

Power BI Next Step 2021, powerbinextstep.com

Become part of the best Power BI conference in Denmark

First of all thank you for interest in Power BI Next Step 2021 and for taking your time to review our sponsorship prospectus. Power BI Next Step 2021 is the first in-person Power BI conference in Denmark in 2021 with focus on technical training through break-out session, new features and technological trends.

Power BI Next Step will be offering 1 day of technical content with 18 sessions, product demos, networking and other social elements. What is unique about Power BI Next Step is that it focuses on the experienced Power BI user taking the next step in their development. All the attendees will be highly skilled Power BI professionals.

We expect around 100-150 attendees for this year's conference. Whether you want to increase the company's brand loyalty, create awareness about your products/services and drive sales, find future employees or perhaps a mix of it all, participating in Power BI Next Step will hopefully allow you to obtain just that.

Power BI has great traction in Denmark with many companies either using it or in the process of implementing it. It's the hottest BI topic in Denmark.

Attendees

The audience at Power BI Next Step are expected to be Microsoft customers and partners, divided into the following groups:

- It-professionals - Technical experts, influencers and implementers
- Power Users
- Data Scientists
- Professional application developers and designers
- Solution architects / Cloud architects
- CTO's and Technical managers

Target number of participants: 100-150 attendees and 18+ speakers.

The Power BI Next Step sponsorship packages

The sponsorship packages contains a wide choice of tailored and attractive sponsor opportunities. Giving you the choice of package that provides the most value to your business and marketing goals. We will be happy to help you to the best profiling and awareness during the conference. Please note that sponsorships are limited and may be sold out.

Sponsor contract

Power BI Next Step is brought to you by Power Events ApS in collaboration with the local Power BI and Microsoft Business Intelligence user groups in Denmark. Please read legal statements at the end of this document where the contract also can to be found.

Questions to Power BI Next Step sponsoring, please contact via email sponsors@powerbinextstep.com

Description of sponsored activities

As event sponsor of Power BI Next Step, your company will have premium exposure to all the attendees. Your company logo will be included in all marketing efforts surrounding the Conference. Please note that we can provide additional information about the branding details mentioned below upon request. Very limited availability.

- **6 x Bronze Sponsorship.** DKK 3.000 prepaid.
 - Name to be listed (if desired) in the official event guide.
 - Placement on our sponsor page on the web site.
 - Inclusion in emails and marketing materials.
 - May donate prizes for end of day raffle event
- **3 x Silver Sponsorship.** DKK 15.000 prepaid.
 - As Bronze
 - Two minutes at end of day event to promote company and raffle prizes.
 - Electronic list with contact information from raffle participation
 - 2 x expo staff
- **1 x Gold Sponsorship.** DKK 25.000 prepaid
 - As Silver
 - Premium location in the sponsor area
 - 30 min. sponsor session during the lunch break
 - 3 x expo staff
 - May send 3 attendees to the speaker dinner
 - May buy up till 5 ticket for half price

SPONSORSHIP CONTRACT

Please complete and return immediately to confirm your sponsorship.

Sponsor Item: _____

Company Contact: _____

Title: _____

Company Name: _____

CVR no : _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Web Address: _____

Total Cost of Sponsorship (DKK ex. VAT): _____

Terms and conditions below. Contract requires signature.

Please return this form to: Power Events ApS (CVR 42294748)

Email: sponsors@powerbinextstep.com

Authorized Signature: Date:

Questions to Power BI Next Step sponsoring, please contact via email sponsors@powerbinextstep.com

SPONSORSHIP CONTRACT – TERMS AND CONDITIONS

SECTION 1: GENERAL Power BI Next Step is brought to You by Power Events ApS in collaboration with the local Power BI community and Microsoft Denmark. In these Terms (as defined below) the following expressions have the following meanings: “Agreement” means the Terms and the Order Form together; “Event” means any Power BI Next Step physical event to be held in 2021. This term also refers, for the purposes of this document, to all online advertising campaigns, memberships, newsletter sponsorships and any other form of promotional marketing campaigns conducted; “Order Form” means the application for marketing, event, advertising and promotional services from Power BI Next Step together with these Terms; “Organizer” means Power Events ApS; “Sponsor” means the person, company or other legal entity which has completed the Order Form; “Terms” means these terms and conditions contained on this page.

