

A large audience is seated in a conference hall, facing a stage. On the stage, a large presentation screen displays the text "What's NEW with POWERUp?". A speaker is visible on the right side of the stage. The audience is seen from behind, filling the foreground and middle ground of the image.

# COMMON Prospectus 2025–2026

A comprehensive guide for organizations interested in exhibiting at COMMON events, the premier gathering for IBM i professionals. This document outlines event opportunities, pricing structures, and promotional options to maximize your brand's visibility in the IBM i community.

**L** by COMMON Marketing and Events Team



# Welcome to COMMON

Elevate your brand at the largest global community of IBM i professionals. Join us at COMMON events and connect directly with decision-makers, developers, and tech leaders.

COMMON provides unparalleled access to the IBM i ecosystem, bringing together thousands of technology professionals annually. As an exhibitor, you'll establish valuable connections with key stakeholders who influence or make purchasing decisions for their organizations. Our events are strategically designed to foster meaningful interactions between exhibitors and attendees through dedicated expo hours, networking functions, and specialized programming.



# Event Opportunities

## POWERUp 2026

📍 Marriott New Orleans, New Orleans, LA

📅 April 27–30, 2026

Our premier multi-day conference featuring world-class education, expansive networking, and the latest in IBM i innovation.

- 4-day comprehensive event
- Expected attendance: 1,000+ professionals
- Dedicated expo floor with extended hours
- Multiple networking receptions



## NAViGATE 2025

📍 Sheraton Station Square, Pittsburgh, PA

📅 September 15–17, 2025

A hands-on, technical deep-dive event focused on labs, demos, and applied learning.

- 3-day intensive technical focus
- Expected attendance: 300-400 professionals
- Intimate expo environment
- Direct access to technical decision-makers



# POWERUp 2026 Exhibitor Pricing

## ELITE Exhibitor

\$4,000 display fee + \$1,800 annual fee + \$795 COMMON membership dues\*

- Premium booth location
- First access to sponsorship opportunities
- Enhanced digital presence

## Corporate Member Exhibitor

\$4,500 display fee + \$795 COMMON membership dues\*

- Priority booth selection
- Member-exclusive networking events
- Digital promotion package

## General Exhibitor (Non-Member)

\$6,000 display fee

- Standard booth location
- Basic exhibitor benefits
- On-site promotional opportunities

♦ +\$100 per exposed corner ♦ *Memberships are annual (Jan–Dec), non-proratable*



Prices may change after space selection on May 21, 2025

## Add-Ons

- Passport to Prizes: +\$750
- Conference Guide Logo: +\$400

# NAVIGATE 2025 Exhibitor Pricing

## ELITE Exhibitor

\$1,500 display fee + \$1,500 annual fee + \$745 COMMON membership dues\*

- Premium tabletop location
- Priority access to technical sessions
- Enhanced digital branding
- First access to sponsorships

## Corporate Exhibitor

\$1,700 display fee + \$795 COMMON membership dues\*

- Priority tabletop selection
- Member-exclusive networking
- Digital promotion benefits
- Discounted technical sessions

## Non-Member Exhibitor

\$2,000 display fee

- Standard tabletop location
- Basic exhibitor benefits
- On-site promotion only
- Standard session access

♦ *Memberships are annual (Jan-Dec), non-proratable*

## Add-Ons

- Passport to Prizes: +\$350
- Conference Guide Logo: +\$400



# POWERcast Webinar Opportunity

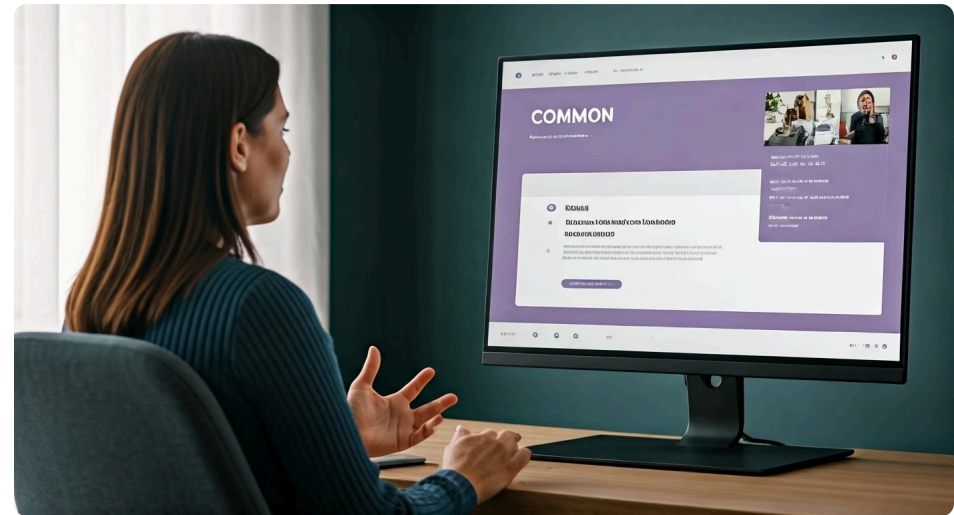
## Investment: \$4,500

Deliver a 1-hour live webinar on COMMON's Zoom platform, promoted extensively to our targeted audience of IBM i professionals.

## Includes

- Custom registration landing page
- 2 promotional emails to COMMON database
- 3 social media posts across platforms
- Newsletter feature
- Live technical and moderator support
- Post-event recording and attendee list
- Replay email with recording link

POWERcasts consistently attract 80-150 live attendees with additional on-demand viewers, providing an excellent platform to showcase your expertise and solutions to a highly targeted audience of IBM i professionals.



