COMMON

Partner Prospectus 2024

Learn. Engage. Grow

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66% of attendees report that COMMON events are their only opportunities for face-to-face interaction with exhibiting companies during the year

Why Work With COMMON?

Top reasons why COMMON attendees come to the Expo:

78% Seek out new products

53% Find new partners

58% Meet with current vendor partners

Why Work With COMMON?

Attendees come to COMMON conferences to be a part of the largest gathering of IBM i and Power Systems professionals for industry-leading education, network with peers and vendors, and discover the latest solutions available for their business in the Expo. It's the only place where the latest global Power Systems trends—and the products and services geared to meet those trends—are on display.

At COMMON's educational events, you'll have access to hundreds of qualified decision makers and influencers from your target market, all in one convenient location. As an exhibitor you have the opportunity to:

- Generate new sales leads
- Interact with IT professionals from all over the world
- Build visibility in a competitive marketplace
- Strengthen customer relationships and add new customers
- Introduce new products and services
- Give product demonstrations
- Conduct market research

POWERUp 2025
Anaheim, California | May 19 -22

POWERUp Exhibitor packages

Why Exhibit?

GENERATE qualified leads in person and through your virtual booth

INCREASE marketplace interest in your products and services

ACCELERATE your sales process

WIDEN exposure for your new offerings

BUILD deeper relationships with your current customers and prospects

GAIN access to valuable year-round marketing and sponsorship opportunities

Additional Exhibitor Benefits

COMMON ELITE Exhibitor
$3,400

- ELITE fee additional $1,500
- Requires COMMON Vendor Partner Membership - $795 additional fee per calendar year
- General Exhibitor Package Items
- $1,600 total discount on booth pricing per booth (includes member discount)
- Covers full year including POWERUp & Expo ($500 discount for POWERUp, same benefits)
- One full conference corporate badge all conference ($1,500 value)
- Additional exhibiting point for the lottery in that current. calendar year, non-cumulative, non-transferable.
- Signage for your booth identifying you as an ELITE Exhibitor ($800 value)
- Identified on signage at the Expo Entrance as an ELITE. Exhibitor ($500 value)
- Company name, logo, and website link displayed on COMMON's Web site
- ELITE Exhibitors listed in the on-site COMMON S Conference Daily, Monday-Wednesday ($500 value)

All Exhibitors are charged $100 for corner space

COMMON Corporate Exhibitor Package
$4,100

- Requires COMMON Vendor Partner Membership - $795 additional fee per calendar year
- General Exhibitor Package items
- $900 discount on booth pricing per booth
- One full conference corporate badge all conference (a $1,500 value)

General Exhibit Package
$5,000

- 10' x 10' booth 8' high back drape
- 3' high side drape between exhibits
- Booth identification sign
- 6' draped table 2 Chairs
- 100 word company description in the on-site Conference & Expo Guide (for inclusion, booth must be purchased 4 weeks prior to the conference)
- 2 Exhibitor Badges per 10' x 10' booth
- Guest passes for current and potential clients to exclusively visit the expo

Exhibit Hall Guest Passes

Invite your prospects and clients to visit you in the Expo with an Expo-Only Badge, which is available to all exhibitors, compliments of COMMON. It's a great way to solidify existing customer relationships and build new ones.

Expo Events

To support booth traffic and exposure to the Expo and our exhibitor partners, COMMON holds many of our events inside the Expo. Lunch on Tuesday and Wednesday is served inside the Expo, and evening Receptions on Monday and Tuesday are also held inside the Expo. With four different events, over three days, you have many opportunities to meet customers and generate leads.

Exhibitor Registration

Each exhibiting company receives three Exhibitor badges per 100 sq. ft. or booth space. Corporate and ELITE exhibitors also receive one complimentary Corporate Badge (full conference) for booth staff to share.

Lead Retrieval System

Lead retrieval is available for exhibitors, either via scanner or phone app, allowing you to scan each attendee's QR code quickly for access to their contact information.

Exhibitor Access to Hall

Exhibitor badges allow access to the hall during installation, dismantling and Expo hours. Exhibitor badges do not allow access to educational sessions. To purchase a full conference badge, visit www.common.org

Expo Floor Plan

To view the current 2025 floor plan, including available booths, go to https://www.common.org/vendor-information/

Registration Bag Insert
Add a **promotional brochure or flyer** to the attendee conference bag. This is another great way to generate attention and encourage booth visits.

