



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.

Updated September 1, 2026

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



At a glance: Upcoming events

November 16–17

iPOWER 2026

Bogata, Colombia

January 18–19

COMMON India 2027

Bengaluru, India

April 26–29

POWERUp 2027

Denver, Colorado



Event Opportunities

LATIN AMERICA

iPOWER 2026

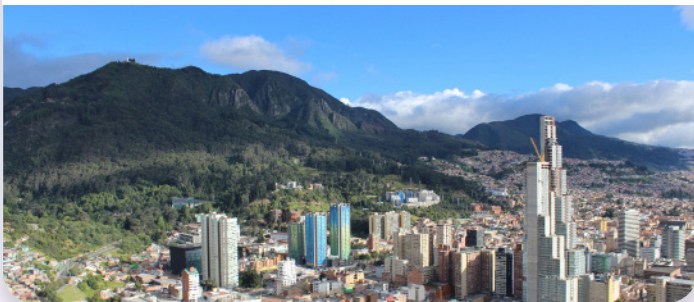


November 16–17



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

DENVER, COLORADO

POWERUp 2027

📅 April 26–29

📍 Sheraton Downtown Denver

The largest IBM i conference globally.

POWERUp is the largest in-person IBM i conference in the world, and the single best opportunity to reach the professionals who make Power platform purchasing and technology decisions. **Get your solutions in front of 1,200+ attendees across 300+ sessions and 14 tracks, alongside 100+ speakers and the industry's top IBM i vendors on the expo floor.**

Exhibiting and sponsoring at POWERUp means direct access to decision-makers, high-visibility brand exposure, and built-in networking opportunities throughout the event all in one place, at the flagship gathering of the community you're trying to reach.



Exhibitor Tiers

COMMON POWERUp 2027

EXHIBITOR LEVEL

\$5,750

USD Per 10x10 booth

- Includes Exhibitor level membership for calendar year of conference
- 1 Expo only pass
- Inclusion on floor plan
- Includes 100-word description in conference mobile app
- Additional Expo pass is \$750

CORPORATE LEVEL

\$6,500

USD Per 10x10 booth

- Includes everything from Standard
- Additional Expo-only pass
- Additional recognition in marketing
- Includes logo as part of description in mobile app
- Additional Expo pass is \$750

ELITE LEVEL

\$7,500

USD Per 10x10 booth

- Includes everything from Standard
- Additional Full Conference badge
- Recognition as Elite on conference website
- Recognition as Elite on conference signage
- Includes logo as part of description in mobile app
- ½ page ad in printed Conference Guide
- Additional Expo pass is \$750

*Limited availability for sponsored sessions

Sponsorship Opportunities



Tech Talks

\$1,500

USD

- 20 minute sponsored session held on the expo stage.



Sponsored Session

\$3,500

USD

- *Limited availability
- Includes signs posted around the conference with your company logo



Pups and Cups

\$5,000

USD

- Logo on all signage
- Logo included on every sponsorship area

Sponsorship Opportunities



T-Shirts

\$6,000

USD

- Company logo on the back of the official conference t-shirt
- Logo included on every sponsorship area



Pickleball

\$10,000

USD

- Logo on Paddles
- Logo included on every sponsorship area



Conference Bags

\$14,000

USD

- Company logo on the front of the bag
- Logo included on every sponsorship area

Sponsorship Opportunities

NEW

Mobile app
sponsorship

\$5,000
USD

The COMMON app keeps the whole event experience in one place — schedule, sessions, people. Whether someone's planning their next upgrade, or just trying to find the coffee, the app makes it easier to get the most out of every session. **All POWERUp 27 attendees will download and use this app for a main point of reference.**

Attendees can:

- Build a personal schedule from every session across the event
- Explore the expo and connect with exhibitors and partners
- Connect with other attendees and grow their network
- Earn recognition through gamification that rewards showing up and getting involved

What's included in sponsorship:

- A pop-up advertisement when users open the app
- Your logo on applicable leaderboards within the app
- A featured sponsor spot within the app
- Recognition as an official app sponsor in advertising



**Thank you for
partnering with us**

