

LARACON.EU 2027

SPONSORSHIP OPPORTUNITIES

In 2027, Laracon EU will be held in Amsterdam on the 6th & 7th of April at the Kromhouthal Amsterdam.

Laracon Europe is the biggest Laravel conference in Europe and one of the largest PHP conferences in the world. It's a one-of-a-kind experience, featuring top speakers from across the globe and a friendly, welcoming community.

The Laravel PHP framework remains the leading PHP framework, the most popular PHP project on GitHub, and has a Twitter following of over 175 thousand developers.



LARACON EU CONFERENCE

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WHY GET INVOLVED?

As one of our Laracon EU Amsterdam 2027 Partners, you'll gain access to a thriving community of Laravel enthusiasts from all over the world.

Sponsoring Laracon EU gives your brand visibility in front of the entire Laravel community—not just those attending in person, but also those watching online X.com with +15K followers and on YouTube (now with over +33K subscribers and growing).



WHO WILL BE ATTENDING?

- Attendees include (senior) developers, agency owners, founders, designers, and anyone who wants to be part of the Laravel ecosystem.
- Laracon EU gathers people from all over the world who are passionate about Laravel, the most popular PHP-based web application framework.
- They attend to learn what's new in the Laravel ecosystem and discover how to use it to build outstanding applications.

GLOBAL REPRESENTATION

Laracon EU consistently draws a diverse audience:

- **International Attendees:** The conference has hosted participants from various countries, including Australia and New Zealand, highlighting its global appeal.
- **First-Time Attendees:** In 2026, approximately two-thirds of the 750 attendees were attending Laracon EU for the first time, indicating a broadening of its international audience.

LOCAL AND REGIONAL PRESENCE

Given its location in Amsterdam, Laracon EU naturally attracts a significant number of attendees from the Benelux, Germany, United Kingdom, Denmark and many other countries from both Eastern, Central and Southern Europe. The event's central European location makes it accessible to professionals from across the continent.

Laracon EU has attendees from +30 different countries.



EXPECTED FIGURES (2027)

750+
attendees

30+
international
speakers

15+
media
representatives

1.2M+
online
impressions

30+
expo
participants

Mastermind
sessions

After Party and daily
Happy hours

Curated side events

Pre-event dinner party

SPONSOR PACKAGES

BENEFIT	BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR	DIAMOND SPONSOR	PLATINUM SPONSOR	SIGNATURE SPONSOR
Price excl. VAT	€ 5.500	€8.450,00	€15.950,00	€19.750,00	€22.500,00	€39.500
Exhibition space	2 m2	4 m2	8 m2	12 m² own build	16 m² own build	Fully tailored
Conference tickets	2	2	3	4	5	8
Event app	—	—	logo	logo	logo	logo
Website logo and link	Yes	Yes	Yes	Yes	Yes	Premium placement
Venue branding	Yes	Yes	Yes	Enhanced	Premium	Dominant tailored branding
Screen at the booth	Add-on	Yes, optional	Yes, optional	Yes, optional	Yes, optional	Yes, optional
Lead scanner	Yes	Yes	Yes	Yes	Yes	Yes
Add to VIP Goodie Pack (approx 200)	—	—	Yes	Yes	Yes	Yes
Post-event mailing	—	Yes	Yes	Yes	Yes	Dedicated inclusion
Branding on venue screens	—	—	Yes	Yes	Yes	Premium
Main-stage branding	—	—	Yes	Yes	Yes	Premium
Branding in speaker videos	—	—	—	Yes	Yes	Premium
Social-media exposure	—	Group post	Dedicated post	Dedicated campaign	Premium campaign	Tailored campaign
VIP dinner tickets	2	2	3	4	5	8
Afterparty tickets	2	2	3	4	5	8
Lanyard branding	—	—	—	—	Yes	Yes
Afterparty branding	—	—	—	—	Yes	Co-branded official afterparty
Staff-shirt branding	—	—	—	—	Yes	Yes
Sponsored presentation	—	—	—	—	Included, subject to approval	Included, subject to approval
Mastermind sessions	Add-on	Add-on	1	2	3	Minimum 4, tailored
Dedicated meeting room	—	—	—	—	—	Yes
Content studio participation	—	—	—	—	—	Yes
Post-event VIP activation	—	—	—	—	—	Yes
Bespoke hospitality activation	—	—	—	—	—	Yes

