CLOUD FESTIVAL

COMPUTERWORLD

September 18+19, 2024

TAP1, Raffinaderivej 10, Copenhagen

CLOUD FESTIVAL

Computerworld Cloud Festival is the place to meet cloud Denmark

At Cloud Festival 2024, Computerworld once again will focus on topics such topics such as EA & Infrastructure, Security & Compliance, Data & AI, Cloud Development, and Cloud Platforms for both private and public organizations on dedicated stages from morning to evening. Here, researchers, keynote speakers, vendors and other experts will explain, inform, and facilitate how to create the best foundation for your organization in the cloud.

- 2,000 professional IT participants over two days in Copenhagen
- More than 40 dedicated exhibitors
- More than 50 inspiring speakers
- Networking and discussions
- Festival atmosphere with exciting activities and street food

Themes at Computerworld Cloud Festival

EA & Infrastructure

- Storage
- Multi & hybrid cloud
- VM Networking

Security & Compliance

- GDPR and restrictions
- Identity protection
- Security in the cloud
- Infrastructure

Data & AI

- Data-driven busines
- AI
- Machine Learning

Cloud development

- Applications
- Native cloud
- The Metaverse

Cloud platforms

- Governance
- Sustainability
- FinOps
- Contract conclusion and exit

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Why you should join as a partner

At the Computerworld Cloud Festival 2024 in Copenhagen, you have the opportunity to meet over 2,000 cloud professionals over two days, all of whom are seeking systems and solutions to make their businesses secure, compliant, sustainable, efficient, and to leverage the latest technologies.

They are therefore looking for knowledge and advice in an increasingly complex IT landscape, where more and more elements need to work together. At the same time, they are faced with more and more regulations and requirements. Combined with new demands for green transformation, these are the challenges modern IT decision-makers need to discuss and be presented with the latest technologies.

These are just some of the issues that participants at the Computerworld Cloud Festival come to find answers to.

- As a partner at Computerworld Cloud Festival, you will be able to influence future system and supplier choices for the participants' IT landscape.

- Find loads of new leads and new customers among the 2000 attending it professionals.

- Increase your company's brand awareness through online and physical branding.

- Build your credibility through expert presentations on the festival stages.

- Strengthen your collaboration and network with other suppliers and co-colleagues.
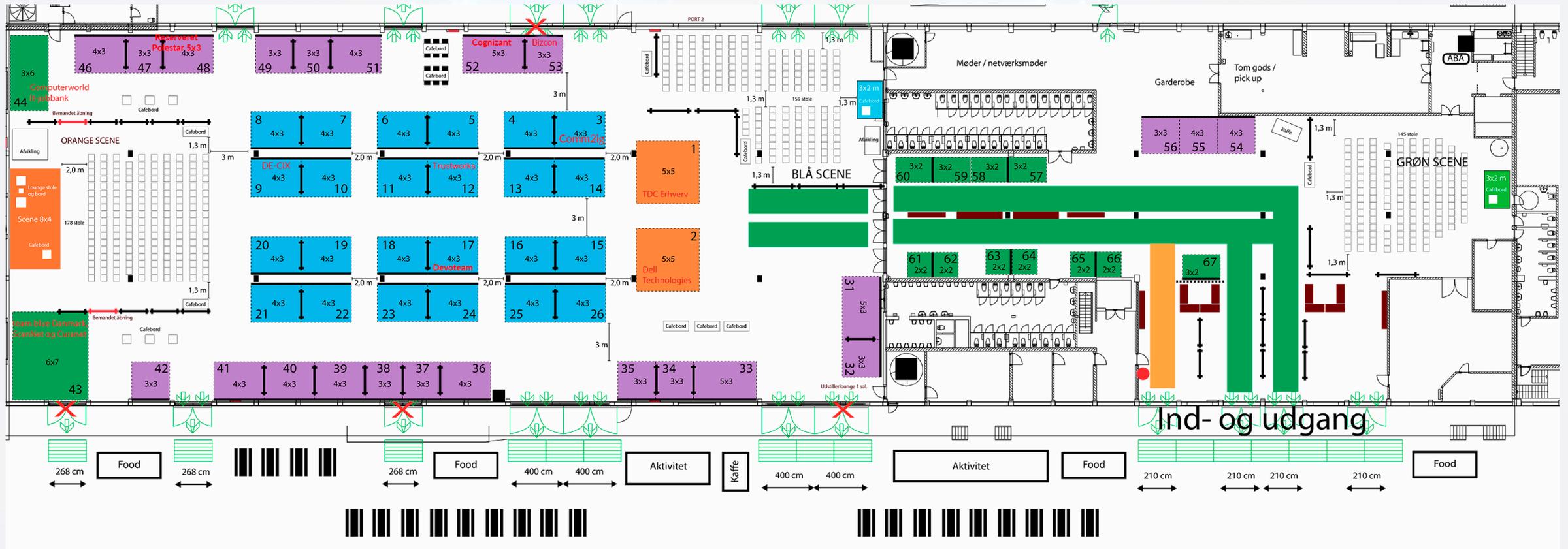
CLOUD FESTIVAL

