events@Microsoft
Partnership opportunities portfolio
Welcome to events@Microsoft

If you’ve sponsored events@Microsoft before, thank you—they simply wouldn’t be what they are without you.

If you’re considering engaging with us for the first time, welcome to the first step of a new and empowering journey.

We have developed a range of event sponsorship opportunities to suit your needs. They will help you target the right audiences, tell your story in the most powerful way, and fulfil your strategic business ambitions.

We’re looking forward to working with you.

To learn more or sign up today, contact sponsor@microsoft.com
Shaping the next phase of innovation

We want to help you tell your digital transformation stories with clarity and color.

We want to showcase your customer solutions, and turn meaningful connections into new business.

We share a vision for how the intelligent cloud and intelligent edge will shape the future. From quantum computing, to AI, to mixed reality—these innovations represent tremendous opportunity to grow your business and reach new customers.
Listening to our partners

We’ve listened to your feedback and made some important enhancements to our opportunities portfolio. Here’s what’s new:

**Early visibility** of the entire events calendar for optimized budget, content and resource planning

**Clear understanding of event themes** and content framework

**New experiences and opportunities** to connect with audiences

**Greater support for networking**, building and closing business across the events calendar

**Increased communication** to ensure partner alignment during their entire engagement.

To learn more or sign up today, contact sponsor@microsoft.com
Flagship events by audience

**Microsoft Build**
Seattle, Washington
May 7–9, 2018
6,500
Professional developers

**Microsoft Inspire**
Las Vegas, Nevada
Jul 15–19, 2018
18,000
Partners

**Microsoft Ignite**
Orlando, Florida
Sep 24–28, 2018
26,000
IT pros and Enterprise developers

**Microsoft Ready**
Las Vegas, Nevada
Jul 18–20, 2018
20,000
Microsoft sales, marketing and tech pros

**Microsoft Envision**
Orlando, Florida
Sep 24–26, 2018
3,000
Business leaders

**Microsoft Ready**
Seattle, Washington
Feb 11–15, 2019
5,000
Technical pros
Microsoft Build
Seattle, Washington
May 7–9, 2018

Where professional developers can hear the latest vision and direction from Microsoft—and see how the latest tools and technologies can help them be their most creative and productive.

2017 attendee demographics
Sponsorship opportunities
Package comparison grid
Important dates
The world’s top professional developers

Overall role

- 61% Develop software: Web software
- 58% Develop software: Client application software
- 54% Develop software: Server or cloud-hosted software
- 19% Build and support databases, or focus squarely on data science and analytics
- 13% Don’t write software
- 4% Develop software: Game software

Primary responsibilities

- 45% Writing code
- 22% Enterprise systems / application architecture
- 12% Strategic planning or business development
- 6% Infrastructure architecture
- 15% Other

Customer industry

- 48% IT and software
- 9% Healthcare
- 8% Financial markets
- 8% Professional and business services
- 6% Manufacturing
- 5% Media and entertainment
- 5% Education
- 11% Other

Company size

- 14% 50K+ employees
- 12% 10K – 50K employees
- 14% 2.5K – 10K employees
- 17% 500 – 2.5K employees
- 43% Less than 500 employees

Source: audience demographics 2017
Platinum

Engage and influence with this premium opportunity.

With the Platinum package, you'll benefit from a turnkey booth configured in theatre format, offering maximum brand exposure and live content delivery opportunities. In addition, you will be able to access key content, digital and branding opportunities to help you get even closer to your audience.

Benefits include:

20’×20’ Island space

Live speaker opportunity

Plus

Digital, event app and social presence
Event-wide branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

To learn more or sign up today, contact sponsor@microsoft.com
Platinum sponsorship

**Presence**
Premier island booth location with:
20’ x 20’ Turnkey theater configuration booth property
One (1) 40” monitor, padded carpet, connectivity and electrical
Lead retrieval solution provided

**Access**
Fifteen (15) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party
Ten (10) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor meals and the attendee party

**Content**
One (1) partner-led breakout session
One (1) Expo Hall theater presentation

**Digital**
- Logo on sponsor and exhibitor homepage – company logo placed in a prominent location on the high traffic homepage
- Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 250 word company description and social media links
- One (1) video advertisement – shown on Expo theater screen(s) (up to 60 seconds)
- One (1) static advertisement – full screen static digital advertisement shown on Expo theater screen(s)
- Logo recognition on Expo theater screens
- Session room digital signage – company logo rotating on each digital screen located outside each session room during the event
- Mobile app – logo, URL, 250 word company description, contact email and booth number
- Company logo included in two (2) promotional emails to Microsoft Build attendees prior to the event (dependent on date of contract signature)

**Social**
- Welcome tweet to partner – broadcast on Microsoft Developer (@msdev) Twitter handle once sponsorship contract is signed
- Welcome Facebook post about partner once sponsorship contract is signed

**On-site**
- Individual thank you signage acknowledging Platinum sponsorship
- Dedicated sponsor meeting room located at the event

**$150,000**

Gold

A dynamic, fully branded space to host your most important meetings.