Advance Program
Mailed to several thousand prospective attendees and posted online, the Advance Program provides recipients an overview of the event.
Inside front cover, full page ad, half page ad, inside back cover

Conference and Expo Guide
Distributed to every attendee upon arrival, the guide is the main reference for the conference.
Inside front cover, full page ad, half page ad, inside back cover

COMMON Conference Daily
Emailed daily to all attendees with conference updates, the Conference Daily is the go-to source for information.
Banner ads

Online Session Guide
Receive a banner image and email banner when sponsoring the exclusive online location for educational session information. Attendees will see your message when visiting the guide and in the daily schedule emails received during the conference
Banner ad

Sponsored Email
Reach out to attendees before or after the conference with a dedicated email blast.
Custom HTML email

Get Noticed: Sponsor!

Included with every sponsorship:

- Company name and logo displayed on the Online Session Guide
- Identification as a Sponsor on conference signage
- Logo on the Acknowledgement page of the Conference and Expo Guide
- Sponsorship ribbon for booth staff badges
- Additional priority point for POWERUp 2024 booth selection

Customize It!

Looking for something different? We can help you put a custom program together. Perhaps you would like to put a branded item in every attendee's bag. Maybe you want to have a welcome gift delievered to attendee rooms in the host hotel. Contact us, and we will work together to make the most of your sponsorship experience.

If you are ready to take your company to the next level, now is the time to secure your place as a sponsor. COMMON offers multiple opportunities to maximize presence and visibility, enhance credibility and generate more booth traffic by increasing attendee awareness of an exhibitor's contributions to an event. Opportunities are available to get noticed before, during and after the conference:

- Registration Bags
- Badge Holders
- Water Bottles
- Cyber Lounge
- COMMON Cares 5K Run/Walk
- Conference T-shirts
- Welcome Reception

- Attendee Breaks
- CEF Closing Reception
- Educational Session
- Post-conference Webcast
- Pre-conference Email

Exhibitor Pricing

General Exhibitor - $2,000

Corporate Exhibitor - $1,700 to display, plus $795 annual COMMON membership dues

ELITE Exbitor -$1,500 to display, plus a $1,500 annual fee and $745 annual COMMON membership dues

Passport inclusion - $350

All exhibitors receive:
- 6' tabletop booth skirted table
- 2 chairs
- 2 exhibitor badges per booth
- 100 word company description
- Expo only guest passes
- Virtual booth

Sponsorship at NAViGATE is great way to enhance your presence by making sure you get maximum exposure at COMMON's educational events of 2023. There are several avenues available to reach your target audience. Use one media platform, or several, to make sure attendees are aware of your presence and what you have to offer.

Registration Bags - $3,500

Registration Bag Insert - $500

Badge Holders

WiFi - $3,000

Email Blast to Attendees - $750

Welcome Breakfast - $3,000

Monday Reception - $2,500

Attendee Beverage Break - $1,500

Exhibitor Pricing

General Exhibitor - $1,600

Corporate Exhibitor - $1,300 to display, plus $795 annual COMMON membership dues

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More Ways to partner

Web Advertising
Reach your audience through advertising campaigns

IP Retargeting: Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on The Wall Street Journal.

    Starter Package - 10,000 ad impressions served over 45 days - $1,000

    Medium Package - 20,000 ad impressions served over 90 days - $2,000

    Premium Package - 50,000 ad impressions served over 90 days - $3,500

COMMON Knowledge Newsletter Ad:
Place an ad in COMMON's twice-monthly newsletter and get your name and information out to the full subscription list for 6 months. Multiple ad spots and design styles are available.

    Leaderboard Banner: 600 x 200 Pixels - $3,500

Eye on the i: Filled with articles written by industry experts, this bi-monthly publication provides another great way to get your name and message out to the COMMON community.

    Inside Cover (8.5" x 11") - $1,000
    Full-page Ad Cost (8.5" x 11") - $800
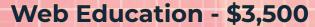   **Half-page Ad Cost** (8.5" x 5.5") - $500

Website Banner Ad: The COMMON website is the hub of community activities. Be present with ads throughout the site that, on average, have over 15,750 pageviews each month.

    275 x 235 Pixels - $3,000/Year

Sponsored Email Blasts - $3,500

Reach the inboxes of 14,000+ IBM users.
Send your message straight to the inboxes of COMMON's full subscriber list of over 31,000. Craft your message and design the email to match your branding. Send us your HTML file and we'll program it, test it, and work to get your seal of approval before sending it out on your selected date

Web Education - $3,500

Attract a targeted audience and gain qualified leads
Host an hour long webcast with COMMON. We handle the registration and host the webcast, as well as provide marketing through our email list and social media blasts. This will not only establish your company as go-to experts among our members but you will also obtain the list of registrants as leads.

Contact us

If you have any questions regarding FOCUS, POWERUp, NAViGATE or any other opportunities to partner with COMMON throughout the year, please contact us:

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Don't miss your chance to partner with COMMON and connect to thousands of IT professionals from this community!