Venue: TAP1, Raffinaderivej 10, Copenhagen

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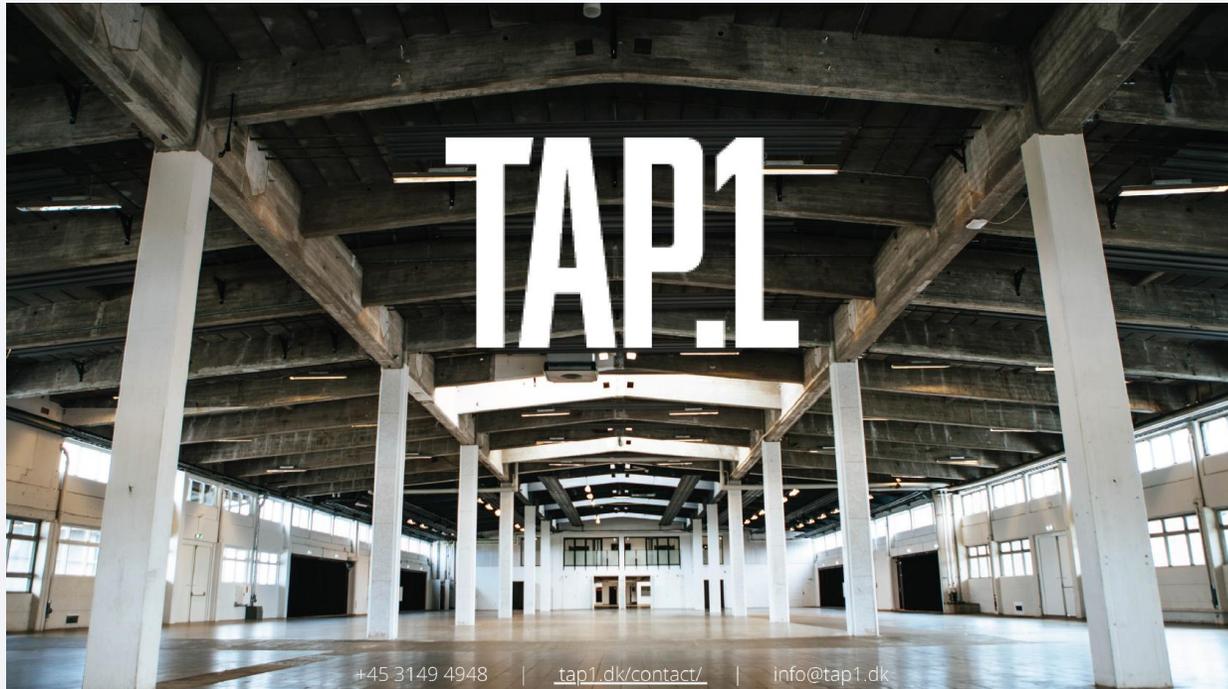
Festival venue

See the floor plan and exhibitors from 2023 here

Partner packages

CLOUD FESTIVAL

Headliner

SOLD OUT

- Festival space of 5x5 meters including electrical connection.
- A 20-minute speaking slot on the main stage, either on the first or second day.
- Complete participant list with contact information and email permission.
- Logo and branding on all marketing materials.
- Company description on the festival website.
- Opportunity to scan participants.

Requirement:
Information about the presentation must be provided to us no later than two months before the event.

