

Data Platform Next Step 2023, DataPlatformNextStep.com

Become part of the best Microsoft Data Platform conference in Denmark.

First of all, thank you for your interest in Data Platform Next Step 2023 and for taking your time to review our sponsorship prospectus. Data Platform Next Step 2023 is an in-person conference held June 8th and 9th 2023 at the LEGOLAND Hotel in Billund. Focus is on Data Engineering using Microsoft and related technologies. There will be sessions about SQL Server, Synapse Analytics, Databricks, Data Factory, Data Lake, Stream Analytics, Purview and many more related technologies.

Data Platform Next Step will be offering 2 days of technical content with three full-day training sessions and 18 regular sessions, networking, and other social elements. All sessions will be delivered by international experts. What is unique about Data Platform Next Step is that it focuses on the experienced users taking the next step in their development. All the attendees will be highly skilled Data Engineering professionals.

We expect around 200-250 attendees for this year's conference. Whether you want to increase the company's brand loyalty, create awareness about your products/services and drive sales, find future employees or perhaps a mix of it all, participating in Data Platform Next Step will hopefully allow you to obtain just that.

Data Engineering on the Microsoft Data Platform has great traction in Denmark with many companies either using it or in the process of implementing it.

Attendees

The audience at Data Platform Next Step are expected to be Microsoft customers and partners, divided into the following groups:

- It-professionals - Technical experts, influencers, and implementers
- Data Engineers
- Business Intelligence and Data Warehouse developers
- Professional integration developers
- Solution architects / Cloud architects
- CTO's and Technical managers

Target number of participants: 200-250 attendees and 18+ speakers.

Data Platform Next Step is brought to you by Power Events ApS in collaboration with the local Data Platform and Microsoft Business Intelligence user groups in Denmark.

The Data Platform Next Step sponsorship packages

As event sponsor of Data Platform Next Step, your company will have premium exposure to all the attendees. Your company logo will be included in all marketing efforts surrounding the Conference. Please note that we can provide additional information about the branding details mentioned below upon request. Very limited availability.

Questions to Data Platform Next Step sponsoring, please contact via email hello@dataplatfornnextstep.com

The sponsorship packages contain two choices of attractive sponsor opportunities. Giving you the choice of package that provides the most value to your business and marketing goals. We will be happy to help you to the best profiling and awareness during the conference. Please note that sponsorships are limited and may be sold out.

- **Standard Sponsor.** DKK 5.000 prepaid. (6 slots available).
 - Name to be listed (if desired) in the official event guide
 - Placement on our sponsor page on the web site and logo on our event slide deck
 - Inclusion in emails and marketing materials
 - May donate prizes for end of day raffle event
 - 1 x ticket to the full conference

- **Premium Sponsor.** DKK 25.000 prepaid. (4 slots available)
 - As Standard
 - Expo booth on the conference day in the sponsor area incl. café table and two café chairs and space for branded background or roll-ups
 - Two minutes at end of conference day event to promote company and the donated raffle prize(s)
 - Electronic list with contact information from raffle participants at the sponsor stand during the day
 - 2 x expo staff on the conference day
 - 2 x attendees to the sponsor and speaker dinner

Sponsor contract

Please read the legal statements at the end of this document where the contract can also be found. And please note that the sponsors have obligations to deliver material such as logo and staff names to Power Events ApS. Read Section 10 in the sponsorship contract carefully before signing.

Complete and return immediately to confirm your sponsorship

Sponsor Item: _____

Company Contact: _____

Title: _____

Company Name: _____

CVR no : _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Web Address: _____

Total Cost of Sponsorship (DKK ex. VAT): _____

Terms and conditions below. Contract requires signature.

Please return this form to: Power Events ApS (CVR 42294748) - hello@dataplatfornnextstep.com

Authorized Signature:

Date:

Questions to Data Platform Next Step sponsoring, please contact via email hello@dataplatfornnextstep.com

SPONSORSHIP CONTRACT – TERMS AND CONDITIONS

SECTION 1: GENERAL Data Platform Next Step is brought to You by Power Events ApS in collaboration with the local Data Platform and Microsoft Business Intelligence user groups in Denmark. In these Terms (as defined below) the following expressions have the following meanings: “Agreement” means the Terms and the Order Form together; “Event” means any Data Platform Next Step physical event to be held in 2023. This term also refers, for the purposes of this document, to all online advertising campaigns, memberships, newsletter sponsorships and any other form of promotional marketing campaigns conducted; “Order Form” means the application for marketing, event, advertising and promotional services from Data Platform Next Step together with these Terms; “Organizer” means Power Events ApS; “Sponsor” means the person, company or other legal entity which has completed the Order Form; “Terms” means these terms and conditions contained on this page.

SECTION 2: APPLICATION FOR SPONSORSHIP

A contract shall be deemed to be made when the Order Form has been received by the Organizer, duly completed and signed by the Sponsor and the relevant sections have been completed and signed by the Organizer. The Organizer may at its sole discretion accept applications for sponsorship by purchase order, in writing, by facsimile, by e-mail, by a deposit payment in lieu of written application (on the understanding that these Terms shall apply). The Organizer reserves the right to reject any application.