With the Gold package, you’ll benefit from a spacious turnkey booth offering generous real estate to promote your brand, alongside dedicated space to conduct meetings and demos.

In addition, you will be able to access key content, digital and branding opportunities to help you get even closer to your audience.

Benefits include:

20’×20’ Island space

Live speaker opportunity

Plus

Digital, app and social presence
Event-wide branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.
Gold sponsorship

$75,000

Presence
Premier island booth location with:
20’ x 20’ Turnkey meeting configuration booth property
One (1) 40” monitor, padded carpet, connectivity and electrical
Lead retrieval solution provided

Access
Eight (8) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party
Six (6) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor meals and the attendee party

Content
One (1) Expo Hall theater presentation

Digital
Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 200 word company description and social media links
One (1) static advertisement – full screen static digital advertisement shown on Expo theater screens
Logo recognition on Expo theater screens
Session room digital signage – company logo rotating on each digital screen located outside each session room during the event
Mobile app – logo, URL, 200 word company description, contact email and booth number
Company logo included in one (1) promotional email to Microsoft Build attendees prior to the event (dependent on date of contract signature)

Social
Welcome tweet to partner – broadcast on Microsoft Developer (@msdev) Twitter handle once sponsorship contract is signed
Welcome Facebook post about partner once sponsorship contract is signed

On-site
Thank you sponsor level signage – located in a key traffic area outside of the Expo
Dedicated sponsor meeting room located at the event for one (1) day
Silver sponsorship

Presence
Inline booth location with:
- 10’ x 20’ Turnkey booth property
- One (1) 40” monitor, padded carpet, connectivity and electrical
- Lead retrieval solution provided

Access
Three (3) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party
Six (6) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor meals and the attendee party

Content
Opportunity to purchase one (1) Expo Hall theater presentation

Digital
Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 125 word company description and social media links
Logo recognition on Expo theater screens
Session room digital signage – company logo rotating on each digital screen located outside each session room during the event
Mobile app – logo, URL, 125 word company description, contact email and booth number

Social
Welcome tweet to partner – broadcast on Microsoft Developer (@msdev) Twitter handle once sponsorship contract is signed
Welcome Facebook post about partner once sponsorship contract is signed

On-site
Thank you sponsor level signage – located in a key traffic area outside of the Expo

$50,000
Exhibitor 10’ × 10’

$20,000

Presence

**Inline booth location** with:
- 10’ × 10’ Turnkey booth property
- One (1) 40” monitor, padded carpet, connectivity and electrical
- Lead retrieval solution provided

Access

**Two (2) full conference attendee passes** – provides access to Keynote, breakout sessions, Expo, meals and the attendee party

**Four (4) booth staff passes** – provides access to Keynote viewing area(s), Expo, exhibitor meals and the attendee party

Digital

**Company profile** – company name, booth number, hyperlink, 75 word company description and social media links

**Logo recognition** on Expo theater screens

**Mobile app** – inclusion of company name, URL, contact email and booth number
# Package comparison grid

<table>
<thead>
<tr>
<th>Presence</th>
<th>Platinum sponsorship $150,000</th>
<th>Gold sponsorship $75,000</th>
<th>Silver 10’x20’ sponsorship $50,000</th>
<th>Exhibitor 10’x10’ $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth size – includes carpeting and internet connectivity (see package description for more details)</td>
<td>20’ x 20’ premier island</td>
<td>20’ x 20’ premier island</td>
<td>10’ x 20’ inline turnkey</td>
<td>10’ x 10’ inline turnkey</td>
</tr>
<tr>
<td>Lead retrieval solution provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party</td>
<td>15</td>
<td>8</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Sponsor booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor meals and the attendee party</td>
<td>10</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Partner-led breakout session</td>
<td>Yes (1)</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Expo Hall theater presentation</td>
<td>Yes (1)</td>
<td>Yes (1)</td>
<td>Can purchase (1)*</td>
<td>–</td>
</tr>
<tr>
<td>Logo on event website homepage</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Company profile – logo, name, and booth number published by sponsorship level, hyperlink, company description and social media links</td>
<td>Yes (250 words)</td>
<td>Yes (200 words)</td>
<td>Yes (125 words)</td>
<td>Yes (75 words)</td>
</tr>
<tr>
<td>One (1) video advertisement on Expo theater screen(s)</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>One (1) full screen static advertisement on Expo theater screen(s)</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Logo recognition on Expo theater screen(s)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Limited to availability

events@Microsoft partnership opportunities

To learn more or sign up today, contact sponsor@microsoft.com
## Package comparison grid (continued)

