

# Why attend TNW Conference with a delegation?

Amsterdam - your gateway to Europe! The city's entrepreneurial spirit as well as its geographical position makes it a great connector to other tech hotspots in Europe.

This year, TNW Conference will focus on bridging the gap between the public and private sector in the tech ecosystem.

The public sector is collaborating more than ever with the tech ecosystem. Our goal is to help governments boost their local startup ecosystem and showcase its strengths in other regions.

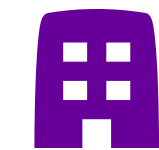
During 2 days TNW will facilitate a program for delegates and startups to make long lasting connections and start relations with key stakeholders from all over the world.



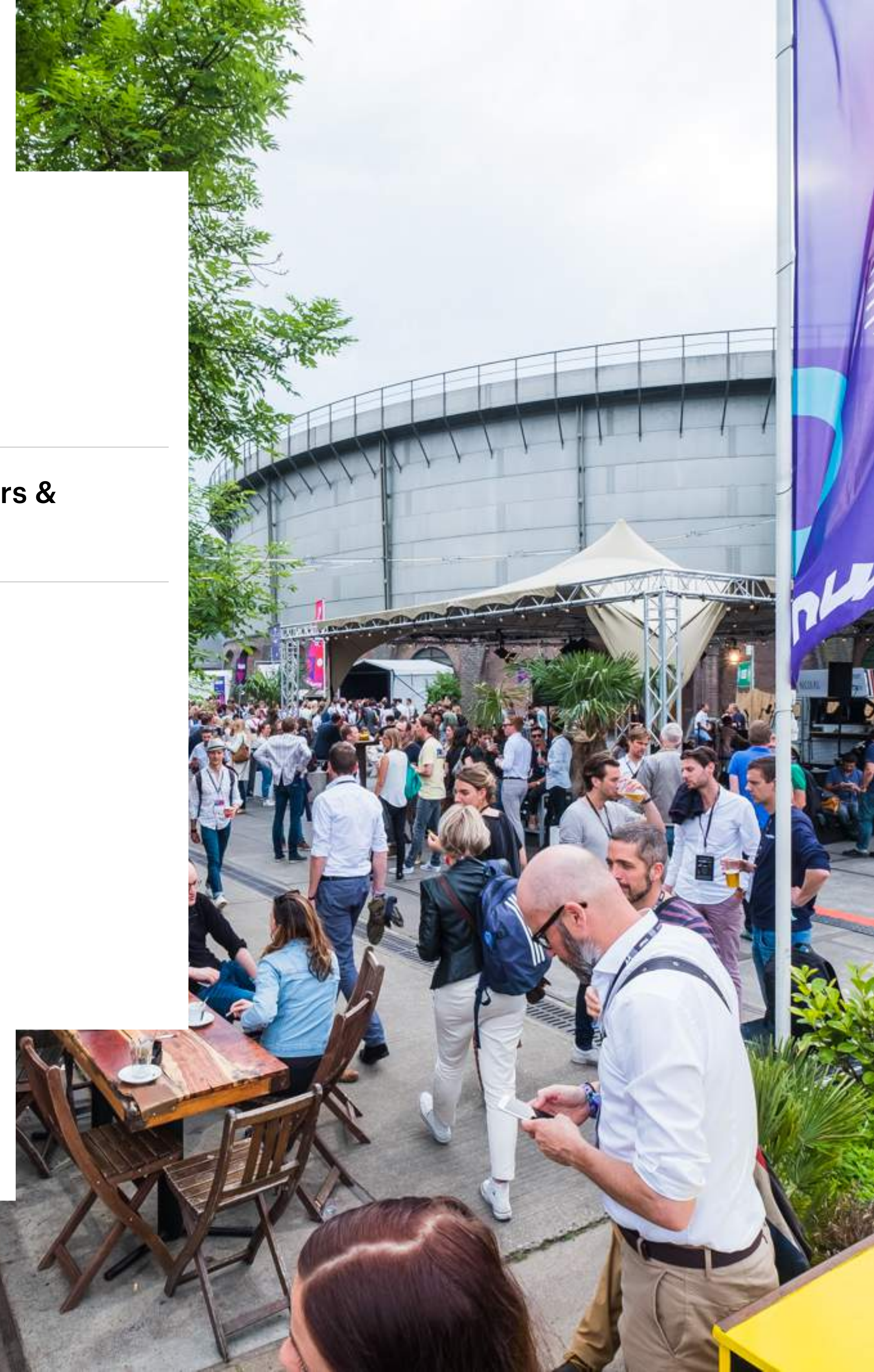
Startups



Growing Monsters & Corporates



VCs and Trade Organisations





# Delegation Benefits

## Networking events

Access for government delegates to invite-only side-events and networking drinks to meet with key policy makers, investors, influencers and the local ecosystem.

## The road to TNW2019

Local event in your ecosystem. Organise a kick-off event to inform and prepare your delegation for TNW Conference.

## GES 2019

In 2019 the Dutch and the U.S. government will host the Global Entrepreneurship Summit 2019. The pre-event for GES will take place at TNW2019 and hosts over 300 key policy makers worldwide.

## StartupCity Summit

An initiative to connect cities and governments to their international counterparts to share insights and discuss the current and future role of local governments in rapid developing startup ecosystems.

## Ecosystem summit

Get inspired by the content sessions for ecosystem builders and key policy makers in the tech and startup ecosystems world wide.

## Curated tour

Business floor tour curated by TNW X. You can indicate your preferred industries to meet startups, companies and other stakeholders from.

# Startup Benefits

## **Personal approach**

A campaign manager will be on standby to get you and your startups on-boarded.

