



COLLABDAYS 2027

CALL FOR SPONSORS

JUNE 26th 2027

VAN DER VALK HOTEL - VIANEN

 **collabdays**
NETHERLANDS

WELCOME TO COLLABDAYS!

CollabDays are non-profit, community-led events, organized throughout the world around technologies that enable people to work together. Learning and networking are their main objectives.

For CollabDays Netherlands we focus on **AI Business Solutions**, build on Microsoft 365 and Power Platform, and we aim to have sessions from renowned national and international speakers and new talent, for Microsoft 365 users, admins, developers, architects, and other professionals.

“

WE ARE A COMMUNITY, NON-PROFIT EVENT, FREE OF CHARGE FOR OUR ATTENDEES, AND WE THEREFORE RELY ON YOU!

”

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Dear sponsor,

Building from the SharePoint Saturday events' strong foundations and the worldwide CollabDays conference's success, we've kept the momentum going with over 300 participants and 30+ speakers from all over, showing our community's unwavering commitment to learning. Now, we're excited to bring another face-to-face connection with CollabDays Netherlands 2027, featuring top sessions and speakers for those eager to deepen their understanding. The DIWUG and PowerAddictsNL have again teamed up to make this year's event a reality.

WE'RE INVITING YOU TO JOIN US AS A SPONSOR FOR COLLABDAYS NETHERLANDS 2027

The shift to office life and hybrid work setups, we've seen the significance of collaborative technology not only soar but become integral, a testament to our community's adaptability and expertise. With the rapid advancements in AI over the past year, these tools are more pivotal than ever in fostering seamless collaboration and innovation.

SAVE THE DATE: SATURDAY JUNE 26TH, 2027

In this guide, you'll find all you need to know about our event, the sponsorship opportunities on offer, and how your involvement can benefit your business. Remember, DIWUG and PowerAddictsNL rely on your support, as we're both non-profit groups.

EXPECT ENGAGING SESSIONS AT THE WELL-APPOINTED VAN DER VALK HOTEL IN VIANEN.

For any questions, feel free to get in touch.

Best regards,

Bram de Jager and Jeroen Stutterheim

On behalf of DIWUG and PowerAddictsNL

WHAT TO EXPECT?

The big one you do not want to miss! Once a year, we host one of the Netherlands' leading community events focused on **AI Business Solutions**. In 2027, CollabDays Netherlands 2027 will once again take place in person at the Van der Valk Hotel Vianen.

This intensive one-day conference features sessions from leading Microsoft experts, MVPs, and industry professionals, covering Microsoft 365, Copilot, Power Platform, AI agents, governance, adoption, and automation. The 2027 edition places a strong emphasis on how organizations can turn AI into measurable business value through real-world use cases, implementation strategies, and success stories.

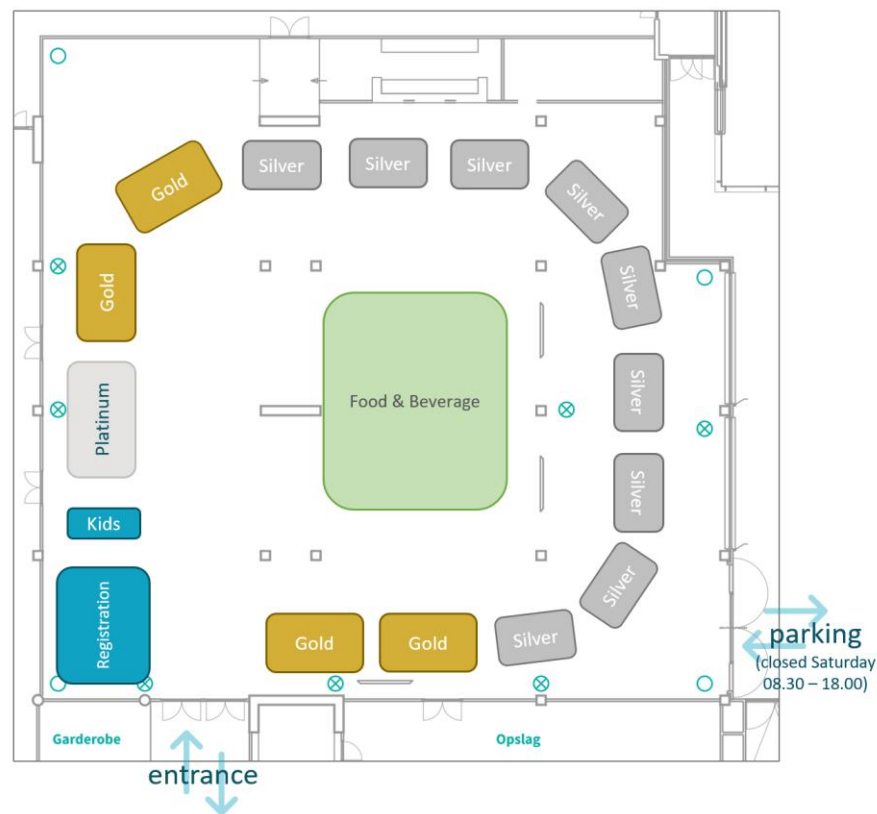
The event attracts platform owners, IT managers, architects, consultants, adoption leads, CoE leads, product owners, and senior decision makers responsible for Microsoft and AI investments. For sponsors, this provides direct access to organizations actively evaluating, implementing, and scaling AI-powered business solutions.

