

VMUG Connect Amsterdam

Sponsor manual

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General information

Dates: 17 – 19 March 2026

For the most up to date agenda, please visit [VMUG Connect 2026 - Amsterdam](#).

Please note that the agenda is subject to change.

Times

17 March

- 11:00 – 19:00 Registration
- 12:00 – 18:00 Pre-Con Sessions (expo closed)
- 15:00 – 18:00 Exhibitor move-in (booth ready)
- 18:00 – 20:00 Networking Reception in Expo Hall

18 March

- 07:00 – 18:00 Exhibitor access
- 08:00 – 19:00 Registration
- 09:00 – 10:30 General Session
- 10:45 – 12:10 Breakout, Hands-on & Certification Sessions
- 12:10 – 13:30 Lunch
- 13:30 – 17:00 Breakout, Hands-on & Certification Sessions
- 17:10 – 18:00 General Session
- 18:00 – 19:00 Happy Hour
- 19:00 – 21:00 Reception (off-site at Strand Zuid)

19 March

- 08:00 – 15:00 Exhibitor access
- 08:00 – 12:00 Registration
- 09:00 – 11:30 Breakout & Certification Sessions
- 11:30 – 12:30 General Session
- 12:30 – 13:30 Lunch
- 13:30 – 15:00 Certification Sessions

Venue

RAI Amsterdam

Europaplein 24

1078 GZ Amsterdam

The Netherlands

[Website](#) | [Google Maps](#)

Use Entrance D to enter VMUG Connect. We recommend parking at P2. Navigate to the above address and follow the signs to P2.

Venue access times

- Booth setup: 17 March, 15:00 – 18:00
- Event access:
 - 17 March, 18:00 – 20:00 (Networking Reception)
 - 18 March, 08:00 – 18:00
 - 19 March, 08:00 – 13:30
- Dismantling: 19 March, 13:30 – 16:00

Build up/dismantling

Your booth space is ready upon arrival, with any shipping boxes present. Power is supplied. If you have rented a screen on stand this is operational. Make sure your staff has already picked up their badge before heading to build up.

It's up to you to:

- Install any backdrops or rollup banners
- Unpack your boxes, layout give-aways, etc.
- Connect any equipment not provided by VMUG

For dismantling, make sure to take everything you've brought with you. Are you shipping out and require a pickup? Please refer to the Shipments chapter in this document.

Task list

Task	Deadline
Deliver company logos	26 January
Order rollup or popup booth	13 February
Deliver design for rollup or popup booth	20 February
Deliver speaking session & speaker details	23 February
Select booth space on floor plan	23 February
Order MPOs	02 March
Order booth upgrades	02 March
Register booth staff	02 March
Activate lead scanning devices	02 March
Announce shipments	02 March
Deliver shipment (latest)	06 March
Pickup shipments (latest)	20 March

Sponsor package overview

	Diamond	Platinum	Gold	Bronze
Keynote speaking session	45 minutes at 1 event	-	-	-
Breakout speaking session	45 minutes	45 minutes	30 minutes	-
Booth space (2 tables, 4 chairs, 3 Kw power)	6 x 3 m	6 x 3 m	3 x 3 m	3 x 3 m
Full conference passes	4	4	3	2
Booth lead scanning device	Yes	Yes	Yes	Yes
Logo on event website	Yes	Yes	Yes	Yes
Logo on event signage	Yes	Yes	Yes	Yes
Logo on welcome slides	Yes	Yes	Yes	-
Logo on rolling slide	Yes	Yes	Yes	-
Email promo with logo	Yes	Yes	Yes	-
Event registration list	Yes	Yes	Yes	-
Event opt-in attendee list	Yes	Yes	Yes	Yes
Passport-to-prizes	Yes	Yes	Yes	-

Booth details

Floor space

- Diamond: 6 x 3 meters
- Platinum: 6 x 3 meters
- Gold: 3 x 3 meters
- Bronze: 3 x 3 meters

Furniture per booth

- 2 x congress table (160 cm x 80 cm per table)
- 4 x chair (2 per table)

Power

- 1 x power strip with outlets

Available upgrades:

- High table: €75
- Conference table: €75
- Power plug: €50
- TV screen 55" on floor stand: €570
- Monitor 27" on desk stand: €115
- Popup booth 300 x 250 cm, incl. branded counter: €1.950
 - **Order deadline:** 13 February
 - **Deadline to deliver design:** 20 February
- Rollup banner: €135
 - **Order deadline:** 13 February
 - **Deadline to deliver design:** 20 February

Floor plan (Coming soon)

Lead scanning

You are provided 1 lead scanning device. This device is to be picked up by your on-site staff at the VMUG Help Desk.

