

# Exhibitor Brochure

October 4-6, 2017  
Louvain-la-Neuve, BELGIUM

# Odoo Experience 2017

Odoo Experience is the premiere event of the year where the entire Odoo community of customers, partners, end-users, and developers come together for 3-days of networking, learning, and innovating.

It's the biggest opportunity of the year to get visibility amongst the Odoo community and prospects.



# 3-day event

- Learn
- Connect
- Socialize

Odoo Experience is a unique type of conference that brings together businesses, developers, entrepreneurs, partners, and members of the Odoo community from all over the world for learning, networking, and fun!

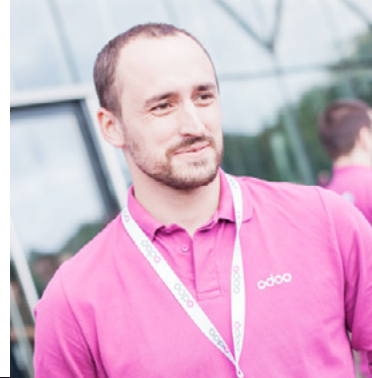


**2**  
keynote  
speeches



**2700**  
attendees

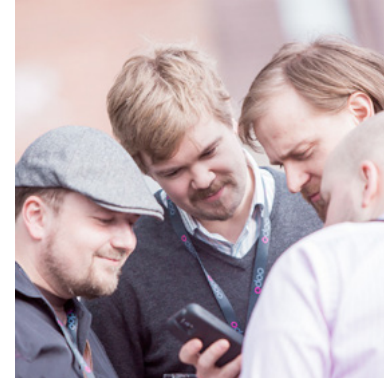
**60**  
business  
talks



**3**  
concerts



**12**  
business  
workshops



**4**  
training  
sessions

**50**  
developers  
talks



**∞**  
beers  
and fun



# Why exhibit?

## Boost your visibility

Establish yourself as a key player in the Odoo ecosystem and raise awareness for your brand.

## Develop credibility

The typical customer/prospect prefers to work with an official partner that is active in the community and major events of the year.

## Showcase your work

Demo your custom modules and show everyone your expertise to attract targeted prospects that could benefit from what you offer.

## Sell to the community

Did you know that many Odoo partners sell their work to other partners? It helps the community gain time and expertise as well as establish a supportive business network.



**2**  
keynote  
speeches



**60+**  
countries  
represented



**25,000**  
live viewers

**87,000**  
website sessions

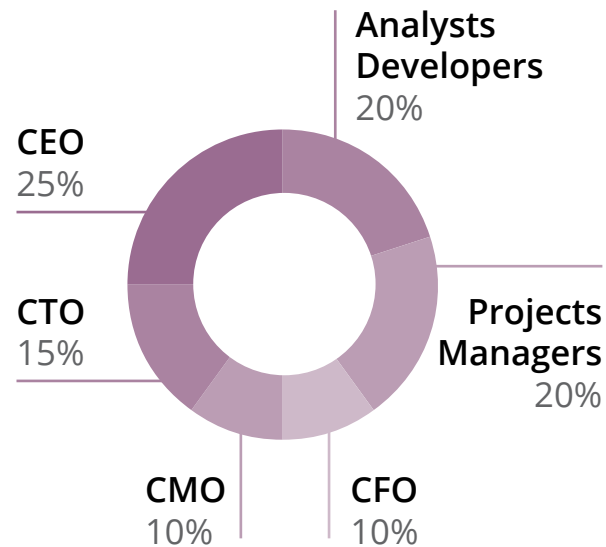
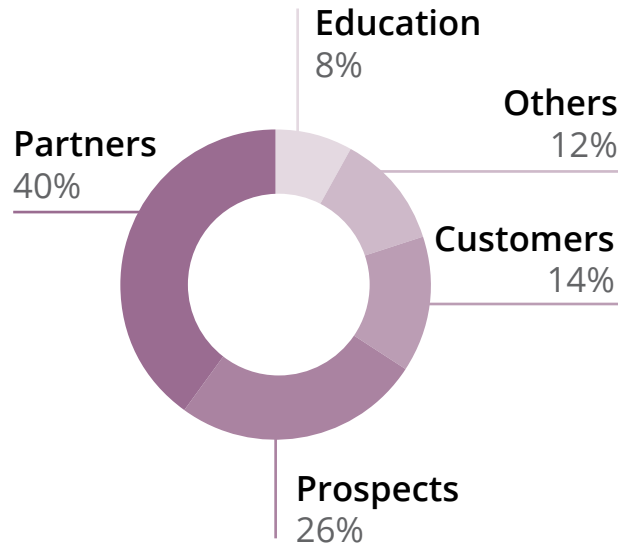


