

Sponsorship Experiences

October 8-10, 2024





We Are DPW

Accelerating digital transformation in procurement and supply chain.



DPW Amsterdam attracts technology buyers that are actively looking for solutions to transform their companies into digital players. For our sponsors, the conference has become a den of deal-making and one of their most significant selling opportunities of the year.

Matthias Gutzmann
Founder DPW



Table of Contents

About

About DPW Amsterdam
DPW Amsterdam in Numbers
DPW Amsterdam Magazine
Our Audience
Past Speakers
Venue
Venue Map
Past Sponsors
Past Startups
Past Investors
Past Media
Social Media Buzz
Conference Theme
2024 Featured Speakers

5-2

0

Turnkey Exhibit Space

Startup Package **2 OUT OF 60 LEFT**
Standard Booth **SOLD OUT**
Premium Booth **SOLD OUT**
Custom Activation Booth **SOLD OUT**

23-27

Speaking Opportunities

29-32

Center Stage Session **1 LEFT**
Sponsors We Love Stage Session **1 LEFT**
Morning Briefing Session **SOLD OUT**
Product Launch Session

Branding Opportunities

34-39

Foyer Lounge Sponsor **SOLD OUT**
Coffee Cart Sponsor **SOLD OUT**
Smoothie Bar Sponsor **SOLD OUT**
Seat Cover Sponsor **SOLD OUT**
Co-working Space Sponsor **SOLD OUT**
Virtual Livestream Sponsor **SOLD OUT**

Networking Opportunities 41-49

Executive Luncheon Sponsor **SOLD OUT**
Executive Dinner Sponsor **SOLD OUT**
Opening Party Sponsor **SOLD OUT**
Day 1 Party Sponsor **SOLD OUT**
After Drinks Sponsor
Founders Drinks Sponsor
Padel Tournament Sponsor
Side Event Sponsor
Private Meeting Space **SOLD OUT**

Tickets for Sponsors

50

Where Procurement Meets Innovation

DPW Amsterdam is an annual hybrid technology conference, considered the world's largest and most influential tech event of the procurement and supply chain industry.

Be part of the thriving DPW community. Leave your mark on thousands of the world's smartest business leaders. Deliver your message to engaged audiences. Put your stamp on premium content. Spark meaningful conversations.

[LEARN MORE](#)



