## FRIDAY CONTRIBUTION DAY

4 AVAILABLE

Help us fund one of the most important activity – the Contribution Day accelerates the Drupal project to become the largest platform in the world. To support community members and developers with their innovation, take care about this gathering.

- 2 DrupalCon tickets
- Logo inclusion on Contribution Day related slides
- Logo inclusion on dedicated Contribution web page
- Title sponsor in website: “Contribution Day sponsored by company name”
- Handouts: PDFs/ URLs/unlimited video gallery on demand/ Customized stand FAQ
- A short welcoming speech or possibility to play a video as an introduction to the Contribution Day on the main stage
- 1x announcement tweet prior to the event sent from official DrupalCon Europe account

### Notes:

- Contribution Day sponsorship applies only for Friday Contribution
- For logistical reasons, only participants registered to the event with credentials to the OnAir platform will be able to attend the Friday Contribution Day. Registration is included automatically to the main conference ticket and on-demand for free for Friday only participants





## AMBASSADOR PROGRAM NEW

EXCLUSIVE

Help us lend a friendly face to people coming to the event for the first time and help them connect with people across the Drupal community by being involved in the Ambassador Program.

- 2 DrupalCon tickets
- Promotion as Ambassador sponsor on event website
- Involvement in the pairing decision between mentors and first-timers
- Possibility to suggest up to 5 mentors from the company\*
- Advertisement on e-mailings sent regarding the program

\* depending on the total number of participants to the program



## TRIVIA NIGHT

2 AVAILABLE

In the grand tradition of pub quizzes, there will be 6 rounds of 10 questions covering all things Drupal, and a few more questions about general web topics. Help fund this popular community event where hundreds of Drupalistas gather to socialize and compete for first place.

- 2 DrupalCon tickets
- Logo on Trivia Night slide show
- Promotion as Trivia Night sponsor on event website
- A short welcoming speech or possibility to play a video (up to 1 min)
- Sponsors have the possibility to organize the delivery of branded items for participants and/or the winning teams (i.e. shirts, stickers, etc.)
- 1x announcement tweet prior to the event sent from official DrupalCon Europe account



## MEET THE EXPERT NEW

1 AVAILABLE PER DAY \*

Run a small group webinar session with an invited “expert” of your choice (Drupal lineup required). Specific pre-registrations will be asked for extra lead generation!

- 20 minutes live presentation
- Promotion as Meet the Expert sponsor on event website
- Company logo on Meet the Expert Session Information + slides
- 1x text notification (up to 280 characters) push message sent through the platform

**Notes:**

- The program will be subject to approval by the Program Team
- Webinar scheduled to be based on program availability and on a “First signed First served” basis



## LUNCH

1 AVAILABLE PER DAY

When attending virtual events, the lunch break can lack of excitement and attendees can feel a bit lonely. To prevents that feeling, get on the Main Stage and show your cooking skills or share your best recipes live! You can be sure the attendees will remember that meal!

- 1 DrupalCon ticket
- 30-45 min live presentation on the Main Stage
- Promotion as Lunch sponsor on event website
- Company logo on Lunch Session Information + slides
- 1x text notification (up to 280 characters) push message sent through the platform

\* Packaged discounted price possible for 2 or 3 lunches



## MORNING WAKE UP SESSION NEW

1 AVAILABLE PER DAY

There's nothing like an effective wake-up to start the day on the right foot. Break the routine of the conference by kicking off the day before sessions starts with activities of your choice\* (virtual breakfast gathering, baking, yoga, strength training...).

- 30 minutes live presentation
- Promotion as Morning Wake up Session sponsor on event website
- Company logo on Morning Wake up Session Information + slides
- 1x text notification (up to 280 characters) push message sent through the platform

\* Upon Organizing Secretariat's validation



## WOMEN IN DRUPAL

5 AVAILABLE

There are more and more women in Drupal each year - be sure to support one of the fastest growing sectors by sponsoring Women in Drupal!

- Promotion as Women in Drupal sponsor on event website
- Company logo on Women in Drupal Session Information + slides (in case of a presentation)
- A short welcoming speech or possibility to play a video as an introduction to the social event
- 1x text notification (up to 280 characters) pushed through the platform

**Note:** In our efforts to encourage open collaboration among peers in a safe environment, we ask that sponsors do not attempt to solicit at these events.



## LIVE STREAMING / RECORDING

EXCLUSIVE - UPON AGREEMENT WITH THE ORGANIZER

The global Drupal community is huge and especially now that the Conference is virtual, thousands of people will watch the Keynotes via Live Streaming. Several solutions of Live Streaming are considered, the cost of this sponsorship will vary depending on the chosen technology.

- Your logo in the media player for thousands of Drupalers to see
- 1x announcement tweet prior to the event sent from official DrupalCon Europe account

**Note:** Sponsor could provide the necessary technology & resources to record live streaming.

# ADD-ONS

ALL RATES LISTED IN THIS BROCHURE  
ARE EXCLUDING SPANISH VAT (21 %)

Looking for some more branding and exhibiting power? Check out these ways to level up your sponsor package.

**Note:** Add-on sponsorship do not include any DrupalCon Tickets, either Core or Module sponsorship is required.



## SWAG SHOP NEW

5 AVAILABLE

Even with a virtual event we want to give the attendees the opportunity to bring their official memory DrupalCon Europe 2020 branded item "back at home".

Choose and brand fun swags such as T-shirts, hoodies, caps or mugs in the official Drupal Swag shop. Every purchase will directly contribute to Drupal with at least 10% of all sales (excluding shipping) going to the Drupal Association.

- 1 swag to be chosen on a "First signed First served" basis in the swag shop. Logo placement to be discussed depending on the chosen item.



