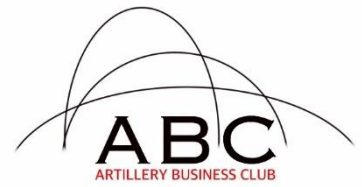


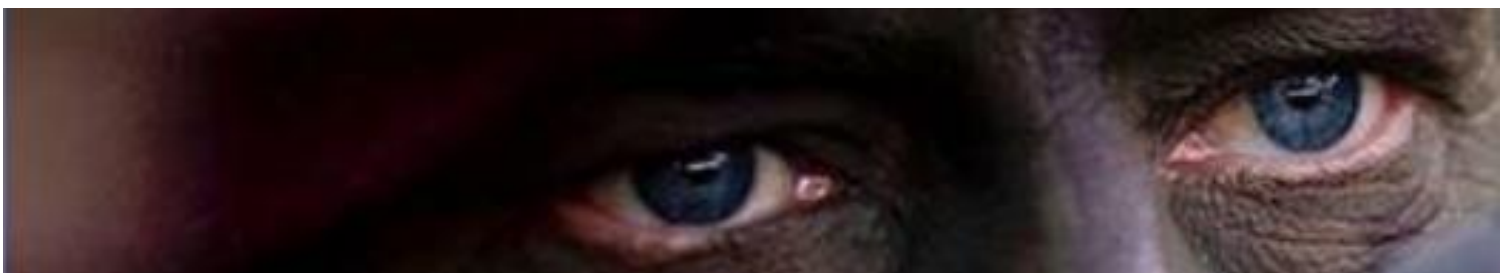
FIRES COMMUNITY



The Artillery Business Club (ABC) is the bridge between the Netherlands Fires-community (Artillery, ground based fire support and ground based air & missile defence) and the Defence Industry and products & knowledge suppliers. We enable contact and make it sustainable by offering several opportunities to come and stay in contact with the members and leaders of the Royal Netherlands Fires- community.



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Introduction

The Artillery Business Club (ABC) is the bridge between the Netherlands Fires-community (Artillery, ground based fire support and ground based air & missile defence) and the Defence Industry and products & knowledge suppliers. We enable contact and make it sustainable by offering several opportunities to come and stay in contact with the members and leaders of the Royal Netherlands Fires-community. To specify the options we organize and offer the following opportunities.

The opportunities we are offering you for 2019:

- publication and/or advertisement in our Artillery Magazine called "St Barbara";
- presenting your products and expertise at the annual FIRE SUPPORT SYMPOSIUM;
- participating at several events such as: ARTILLERY BRANDING; ARTILLERY SYMPOSIUM at the Royal Military Academy in Breda;
- meeting (Senior) Officers of the Royal Netherlands fires-community at events such as: ANNIVERSARY of the Royal Netherlands Artillery (established in 1617); or the SUMMER BBQ (**new**) or the annual GALA;
- networking, education and relaxation at events such as: PERSONAL BRANDING; GUNNERS GOLF TOURNAMENT;
- last but not least; more exposure on our website.

Detailed information



- We offer **advertising** space in our own Artillery Magazine called "St Barbara". It's a military journal with the focus on the Netherlands Fires community (Royal Netherlands fire support system & ground based air & missile Defence). Most of the articles are written by experts in the field of 'Fires'¹ and are primarily meant for education and stimulating discussion among officers and experts working within the Fires community; The St. Barbara is distributed and read across the entire Ministry Of Defence, and is published four times a year. About

70% of the articles are system related. St Barbara 's contains 80 to 84 pages. We offer a full page of space. Every publication is spread under all members of the Royal Netherlands Artillery Officers Association, the decision making branches within the Dutch Armed Forces and also the manoeuvre commanders. This amounts in $1500 \times 4 = 6000$ publications every year.