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Platinum sponsorship $150,000</th>
<th>Gold sponsorship $75,000</th>
<th>Silver 10’x20’ sponsorship $50,000</th>
<th>Exhibitor 10’x10’ $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session room digital signage – company logo rotating on each digital screen located outside each session room during the event</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>—</td>
</tr>
<tr>
<td>Mobile app – logo, URL, company description, contact email and booth number</td>
<td>Yes (250 words)</td>
<td>Yes (200 words)</td>
<td>Yes (125 words)</td>
<td>Yes (0 words)</td>
</tr>
<tr>
<td>Company logo included in promotional email(s) to Microsoft Build attendees prior</td>
<td>Yes (2)</td>
<td>Yes (1)</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome tweet and Facebook post when contract signed</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>—</td>
</tr>
<tr>
<td>On-Site</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thank you signage (see package description for more details)</td>
<td>Yes (individual)</td>
<td>Yes (all Gold)</td>
<td>Yes (all Silver)</td>
<td>—</td>
</tr>
<tr>
<td>One (1) private dedicated meeting room</td>
<td>Yes</td>
<td>Yes (one (1) day only)</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

To learn more or sign up today, contact sponsor@microsoft.com
Important dates

General sales open
Sold out
All access and booth staff pass registration
Closed
Booth selection
Sold out

We’re excited to welcome our sponsors and attendees to Microsoft Build 2018 in Seattle. If you are interested in sponsorship opportunities for Microsoft Build 2019, please contact sponsor@microsoft.com.
Microsoft Inspire
Las Vegas, Nevada
Jul 15–19, 2018

Connect, learn, collaborate. At Microsoft Inspire, we work with our partners to accelerate digital transformation. Together, we enable the continued success of our customers.

Co-located with Microsoft Ready for the first time ever! Shared experiences include networking, learning, combined Corenotes and mega One Celebration featuring eleven-time GRAMMY award winner and twenty seven-time GRAMMY award nominee, Bruno Mars.

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Branding opportunities 33
Women in Technology opportunities 50
Innovative partners from every region, function, and industry

Geography
- 37% United States
- 16% Western Europe
- 6% LATAM
- 6% Central and Eastern Europe
- 5% United Kingdom
- 30% Other

136 Countries represented

Primary business function
- 39% Sales
- 17% IT
- 10% Alliances
- 10% Marketing
- 10% Services
- 14% Other

Customer industry
- 43% Services
- 43% Hosted services
- 27% Reseller
- 25% Independent software vendor (ISV)
- 23% Microsoft Dynamics
- 20% Managed service provider
- 17% Virtualization
- 14% Distributor
- 12% Network services
- 10% Mobility
- 6% OEM

Company size
- 2% 50K+ employees
- 1% 10K – 50K employees
- 15% 2.5K – 10K employees
- 6% 500 – 2.5K employees
- 76% Less than 500 employees

Source: audience demographics 2017
Diamond

The premier sponsorship opportunity, strategically maximizing your brand exposure.

Offered by invitation only, Diamond sponsorship will significantly enhance your engagement potential at Microsoft Inspire, helping you to connect memorably with your audience.

You’ll command the largest possible exhibition space at the heart of the event. Further benefits include a variety of high profile digital, social, content and print opportunities, including two speaker slots.

This package is fully customizable. We’ll work with you to align the opportunity to your marketing strategy and objectives.

Benefits include:

40’ × 40’ Island space
Live speaker opportunities

Plus
Premium portfolio of access passes
Presence across digital channels
Key on-site branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

$250,000
Diamond sponsorship – by invitation only

$250,000

**Presence**
Premier island booth location with:
- 40’ x 40’ island space
- Unpadded carpeting and wired and wireless connectivity
- Lead retrieval solution provided

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

**Access**
Thirty (30) full conference attendee passes – provides access to Corenote, breakout sessions, Expo, meals and One Celebration

Thirty (30) booth staff passes – provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration

Access to close-proximity hotel rooms near the Mandalay Bay Convention Center for each pass included in your package (while availability lasts – limited inventory). Hotel rooms to be paid for by Sponsor.