DPW Amsterdam 2023 in Numbers

1.2K

Attendees

44

Countries

121

Exhibitors

4K

Live Stream Registrants

18K

Sponsor Leads

+54

Sponsor Net Promoter Score

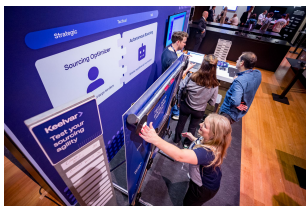
Best of DPW Amsterdam 2023

READ THE MAGAZINE



Watch the 2023 Aftermovie



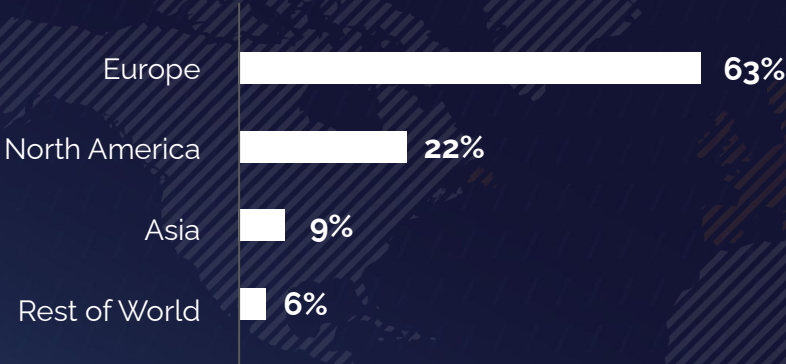


More photos on
flickr

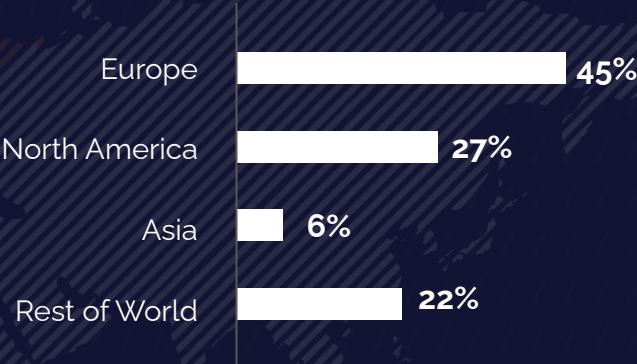


Our Audience

In person



Virtual



[SEE WHO ATTENDS](#)

[VIEW PAST ATTENDEE LIST](#)



Featured Past Speakers



Frans van Houten
CEO & Chair
PHILIPS



Michelle Shi-Verdaasdonk
Chief Supply Chain Officer
DYSON



Yossi Steffi
Elissa Gray II Professor of
Engineering Systems
MIT



Zoe Kleinman
Technology Editor
BBC



Prince Constantijn of the Netherlands
Special Envoy
TECHLEAP.NL



Louise Jacobsen Plutt
Chief Procurement Officer
BP



Celeste Warren
Chief Diversity & Inclusion
Officer
MERCK



Gerd Leonhard
Futurist



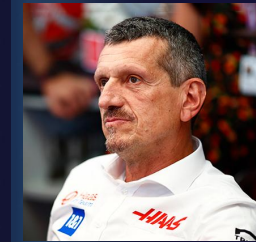
Ulrike Sapiro
Chief Sustainability Officer
HENKEL



Julien Denormandie
Former French Minister of
Agriculture and Food



Paula Martinez
Chief Procurement Officer
KENVUE



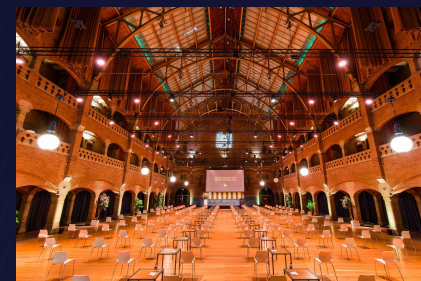
Guenther Steiner
Team Principal
HAAS FORMULA ONE TEAM

Beurs van Berlage

A monumental venue in the heart of Amsterdam

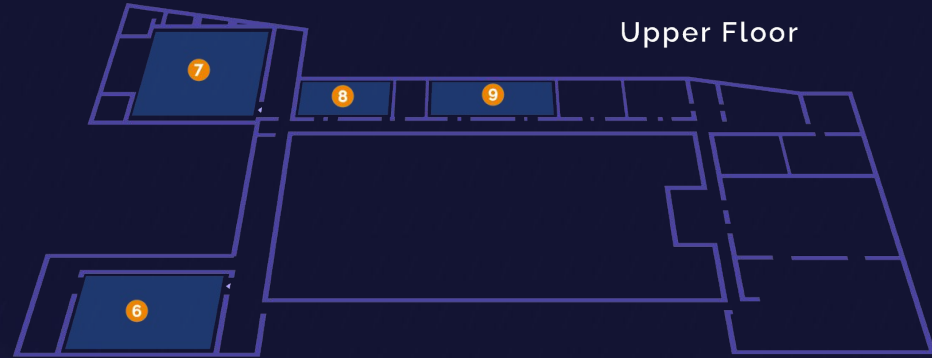
One of the things that makes DPW Amsterdam so unique is the exclusive setting. Our 2024 conference will be held at the monumental Beurs van Berlage, a one in a million conference location in the heart of Amsterdam. Beurs van Berlage is the first Dutch conference center to receive the Green Globe Certificate and is listed by UNESCO as one of the most important buildings worldwide.