- The possibility to **publish** in our Artillery Magazine is optional. In your publication, which will include photo's, you can express your views on a subject of interest for our magazine.
- Every year the ground based fire support organizes a **FIRE SUPPORT SYMPOSIUM (FSS 2019, 25 & 26 sep)**. This will give you the opportunity to present your products and expertise. The coming symposium is meant to inform all attending Officers and Non-commissioned officers on the upcoming new systems with a focus on simulation. This event is hosted and organised by the Commander Ground Based Fire Support in close coordination with ABC. During the event you will be given the opportunity to promote your business and in the preparation of your participation you can send your request for material support. Please keep in

¹ Fires area is the domain of the Royal Netherlands Fire Support System & Ground Based Air Defence

mind that only NATO UNCLASS information will be shared. This will be clearly stated in the invitation meaning that possibly areas are not accessible;

- Participating at **ARTILLERY BRANDING (10th January 2019)** gives you the opportunity to contribute your knowledge on the subjects and also listen to the thoughts of Artillery Officers. The subjects are relevant for the branding of the Artillery² and therefore also relevant to the officers. You're able to contribute to that process but it will also add value to your business. Note that the spoken language is Dutch; Please keep in mind that only NATO UNCLASS information will be shared. This will be clearly stated in the invitation.
- The **ARTILLERY SYMPOSIUM (to follow)** is an information exchange meeting at the Royal Military Academy in Breda. Young Artillery officers organise this for all officers of the Royal Netherlands Artillery³. Subjects are relevant to the members but also the Artillery as a system. You can participate in the discussions and it will also build stronger bonds with the Artillery officers community. Note that the spoken language is Dutch; Please keep in mind that only NATO UNCLASS information will be shared. This will be clearly stated in the invitation.
- There are also possibilities for meeting the Officers of the Royal Netherlands Artillery at events such as: **ANNIVERSARY (10th January 2019)** of the Royal Netherlands Artillery Corps (established in 1617). Around 500 to 700 officers and non-commissioned officers gather at "the home of the GUNNERS" (Artillery Shooting range 't Harde near Zwolle). Our senior Gunner, General of the Artillery, gives a speech (in Dutch) and highlights the achievements of the past year and announces upcoming events for the coming year. It's the opportunity to walk around, make contact and talk about specific Artillery subjects, enjoying good food and drinks in the meantime. If contacts are made, the next event to meet each other is the **SUMMER BBQ (22th June)** or our famous annual **GALA (23th November)**. The relaxed atmosphere in combination with a stylish setting makes you feel one of the GUNNERS. These events are also the moment to meet the partners behind the GUNNERS. Take your partner along to the BBQ & GALA and enjoy the ambiance and atmosphere!
- At the **PERSONAL BRANDING event (to Follow)** the possibility is given to learn some of the skills that officers develop during their careers. It's also an opportunity to teach them your skills as a businessman. You can call it education but it's in a more informal setting. The main focus is getting more knowledge about yourself by listening and interacting with those present. It's done in small groups but please note the language is Dutch. The Networking opportunities in combination with relaxation are 100% available at the **GUNNERS GOLF TOURNEMENT (27th September 2019)**. To contribute we only expect that you know how to swing a golf club!
- Last but not least: **Exposure on our website**. We offer you space on our website. You can place your logo or Banner and we will connect this to your website. This platform offers you contact to the Artillery community.

² all officers and experts working within the Fires community

³ All Officers which work(ed) with or within the Fires System and graduated at the Royal Artillery or ground based air Defence

We offer you several package deals:

These packages are paid in advance. We offer you this in the month of September for the upcoming year. In this way you can plan the spending of money in advance but also check if the planned events fit in your schedule. Feel free to add or skip our proposal and give us your ideas or wishes. We will make a tailor made option.

Gold (10.900,00 euro* ex VAT) (*400,- euro discount)

Exposure & presences:

- ❖ exposure in our Artillery Magazine "St Barbara" with 4 advertisements (full page size) in one year, split up in four publication periods. Details on lay-out will be coordinated with you;
- ❖ possibility to publish an article (maximum of 2 full pages). The header is called "Defence Industry" and gives readers knowledge on upcoming new developments or future ideas;
- ❖ join with 4 persons the FIRE SUPPORT SYMPOSIUM. As a firm you will have exposure of your business, a stand and pitch possibilities. Special needs on extra's (TV's extra Tents, transport, Hotels etc) can be provided if needed but are not included in this package;
- ❖ take part at the ARTILLERY BRANDING meeting with 2 colleagues;
- ❖ attend with 4 persons the ARTILLERY SYMPOSIUM at the Royal Officers Academy in Breda. Please note that the spoken language is Dutch;
- ❖ meet our Dutch officers at the ANNIVERSARY of the Royal Netherlands Artillery (established in 1617). Participate with 3 colleagues;
- ❖ attend with 4 colleagues and partners the SUMMER BBQ (new);
- ❖ attend with 4 colleagues and partners the annual GALA;
- ❖ participate with 2 colleagues at the PERSONAL BRANDING meeting;
- ❖ come and play with 2 colleagues at the GUNNERS GOLF TOURNEMENT;
- ❖ last but not least have your banner or logo placed on our website.