## MENTALIST SHOW NEW

EXCLUSIVE

Do you believe in magic? We believe that mind-reading and magic attract people and bring their attention. The Mentalist can customize the show to engage people and promote your company or your product directly on your stand.

- 30 minutes show (can be divided in 2x15 mins slots)
- Promotion as Mentalist Show title sponsor on event website
- A short welcoming speech or possibility to play a video as an introduction to the show
- 1x announcement tweet prior to the event sent from official DrupalCon Europe account
- Record of the show for your purposes



## MEETING MATCHING NEW

FOR EXHIBITORS

Increase your leads by using the Meeting Matching tool to organize pre-scheduled or live meetings with specific attendees.

- Through Pre-Scheduled Meeting settings create preferences with whom you wish to meet and let the system algorithm do the job to match your meetings.
- With Meeting Diary manage your own meeting schedules and request appointments with attendees using your priority preferences.

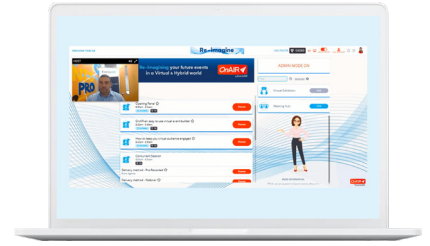


## HOST ANNOUNCEMENT ON ONAIR PLATFORM **NEW**

3 AVAILABLE (1 PER DAY)

Want to drive traffic to your stand, announce a special session, a giveaway? We'll make sure it's done professionally and with maximum visibility through the OnAir platform.

- 1x host announcement (30sec pre-recorded content played by Organization staff member) per day maximum (in total 3)



## GAMIFICATION

FOR EXHIBITORS

Everyone loves to play. Reward your most engaged leads! Gamification is a game where attendees can win points by reaching different types of goals. The best gamers will win prizes, so it encourages attendees to participate. You are also welcome to offer one of the prize to win.

Set up your own goal, for instance:

- Have a talk with a specific sponsor in the exhibition area
- Post a comment with a hashtag of the exhibitor
- Download the brochure (a QR code would be integrated in the brochure)
- Answer Trivia questions about your company



## PUSH MESSAGE ON ONAIR PLATFORM **NEW**

3 AVAILABLE (1 PER DAY)

Post a push notification displayed to all attendees through the OnAir platform for any important message you want to send!

- 1x communication per day maximum (in total 3)
- Up to 280 characters



## LEAD RETRIEVAL MANAGEMENT

FOR EXHIBITORS

Thanks to Lead Management you have a simpler time retrieving leads, collect contact details of all attendees who visit your stand and also:

- Ask marketing questions during the discussion process. Create and use your own and customized questions
- Send out automated follow up emails immediately after they visit your stand
- Attach PDF or other document to the follow up email
- Export lead details to a spreadsheet for use a CRM or other sales follow up process

**Note:** If the delegate opts out of communication, the contact details cannot be transferred due to compliance reason.



## AD HOC SPEAKING OPPORTUNITIES NEW

### FOR EXHIBITORS

Get more opportunity to engage with large audience by getting your company virtual room linked to OnAir during exhibition opening hours.

The ad hoc speaking opportunity is included for Diamond and Platinum sponsors.

- You can provide the URL link to your company communication platform (Skype, Zoom, GoToMeeting...)
- If you don't own one, the Organizing Secretariat will set up and provide a Zoom account to be linked to your stand



# BRANDING

## OPPORTUNITIES

Get more visibility and display your company logo, banner or product advertisement on different locations of the platform.

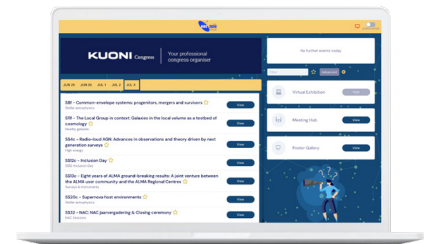


### TIMELINE ADVERTISEMENT

NEW

1 AVAILABLE PER DAY

The timeline placement is the default image visible by every participant logged in to the general platform before entering a session.



### ROTATING BANNER

NEW

1 AVAILABLE PER DAY

Get your banner on the rotating banners of the home page.



### BOFS ROOMS

BASED ON AVAILABILITY

Align your brand with community discussions. Attendees propose a variety of topics like CRM + Drupal or Drupal in Government and they host open discussions for an hour at a time in a BoFs Virtual Meeting Room.

- Your company's logo on the BoFs "Session Information"
- Your company's name and logo on event website



### MEETING HUB ADVERTISEMENT

NEW

1 AVAILABLE PER DAY

The Meeting Hub placement is the default image visible by every participant logged in to the Meeting Hub section to have one-to-one follow up discussions.



### SESSION SURVEY

NEW

EXCLUSIVE

Use the opportunity to add your colors to every post session survey displayed automatically at the end of the sessions.

# HAVE AN IDEA

THAT IS NOT LISTED ON THIS BROCHURE?



**As it is often raised, "only the sky is the limit".**

To adapt to this "new normal", we would like our sponsors to take advantage of this freedom linked to our new virtual environment; "OnAir", to think outside the box, and suggest new opportunities to develop by early December.

We will explore each idea with great attention, try to be flexible, and do our best to optimize your returns on investments under the best possible conditions for the Drupal Community.

Contact us as soon as possible not to miss an opportunity to be part of the first virtual DrupalCon Europe.

**DrupalCon Europe Organizing  
Secretariat - Kuoni Congress  
[drupal@kuoni-congress.com](mailto:drupal@kuoni-congress.com)**



**Thank you to our  
DrupalCon Sponsors!**