

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.



Corporate Account Manager ABC
Ret. Lt Col NL Artillery Kelvin de Richemont
+31 (0)617 421 518
<https://www.voaweb.nl/abc>





Introduction

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The opportunities we are offering in 2022:

- publication and/or advertisement in our Artillery Magazine called "St Barbara";
- participating and/or presenting your products and expertise at the Biennially GROUND BASED AIR&MISSILE DEFENCE symposium (GBAMD) which will take place in 2022 on 9th June.
- check the website of the GBAMD 2022: <https://www.gbamdsymposium.nl/>
- meeting (Senior) Officers of the Royal Netherlands fires-community at events such as: ANNIVERSARY of the Royal Netherlands Artillery (established in 1617); SUMMER BBQ; GALA; ARTILLERY SYMPOSIUM
- participate at the FIRE SUPPORT SYMPOSIUM "COMPANY BRIEFING", hosted by the Commander ground based Fire Support at the Lpl Oldebroek.
- networking and relaxation at: GUNNERS GOLF TOURNEMENT.
- Or even more exposure of your business on the VOA website. Check this link: <https://voaweb.nl/>

Detailed information on what we offer

- 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 full colour 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 1000 x 4 = 4000 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 and its readers.
- Colonel Jos Kuijpers, the Commander of the Ground Based Air Defence Command (GBADC) will host the first **GROUND BASED AIR&MISSILE DEFENCE SYMPOSIUM 2022 (9th June)** at the Lieutenant-General Best barrack near the village of Vredepeel. This will give you the opportunity to present your products

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

and expertise. The symposium is meant to inform all attending Officers, Non-commissioned Officers and Air defenders, but also all Decision makers on RNLA MOD level and NATO. The focus of the symposium "United against all threats" is chosen by the Commander of the GBADC. He is also the host for this symposium and will be organized in close cooperation with ABC and the GBAMD foundation. During the symposium you will be given the opportunity to promote your business and in the preparation of your participation you can send your requests for material support. ABC will also support your needs which will be coordinate in a "Requests & Needs" format. If you would like to know more, with this link we give you the info: <https://www.gbamdsymposium.nl/participant-information/>

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

- There are also possibilities for meeting the Officers of the Royal Netherlands Artillery & Air & Missile Defence at events such as: **ANNIVERSARY (13^h January 2022)** 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). It's the opportunity to walk around, make contact and talk about specific Fire community subjects, enjoying good food and drinks in the meantime. If contacts are made, the next event to meet each other is the **SUMMER BBQ (.. July)** or our famous annual **GALA (13th October)**. 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!
- The **FIRES SYMPOSIUM (.....December 2022)** is an information exchange meeting at the Royal Military Academy in Breda. Cadet officers organise this for all officers of the Royal Netherlands Artillery². 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 targeted audience. Note that the spoken language could be Dutch if we have fewer international visitors; Please keep in mind that only NATO UNCLASS information will be shared. This will be clearly stated in the invitation.
- Participate at the **COMPAGNY BRIEFING (.. November 2022)**, hosted by the Commander of the Ground Based Fire Support Command at the Legerplaats bij Oldebroek. You will be informed in the late afternoon (16.00 hrs) about upcoming plans and setting of the FSS 2023 (plan date is to follow). Also, an interactive setting will be offered including diner (Dress code "Outdoor"). The briefing finishes in the early evening (around 19.00 hrs).
- The Networking opportunities in combination with relaxation are 100% available at the **GUNNERS GOLF TOURNEMENT (16th or 23rd September 2022)**. To contribute we only expect that you know how to swing a golf club!
- **Your Logo** placed under the header-button PARTICIPANT on VOAwEB <https://www.voaweb.nl/>
Your logo* will be shown with short explanation of your business (around 10 words) and a link will be connected to your shown logo which is connected to your website. This will be online for one year. (*format needed: .jpg; .jpeg or .png)

² All Officers which work(ed) with or within the Fires System and graduated at the Royal Artillery or ground based air Defence

- **Your logo and webpage** on VOAwEB. This page will be accessible via the header-button PARTICIPANT (<https://voaweb.nl/participanten-van-abc/>). Your firm will be shown with your logo* we will also include a button which is connected to an information page of your firm on VOAwEB. Photos and text (around 100 words, in English, Dutch or German), including link to your website, will be placed on your webpage within VOAwEB for one year. So, beware that the information is valid for one year. This can be altered but that is excluded in this offer.
(*format needed: .jpg ;.jpeg or .png)

Costs (Ex VAT)

One full page A4 advertising space in our own Artillery Magazine called "st Barbara"	€ 1400,-
One full page for Publication in our Artillery Magazine.	€ 1000,-
Price to join with 1 person, 1 large stand (8m2), Logo on the website and your own webpage on https://www.gbamdsymposium.nl/ Please contact the ABC secretary if you want to have a "tailor made" proposal for joining GBAMD, Please note that this is not included in the package deal. More info, see the Participation-introduction-video: https://www.gbamdsymposium.nl/participant-information/	€ 900,-
To attend with 1 person the FIRES SYMPOSIUM	€ 100,-
Participate with 1 colleague the ANNIVERSARY of the Royal Netherlands Artillery.	€ 100,-
To attend with 1 colleague and partner the SUMMER BBQ	€ 100,-
To attend with 1 colleague the COMPANY BRIEFING	€ 100,-
Come and play with 1 colleague at the GUNNERS GOLF TOURNEMENT	€ 100,-
To attend with 1 colleague and partner the annual GALA	€ 100,-
Your Logo placed and linked to your website under the header-button PARTICIPANT on VOAwEB https://www.voaweb.nl/ .	€ 400,-
Your logo and webpage on VOAwEB. This page will be accessible via the header-button PARTICIPANT. Your firm will be shown with your logo* we will also include a button which is connected to a information page of your firm on VOAwEB.	€ 800,-

We offer you several package deals:

We offer these in the month of November for the upcoming year. In a online or face to face meeting we'll talk you through the options. 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.

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.

Check us at <https://voaweb.nl/abc>