

To: Participants, potential participants, and others interested
From: Friso de Jong
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This document contains information on the added value of the E-invoicing Platform for sponsors.

Sponsorship features and benefits

Underneath is an overview of what you get as a sponsor of the E-invoicing Platform:

- + Unlimited amount of posts to be published on the website and in the LinkedIn group
- + Unlimited amount of events/jobs to be published on the website
- + Posts, events and jobs get published in the E-invoicing Platform newsletter
- + 'Featured provider' introduction of your company on the website and in the newsletter
- + Retweeting your tweets (relevant to the topic)
- + LinkedIn contributions get automatically approved.

- + Your logo on the homepage of the website.
- + Your webbanner on the website (300x100px)

- + Your logo in the (bi)weekly E-invoicing Platform newsletter (>9.700+ recipients - +1.300 since last year)

- + Extensive company profile on the website, with: company name, description, logo (225 x 225), full contact details, website URL, social media, clickable website preview, searchable company qualifications, overview of news, events and jobs.

- + Pro-active content/event search and distribution: we set-up spiders that do a real-time search for new content on/from your company.

- + Helpdesk: we provide our sponsors with hands-on information and help on e-invoicing related topics. Consider us that extra pair of hands.

- + [E-invoicing Yearbook](#): your logo and content in the **quarterly** e-invoicing and invoice automation update, distributed to over 90.000 recipients!

The investment in the E-invoicing Platform is € 750 for 12 consecutive months. You can [subscribe here online](#), or [use this MS-Word form](#) instead.

E-invoicing Platform coverage

Geographical coverage (131 countries)

Europe	38%
North America	25%
LATAM	18%
Asia	15%
Australia	4%

Industry coverage

Information technology and services	37%
Computer Software	16%
Financial Services	8%
Banking	4%
Management Consulting	3%

Function

Sales	12%
Consulting	10%
Computer/ICT	7%
Entrepreneur	7%
Finance	6%
Operations	5%

Seniority

50% of our audience consists of end-users looking for e-invoicing, e-billing, AP automation and purchase-to-pay solutions and information:

C- level	18%
Owners	12%
Managers	23%
Senior level	26%

Channels

Your content is cross-published through several channels:

- Website
- Newsletter
- LinkedIN Groups
- Twitter
- RSS
- Google News

Your goals, our objective

What are your goals? Lead generation, exposure, leadership or creating a competitive edge? Use our platform and channels to express your business objectives.

Brand exposure

Connect with the E-invoicing Platform. Build your brand. Increase your exposure. We promote your logo, USPs, value proposition, events, customer cases, best practices and product innovations to your target audience.

We generate >600.000 points of contact via our website, newsletters, Twitter, LinkedIn and other social media.

Thought leadership

“Don’t sell your product. Sell the idea” [Seth Godin]. Be more than ‘just’ a solution provider. Position yourself in the heart of the subject matter. Fuel your audience and our community with relevant content. This adds credibility to your service and strengthens relationships with customers and prospects; establishing your organisation as a reliable and innovative partner.

Lead generation

The majority of our audience consists of end-users looking for your e-invoicing, e-billing, AP automation and purchase-to-pay solutions and information.

With our channels and (geographical) coverage you reach many, many thousands of potential customers: CFOs, billing and collection managers, e-business, IT and financial managers, heads of AP/AR departments, accountants and controllers.

Competitive edge

All our members are experts in their field. To help them to keep and grow their competitive edge, we provide them with intelligence on the latest developments and offer them a free and hands-on helpdesk. Our members also exclusively learn (and –financially- benefit) from our latest tools and activities.

Non-member exposure opportunities

Looking for exposure? But you are not yet a regular sponsor? Some of the many features we offer to our sponsors are now also available to others.

Newsitem (product/customer/company/etc)

€ 50 – Website + Twitter [B]

Your item gets published on the E-invoicing Platform homepage, with a tweet that refers to this post. The read more link on the website refers to a dedicated URL of your liking.

€ 100 – Website + Twitter + Newsletter [C]

Option [B] + Your item also gets promoted in our biweekly e-newsletter. Bonus: our newsletter is also distributed as an announcement in our LinkedIn group, your item gets automatically promoted in our LinkedIn group!

€ 200 – Website + Twitter + Featured item in newsletter [D]

Option [C] + Your item becomes THE featured item in our biweekly e-newsletter, providing you with a lot more exposure at a fraction of the investment.

Extra Exposure

€ 150 – Featured item [E]

Allow your content to be highlighted as one of just three available “featured” hotspots on our website.

€ 75 – Making your item sticky for a week [F]

Our homepage gets refreshed with new items within the week. Selecting this option button, ensures you that your items is visible at the top of homepage for at least ONE week.

€ 150 – Sidebar banner for a month [G]

Exclusive a(n animated) side bar banner 270×90px.

€ 350 – Sidebar banner for 3 months [H]

Option G + lasting for 3 months instead of one.

Event

€ 50 – Event in event calendar + newsletter [I]

Your event gets posted as an event item with your dedicated URL in our event-calendar. And is part of our biweekly e-newsletter until the event has past.

Background information

Late 2008, we felt that e-invoicing, e-billing and AP automation were lacking a business driven community. So we decided to launch E-invoicing Platform, on promoting the awareness and the adoption, sharing knowledge, connecting people, ideas and solutions.

And what started out as a weblog for European e-invoicing and AP automation professionals, has now evolved into an active global e-invoicing community.

We believe in e-invoicing, e-billing and AP automation. And in their promise to unlock massive benefits for a wide audience: large billers, SMEs, consumers, governments and public organisations, service providers, financial software providers, and so on.

We are looking forward to cooperate with you on your ambitions, goals and objectives.

Friso de Jong (founder)

About Me

In 2003, after having worked as a legal council and IP/IT lawyer for some years, I decided to focus on electronic invoicing and AP automation. My independent vision, pragmatism, hands-on mentality and academic background allowed me to conceive a large set deliverables and initiatives:

DELIVERABLES:

- + >3200 blog posts (including 200+ background articles) and counting...
- + >800 e-mail newsletters
- + >200 presentations and webinars
- + >100 consultancy assignments
- + >60 publications on e-invoicing, AP automation, privacy and security
- + published 5 books on e-invoicing, AP automation, compliance and archiving
- + E-invoicing Conference
- + E-invoicing Checklist
- + E-invoicing Toolbox

INITIATIVES:

- + International E-invoicing Platform (www.einvoicingplatform.com)
- + International E-invoicing Trustmark (work in progress)
- + Dutch E-invoicing Platform (www.platformefactureren.nl)
- + Dutch E-invoicing Trustmark (www.keurmerkefactureren.nl)
- + UBL Ready (www.ublready.com)

Currently, over 100 E-invoicing and AP Automation providers and organisations in 27 countries participate in one or more of my initiatives.