Price DKK 225,000 excl. VAT

Theme stand

SOLD OUT

- Festival space of 40 square meters, including an electrical connection.
- A 20-minute speaking slot on the thematic stage.
- Participant list with contact data and email permissions for the audience at the talk.
- Company description on the festival website.
- Ability to scan the participants.

Requirements:
- The booth must include a minimum of 8 seats.
- Provision of, for example, free coffee, beer, ice cream, or similar.

Price DKK 130,000 excl. VAT

Speak & Stand

- Festival space of 3x4 meters, including an electrical connection.
- Option to purchase more space. Price is 4,000 DKK excluding VAT per square meter.
- A 20-minute speaking slot on the thematic stage.
- Participant list with contact data and email permissions for the audience during the talk.
- Company description on the festival website.
- Ability to scan the participants.

Price DKK 90,000 excl. VAT

Stand

- Festival space of 3x3 meters, including an electrical connection.
- Option to purchase more space. Price is 4,000 DKK excluding VAT per square meter.
- Company description on the festival website.
- Ability to scan the participants.

Price DKK 40,000 excl. VAT

* Note, festival stands do not include construction of stand and furniture, see next slide

Program September 18

CLOUD FESTIVAL

Time	Orange stage (main stage) + Orange theme stage	Blue stage	Green stage
09.00 - 09.05	Opening of the festival by Lars Jacobsen		
09.05 - 09.40	Opening keynote/interview		
09.45 - 10.05	Main Speaker, Dell Technologies		
10.15 - 10.45	**Keynotes - Data & AI**	**Keynotes - Cloud platforms**	**Keynotes - Security & Compliance**
10.55 - 11.15	Partner - **Data & AI**	Partner - **Cloud platforms**	Partner - **Secutiy & Compliance**
11.25 - 11.45	Partner - **Data & AI**	Partner - **Cloud platforms**	Partner - **Security & Compliance**
11.55 - 12.15	Partner - **Data & AI**	Partner - **Cloud platforms**	Partner - **Security & Compliance**
12.20 - 12.50	CTO Panel		
13.00 - 13.20	Partner - **Data & AI**	Partner - **EA & Infrastructure**	Partner – **Cloud Development**
13.30 - 13.50	Partner - **Data & AI**	Partner - **EA & Infrastructure**	Partner – **Cloud Development**
14.00 - 14.20	Partner - **Data & AI**	Partner - **EA & Infrastructure**	Partner – **Cloud Development**
14.30 - 15.00	**Keynotes - Data & AI**	**Keynotes - EA & Infrastructure**	**Keynotes - Cloud-udvikling**
15.05 - 15.25	Main Speaker 2		
15.30 - 16.00	Closing keynote		
16.00 - 17.00	Network and music on stage		

Program September 19

Time	Orange stage (main stage) + Orange theme stage	Blue stage	Green stage
09.00 - 09.05	Opening of the festival by Lars Jacobsen		
09.05 - 09.40	Opening keynote/interview		
09.45 - 10.05	Main Speaker 2		
10.15 - 10.45	**Keynotes - Data & AI**	**Keynotes - Cloud Platforms**	**Keynotes - EA & Infrastructure**
10.55 - 11.15		Partner - **Cloud platforms**	Partner - **EA & Infrastructure**
11.25 - 11.45		Partner - **Cloud platforms**	Partner - **EA & Infrastructure**
11.55 - 12.15		Partner - **Cloud platforms**	Partner - **EA & Infrastructure**
12.20 - 12.50	CIO Panel		
13.00 - 13.20		Partner - **Data & AI**	Partner - **Security & Compliance**
13.30 - 13.50		Partner- **Data & AI**	Partner - **Security & Compliance**
13.55 - 14.25	**Keynotes - Cloud Development**	**Keynotes - Data & AI**	**Keynotes - Security & Compliance**
14.35 - 14.55	Main Speaker, Dell Technologies		
15.00 - 15.30	Closing keynote		

Additional purchase of ready-made stands

3x3 metres

- Back wall banner with print of own design (3 x 2.5 m)
- Carpet at the stand
- 1 high bar table with treetop
- Low cabinet with key (75x80x55 cm)
- 1 green plant
- 1 bowl for chocolate etc

Price DKK 15,000 excl. VAT

Only back wall banner with print of own design (3 x 2.5 m)

Price DKK 10,000 excl. VAT

4x3 metres

- Back wall banner with print of own choise (4 x 2.5 meters).
- Carpet on the stand
- 1 high plank table (140x95x80 cm).
- 2 barstools.
- Low cabinet with a key.
- 1 green plant.
- 1 bowl for chocolates, etc.