## **Mentoring**

The mentoring program is specifically designed to bring together the world's top accelerators, corporates and investors to share their knowledge and expertise with our promising startups.

## **Brand awareness**

TNW2019 will welcome over 300 members of the media along with 4000+ businesses and 600+ startups.

## **Matchmaking and 1-on-1 meetings**

Startups will have access to the matchmaking platform and the networking application prior to the conference.

## **Extracurricular ecosystem events**

There are a variety of side-events during the week of the conference from invite-only dinners to casual networking events which we are happy to recommend to help you build new connections.

## **World-class content program**

Two days of content from the world's leading thought leaders.

# Some of our governmental partners



# Example Packages

*Any combination of products is possible. It's also possible to increase/decrease the number of delegates and startups.*

## PACKAGE #1

### DELEGATES ONLY

- Conference passes for ecosystem officials
- Access to invite-only networking events
- General business floor tour combined with other delegations

**€599,00** Per Conference Pass

## PACKAGE #2

### DECENTRALISED STARTUP PAVILION

- 2 conference passes for ecosystem officials
- 16 conference passes for 8 local startups
- Access to invite-only networking events
- 1x startup pod for 4x startups per day and a 4m2 country booth
- Local event in your ecosystem: The Road To TNW2019
- General business floor tour combined with other delegations

**€18,000**

## PACKAGE #3

### DEDICATED COUNTRY PAVILION

- 5 conference passes for ecosystem officials
- 20 conference passes for 10 local startups
- Access to invite-only networking events
- Highly visible country pavilion starting from 21m2 for 5x startups per day. Can be scaled up to 100m2.
- Local event in your ecosystem: The Road To TNW2019
- Tailor-made business floor tour for your delegation