**40,000**  
social mentions

# 2,700+ attendees

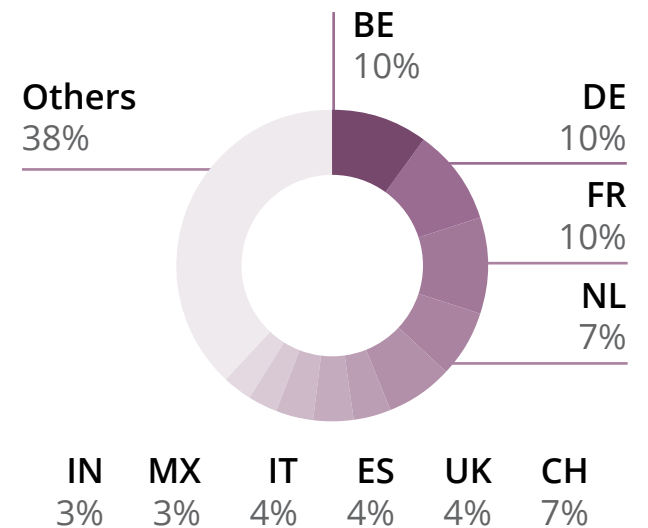
## Profiles

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## Countries

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# Ready to use demo booths

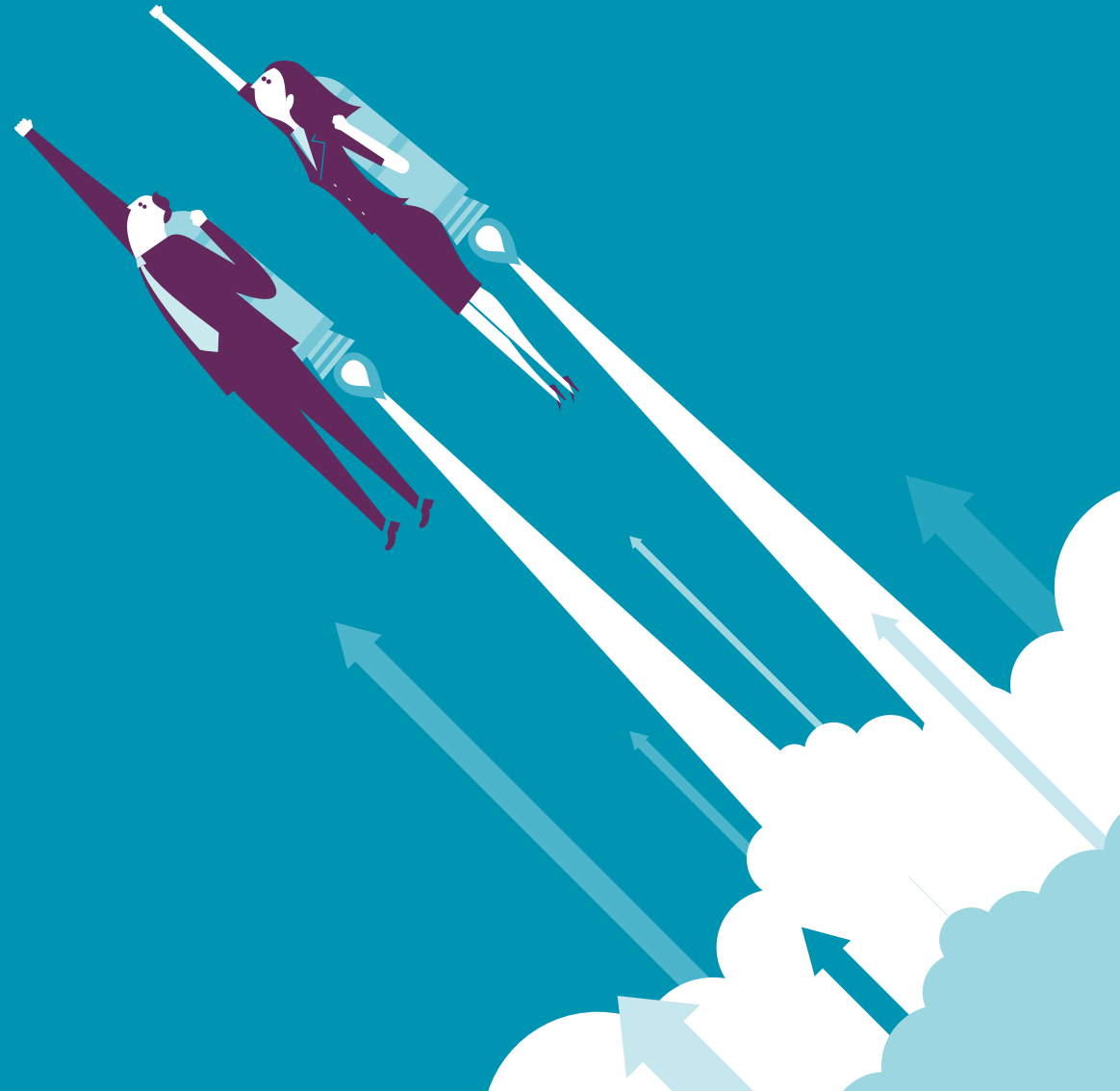
Showcase your brand!