[SEE IN GOOGLE MAPS](#)



Venue Map

- 1 Center Stage
- 2 Sponsors We Love Stage
- 3 Expo Hall 1
- 4 Expo Hall 2 + Networking Zone
- 5 Startup Showcase Stage
- 6 Masterclasses
- 7 10X Stage
- 8 CPO Roundtables
- 9 Startup Roundtables
- 10 Private Meeting Rooms
- 11 Broadcast Studio
- 12 Recharge Zone / Co-working Space
- 13 Recharge Zone



Featured Past Sponsors

Deloitte.

amazon business

Schneider
Electric

 **coupa**

 **GEP**

beeline®

 **Icertis**

ecovadis

SAP®

IBM

McKinsey
& Company

ivalua

Startups That Previously Exhibited

celonis

PACTUM 

 vendr

Fairmarkit

Keelvar >

 LightSource

 INTEGRITY
NEXT

ORO

SCOUTBEE

PayEm

 prewave

ZIP

Featured Past Investors

Accel



INSIGHT
PARTNERS

OPENVIEW



BCGX



PEAKSPAN

Featured Past Media



Social Media Buzz

1k+

Unique LinkedIn posts within

6

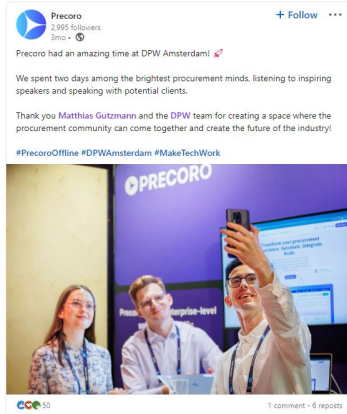
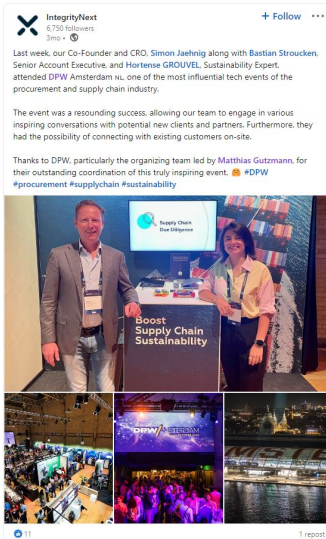
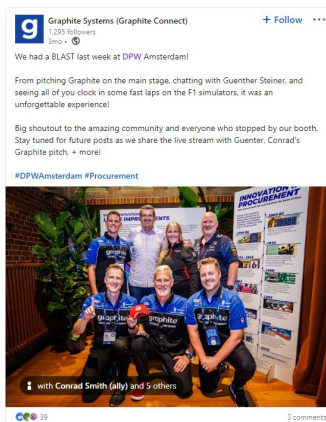
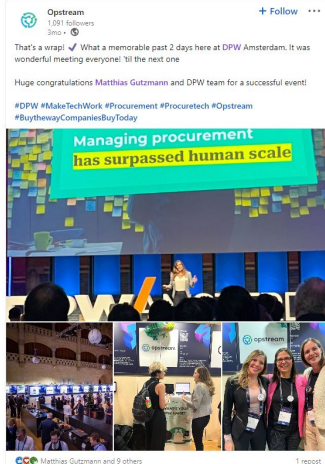
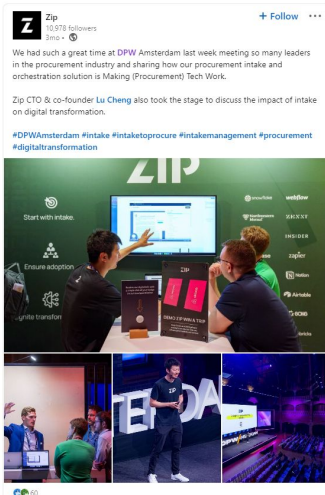
months published from

130

accounts with

7.5m+

followers



What is the 2024 conference theme?

