

IMPACT

BENCHMARK GENSUITE®
2026 CUSTOMER CONFERENCE

Partner Sponsorship & Exhibitor Guide

The Benchmark Team is excited to welcome you to the 2026 Impact Conference! We look forward to a few impactful days of connection and collaboration in Amsterdam, June 16–18, 2026.

Exhibitor Space – €1,550

Reserve your Exhibitor Space early to benefit from priority booth selection and preferred placement

- 2 chairs
- 1 table – 6ft x 30in
- Power adapter
- 2 complimentary Attendee tickets

Title Sponsor – €4,500

- Exhibitor space
- 4 complimentary Attendee tickets
- Recognition in promotional emails
- Logo on event website, agenda, mobile app, and signage at event

Boat Cruise Reception – €2,600

- Exhibitor space
- 3 complimentary Attendee tickets
- Logo displayed at reception
- Logo on event website, agenda, mobile app, and signage at event

Lunch & Break Sponsor – €950

- Logo featured on menu signage and napkins.
- Verbal recognition during the event.
- Option to showcase a short “Lunch Break” promotional video.

Wi-Fi Co-Sponsor – €950

- Logo featured on all Wi-Fi tent cards alongside the Benchmark Gensuite logo.
- Company name used as the Wi-Fi password (SSID determined by Benchmark Gensuite).

Hotel Room Key Cards Co-Sponsor – €750

- Co-sponsorship with Benchmark Gensuite on hotel room key cards.
- Distributed to all hotel guests at check-in for use throughout the event week.

Conference & Exhibit Information

Each table will be labelled with the company name (provided at registration).
Please plan your travel schedule per the below.

Exhibitor Move-in

Tuesday, June 16th | 2:00 – 6:00 PM

All booths must be set up and ready by **8:00 AM Wednesday, June 17th.**

Exhibitor Move-out

Thursday, June 18th | 5:00 – 6:00 pm

All booth materials must be packed, and pickup must be arranged with the courier by **6:00 PM.**

Please plan to remain at the venue until the conference officially closes.

Sponsorship Benefits & Deadlines

Registration Deadline:

Register by Friday, May 22nd

You may purchase one ticket for a reduced price of €250. Email the name(s) of your conference attendees to pete.bolderstone@benchmarkgensuite.com

Company Logo Placement

Friday, May 29th

Please send your company logo in a vector/high-resolution format with at least 1MB file size. (.EPS or .AI is preferred)

Hotel Reservations Deadline

Book by Monday, June 1st

Benchmark Gensuite has negotiated with Kimpton De Witt Hotel to offer a limited number of discounted rooms.

[Click here to Book Your Hotel Now](#)

Shipping Deadline:

To ensure setup, items should arrive no later than Monday, June 15th.

Items will not be accepted by the hotel more than 48 hours prior to the event.

Shipping Address:

Kimpton De Witt Hotel, Nieuwezijds Voorburgwal 5, Amsterdam 1012 RC Netherlands (Holland)
Add, "Benchmark Gensuite Conference", your name, and company name.

The hotel can receive it 2 days prior and can hold it 2 days after.

All payment will need to be paid for the courier and receiver will only sign off when the item reached the property.

The hotel will require to receive the image of the box(s) that will be couriered along with items in the box(s).

All booth materials must be packed, and pickup must be arranged with the courier by 6:00 pm on Thursday, June 18th.

Please plan to remain at the venue until the conference officially closes.