**€25,000+**





**Spice up  
your  
presence**

**“The Next Web Brand is well known so it was good to be associated with the event, leveraging its equity.”**

**Kety Oliveira | VP Marketing Worldpay**

Side event

Custom

Startup Fissa

€18.000

Startup Sourcing

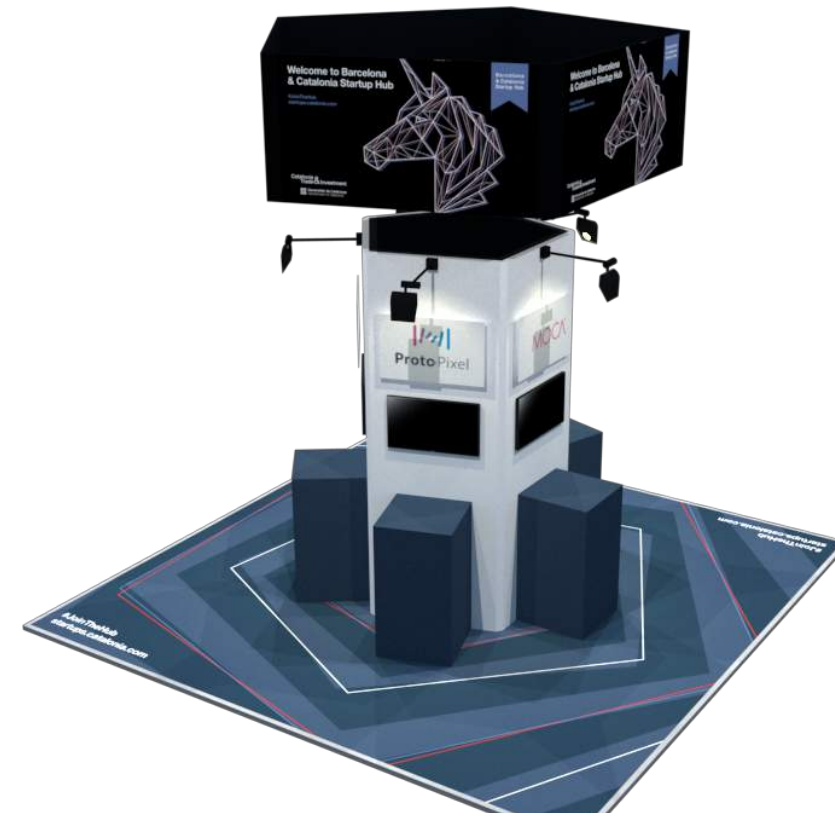
€25,000+



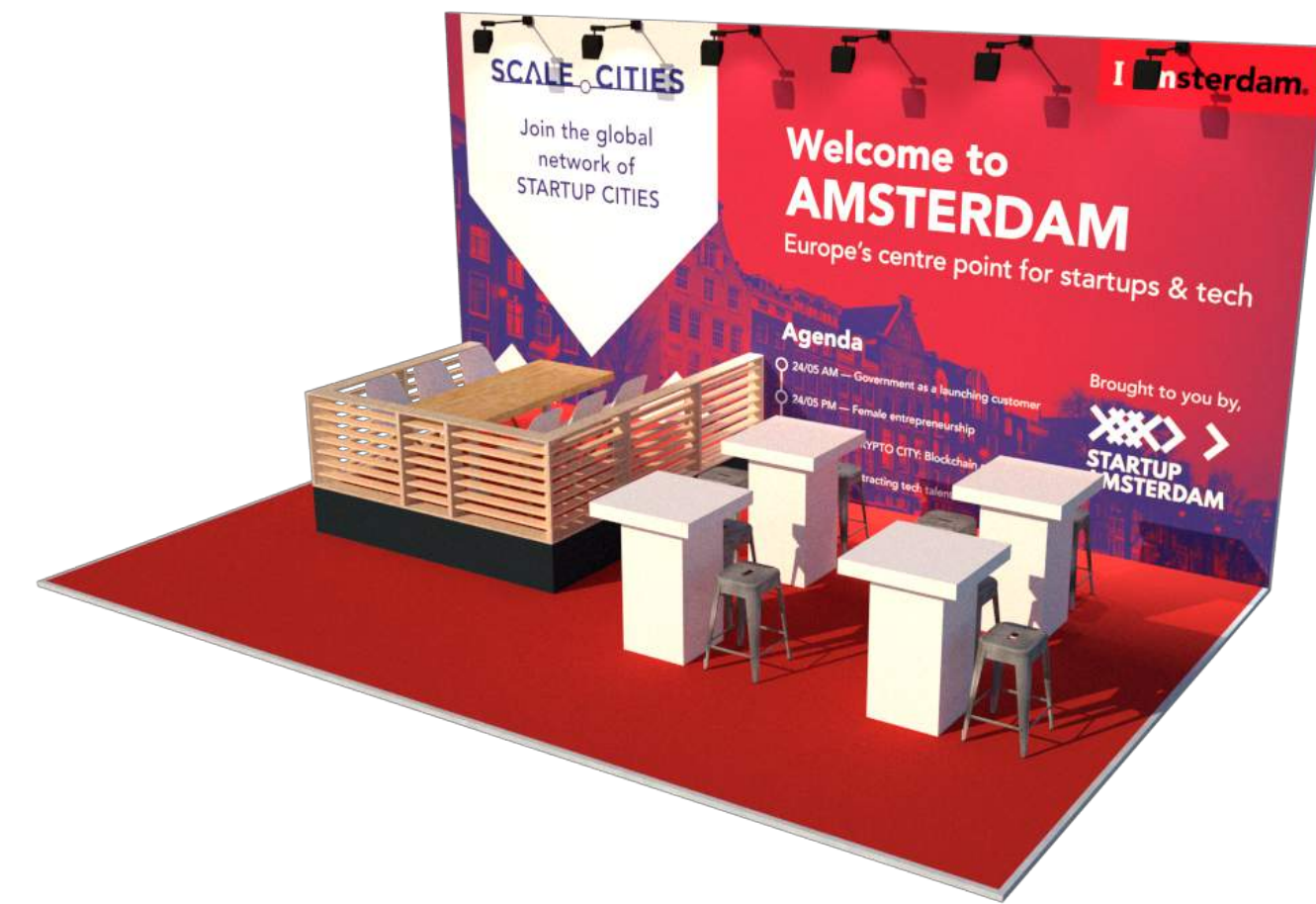
