

CEC 2025

Common Europe Congress

In collaboration COMMON Sweden

2-5 JUNE 2025

Gothia Towers, Gothenburg, Sweden

Exhibitor and Sponsorship Prospectus



Invitation to Exhibit and Sponsor

It is our pleasure to invite you to exhibit or just be a sponsor at the **2025 Common Europe Congress**. The Congress is THE largest educational convention representing IBM Power users in Europe. It will be held on **2-5 June at Gothia Towers, Gothenburg, Sweden**. Our focus continues to include over 120 high quality sessions on IBM Power hardware, IBM Storage and AIX and Linux on Power content. Our goal is to exceed 500 participants in total including participants from the IBM Business Partner Advisory Council that is held in our facilities.

Exhibiting at, or sponsoring the Congress, is the ideal opportunity to reach hundreds of IT professionals working with IBM, Power Systems, IBM Storage, IBM i, AIX, Linux and related technologies. As an exhibitor, you will not only gain unparalleled access to many customers and prospective customers but you can reach thousands of individuals through Common Europe's ongoing marketing.

The exhibition will be held on Monday 2nd (evening only) and Tuesday 3rd and Wednesday 4th June (full days). There will be no Expo on the 5th June. All food & beverages at the venue will be in the exhibition area providing the best chance to network with current and prospective customers to showcase your products.

And as every year, attendees will have a free evening on Tuesday which is the perfect opportunity to gain more exposure and host a sponsored vendor event in the hotel or elsewhere in the city.

Exhibitor space is limited so we encourage you to **reserve your space as soon as possible**. (Last year we ran out of space in Milan.)

To register, please send your completed application to office@comeur.org with copy to Torbjorn@comeur.org & Jonathon@comeur.org

Please note:

- **Only One sponsor is permitted per booth.**
- **Booths will be allocated only when full payment has been received.**



CEC 2025 is the largest conference in Europe for solutions around IBM Power & IBM Storage

Maximize your Return on Investment

EXHIBITION VALUE (Common Europe is VAT exempt)	EXHIBITOR LEVEL			
	BRONZE	SILVER	GOLD	PLATINUM
Included company registrations; more booth persons extra price	1	2	2	3
Customers/prospects invitations at member rate	5	7	10	15
Logo on website and mailings	Yes	Yes	Yes	Yes
Company Advert/Logo on Expo screen	Logo	1/4 screen	1/2 screen	Full screen
Advertisement in programme guide	Logo	1/4 page	1/2 page	Full page
Skirted rectangular table	No	Yes	Yes	Yes
Booth visitor contact info thru badge QR code if opted in by participant	No	Yes	Yes	Yes
25-minute vendor sessions in main agenda	No	No	1	2
Vendor speaker, if other than booth personnel, free for the day of presentation (other days invoiced)	No	No	1	1
Double exhibition space	No	No	No	Yes
Exhibition price COMMON Europe members *	€ 1210	€ 4290	€ 6050	€ 9350
Exhibition price Non-members	€ 1980	€ 5280	€ 7260	€ 10670

Sponsorship below is limited to **EXHIBITORS ONLY** – first come first served basis.

SPONSORSHIP ITEMS (Common Europe is VAT exempt)	PRICE	STATUS
Non-Expo sponsor insert in registration bag (A4 flyer provided by the sponsor)	€ 440	For all
Banner in CEC meeting rooms foyer (banner is provided by sponsor)	€ 440	For all
Bag inserts other than A4 Flyer	On request	For all
Lanyard (cord) with sponsor and COMMON Europe logo (lanyard is provided by sponsor)	€ 1210	1 - available
Sponsor logo on participant badge	€ 1210	1 - available
Registration bags with sponsor and COMMON Europe logo (bags are provided by sponsor)	€ 1870	1 - available
Sponsored solution provider event Monday evening (03/06) - offered at the venue	On request	Limited number
Extra space in exhibition	On request	Few available

Further sponsorship items and opportunities will become available.

Please check our congress webpage for updates (www.comeur.org/cecprospectus2025/) or contact Torbjörn Appehl (torbjorn@comeur.org) if you have any sponsorship requests you'd like to discuss.



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Congress

Important considerations

All amounts due MUST be paid in full in advance — before the Congress. Logo will not appear in any communications or website until sponsorship is fully paid. If taking advantage of member rates, dues MUST be paid before sponsor application is entered. No sponsor will be allowed to enter the expo unless all sponsor fees and membership dues (if applicable) are fully paid.

To register, please submit your completed Google form.

To make payment by bank wire/transfer, please send to:

COMMON Europe
Bank name: BIL (Luxembourg),
Bank id: BIC (SWIFT): BILLULL
IBAN (Account number):
LU98 0029 1688 5621 3800

COMMON Europe ASBL registered under the Luxembourg R.C.S. number F8448.
The transaction is VAT exempt under article 44 1 y) of Luxembourg VAT Law.

Owner of account:

COMMON Europe asbl
BPM 375084
4A Banzelt
6921 Roodt-sur-Syre - Luxembourg
office@comeur.org
www.comeur.org

*** To qualify for Member Rates, membership for 2025 must be paid in full.**
All information on how to become a member can be found at <https://comeur.org/join/>

If you are exhibiting/sponsoring the congress for the first time you can find information about last year's congress (CEC 2024) here: <https://com-moneuropecongress2024.sched.com/directory/sponsors>

www.comeur.org

www.commonsweden.org