The 2017 edition introduces a new concept of “Ready to use Demo Booths”, to allow a great return on a low investment for exhibitors.

Exhibitors gets a pre-furnished booth with a large screen; just plug in your laptop and you are ready to do product demos or present your company slides. Flexible scheduling (from ½ day to 3 days) allows everyone to participate with any budget.

To ensure lots of visitor traffic to your booth, presentations are promoted in the event agenda.

This concept is perfect for companies who want to demo one of their modules, show the audience a customer reference, or do a presentation about their services or implementation methodology.





A demo booth is the perfect place to attract visibility and show what services or products you can offer to the Odoo Community.



### **Furnished for plug & play!**

Booth includes large TV for demos/slides.



### **No exhibition materials to bring!**

Stress less with minimized setup.



### **Low investment!**

Available for any budget, starting at 490€.



### **High visibility!**

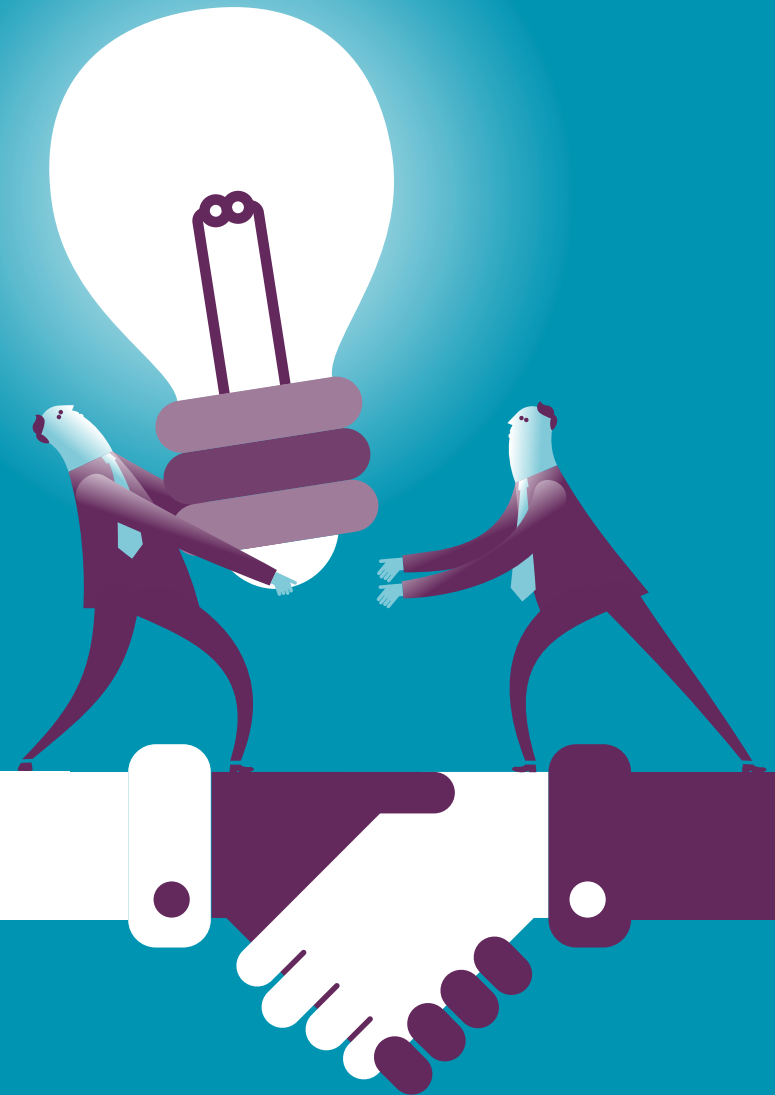
Get published in the event agenda, distributed on-site and promoted online.



# Showcase any topic you want

With this new concept, anyone can share their knowledge and practical expertise with the community! Presentations made in the exhibitor area will play a major role in the event.

The exhibition hall gives any partner or community member the unique opportunity to play a central role during Odoo Experience and introduce their brand and business expertise.