# Example Booths and Startup Pavilions



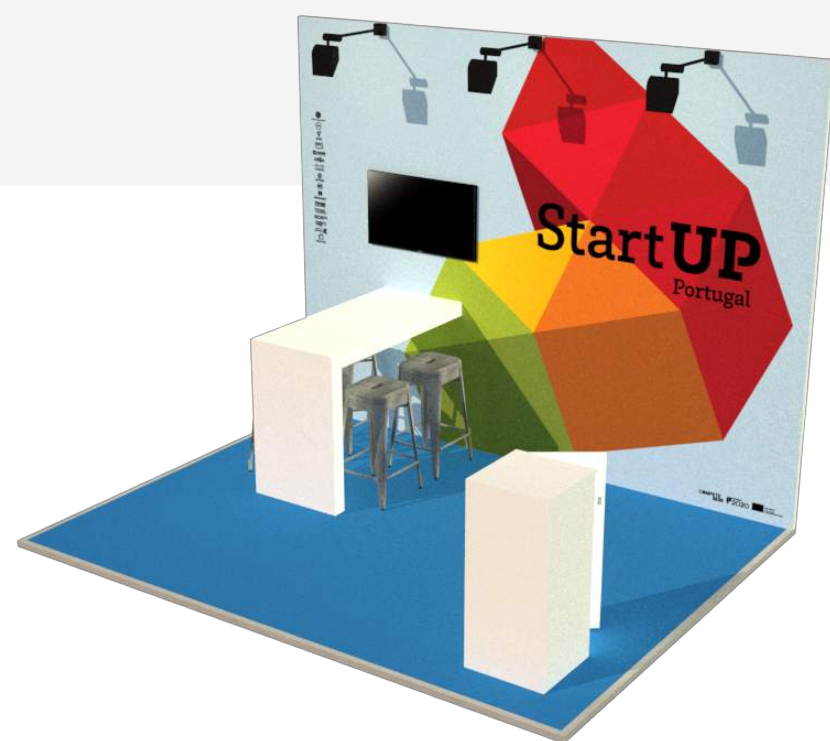
**8m<sup>2</sup>** Invest HK



**21m<sup>2</sup>** Startup Catalonia



**40m<sup>2</sup>** Startup Amsterdam Lounge



**12m<sup>2</sup>** Startup Portugal



**25m<sup>2</sup>** Swedish Hotspot



**80m<sup>2</sup>** K-Startup Pavilion



**Let's Boost  
Innovation**



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