10X

How AI and a moonshot mindset can take your organization from incremental to exponential impact.

[LEARN MORE](#)

Featured 2024 Speakers



Paul Polman
Business leader, campaigner,
co-author of Net Positive,
Former CEO of Unilever



Jennifer Mocerì
Chief Procurement Officer
GOOGLE



Matthias Dohrn
President Global Procurement
BASF



Paula Glickenhäus
SVP CPO
BRISTOL MYERS SQUIBB



Klaus Staubitzer
Chief Procurement Officer
SIEMENS



Gillian Tans
Former CEO
BOOKING.COM



Lisa Martin
SVP CPO Global Procurement
GSK



Shashi Mandapaty
Chief Procurement Officer
JOHNSON & JOHNSON



Marie-Pierre Goyenetche
Chief Procurement Officer
SANOFI



Sopan Shah
Chief Procurement Officer
IHG HOTELS & RESORTS



Juliet Atweh
Head of Global Procurement
WIZ



Linda Chuan
Chief Procurement Officer
BOX

2024 Sponsorship Packages

Turnkey Exhibit Space

OneKlik Touchpoint Device

Startup Package

Standard Booth

Premium Booth

Custom Activation Booth

EXHIBIT SPACE ALLOCATION: DPW will assign exhibit space locations according to DPW's internal booth queue policies, which, among other things, may include, in DPW's sole discretion and without limitation, such factors as the amount of the fees committed by the sponsor and when the sponsor committed. DPW reserves the right, in its sole discretion, to change the location of the sponsor's space.

NEW: OneKlik Touchpoint Device

All booths and demo kiosks are equipped with a OneKlik Touchpoint device, offering a seamless information exchange between exhibitors and conference attendees. Our OneKlik Touchpoint device enables attendees at your booth or demo kiosk to effortlessly access your digital brochures, videos, and other resources with a simple click on their badge.

Benefits for sponsors:

- Increased lead generation: each content download translates into a new lead, instantly accessible through the exhibitor portal
- Exhibitors can showcase their forward-thinking and sustainability-focused approach
- Exhibitors no longer need to incur expenses for printing and shipping collateral to and from the venue



Startup Package (2 out of 60 left)

2-day 1.5 x 1.5 m demo kiosk in the expo hall as part of the "Startup Village"

Turnkey production: build-up, Wi-Fi, power, light

Includes OneKlik Touchpoint device

Includes [Klik SmartBadges](#) for lead capture and retrieval

Full color back wall printing

1 x lockable cabinet

Logo placement on conference website and event app, exhibitor locations onsite signage

5-min pitching slot on Startup Showcase stage (54 people seating capacity)

Passes: Not included. Maximum of 3 [passes available for purchase](#) per Startup Package

€2,750

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Renderings may slightly differ from the final build.

**SEE MORE
IMAGES**

Standard Booth

2-day 3 x 2 m exhibition booth the the expo hall

Turnkey production: build-up, Wi-Fi, power, light, back wall printing

Includes OneKlik Touchpoint device

Includes [Klik SmartBadges](#) for lead capture and retrieval

Full color branded back wall, artwork to be delivered by sponsor

Carbon colored carpet

1 x wall mounted tables + 4 x bar stools

43 inch monitor including HDMI cable

Access to attendee list

Logo placement on conference website and event app, exhibitor locations onsite signage

Passes: Not included. Maximum of 4 [passes available for purchase](#) per Standard Booth

€16,000

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Renderings may slightly differ from the final build.

**SEE MORE
IMAGES**

Premium Booth

2-day 4 x 2 m exhibition booth in the expo hall

Turnkey production: build-up, Wi-Fi, power, light, back wall printing

Includes OneKlik Touchpoint device

Includes [Klik SmartBadges](#) for lead capture and retrieval

Full color branded back wall, artwork to be delivered by sponsor

Carbon colored carpet

1 x wall mounted tables + 4 x bar stools

43 inch monitor including HDMI cable

Access to attendee list

Logo placement on conference website and event app, exhibitor locations onsite signage

Passes: Not included. Maximum of 5 [passes available for purchase](#) per Premium Booth

€20,000

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Renderings may slightly differ from the final build.