SECTION 2: APPLICATION FOR SPONSORSHIP

A contract shall be deemed to be made when the Order Form has been received by the Organizer duly completed and signed by the Sponsor and the relevant sections have been completed and signed by the Organizer. The Organizer may at its sole discretion accept applications for sponsorship by purchase order, in writing, by facsimile, by e-mail, by a deposit payment in lieu of written application (on the understanding that these Terms shall apply). The Organizer reserves the right to reject any application.

SECTION 3: PAYMENT TERMS

All sums shall be paid in DKK (Danish Kroner) by the Sponsor on the relevant date set out on the Order Form or 30 days from the date of the Organizer’s invoice, whichever is the later. Power Events ApS reserves the right to cancel the Sponsor’s sponsorship in the event that the Sponsor has failed to fulfill any obligations relating to payments. In case of non-payment of any sum due from the Sponsor (whether formally demanded or not) or of any other breach or non-observance by the Sponsor of any of these Terms, the Organizer shall have right to terminate this Agreement immediately and without prejudice to the right to recover all sums payable by the Sponsor or to any other right or remedy available to the Organizer.

SECTION 4: CANCELLATION OF SPONSORSHIP OR ANY ELEMENTS OF THE ORDER FORM

Event fees are non-refundable, except in the case of a termination caused by the complete cancellation of an event as set out in Section 5 below.

SECTION 5: CANCELLATION OR CHANGE OF LOCATION OR DATE OF AN EVENT

The Sponsor shall not have any claim against the Organizer in respect of any consequential damage whatsoever consequent upon an Event failing (for whatever reason) to be held or the Venue being or becoming wholly or partially unavailable for the holding of an Event for whatever reason. The Organizer reserves the right to change the Venue and or the date of the Event providing always that the Organizer shall give the Sponsor notice of any such change as soon as is reasonably possible. Any such change in venue and or date shall not constitute a breach of contract and shall not give rise to the right to terminate this Agreement. However, should the event be completely cancelled, the Sponsor shall have the right to terminate the Sponsorship with a full refund of any fees paid.

SECTION 6: INSURANCE AND LIMITATION OF LIABILITY

The Sponsor shall fully and effectively indemnify the Organizer and keep the Organizer indemnified and hold the Organizer harmless in respect of all costs, claims, demands, actions, proceedings and

losses whatsoever made against or incurred by the Organizer as a result of the Sponsor presenting or advertising any goods or services with Power Events ApS (whether online or at events) and/or as a result of any loss or injury arising to any person (including members of the public or the Organizer' staff, agents or contractors) or to any property howsoever caused as a result of negligence of the Sponsor, his employees, agents, or contractors.. In any event, the liability of the Sponsor shall not exceed an equal amount paid by the Sponsor under this Agreement. Save in the case of death or personal injury caused by the negligence of the Organizer, the liability of the Organizer under this Agreement, whether for breach of contract, negligence or otherwise, shall not exceed an amount equal to the total amount to be paid by the Sponsor under the Agreement. The Organizer shall have no liability in respect of loss of profits, revenue, goodwill or custom or any other consequential loss.

SECTION 7: ASSIGNMENT

This Agreement is personal to the Sponsor and the Sponsor shall not be entitled to assign, grant licenses or otherwise deal with the rights and obligations in respect of the whole or any part of this Agreement.

SECTION 8: WAIVER

The failure of the Organizer at any time to enforce any provision of this Agreement shall not affect its right thereafter to require complete performance by the Sponsor nor shall the waiver of any breach of any such provision be taken as or held to be a waiver of any subsequent breach or be a waiver of the provision itself. The Order Form and these Terms together constitute the entire agreement between the Organizer and the Sponsor. Neither the Order Form nor these Terms shall be varied save by written agreement between the Organizer and the Sponsor.

SECTION 9: GOVERNING LAW

This Agreement is made under and will be construed and enforced in accordance with, and governed by, the Danish Laws without giving effect to principles of conflicts of law. Each Organizer and the Sponsor unconditionally waives all rights to a trial by jury for any dispute arising in connection with this Agreement.