Price DKK 25,000 excl. VAT

Only back wall banner with print of own design (4 x 2.5 m)

Price DKK 12,500 excl. VAT

3x5 metres

- Back wall banner with print of own choise (3 x 2.5 meters).
- Carpet on the stand.
- 1 high plank table (140x95x80 cm).
- 2 barstools.
- Low cabinet with a key.
- 1 green plant.
- 1 bowl for chocolates, etc.

Price DKK 20,000 excl. VAT

Only back wall banner with print of own design (3 x 2.5 m)

Price DKK 10,000 excl. VAT

In addition to the stated standard equipment, it will be possible to rent more stand equipment from a separate webshop in connection with the festival.
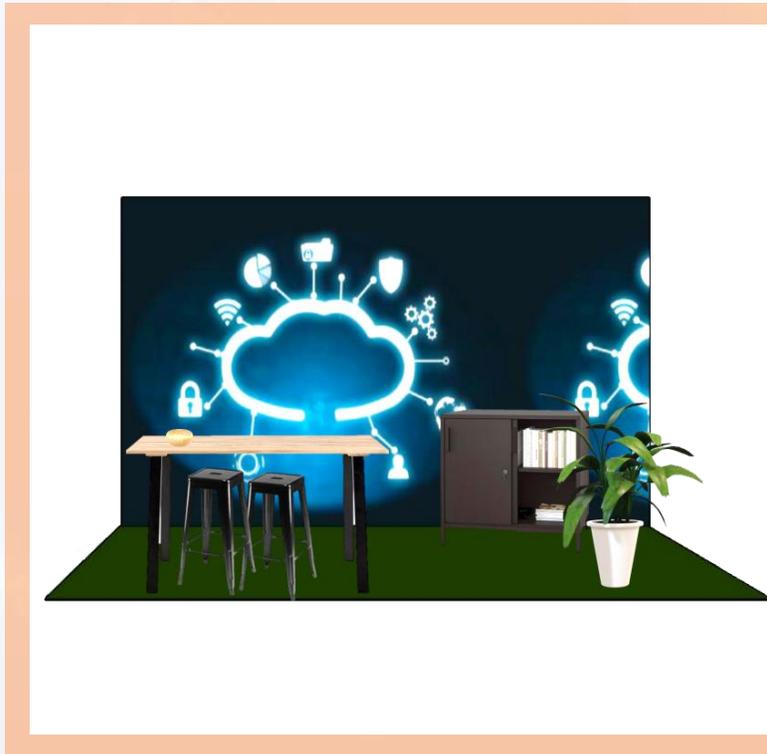The rented items will be delivered directly to the stand.

Ready-made stands

9 square meter booth (3x3 meters)	12 square meter booth (4x3 meters)	15 square meter booth (3x5 meters) – with screen rental

A 55" screen is not included in the price but can be purchased separately for 6,000 DKK excluding VAT.

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Additional purchase

Keyhangers for name tags
SOLD OUT

Get your logo on a keychain for all participants at the festival.

Price DKK 40,000 ex. VAT.

Tote bags
SOLD OUT

Get your logo on the festival tote bag, distributed to all participants.

Size 38 x 42 cm.

Price DKK 40,000 ex. VAT.

Co-exhibitor

Do you have a partner you'd like to collaborate with and have them join your booth? A co-exhibitor will have their own logo on the program and website, as well as their own lead scanner.

Price DKK 10,000 ex. VAT.

Networking lunch

Host a networking lunch (street food and soft drinks) in a calm setting with 5 participants on either day one or two.

Price DKK 35,000 ex. VAT.

Sponsor croissants

Sponsor croissants for 250 early morning participants per day, in a bakery bag with your logo on it. They will be served from 8:30 AM to 9:00 AM.

Price DKK 45,000 ex. VAT

Access to the exhibitor lounge

Option for your staff to withdraw during the day. The following are included in the lounge:
- Light breakfast
- Coffee, tea, water and fruit all day
- Lunch incl. a soda
- Snacks in the afternoon

Price per person per day DKK 475 excl. VAT.