# Open to all

Partners, Developers,  
Community Members

Presentation can be made on various  
topics such as:



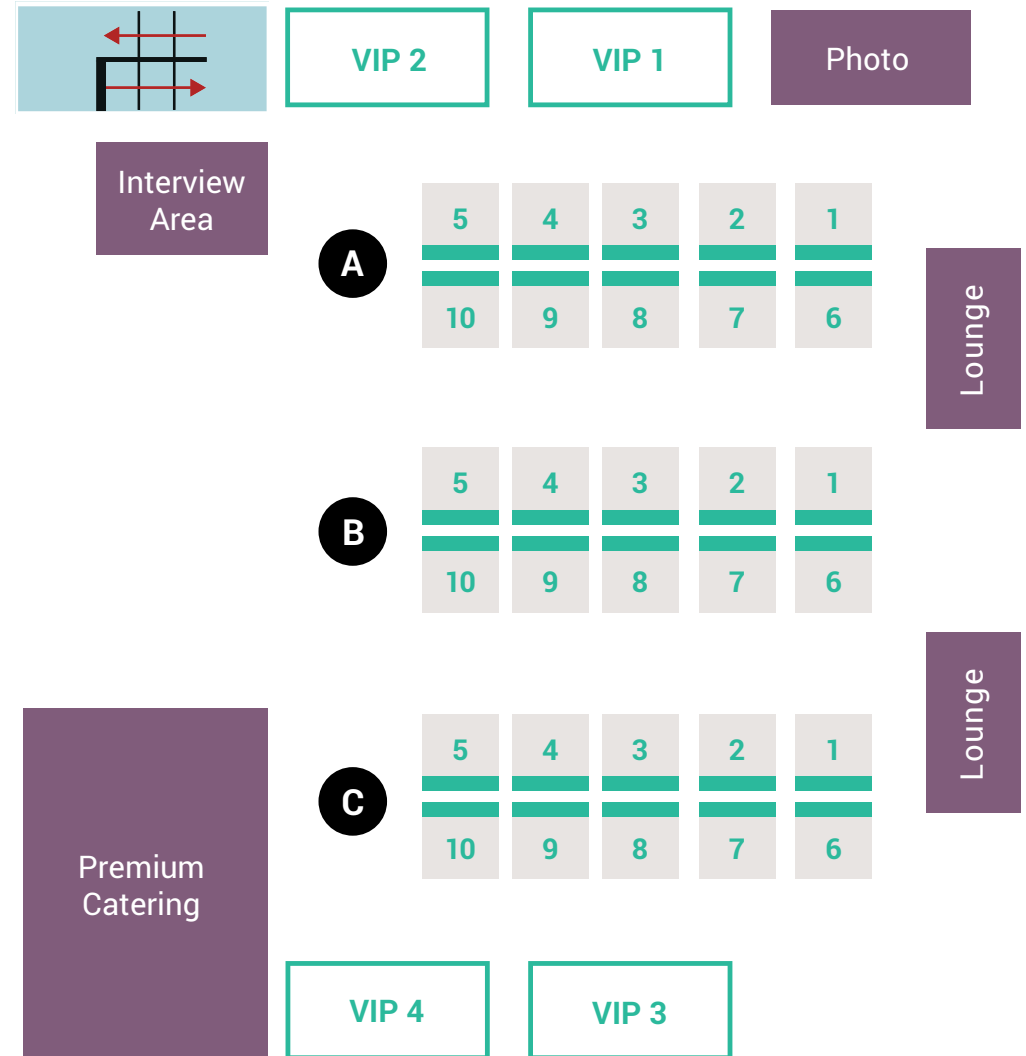
Apps  
Modules



Methodologies  
Services



Customer Success Stories  
Organizations



# Flexible Schedule

## Wednesday, 4th

2 slots available / booth

10am → 2pm

2pm → 6pm

## Thursday, 5th

2 slots available / booth

10am → 2pm

2pm → 6pm

## Friday, 6th

1 slot available / booth

9am → 2pm



# Demo Booths

Starting at €490 for a half day, booths offer a huge return on investment.

This price point allows anyone to showcase their apps, customer references or methodologies.

If you book the full event, 3 days, you get a branded stand with your logos and 5 topics published in the agenda.

Generic
€ 490
½ day
4 m <sup>2</sup>
46' display screen
1 slot
Slot in agenda Printed + Online

Branded
€ 1,950
3 days
4 m <sup>2</sup>
46' display screen
5 slots
Slots in agenda Printed + Online
Your logo on our communication materials

# VIP Stand

Enjoy the visibility of an 18 m<sup>2</sup> extended booth all 3 days of the event.

You'll be under the spotlights by being in the the perfect location.

Benefit from all 3 days and demo your products, market your services, or position your company as a leader in your specific area of expertise!

Custom Branding

€ 5,000

3 days

18 m<sup>2</sup>

VIP Location

Custom equipment

5 slots

Slot in agenda

Printed + Online

Your logo on our  
communication materials

odoo

EXPERIENCE



For any additional information,  
please contact us at:

**[events@odoo.com](mailto:events@odoo.com)**