Access to registered press list two (2) weeks prior to conference start date (June 26th) from those press that have opted in

**Content**
Two (2) Expo Hall theater presentations – 20 minutes each

**Digital**
- Logo on Sponsor and Exhibitor homepage of event website (dependent on date of contract signature)
- **Company profile** – company logo, name, and booth number published by sponsorship level, hyperlink and 200 word company description and social media links
- **Mobile app** – company logo, URL, 200 word company description, contact email and booth number
- **Company logo included in one (1) promotional email** to Microsoft Inspire attendees prior to the event (dependent on date of contract signature)

**Social**
- Welcome tweet to partner – broadcast on Microsoft Partner Network Twitter handle once sponsorship contract is signed
- Welcome Facebook post about partner once sponsorship contract is signed

**On-site**
- **Sponsor acknowledgment** on Corenote walk-in slide
- **One Celebration cocktail reception invitation** for three (3) sponsor attendees
- **One (1) private dedicated meeting room**
- **One (1) dedicated Microsoft Inspire meeting table**
- **Sponsor and exhibitor thank you signage** – includes all eligible sponsors by level; company logo printed on the signage
- **Conference map** – company name, booth number and sponsorship level on conference map distributed on-site at the event
- **Conference bag insert** – one (1) 8.5” x 11” collateral piece placed into conference bag; collateral to be provided by sponsor (subject to Microsoft approval of content)
- **¼ Page ad in Microsoft Inspire conference guide** (subject to Microsoft approval of content)
- **$25,000 branding opportunities credit**
- **Sponsor press package** – delivered to press room
Titanium

**Be seen. Be heard. Be remembered.**
Packed with benefits, the top-tier Titanium package will help you forge real connections with your audience. You will spark valuable conversations across high profile content, digital, and print channels. The package is inclusive of a premium exhibitor booth location, speaker opportunities, credit for event-wide branding collateral, and much more. We'll also work with your team to customize the package based on your marketing strategy and objectives.

This is a limited opportunity – get in touch today to avoid missing out.

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**Benefits include:**

- **30’×30’ Island space**
- **Live speaker opportunities**

**Plus**
- Digital, event app and social presence
- Event-wide branding opportunities
- Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.
Titanium sponsorship – limited opportunities

$200,000

Presence
Premier island booth location with:
- 30’ x 30’ island space
- Unpadded carpeting and wired and wireless connectivity
- Lead retrieval solution provided

Note: Sponsor is responsible for directly ordering, and providing payment of, electrical from the electrical vendor.

Access
Twenty-five (25) full conference attendee passes – provides access to Corenote, breakout sessions, Expo, meals and One Celebration
Twenty-five (25) booth staff passes – provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration

Access to close-proximity hotel rooms near the Mandalay Bay Convention Center for each pass included in your package (while availability lasts – limited inventory). Hotel rooms to be paid for by Sponsor.

Access to registered press list two (2) weeks prior to conference start date (June 26th) from those press that have opted in

Content
Two (2) Expo Hall theater presentations – 20 minutes each

Digital
Logo on sponsor and exhibitor homepage of event website (dependent on date of contract signature)
Company profile – company logo, name, and booth number published by sponsorship level, hyperlink and 150 word company description and social media links
Mobile app – company logo, URL, 150 word company description, contact email and booth number
Company logo included in one (1) promotional email to Microsoft Inspire attendees prior to the event (dependent on date of contract signature)

Social
Welcome tweet to partner – broadcast on Microsoft Partner Network Twitter handle once sponsorship contract is signed
Welcome Facebook post about partner once sponsorship contract is signed

On-site
Sponsor acknowledgment on Corenote walk-in slide
One Celebration cocktail reception invitation for two (2) sponsor attendees
One (1) private dedicated meeting room
One (1) dedicated Microsoft Inspire meeting table
Sponsor and exhibitor thank you signage – includes all eligible sponsors by level; company logo printed on the signage
Conference map – company name, booth number and sponsorship level on conference map distributed on-site at the event
Conference bag insert – one (1) 8.5” x 11” collateral piece placed into conference bag; collateral to be provided by sponsor (subject to Microsoft approval of content)
¼ Page ad in Microsoft Inspire conference guide (subject to Microsoft approval of content)
$20,000 Branding Opportunities credit
Sponsor press package – delivered to press room

To learn more or sign up today, contact sponsor@microsoft.com
Platinum

Guaranteed brand exposure within a crowded marketplace.

With the Platinum package, you’ll benefit from a spacious exhibitor booth space at the heart of Microsoft Inspire. In addition, you will be able to access key content, digital and branding opportunities to help you get even closer to your audience.

This is a limited opportunity – get in touch today to avoid missing out.

