

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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The opportunities we are offering in 2023:

In short:

- publication and/or advertisement in our Artillery Magazine called "St Barbara";
- participating and/or presenting your products and expertise at the Biennially FIRE SUPPORT SYMPOSIUM (FSS 2023) which will take place on 21st Sep 2023.
- meeting (Senior) Officers of the Royal Netherlands fires-community at events such as: FIRES SYMPOSIUM;
- participate at the "COMPANY BRIEFING", hosted by the Commander ground-based Air & Missile Defence at the Army base Ltgen Best Barracks (the Peel).
- networking and relaxation at: GUNNERS GOLF TOURNAMENT.
- Or even more exposure of your business on the VOA website. Check this link: <https://voaweb.nl/>

In Detail:

- 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 the manoeuvre commanders. This amounts up to 1000 x 4 = 4000 publications every year.
- The possibility to publish an **advertorial** 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 the readers of our magazine.
- The Commander ground-based fire support hosts a **FIRE SUPPORT SYMPOSIUM (FSS 2023) on the 21st of September**. This will give you the opportunity to be present at the symposium. The FSS 2023 is meant to inform all attending Officers, Non-commissioned officers and GUNNERS and invited (NATO)guests of the commander on the upcoming new systems with a focus on "**Prepare OURSELVES for the next WAR**". We offer to join this symposium as a firm and promote your business to the targeted audience and guests of the Commander which are invited because of their decision-making role within the MOD RNLA and NATO.
- The **FIRES SYMPOSIUM (...December 2023)** is an information exchange meeting at the Royal Military Academy in Breda. Officer Cadets 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;

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

² All Officers which work(ed) with or within the Fires System and graduated at the Royal Artillery or ground based air Defence
version 2.0 dd 14 okt 2022

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 (date to follow)** hosted by the Commander of the Ground Based Air Defence Command (GBADC) at the Lieutenant-General Best barrack near the village of Vredepeel. You will be informed in the late afternoon (16.00 hrs) about upcoming plans and setting of the GROUND BASED AIR&MISSILIE DEFENCE SYMPOSIUM (**GBAMD 2024**, date to follow). Also, an interactive setting will be offered including dinner (Dress code "Outdoor"). The briefing finishes in the early evening (around 20.00 hrs).
- The Networking opportunities in combination with relaxation are 100% available at the **GUNNERS GOLF TOURNEMENT (15th September 2023)**. 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)
- **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 publishing an advertorial in our Artillery Magazine.	€ 1000,-
Joining the FIRE SUPPORT SYMPOSIUM: Please contact the ABC secretary to make a tailor-made proposal	
To attend with 1 person the COMPANY BRIEFING	€ 100,-
To attend with 1 person the FIRES SYMPOSIUM	€ 100,-
To attend with 1 person the COMPANY BRIEFING	€ 100,-
To attend with 1 person the GUNNERS GOLF TOURNEMENT	€ 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 an 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>