CollabDays Netherlands 2027 is **free to attend** and organized entirely by the community. Speakers, staff, and organizers volunteer their time, making sponsor support essential to the success of the event.



VENUE

We're returning to a familiar spot just like we did last year. The [Van der Valk Hotel](#) in Vianen has served as our trusted site for the SharePoint Saturday and CollabDays conferences for more than a decade, and it's where we'll be hosting CollabDays Netherlands 2027.



The venue is centrally located in the Netherlands, making it convenient for our attendees to reach by car or public transport, and provides enough free parking space. Below, you'll see the main entrance of the venue, and above, a preliminary floor plan of the Expo Hall that highlights where sponsor booths will be located.



SPONSOR PACKAGES

Our sponsors are essential to our community, ensuring that the event remains cost-free for participants and provides exposure to innovative products and services. This sponsorship framework affords attendees the opportunity to interact with sponsors and their offerings in an informal yet professional environment, allowing for a thorough discovery of what is available.

For CollabDays Netherlands 2027, we have five principal sponsorship tiers: one **Platinum**, four **Gold**, nine **Silver**, unlimited **Bronze**, and one special sponsorship: **SharePint**. Additionally, you can enhance your sponsorship with our **Photobooth add-on** for branded attendee photos in the Expo Hall or the **Info Kiosk Display add-on** for prominent logo placement at the event entrance. These add-ons are available with any sponsorship tier.

PLATINUM PACKAGE

The Platinum Package is our exclusive, top-tier sponsorship opportunity, available to only one sponsor at €7.500. This package is designed for companies looking to maximize their visibility, interact directly with attendees, and enjoy prominent brand positioning throughout the event.

As the sole Platinum sponsor, your logo will be prominently featured on attendee badges and showcased in the DIWUG & PowerAddictsNL newsletter a total of six times, ensuring sustained brand recognition. You'll have the opportunity to welcome attendees personally during the walk-in, handing out flyers to make a memorable first impression.

In the Expo Hall, your company will benefit from an extra-large booth measuring approximately 4.5m x 2.5m, strategically located for high visibility and great interaction with attendees. Additionally, your logo will be displayed in XL size throughout the venue, emphasizing your brand's importance and visibility. A conference room will be named after your company, offering an additional branding touchpoint and reinforcing your company's presence.

This package also includes a 50-minute promotional session to showcase your solutions and expertise, positioning your company as a thought leader. To maximize engagement, the Platinum Package provides four crew tickets, enabling ample staffing at your booth and access to the lead generation feature within our conference app, run.events. Finally, you have the option to provide a raffle prize, a valuable way to extend brand interaction and make a lasting impact on attendees. After the event you will receive attendees contact details who have opted in.

Why choose Platinum? As the only Platinum sponsor, you'll stand out as a top partner, gaining unique access to our audience and unmatched visibility. Secure this spot and capitalize on the exclusivity that will maximize your return on investment.

GOLD PACKAGE

The Gold Package offers a high-impact sponsorship opportunity, balancing substantial visibility with a moderate price of €5.275. With only four Gold sponsorships available, this package is ideal for brands seeking prominent exposure and meaningful engagement with attendees.

Gold sponsors receive large booth space in the Expo Hall, measuring approximately 3.5m x 2m, positioned to encourage high foot traffic and engagement with attendees. Your brand will be displayed in large (L) size across the venue, giving you a strong presence throughout the event. Your logo will also appear in the DIWUG & PowerAddictsNL newsletter, helping you reach a broader audience.

