



Sponsorbrochure 2023

29 juni 2023
09:00 - 21:00
The Fabrique Utrecht

On the 29th of June 2023 Azure Lowlands is back!

After four successful editions, two in-person in Rotterdam, one virtual, and one last year in Utrecht, reaching thousands of Azure enthusiasts, we are delighted to announce the 2023 edition.

This year the event will once again bring together the best speakers from around the world and the Dutch community, to share knowledge about Microsoft Azure.

Sjoukje Zaal, Roelant Dieben, Stacy Cashmore, Arnold Visser, Richard van der Pol and Henk Boelman.



Back to Woodstock

The theme for this year is “Back to Woodstock” because, besides world-class speakers, we also need a bit of relaxation, entertainment, and a lot of fun.

We go back to Woodstock to celebrate the summer, which includes food, drinks, music, and a lot of surprises.

We aim for an intimate experience – that is why we capped the attendees at the venue at 600, so it will be an intimate get together with fellow azure enthusiasts.

Location

Azure Lowlands takes place in The Fabrique in Utrecht. The Fabrique is an old factory, which gives the festival a unique atmosphere.

This year Azure Lowlands takes place in the Kalvermelkfabriek and Perserij’, which offers 15 unique spaces. That is double the space from 2022.

Sponsors booths are located in Kalvermelkfabriek. The “Festival Market” can be found in Loods 5 and Loods 6 will have places for all kinds of creativity. The stands are located in and around the food area’s. Traffic to your stand is guaranteed.

The rest of the venue we will keep a surprise :)





Created with love by the community

Azure Lowlands is, as every year, an event that is organized by the community, meaning that all organizers do this in their spare time. We show our true community spirit by offering communities a free space on the Community Square to showcase what they are doing.

During the whole event there is Azure Lowlands TV, a stream publicly available that will air some sessions, interviews and reports through the whole day about the event.

As an organization we care deeply about diversity & inclusion, which you will see reflected in every aspect of the event, from keynotes and the program, code of conduct, the entertainment to starting speaker empowerment.





Facts and Figures

Attendees

In 2022 we welcomed 450 attendees, this year we are expecting 600.

Sessions

This year we aim for 3 keynotes and have 20 speaking slots available. The sessions are divided in 4 key area's. Azure inspiration, IT pro, Azure Development and security.

Interaction moments

There are plenty of moments to interact with the audience. The key moments are: during the walk-inn, coffee break, lunch, afternoon break, the drinks and the famous BBQ.

Lowlands Bingo

All attendees get a bingo card with your company logo on it. Attendees come by your booth to get their card stamped. As part of the sponsorship you can hand out a price.



Sponsorship

Are you, as a company, looking to connect with a Microsoft Azure focused audience? Then Azure Lowlands is the event of the year to sponsor.

You will have the opportunity to share your brand and expertise, in a beautiful setting, with Azure Focused technical folks from all over the Netherlands and beyond.

Sponsor Packages

	Hendrix	Joplin	Morrison	Jagger
Stand size	2x2 m2	2x3 m2	3x3 m2	4x4m2
Booth staff tickets	2	2	2	2
Available spots	15	4	5	3
Logo on website	X	X	X	X
Logo on badge	-	-	Back	Front
Video before keynote	-	-	30 sec	1 min
Standing table + 2 chairs	X	X	X	-
Power	X	X	X	X
Technical 25 min speaking slot	-	-	-	X
Lead scanner	X	X	X	X
	€ 3400,-	€ 4400,-	€ 5900,-	€ 8400,-

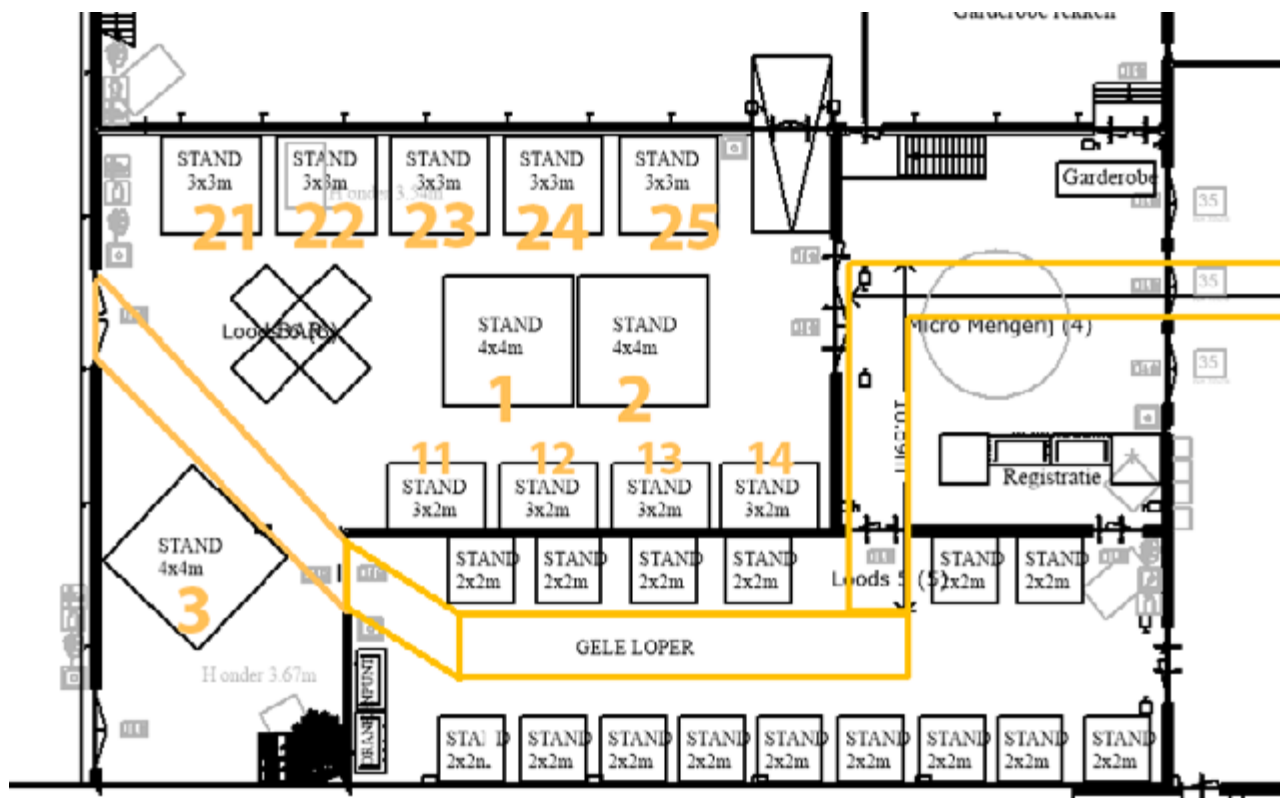
Ticket packages

Nr of Tickets	Amount
2	€ 400,-
4	€ 760,-
8	€ 1440,-
16	€ 2040,-

Extra's

Item	Amount
Strategic swag hand-out spot	€ 500,-
Lanyard sponsor	€ 1500,-
Band Sponsor	€ 2500,-

Floor layout



We hope that this brochures gives you a good overview of the possibilities for sponsoring Azure Lowlands 2023.

If you are interested or have any questions, feel free to reach out to:

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**Azure
Lowlands**



www.azurelowlands.com