**SEE MORE
IMAGES**

Custom Activation Booth

Get creative with your sponsorship!

Let's collaborate to create an entirely 3x3m custom booth activation that'll bring attendees a unique experience, while showcasing your brand in the best light.

Starting at €30,000

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Renderings may slightly differ from the final build.


Speaking Opportunities

Center Stage Session | Sponsors We Love Stage Session | Morning Briefing Session | Product Launch Session

Center Stage Session (1 left)

This is THE Rock Star role for your company as all eyes are on you. Center stage sessions are non-competing. Only a small number of vendors are given the opportunity to speak on our Center stage

20-25-min keynote designed to inspire attendees around your big idea

 Watch Center stage talk example

500 people seating capacity

Live streamed

Session lead capture

Access to attendee list

Logo placement on conference website and event app

Passes: Speaker pass included

€60,000

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Sponsors We Love Stage Session (1 left)

Stand out as a presenting sponsor on our Sponsors We Love Stage, where DPW showcases their favorite industry solutions

25-min session designed to educate attendees about how your customer has adopted your product and drove new value

 Watch Sponsor We Love stage talk example

130 people seating capacity

Video recorded

Session lead capture

Access to attendee list

Logo placement on conference website and event app

Passes: Speaker pass included

€25,000

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Morning Briefing Session

Our morning briefings are designed to educate attendees about a business-critical topic before the day begins. We only host one morning briefing per day, which means a packed room is guaranteed!

30-min research based presentation from 8:30 - 9:00 AM on Day 1 or 2

We only host one morning briefing each day, which means a packed room is guaranteed

130 people seating capacity

Session lead capture

Access to attendee list

Logo placement on conference website and event app

Passes: Speaker pass included

€30,000

CONTACT US

DPW / AMST
11-12



Product Launch Session

10-min session designed to launch your company's first-ever product to the public live on Center Stage, making your innovative products discoverable to thousands of onsite and online viewers

500 people seating capacity

Live streamed

Session lead capture

Access to attendee list

Logo placement on conference website and event app

Passes: Speaker pass included

€20,000

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Branding Opportunities

Foyer Lounge Sponsor

Coffee Cart Sponsor

Smoothie Bar Sponsor

Seat Cover Branding

Co-working Space Sponsor

Virtual Broadcast Sponsor

Foyer Lounge Sponsor

This premium branding opportunity puts your brand right at the epicenter of conference activities, offering 360° visibility to the sponsor. A core social hub of DPW Amsterdam, this highly active area will be the perfect place for attendees to sit back and relax, have impromptu meetings, network, and catch up with other conference attendees.

This space is an excellent link between the main entrance and various large conference and event rooms