Gold sponsors benefit from three crew tickets, allowing your team ample opportunity to connect with attendees, capture leads, and network using the lead generation feature within the run.events app. Additionally, the Gold Package includes a 50-minute promotional session and a room named after your company, giving you valuable time to present your solutions and reinforcing brand visibility throughout the conference. You'll also have the option to provide a raffle prize, further strengthening your interaction with attendees. After the event you will receive attendees contact details who have opted in.

Why choose Gold? The Gold Package offers a strong return on investment, delivering visibility, lead generation, and branding opportunities that make it ideal for sponsors seeking substantial engagement for a nice price tag.

SILVER PACKAGE

The Silver Package is a solid mid-tier option, providing visibility and booth space at an accessible price of €2.975, with only nine slots available. This package is suited for companies looking to increase brand presence and engage with attendees in a professional yet cost-effective way.

Silver sponsors receive medium booth space in the Expo Hall, measuring approximately 2.5m x 1.5m, allowing for meaningful interaction with attendees. Your brand will be displayed in medium (M) size throughout the event, giving you visible exposure among the CollabDays audience. Silver sponsors also benefit from the lead generation functionality within the run.events app, helping you connect with potential clients and capture contact details effectively.

To enhance brand reach, Silver sponsors receive two crew tickets, enabling your team to actively engage with attendees throughout the day, and network using the lead generation feature within the run.events app. You also have the option to provide a raffle prize, offering a fun and interactive way to increase brand recall among attendees. For an additional cost, Silver sponsors may also choose to support the photo booth, adding an extra brand touchpoint to your event presence.

Why choose Silver? The Silver Package offers an ideal balance of visibility and cost, providing an excellent opportunity to establish your brand presence, engage with potential clients, and drive meaningful connections without the larger investment of top-tier packages.

BRONZE PACKAGE

The Bronze Package is a cost-effective entry point for companies wanting to establish their presence at CollabDays without a significant investment. Available for only €700, this package is designed to offer brand visibility for an unlimited number of sponsors.

Bronze sponsors receive small-size logo placement in communications and in the event space, ensuring visibility for attendees throughout the event and visible in the venue. While booth space is not included, the Bronze Package allows you to be shown to our audience at a minimal cost. For enhanced brand exposure, Bronze sponsors have the option to provide a raffle prize during the closing session, offering a memorable opportunity to connect with attendees.

Why choose Bronze? This package is ideal for companies looking for a low-cost way to connect with the CollabDays community and establish a presence, offering visibility without a large financial commitment.

SHAREPINT PACKAGE

The SharePint Package is a unique sponsorship opportunity focused on connecting with attendees in a relaxed, social atmosphere. Priced at €2.000 and limited to a single sponsor, this package aligns your brand with the event's social highlight: the SharePint session, where attendees gather to unwind and network at the end of the day.

As the exclusive SharePint sponsor, you'll receive a 5-minute elevator pitch during the social session, offering a memorable platform to engage with attendees informally. Your logo will be displayed in medium (M) size at the event, ensuring solid brand presence throughout. To enhance brand recall, your logo will also be placed on coasters and snack dishes during the SharePint session, subtly reinforcing your company's association with the community-oriented aspect of CollabDays.

The SharePint Package includes two crew tickets, enabling your team to connect with attendees during the event and capture leads through the run.events app. You also have the option to offer a raffle prize, further extending your brand's engagement with the audience.

Why choose SharePint? This package is perfect for companies that want to foster brand loyalty in an informal setting, associating their brand with a memorable, social aspect of the event. SharePint sponsors benefit from both high visibility and positive brand association, positioning their company as approachable and community focused.

PHOTOBOOTH ADD-ON

Add a fun and memorable element to the Expo Hall with the Photobooth, which allows attendees to capture moments from CollabDays and take home branded print-outs featuring your company logo. The Photobooth will be placed in a central location in the Expo Hall, ensuring high visibility and interaction. The photobooth is self-service and does not require sponsor staffing during the event. This add-on is available for €900 and can only be added in combination with a Silver, Gold or Platinum sponsorship package.

INFO KIOSK ADD-ON

Enhance your brand's presence by placing your logo on a digital Info Kiosk Display at the entrance of the event venue. Positioned for maximum visibility as attendees arrive, this add-on provides a prime branding opportunity for only €275. This option is available as an add-on to any sponsorship package.

SPONSORED SESSION

As part of the Platinum and Gold sponsorship packages, sponsors have the opportunity to host a full 50-minute sponsored session during the event. Sponsored sessions will, where possible, be scheduled in the morning part of the event to maximize relevance, energy and attendance. Final scheduling remains subject to the overall conference program and track balance.

