

IDUG

2026 EMEA Db2 Tech Conference

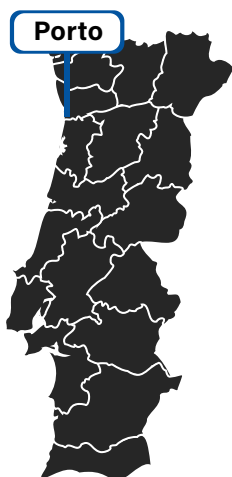
Exhibitors & Supporters Booklet

Porto, Portugal

IDUG is excited to meet you all in **Porto** for the **2026 IDUG EMEA Db2 Tech Conference** (EMEA26)! The 2026 IDUG EMEA Db2 Tech Conference will take place from

Sunday, 27 September to Thursday, 1 October

IDUG will offer optional workshops and labs on Sunday 27 September and Thursday afternoon, 1 October as part of the pre- and post-conference programme. The solution center will be open from Monday, 28 September to Wednesday, 30 September.

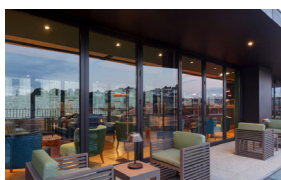


CONFERENCE VENUE



**Centro de Congressos
Alfândega do Porto**

Conveniently located along the scenic Douro River, the NEYA Porto Hotel is just a short walk from Porto's historic center, riverside attractions, and vibrant dining districts. As an official partner hotel of the IDUG EMEA 2026 Congress, the NEYA Porto Hotel offers attendees a welcoming blend of modern comfort, sustainable hospitality, and authentic Portuguese charm.



IDUG 2026 EMEA Exhibit and Marketing Opportunities

Your Expertise. Our Audience.

follow us on

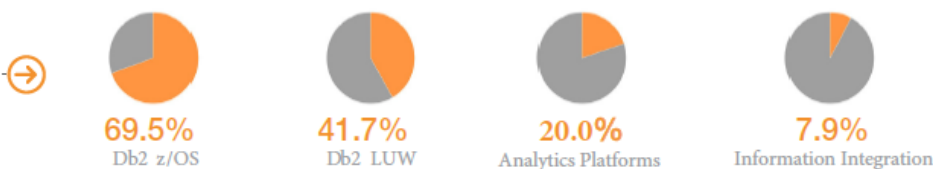


Who are IDUG Db2 Tech Conference Attendees*

Top Five Industries



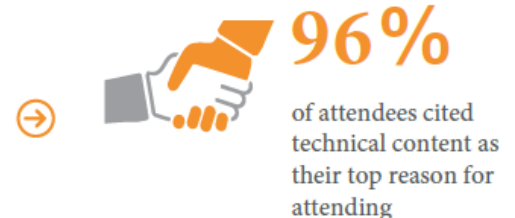
Top four types of Db2 Attendees Use



Tracks included:

z/OS AppDev
LUW Cross Platform

At the Expo Hall**



What is IDUG?

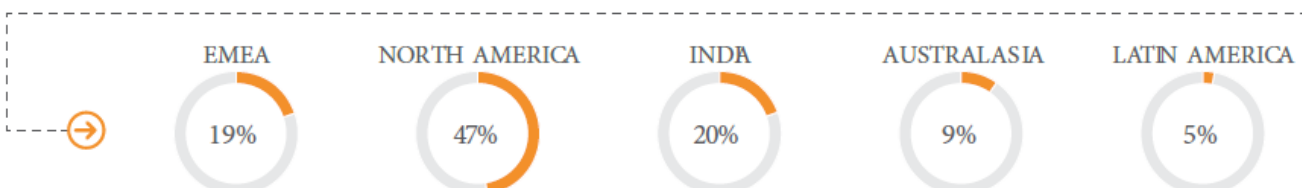
The International Db2 Users Group (IDUG®) is the leading independent, user-driven community that provides a direct channel to thousands of professional Db2 users across the globe.

IDUG HAS MORE THAN

15,369

MEMBERS GLOBALLY

IDUG has regional users in more than 120 countries around the world



*Numbers in this section are based on recent conference surveys from an in-person NA event.

IDUG 2026 EMEA Db2 Tech Conference

At-A-Glance Benefits



CORE BENEFITS	PLATINUM Sponsor	GOLD Sponsor	SILVER Sponsor	BRONZE Sponsor	BOOTH ONLY	EXHIBITION OPPORTUNITY
Price	€ 23 900	€ 16 800	€ 11 900	€ 6 700	€ 4 200	€ 1 600

Booth size	8 m x 8 m	7 m x 3 m	4 m x 3 m	3 m x 3 m	3 m x 3 m	1 high table 2 chairs
Partner Solution Presentation (PSP) - guaranteed slot if chosen as Enhancement	✓	✓	/	/	/	/
Recognition in the Opening Session	✓	✓	✓	✓	/	/
Logo on Conference Signage	✓	✓	✓	✓	/	/
Listing in Partner Directory	✓	✓	✓	✓	✓	✓
Conference Bag Insert	✓	✓	✓	✓	/	/
Attendee list (delivered post event)	First and last name, company, mailing address with city & state	First and last name, company, city & state	Company	/	/	/
Complimentary Conference Passes for Sales Reps	1 free pass per 3 paid customers	1 free pass per 4 paid customers	1 free pass per 5 paid customers	1 free pass per 5 paid customers	/	/
One-Day VIP Passes	5 per day	3 per day	1 per day	/	/	/
Included Benefits (see list on next page)	2 Exclusive, 1 Enhancement, 1 Extra	1 Exclusive, 1 Enhancement, 1 Extra	1 Enhancement, 2 Extra	1 Enhancement, 1 Extra	/	/
Push Notification scheduled in Mobile App	3	2	1	/	/	/

CORE BENEFITS

Virtual PSP	✓	✓	/	/	/	/
Rotating Web Banner	12 months	6 months	3 months	1 month	/	/



Enhance Your Visibility in Porto!

Additional Benefits

Exclusive Benefits - sold à la carte for €5 250

- Conference Bags (Platinum only)
- Attendee Lanyards/Badges (Platinum Sponsors only)
- Featured Technical White Paper
- Keynote Chair Drop
- Promotional Item in Conference Bag
(options to be shared at a later stage - e.g. water bottles, umbrellas, wireless chargers etc.)
- Pre-Conference Email to Attendees
- Lunch Sponsorship
- Reception Sponsorship

Enhancements - sold à la carte for € 2 650

- Partner Solution Presentation
- Coffee Break
- Post-Conference Email to Attendees
- Promotional Item in Conference Bag (options to be shared at a later stage - e.g. note pads, pens etc.)
- Sponsored Blog Post
- Promotion of Webinar or Podcast to Attendees in eBulletin (IDUG monthly member newsletter)

Extras - sold à la carte for € 550

- Passport to Prizes Game Participation
- Mobile App Push Notification
- One-Month Banner Ad at www.IDUG.org

Many offerings are available on a first-come, first-served basis. Contact our sales team to learn more about these opportunities and claim yours today!



Contact Brian at brian@idug.org
for more information

A wide-angle photograph of the city of Porto at night, showing the Douro River, bridges, and illuminated buildings.

Sponsor Agreement