2-day customized 9x4m lounge

Fully customizable branding

Access to attendee list

Logo placement on conference website and event app

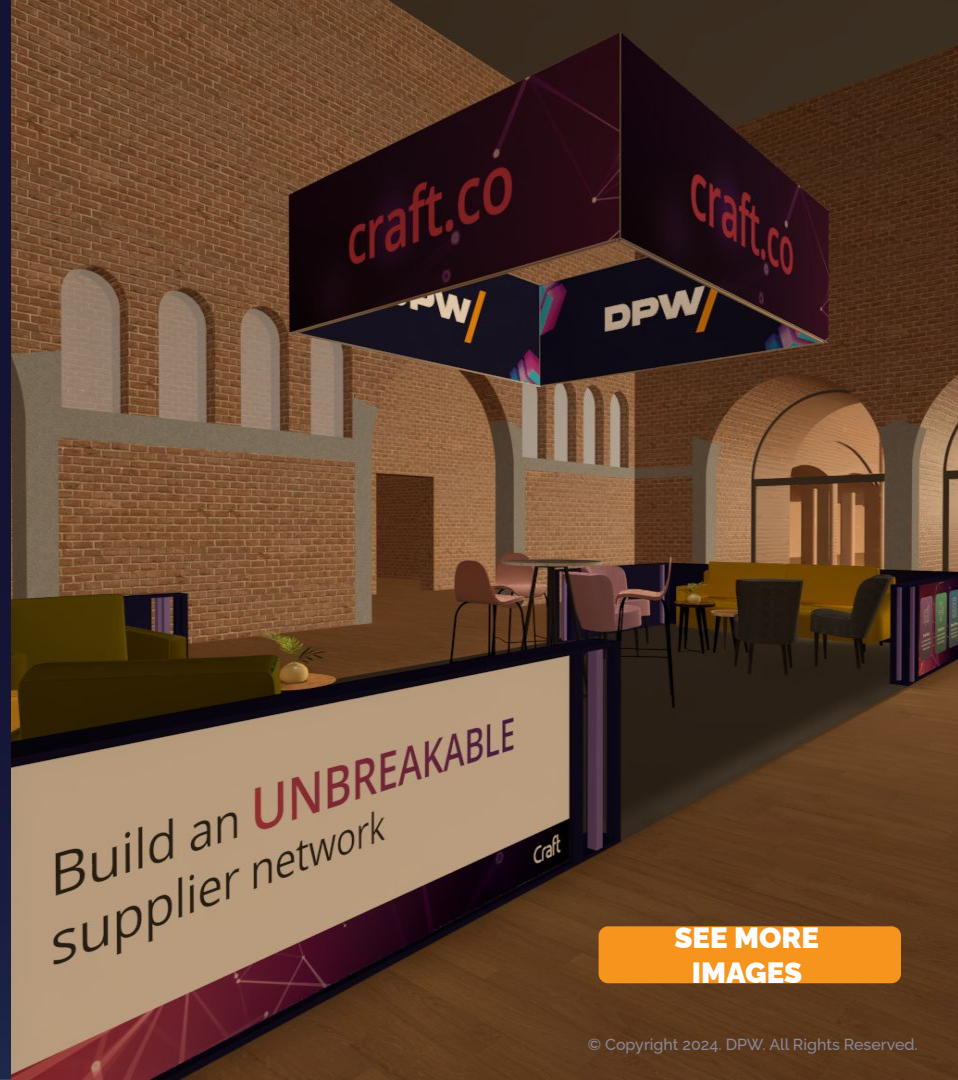
For an additional €10,000, you have the option to include a custom hanging banner. Otherwise, the banner will feature DPW branding.

Passes: Not included

€30,000 (without branded hanging banner)

€40,000 (with branded hanging banner)

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[SEE MORE IMAGES](#)

Coffee Cart Sponsor

Strategically located to draw delegates through the exhibition hall, the coffee carts will offer delegates espresso coffee free of charge. Cart sponsor's booth could be positioned next to the sponsored coffee cart, ensuring maximum delegate traffic throughout the conference

Coffee machine with barista

Branded Piaggio Classic

Opportunity to provide branded t-shirts for coffee cart staff

Passes: Not included

€20,000

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**SEE MORE
IMAGES**

Smoothie Bar Sponsor

Who doesn't like a healthy morning start or a refreshing mid-morning pick me up? The station includes your choice of a select number of offered smoothies. A fresh way to brand and market to the attendees!