## Your Role

- Confirm preferred date (Wednesdays/Thursdays @ 11 AM CT recommended)
- Submit speaker bio(s), photo(s), session abstract, and logo 3+ weeks prior
- Participate in 30-minute dry-run 1–2 days before
- Log in 30 minutes early on day of presentation

# Sponsored Email Opportunity

## Investment: \$4,000

Send a dedicated promotional email to COMMON's targeted subscriber list of IBM i professionals and decision-makers.

## Includes

- 1 fully custom HTML email to COMMON's database
- Scheduling and targeting support
- Comprehensive performance report (open/click rates)

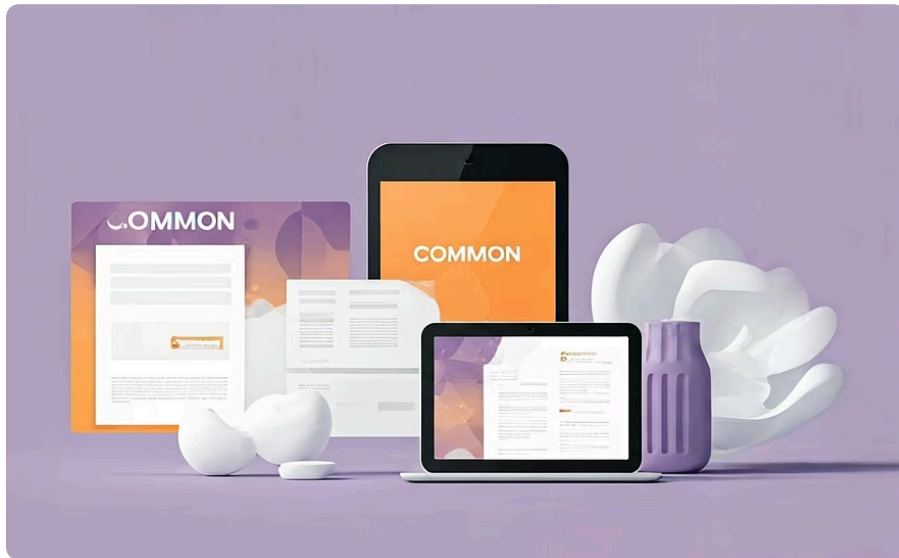
COMMON's email database includes over 15,000 IBM i professionals with exceptionally high engagement rates compared to industry standards. Your message will reach an audience that actively participates in the IBM i ecosystem.



## Your Role

- Submit email content, visuals, call-to-action, and preferred date
- Provide all materials at least 10 business days prior to send date
- Review and approve final email layout before distribution
- Coordinate with COMMON marketing team on targeting preferences

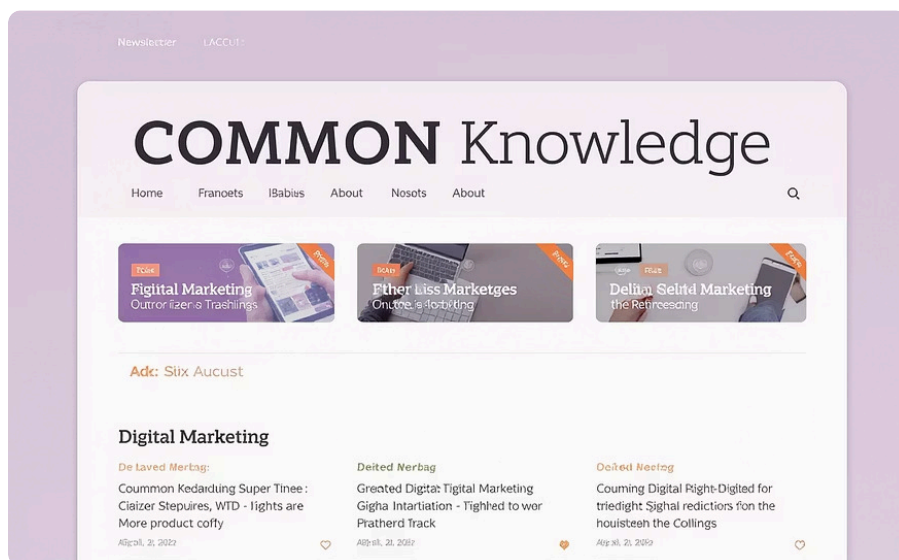
# Additional Advertising Opportunities



## IP Retargeting Ads

- Starter (10,000 impressions / 45 days): \$1,000
- Medium (20,000 impressions / 90 days): \$2,000
- Premium (50,000 impressions / 90 days): \$3,500

Follow COMMON attendees across the web with targeted display ads, maintaining brand visibility long after events conclude.



## Website & Newsletter Ads

- 275x235 px on COMMON.org: \$3,000/year
- Newsletter Leaderboard (600x200 px): \$3,500/6 months

Gain consistent visibility through COMMON's digital properties, which attract thousands of IBM i professionals monthly.



## Eye on the i – Digital Magazine

- Inside Cover (8.5" x 11"): \$1,000
- Full Page: \$800
- Half Page: \$500

Showcase your solutions in COMMON's respected digital publication, distributed to the entire membership and beyond.



# Next Steps to Book

## Select Your Package

Confirm your exhibitor level (ELITE, Corporate, or General) and identify any additional promotional opportunities that align with your marketing goals.

## Submit Materials

Select dates and prepare necessary materials based on option timelines. Earlier submissions ensure premium placement and maximum exposure.

## Finalize Details

COMMON will handle logistics, promotion, and follow-up, working with you to ensure a seamless experience and maximize your return on investment.

📧 Questions or ready to reserve your space? Contact **LeAnn Taylor** at [ltaylor@common.org](mailto:ltaylor@common.org) or **Wynn Burke** at [gwburke@common.org](mailto:gwburke@common.org)