SPONSOR OPTIONS 1/2

SPONSORSHIP OPTION	DESCRIPTION	#	Price excl. VAT	COMMERCIAL NOTE
Lunch sponsor	Branding during lunch and on the lunch buffet, branded napkins, banners and buffet branding.	3	€ 5.750	
Lanyard sponsor	Logo or name on conference lanyards.	1	€ 3.500	Exclusive where available.
Event booklet sponsor	Logo on the cover and a full-page advertisement in the event booklet.	2	€ 3.000	
Afternoon snack sponsor	Branded muffin, cupcake or Dutch stroopwafel activation.	2	€ 3.950	
Welcome gift sponsor	Sponsor welcome gift distributed to attendees at check-in; price is a handling fee.	2	€ 1.500	Sponsor supplies approved gift.
Water station sponsor	Flavoured water station branded with sponsor name and logo.	2	€ 2.950	
Coffee station sponsor	Coffee station branded with sponsor identity.	2	€ 2.950	
Wi-Fi sponsor	Table stands and posters with Wi-Fi details branded with sponsor name and logo.	1	€ 2.950	
Speaker / VIP dinner sponsor	Branding at the speaker dinner plus a five-minute welcome talk.	1	€ 10.000	
Ice cream sponsor	Branded afternoon ice-cream activation.	1	€ 3.250	
Stroopwafel sponsor	Sponsor a branded Dutch stroopwafel activation.	1	€ 3.250	
Digital goodie bag contribution	Approved digital offer or resource included in the attendee digital goodie bag.	15	€ 950	
Registration desk sponsor	Branding on the welcome desk plus approved flyers or stickers during check-in.	1	€ 4.950	
Notepad and pen sponsor	Branded notepad and pen distributed to attendees; price is a handling fee.	1	€ 1.500	Sponsor supplies approved items.
Official afterparty sponsor	Afterparty branding, named drink and branded coasters.	1	€ 15.000	Only if not incorporated into a Signature partnership.
Unconference sponsor	Branded room, scheduled unconference slot and consent-based attendee-data capture.	1	€ 5.950	
Content room sponsor	Official content-room partner with interviews and podcast activity during the event.	1	€ 15.000	
Spring Punch station sponsor	Branded afternoon Punch station.	1	€ 2.950	
Happy hour sponsor	One-hour end-of-day drinks activation, named drink, banner and branded napkins.	2	€ 7.950	
Social event / side-event sponsor	Co-organise a social event such as padel, bowling or indoor football.	1	€ 10.000	Starting from €10,000.
One-hour workshop	One-hour workshop for 25 people with consent-based participant follow-up.	2	€ 7.000	

SPONSOR OPTIONS 2/2

SPONSORSHIP OPTION	DESCRIPTION	#	Price excl. VAT	COMMERCIAL NOTE
Two-session mastermind sponsor	One 50-minute session on Day 1 and one 50-minute session on Day 2.		€ 5.000	Included in higher tiers according to the package matrix.
Developer Headshot Studio	A professional on-site photography studio where attendees receive a high-quality headshot for LinkedIn, company profiles and personal branding.	1	€ 5.500	
Hiring and Careers Lounge	A dedicated space where developers can meet hiring companies, explore vacancies and receive practical career advice.	1	€ 9.500	
First-Time Attendee Breakfast	A welcoming breakfast that helps first-time Laracon EU attendees meet each other and build connections before the conference begins.	1	€ 5.500	
Developer Wellness Zone	A quiet recovery area with comfortable seating, refreshments and wellbeing activities where attendees can recharge between sessions.	1	€ 6.500	
Temporary Tattoo Parlour	A playful activation where attendees can choose from Laravel-themed and sponsor-branded temporary tattoos applied by event staff or artists.	1	€ 4.950	
Photo Booth	A branded photo booth where attendees can create and instantly share fun conference photos, GIFs or short videos.	1	€ 4.950	



MASTERMIND SESSION

Price per session
\$2500

Want to move beyond just listening to speakers? At Laracon EU 2027, our Mastermind sessions offer the perfect space to do just that.

Think of it as the ultimate opportunity to “Connect around the table.” These facilitated, 50-minute small-group sessions are designed for deep dives into the challenges that actually matter to your work.

- 1 round table
- 1 topic
- 1 facilitator/host
- 9 participants
- 50 minutes
- Real conversations, no laptop, no presentation

LARACON EU 2027 MEDIA SPONSORSHIPS

Why Sponsor Laracon EU with Laravel News

Laravel News is the exclusive media partner for Laracon EU 2027!
This year we are bringing two days of live coverage during the event breaks and lunch to keep the live stream watchers engaged.

TITLE MEDIA SPONSOR

\$10,000 (per day)

You'll be the official sponsor of the Laracon EU Livestream.

- On the embed page it'll be presented by [Your Brand]
- Example: "Laracon EU Day One presented by [Your Brand]"
- Mentions across all breaks and lunch
- Persistent logo on the livestream

VIDEO SPONSOR

\$5,000

- Up to a 30-second commercial every day
- Social mention from the Laravel News accounts

COMMUNITY SPONSOR

\$1,000 (Unlimited)

- Logo and link on the live stream video embed page on the Laravel News website.



GET INVOLVED AS A SPONSOR IN LARAICON EU 2027

Ask for a tailored offer.
Get in touch!

Jasper Willems
sales@laracon.eu
+31(0)6 22 90 69 71