The best sponsored sessions are practical, relevant and insight driven. We encourage sponsors to bring customer cases, lessons learned, market insights, governance approaches, adoption stories or demos that help attendees make better decisions.



PACKAGE OVERVIEW

The sponsor contributions are allocated to various event necessities including but not limited to the venue, catering, technical support, and tokens of appreciation for our speakers.

	Platinum € 7.500 1x	Gold € 5.275 4x	Silver € 2.975 9x	Bronze € 700 5x	SharePint € 2.000 1x
Logo on badge	✓				
Logo in DIWUG & PowerAddictsNL newsletter (total of 6 times)	✓				
Name & logo on table in Expo Hall	✓				
Say HI and handout flyer during walk-in	✓				
Logo displayed in XL size ¹	✓				
Logo displayed in L size ¹		✓			
Logo displayed in M size ¹			✓		✓
Logo displayed in S size ¹				✓	
Extra-large booth (± 4.5m x 2.5m)	✓				
Large booth (± 3.5m x 2m)		✓			
Medium booth (± 2.5m x 1.5m)			✓		
Elevator pitch at SharePint (5 min)					✓
Logo on snack dish					✓
Logo on coaster					✓
Crew tickets	4	3	2		2
Room named after the sponsor	✓	✓			
Promotional sponsor session - 50 mins	✓	✓			
Receive attendee contact details ²	✓	✓			
Scan attendee scan app by run.events	✓	✓	✓		✓
Provide a raffle prize (optional)	✓	✓	✓	✓	✓
Add-on packages					
Photo booth supported by sponsor ³ (logo on photo)	€ 900 (only 1 available)			n/a	
Info kiosk supported by sponsor	€ 275 (only 1 available)				

Additional perks that emerge will be incorporated into sponsor packages proportional to the sponsorship level. These potential benefits are contingent on the availability of time and resources. Our goal is to maximize the value for our sponsors. We welcome suggestions and promise to consider them thoroughly with the event's organizers.

¹ Logos of all sponsors will be displayed on the event website, social media, event app and event PowerPoint template.

² In compliance with privacy regulations, attendee contact details are provided only for attendees who have given explicit consent (opt-in) to share their information with sponsors.

³ Photo booth add-on is only available in combination with a Silver, Gold or Platinum sponsorship package.

SPONSOR SUCCESS

To help sponsors get the most out of CollabDays Netherlands, we actively support sponsor activation before, during and after the event. This includes clear sponsor onboarding, practical guidance on using run.events lead scanning, visibility through event communications, and a post-event sponsor summary with relevant event and engagement insights where available.

COMMITMENT

We trust that among our sponsorship options, you'll find one that aligns with your needs. Should you have any inquiries or require further clarification, we're here to assist. Please don't hesitate to reach out.

CALL FOR SPONSORS STARTS OCTOBER 1ST, 2026

To express your interest in a sponsorship package, please fill out the form provided here:

REGISTER AS SPONSOR

(<https://go.diwug.nl/cd27join>)

Your sponsorship will be officially recognized once the sponsor agreement is signed. CollabDays Netherlands operates on a 'first come, first served' basis. Please note that all prices exclude 21% VAT where applicable.



CONFERENCE INFORMATION

Event name: CollabDays Netherlands 2027

Date: Saturday June 26th, 2027

Organized by the [DIWUG](#) and [PowerAddictsNL](#) user groups

Venue: Van der Valk Hotel Vianen ([maps](#))

- Hotel Vianen - Utrecht
- Address: Prins Bernhardstraat 75, 4132 XE, Vianen
- Telephone: +31 (0) 347 32 59 59
- Website: <https://www.hotelvianen.nl/>

Social media handles/tags

- [#CollabDaysNL](#) » LinkedIn event hashtag
- [#CollabDaysNL](#) » X event hashtag
- [@CollabDaysNL](#) » X event twitter handle
- [DIWUG](#) LinkedIn page
- [PowerAddictsNL](#) LinkedIn page
- [@diwugnl](#) / [@PowerAddictsNL](#) » organization X handle

Website: <https://netherlands.collabdays.org/>

“

**FEEL FREE TO POST YOUR SOCIALS ABOUT
ATTENDING AND MORE, MAKE SURE TO INCLUDE OUR
HASHTAG #COLLABDAYSNL OR HANDLE
@COLLABDAYS!**

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GET IN TOUCH!

Below you will find our contact details, feel free to reach out to us!



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