Smoothie bar is located in a high-traffic area (foyer or exoho hall)

Up to 8 hours of service

Various branding opportunities

Opportunity to provide branded t-shirts for bar staff

Passes: Not included

€20,000

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Seat Cover Sponsor

Be noticed by all attendees with your company's logo prominently featured on the Center stage chair covers (500 chairs) or at the 10X Stage (130 chairs)

Feature your company logo, name, and tagline chair back-covers. Use QR codes to for deeper engagement

100% sustainable - seat covers are made of recycled material

Sponsorship includes production cost of seat covers

One-day branding rights

Price includes 1-color imprint on seat back

Center Stage: **€20,000 (per day)** (SOLD OUT)

10X Stage: **€5,000 (per day)**

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Coworking Space Sponsor

Located right in the heart of the Beurs van Berlage, precisely between the large halls on the ground floor, a coworking space has been created, where attendees can work comfortably and still be involved in the event, due to the central location of the coworking space.

Fully customizable branded lounge

8.5x8.5m footprint

Distribution of collateral and branded swag (to be approved by DPW)

Recognition as coworking space sponsor

Naming rights: "<Sponsor> Coworking Space"

€15,000

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Virtual Livestream Sponsor

DPW Amsterdam draws an in-person crowd over 1,000 attendees annually, and reaches thousands of viewers virtually. Our livestream features main stage content and exclusive interviews.

10-min interview or video

Sponsored chat messages

Ad-rolls

Logo inclusion in official emails to live stream registrants

Opt-in leads of all virtual registrants

On-screen display "Live stream powered by YOUR COMPANY"

€30,000

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Networking Opportunities

Executive Lunch | Executive Dinner | Opening Party | Day 1 Party | After Drinks
Founders Drink | Padel Tournament | Side Event | Meeting Space

Executive Luncheon Sponsor

Make an impression as the official luncheon sponsor for Day One or Day Two. Exclusively for our top-level attendees, our daily 60-min executive luncheons is the ideal environment to connect with senior leaders while enjoying great food.

Wednesday, Oct 9 or Thursday, Oct 10

Restaurant TBC

Naming rights: "<Sponsor> Executive Lunch"

DPW organises all aspects of the lunch: venue, sourcing, guest invitation and management, lunch arrangements

Sponsorship fee does not include the cost of the lunch

€20,000

[CONTACT US](#)



Executive Dinner Sponsor

Exclusively for our top-level attendees, our executive dinner is the ideal environment to connect with senior leaders while enjoying an evening of fine wine and culinary delights

Tuesday, Oct 8; 18:30 - 21:30

Restaurant TBC

Naming rights: "<Sponsor> Executive Dinner"

20 dinner guests (VP-level and above)

DPW organises all aspects of the dinner: venue, sourcing, guest invitation and management, dinner arrangements

Sponsorship fee does not cover the cost of the dinner

€25,000

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Opening Party Sponsor

Kick off with a bang and leave a lasting impression at DPW Amsterdam - be the exclusive sponsor of the official opening night kick-off party.

Tuesday, October 8 from 19:00 - 22:00

200-300 attendees

Venue TBC

Naming rights: "<Sponsor> Opening Party"

Drinks and snacks provided by DPW

Onsite branding

Sponsor mentioned in all communication regarding the Opening Party

Opportunity to provide branded t-shirts for waiters

€40,000

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[SEE MORE IMAGES](#)

Day 1 Party Sponsor

Wrap up the first day with our biggest party, open to all attendees, full of networking, food and drinks, and live music. If you want to get your branding all over this party, here's your chance!

Wednesday, October 9 from 17:30 - 20:00

600-800 attendees

Expo Hall 1; Beurs van Berlage

Naming rights: "<Sponsor> Day 1 Party" + cocktail names

F&B provided by DPW

Onsite branding including opportunity to provide branded t-shirts for cocktail bar staff

Sponsor mentioned in all communication regarding the Day 1 Party

€50,000

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**SEE MORE
IMAGES**

After Drinks Sponsor

Sponsor our highly popular after drinks. This is a chance to reflect on the highlights of the conference and make new connections.