Silver (5.450,00 euro* ex VAT) (*200,- euro discount)

Exposure & presences:

- ❖ exposure in our Artillery Magazine "St Barbara" with 2 advertisements (full page size) in one year, split up in two publication periods. Details on lay-out will be coordinated with you;
- ❖ a possibility to publish an article (maximum of 1 full pages). The header is called "Defence Industry" and gives readers knowledge on upcoming new developments or future ideas;
- ❖ join with 3 persons the FIRE SUPPORT SYMPOSIUM. As a firm you will have exposure of your business, a stand and pitch possibilities. Special needs on extra's (TV's extra Tents, transport, Hotels etc) can be provided if needed but are not included in this package;
- ❖ take part at the ARTILLERY BRANDING meeting with 1 colleague;
- ❖ attend with 2 persons the ARTILLERY SYMPOSIUM at the Royal Officers Academy in Breda. Please note that the spoken language is Dutch;
- ❖ meet our Dutch officers at the ANNIVERSARY of the Royal Netherlands Artillery (established in 1617). Participate with 2 colleague;
- ❖ attend with 2 colleagues and partners the SUMMER BBQ (new);
- ❖ attend with 2 colleagues and Partners the annual GALA;
- ❖ participate with 1 colleague at the PERSONAL BRANDING meeting;
- ❖ Come and play with 1 colleague at the GUNNERS GOLF TOURNEMENT.

Bronze (2.200,00 euro* ex VAT) (*100,- euro discount)

Exposure & presences:

- ❖ exposure in our Artillery Magazine "St Barbara" with 1 advertisement (full page size) in one year. Details on lay-out will be coordinated with you;
- ❖ join with 2 persons the FIRE SUPPORT SYMPOSIUM. As a firm you will have exposure of your business, a stand and pitch possibilities. Special needs on extra's (TV's extra Tents, transport, Hotels etc) can be provided if needed but are not included in this package;
- ❖ meet our Dutch officers at the ANNIVERSARY of the Royal Netherlands Artillery (established in 1617). Participate with 1 colleague;
- ❖ attend with 1 person the ARTILLERY SYMPOSIUM at the Royal Officers Academy in Breda. Please note that the spoken language is Dutch;
- ❖ attend with 1 colleague and partners the SUMMER BBQ (new);
- ❖ attend with 1 colleague and Partner the annual GALA.

Tailor made (..... euro ex VAT)

It's possible that you have specific wishes or other suggestions. Please feel free to tell us your ideas. We are sure that we can come to an agreement.

Costs (Ex VAT)

One full page A4 advertising space in our own Artillery Magazine called "st Barbara" (A5 is possible for € 800,-)	€ 1400,-
One full page for Publication in our Artillery Magazine.	€ 500,-
Price to join with 1 person the FIRE SUPPORT SYMPOSIUM . As a firm you will be named on the website (www.vuursteunsymposium.nl), have exposure of your business, a stand. Special needs and requests (TV's, extra Tents, transport, Hotels, etc, etc) can be provided if needed but are not included in this package;	€ 250,-
Take part at the ARTILLERY BRANDING meeting with 1 colleague	€ 100,-
Attend with 1 person the ARTILLERY SYMPOSIUM	€ 100,-
Participate with 1 colleague the ANNIVERSARY of the Royal Netherlands Artillery.	€ 100,-
Attend with 1 colleague and partner the SUMMER BBQ	€ 100,-
Attend with 1 colleague and partner the annual GALA	€ 100,-
Participate with 1 colleague the PERSONAL BRANDING event	€ 100,-
Come and play with 1 colleague at the GUNNERS GOLF TOURNAMENT	€ 100,-
Logo or Banner on our website	€ 400,-
..... your Tailor made wishes?	?

Closing remarks

The Artillery Business Club offers you a unique chance for a broad platform. The Artillery Business Club is a stand-alone, non-profit organisation solely focussed on financing the publication of the Artillery magazine St Barbara and planned events. Please note that ABC doesn't provide you with a guarantee on selling products, but membership to the Artillery Business Club offers you more exposure possibilities.