With the device, you can:

- Scan attendee badges
- Add notes

To read more about your lead scanning device, refer to the Q&A document [available here](#).

Account setup

To successfully use your lead scanning device, you must setup your account. You will receive an email shortly before the event to do this. Once your account is setup, you can also program custom qualifiers.

Lead access

Event leads are downloaded through your account, at any time after the event. Leads are available in real-time.

Order form

You may rent additional lead scanning devices from our registration partner. Use the order form [available here](#) and email to info@prereg.net.

Contact

For more information on your lead scanning device, please contact info@prereg.net.

Speaking session

Session duration

- Diamond sponsors: 45-minute breakout
- Platinum sponsors: 45-minute breakout
- Gold sponsors: 30-minute breakout

Preparing for your session

To get your session approved, it must be reviewed by our team. Upload your session to our Call for Content: [click here to start your submission](#).

On-site the following is available:

- Laptop with queue clicker to advance slides
- HDMI connection & power strip when preferring your own laptop
- Headset & handheld microphone

Please note: ensure you are in your session room no later than 10 minutes in advance of your session's start time.

What we're looking for in a session

We're not after polished sales pitches - we're after real stories, lessons, and ideas that move our community forward. Some examples:

- Mastering VMware Solutions: Build, Deploy, Optimize.
- Share the wins, lessons learned, and insights from deploying or optimizing VMware environments.
- What worked, what didn't, and what you'd do differently next time.
- Building Better Environments: Live Solutions in Action.
- Showcase real-world problem-solving — creative builds, migrations, or integrations that made an impact.
- Highlight projects that brought teams, partners, or customers together for measurable results.
- Thriving in the Evolving Tech Landscape.
- Explore how VMware or VMUG has shaped your career growth, leadership, or perspective on industry trends.

Staff registration

All booth staff must be registered for VMUG Connect to be allowed access. [Register here on VMUG.com](#).

Discount code

To register your booth staff for free, use your discount code. This code will be supplied in the weeks after signing your sponsorship contract with VMUG.

Access passes

- Diamond & Platinum: 4 full conference passes
- Gold: 3 full conference passes
- Bronze: 2 full conference passes

Getting here – how to instruct your booth staff

Access to the Expo Hall is via Entrance D.

Hotel reservations

Easily book stay for your travel staff at the official VMUG Connect hotel. See the hotel here: <https://www.nh-hotels.com/en/eventsweb/vmug>

Shipments

Warning: you cannot ship boxes directly to RAI Amsterdam without following the instructions below. Shipments may be lost, and no guarantee can be given.

Instructions

To successfully ship to VMUG Connect, you must work through DSV Logistics – the official shipping partner. Complete the order form [available here](#).

Packages must arrive on 06 March the latest.

Email the order form to fairs.amsterdam@dsv.com. Always copy in sponsorseu@vmug.com.

Pickups

For any outbound shipments after VMUG Connect, you must also work through DSV Logistics. They advise you how to handle this.

DSV Logistics contact

Fairs.amsterdam@dbschenker.com

+31 (0) 20 225 3973

Logo

Supply your logo in the formats below. We use your logo for our website, email communications, event app, printed assets and more.

- Logo for print (vector file, PDF)
- Logo for web (500 x 500 pixels, transparent background, PNG)

MPOs

Increase your brand awareness and gather more leads by selecting one of the available Marketing Promotional Opportunities (MPOs).

All MPOs are available in the separately provided MPO brochure.

[>>> Click here to download <<](#)

To purchase one of these MPOs, please contact our sponsorship team: sponsorseu@vmug.com
/ Jeroen Dellaert: +31 6 82 94 03 94 / Carla Salles: +31 6 26 11 14 92

Be creative!

VMUG is open to ideas. Want to do something special on your booth? Let us know and we will work with you to make it work.

Important note: booth additions not discussed with VMUG may be denied.