



COMMON PROSPECTUS 26–27

A guide to partnership with COMMON

This document outlines event opportunities, pricing, structures, and promotional options to maximize brand's visibility in the IBM i community.

While large conferences offer reach, we offer connections with the *right people*.

COMMON events connect you directly with decision-makers, developers, and tech leaders. You'll gain 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.

Elevate your brand at the largest global community of IBM i professionals



Event Opportunities

LATIN AMERICA

COMMON Latin America 2026

 November 16–17

 Hilton Bogotá, | Bogotá, Colombia

After continued success hosting LATAM virtual events, we're taking the next step — bringing our attendees together face-to-face for hands-on learning, real connection, and deep collaboration. This is a rare ground-floor opportunity to reach a passionate, engaged community as we scale the energy of COMMON events onto the global stage.



INDIA

COMMON India 2027

 January 18–19

 Hyatt Centric Hebbal Bengaluru | Bengaluru, India

COMMON's third annual conference in India — three full days of hands-on learning, expert-led sessions, and in-depth product demos. This event brings our community together for real connection, with dedicated networking opportunities and receptions. Now in its third year strong, this is a growing, engaged, and energized community.



Exhibitor & sponsor tiers

COMMON Latin America 2026 & COMMON India 2027

EXHIBITOR LEVEL

\$3,500

USD

- Tabletop booth
- Sponsored session

BRONZE SPONSORSHIP

\$10,000

USD

- Tabletop booth
- Keynote session
- Sponsored session*

SILVER SPONSORSHIP

\$12,500

USD

- Tabletop booth
- Coffee break sponsorship
- Keynote session
- Sponsored session*

GOLD SPONSORSHIP

\$15,000

USD

- Tabletop booth
- Coffee break sponsorship
- Keynote session
- 2 Sponsored sessions*
- Reception sponsorship

*Limited availability for sponsored sessions

Promotional opportunities

DIGITAL

Newsletter Ad

\$3,500

600x200 px leaderboard
6 month run time

- Featured ad placement
- Logo & link to your site
- Distributed to full subscriber list

EMAIL

Sponsored email

\$4,000

A dedicated HTML email to COMMON's 15,000+ subscriber list of IBM i professionals and decision-makers.

- Scheduling & targeting support
- Open/click performance report

WEBINAR

POWERcast Webinar

\$4,500

A 1-hour live webinar on COMMON's Zoom platform, drawing 80–150 live attendees plus on-demand viewers.

- Landing page, emails & social promo
- Recording & attendee list provided

Next steps

1

Select your package

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

2

Submit materials

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

3

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 Vanessa Glennie at vglennie@common.org or Wynn Burke at gwburke@common.org

Thank you for supporting