SECTION 3: PAYMENT TERMS

All sums shall be paid in DKK (Danish Kroner) by the Sponsor on the relevant date set out on the Order Form or 30 days from the date of the Organizer’s invoice, whichever is the later. Power Events ApS reserves the right to cancel the Sponsor’s sponsorship in the event that the Sponsor has failed to fulfill any obligations relating to payments. In case of non-payment of any sum due from the Sponsor (whether formally demanded or not) or of any other breach or non-observance by the Sponsor of any of these Terms, the Organizer shall have right to terminate this Agreement immediately and without prejudice to the right to recover all sums payable by the Sponsor or to any other right or remedy available to the Organizer.

SECTION 4: CANCELLATION OF SPONSORSHIP OR ANY ELEMENTS OF THE ORDER FORM

Event fees are non-refundable, except in the case of a termination caused by the complete cancellation of an event as set out in Section 5 below.

SECTION 5: CANCELLATION OR CHANGE OF LOCATION OR DATE OF AN EVENT

The Sponsor shall not have any claim against the Organizer in respect of any consequential damage whatsoever consequent upon an Event failing (for whatever reason) to be held or the Venue being or becoming wholly or partially unavailable for the holding of an Event for whatever reason. The Organizer reserves the right to change the Venue and or the date of the Event providing always that the Organizer shall give the Sponsor notice of any such change as soon as is reasonably possible. Any

such change in venue and or date shall not constitute a breach of contract and shall not give rise to the right to terminate this Agreement. However, should the event be completely cancelled, the Sponsor shall have the right to terminate the Sponsorship with a full refund of any fees paid.

SECTION 6: INSURANCE AND LIMITATION OF LIABILITY

The Sponsor shall fully and effectively indemnify the Organizer and keep the Organizer indemnified and hold the Organizer harmless in respect of all costs, claims, demands, actions, proceedings and losses whatsoever made against or incurred by the Organizer as a result of the Sponsor presenting or advertising any goods or services with Power Events ApS (whether online or at events) and/or as a result of any loss or injury arising to any person (including members of the public or the Organizer' staff, agents or contractors) or to any property howsoever caused as a result of negligence of the Sponsor, his employees, agents, or contractors.. In any event, the liability of the Sponsor shall not exceed an equal amount paid by the Sponsor under this Agreement. Save in the case of death or personal injury caused by the negligence of the Organizer, the liability of the Organizer under this Agreement, whether for breach of contract, negligence or otherwise, shall not exceed an amount equal to the total amount to be paid by the Sponsor under the Agreement. The Organizer shall have no liability in respect of loss of profits, revenue, goodwill or custom or any other consequential loss.

SECTION 7: ASSIGNMENT

This Agreement is personal to the Sponsor and the Sponsor shall not be entitled to assign, grant licenses, or otherwise deal with the rights and obligations in respect of the whole or any part of this Agreement.

SECTION 8: WAIVER

The failure of the Organizer at any time to enforce any provision of this Agreement shall not affect its right thereafter to require complete performance by the Sponsor nor shall the waiver of any breach of any such provision be taken as or held to be a waiver of any subsequent breach or be a waiver of the provision itself. The Order Form and these Terms together constitute the entire agreement between the Organizer and the Sponsor. Neither the Order Form nor these Terms shall be varied save by written agreement between the Organizer and the Sponsor.

SECTION 9: GOVERNING LAW

This Agreement is made under and will be construed and enforced in accordance with, and governed by, the Danish Laws without giving effect to principles of conflicts of law. Each Organizer and the Sponsor unconditionally waives all rights to a trial by jury for any dispute arising in connection with this Agreement.

SECTION 10: SPONSOR OBLIGATIONS

By signing the sponsor agreement, the sponsor promises to pay the sponsorship fee as well as meet deadlines for information and material requested by Power Events ApS. Note that Power Events ApS will only request the material once. It's the sponsors responsibility to deliver the material to Power

Events ApS. If the sponsor fails to do so they will lose out on marketing opportunities and the ability to participate fully. Please read the below table carefully and add the deadline to your calendar.

The deliveries and deadlines are as follows:

Delivery	Deadline
Company Logo to be used in marketing material	30 days after signing the sponsor agreement. If Power Events ApS will not receive the logo, we will not be able to include it in the marketing material that we send out to the attendants as well as the public on social media.
Name of the person attending the conference using the full conference ticket that comes with sponsorship	ASAP – The ticket is available to the sponsor as long as there are tickets available. If the sponsor has not told Power Events ApS who is going to use the ticket when the conference is sold out, the ticket is voided.
What raffle price the sponsor is giving (this applies to all Premium sponsors and those Standard sponsors which opt in to giving raffle price)	25. May 2023
Names of booth staff (this only applies to Premium sponsors)	1. June 2023
Names of people attending the sponsor and speaker dinner on June 9th (this only applies to Premium sponsors)	25. May 2023. If Power Events ApS has not received the names at this time, we will assume that the sponsor will not send people to the dinner and not book spaces for them.