Thursday, October 10 from 17:30 - 20:00

Venue TBC

Naming rights: "<Sponsor> After Party"

Drinks and snacks provided by DPW

Onsite branding

Sponsor mentioned in all communication regarding the After Party

€25,000

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**SEE MORE
IMAGES**

Founders Drinks Sponsor

Meet and connect with our community of startup and scaleup founders. Our 2-hour boat ride provide the perfect environment to meet fellow tech founders and leaders.

30-40 attendees

Tuesday, October 8 from 17:00 - 19:00

Naming rights: "<Sponsor> Founders Drinks"

Tournament listed and promoted as an official DPW Amsterdam Side Event on the conference website.

Social media and email promotion

DPW organises all aspects of the event

€20,000

CONTACT US



Padel Tournament Sponsor

Padel is the world's fastest growing racket sport. As a sponsor, you will not only contribute to the success of this exciting sporting event, but also enhance your brand visibility and credibility among a highly engaged audience, and network even before the conference begins.

Tuesday, October 8 from 13:00 - 17:00 (final timings TBC)

Naming rights: "DPW Padel Tournament, powered <Sponsor>"

Option to include your products or promotional materials in our player packs (subject to approval).

Tournament listed and promoted as an official DPW Amsterdam Side Event on the conference website.

Social media and email promotion

DPW organises all aspects of the tournament

€12,500

CONTACT US



Side Event Sponsor

DPW AMS officially starts on Wednesday, but most attendees come from outside the Netherlands and arrive in Amsterdam a few days before. You can now contribute to the DPW AMS magic by hosting your own independently produced pre-event during DPW AMS week. Whatever you dream up, DPW can help make it happen.

You manage the event info and registration, and we handle the promotion. Your event will be promoted to our 1K+ attendees via a listing in the DPW AMS agenda, on the dedicated conference [Side Event page](#), the event app, and email marketing.

Let people know you're an official DPW AMS event. DPW grants you usage rights of the DPW AMS name, logo and markings

Fully equipped presentation room? Rooftop for an evening cocktail hour? Relaxed restaurant space? We have you covered. We know the best venues throughout Amsterdam and can help pair you with the perfect venue for your event.

Licensing Fee: €7,500

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Private Meeting Space

Book a dedicated private meeting room to use for demos, or to host meetings. We offer various sizes, configurations, and locations throughout the Beurs van Berlage available separate from exhibit space

All meeting rooms feature onsite support from our venue team, including: AV, Internet access, video streaming, space set-up, refreshments, and more

Meeting rooms are reserved for the entire event. We don't offer single-day rentals

Meeting rooms available from 9 AM to 5 PM each day

€5,000

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Tickets for Sponsors

Tickets are not included in any type of sponsorship and must be purchased separately, depending on the number of team members you wish to bring.

Please note that the below ticket prices are only valid in combination with a sponsorship package.

Type	Description	Ticket Price
Startup Solution Provider	Purchase this ticket if you booked a startup package	€699
Large Solution Provider	Purchase this ticket if you have selected any sponsorship package other than the startup demo kiosk	€999

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Why Book Now?

By securing your sponsorship package early, you will take advantage of:

- Best pricing options
- Getting featured in time on conference.dpw.ai
- Early access to sponsor inventory - we sell out every year!

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What Sponsors Are Saying

This was one of the highest quality events I've been involved in. Since the event, we have already been reached by five enterprises, all \$10B+ revenue. This is something.

PACTUM 

DPW has become a must-have event in our portfolio of conferences to sponsor, as it converts into valuable business relationships.

 **accenture**

This is the best event for startups in procurement. Being able to tell our story to a large audience and get our name out there is what we, like any startup, really need.

 **INTEGRITY
NEXT**

Get in touch

junior@dpw.ai | conference.dpw.ai

DPW is the global tech ecosystem for procurement and supply chain. We believe in the power of technology to transform business and society, enabling leaders to respond to the most pressing challenges facing corporations today.

DPW B.V.

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BIC: INGBNL2A

For more information, visit www.dpw.ai