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Additional purchase

Service mail

Send an HTML email regarding your participation in the festival. It will be sent to our database to a selected target audience of approximately 5,000 recipients, depending on the audience. You will provide the text, banners, photos, or finished HTML.

Price DKK 20,000 ex. VAT.

Ad in Computerworld magazine

Opportunity to have a full-page advertisement or advertorial in our magazine, which will be distributed to all participants at the festival.

Price DKK 15,000 ex. VAT.

Tech Talks (silent)

Do you want to have short talks at your booth?

- 40 x headphones both days.
- 1 x microphone.
- Various accessories, mixer, etc.
- Delivery, setup, and dismantling.
- Brief introduction to the operation of the AV technician (at your booth).
- Description/time on the activity schedule.

Price DKK 12,500 ex. VAT.

VIP Dinner

Host a VIP dinner for selected participants on the festival's first or second day. The content, target audience, and location will be agreed with the partner.

Please contact us for price.

Other?

If you have other ideas or requests that you would like to discuss the possibilities for, please feel free to contact us, and we will find something together

Contact us for options and price.

![CLOUD FESTIVAL logo]

Marketing for the Computerworld Cloud Festival 2023

In 2023, we worked on various marketing initiatives, including:

- Computerworld's own database for banners, newsletters, and service emails.
- Social media campaigns/posts on LinkedIn, Facebook, and Reddit.
- Bus advertising on route 350S.
- Billboard advertising near Ryparken.
- Advertisement placements in publications such as Børsen, Berlingske, IT-Watch, Finans.dk, and Jyllands Posten.
- Advertising and newsletters in collaboration with organizations like PROSA, Finansforbundet, Dansk IT, DPO Foreningen, Jobindex, ITU, and more.

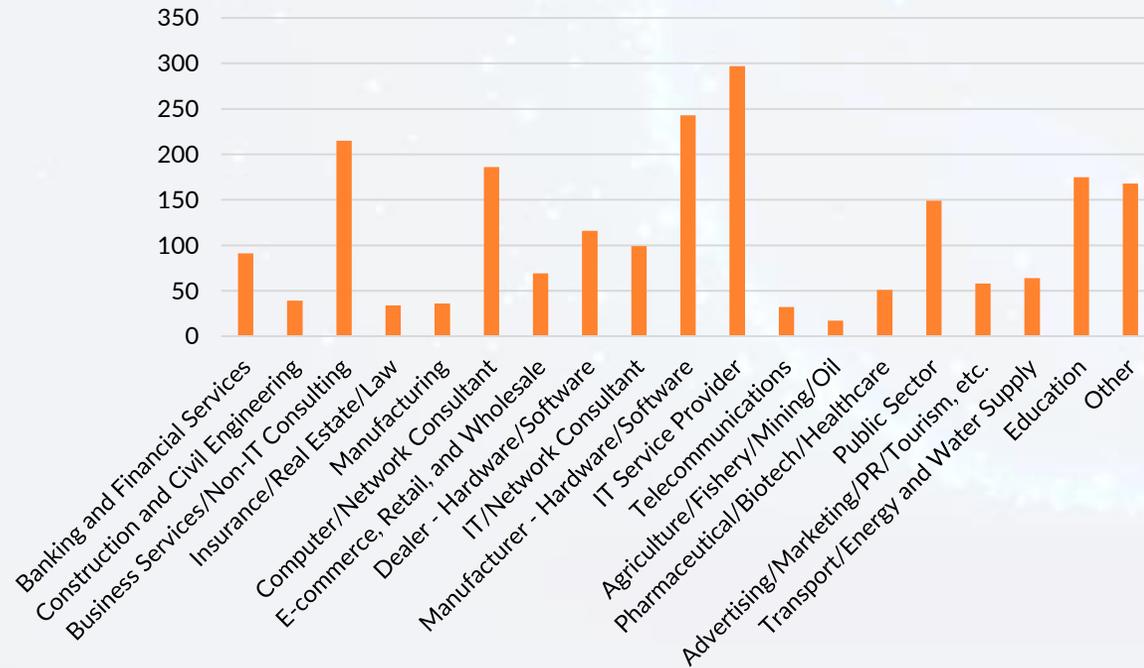**More than 4,500,000 impressions.**

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Mood pictures and video from 2023