Benefits include:

- **30’×30’ Island space**
- **Live speaker opportunity**
- **Digital, event app and social presence**
- **Event-wide branding opportunities**
- **Wired and wireless connectivity**

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

Platinum

$175,000

To learn more or sign up today, contact sponsor@microsoft.com
Platinum sponsorship – limited opportunities

$175,000

Presence
Premier island booth location with:
- 30’ x 30’ space
- Unpadded carpeting and wired and wireless connectivity
- Lead retrieval solution provided

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

Access
Twenty (20) full conference attendee passes – provides access to Corenote, breakout sessions, Expo, meals and One Celebration

Twenty (20) booth staff passes – provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration

Access to close-proximity hotel rooms near the Mandalay Bay Convention Center for each pass included in your package (while availability lasts – limited inventory). Hotel rooms to be paid for by Sponsor.

Access to registered press list two (2) weeks prior to conference start date (June 26th) from those press that have opted in.

Content
One (1) Expo Hall theater presentation – 20 minutes

Digital
Logo on sponsor and exhibitor homepage of event website (dependent on date of contract signature)

Company profile – company logo, name, and booth number published by sponsorship level, hyperlink and 125 word company description and social media links

Mobile app – company logo, URL, 125 word company description, contact email and booth number

Company logo included in one (1) promotional email to Microsoft Inspire attendees prior to the event (dependent on date of contract signature)

Social
Welcome tweet to partner – broadcast on Microsoft Partner Network Twitter handle once sponsorship contract is signed

Welcome Facebook post about partner once sponsorship contract is signed

On-site
Sponsor acknowledgment on Corenote walk-in slide

One (1) private dedicated meeting room

One (1) dedicated Microsoft Inspire meeting table

Sponsor and exhibitor thank you signage – includes all eligible sponsors by level; company logo printed on the signage

Conference map – company name, booth number and sponsorship level on conference map distributed on-site at the event

$5,000 branding opportunities credit

Sponsor press package – delivered to press room
Gold

Affordable sponsorship that packs a punch.

The Gold package will equip you with the tools and exposure opportunities to raise your profile at Microsoft Inspire and connect deeply with your audience.

It comprises a large booth and a series of additional benefits, including conference passes, a speaker slot, and digital content opportunities.

Need a Gold turnkey booth? Get yours for an additional $32,000. Contact sponsor@microsoft.com for more details.

Benefits include:

20’×20’ Island space

Live speaker opportunity

20’×20’ Island space

Plus

Digital, app and social presence
Event-wide branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.
Gold Sponsorship

$75,000

Presence

Premier island booth location with:

- 20' x 20' space
- Unpadded carpeting and wired and wireless connectivity
- Lead retrieval solution provided

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

Access

Five (5) full conference attendee passes — provides access to Corenote, breakout sessions, Expo, meals and One Celebration

Ten (10) booth staff passes — provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration

Access to close-proximity hotel rooms near the Mandalay Bay Convention Center for each pass included in your package (while availability lasts — limited inventory). Hotel rooms to be paid for by Sponsor.

Access to registered press list two (2) weeks prior to conference start date (June 26th) from those press that have opted in

Content

One (1) Expo Hall theater presentation — 20 minutes

Digital

Logo on sponsor and exhibitor homepage of event website (dependent on date of contract signature)

Company profile — company logo, name, and booth number published by sponsorship level, hyperlink and 100 word company description and social media links

Mobile app — company logo, URL, 100 word company description, contact email and booth number

Company logo included in one (1) promotional email to Microsoft Inspire attendees prior to the event (dependent on date of contract signature)

Social

Welcome tweet to partner — broadcast on Microsoft Partner Network Twitter handle once sponsorship contract is signed

Welcome Facebook post about partner once sponsorship contract is signed

On-site

One (1) private dedicated meeting room

One (1) dedicated Microsoft Inspire meeting table

Sponsor and exhibitor thank you signage — includes all eligible sponsors by level, company logo printed on the signage

Conference map — company name, booth number and sponsorship level on conference map distributed on-site at the event

$3,000 branding opportunities credit

Sponsor press package — delivered to press room

Need a Gold turnkey booth?
Get yours for an additional $32,000.
Contact sponsor@microsoft.com for more details.
Silver Sponsorship

**Presence**

**Highly-visible inline booth location** with:
- 10’ x 30’ Turnkey booth property with padded carpeting
- Two (2) 40” monitors, 25 amps electrical, wired and wireless connectivity
- Lead retrieval solution provided

**Access**

**Three (3) full conference attendee passes** – provides access to Corenote, breakout sessions, Expo, meals and One Celebration

**Six (6) booth staff passes** – provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration

**Access to close-proximity hotel rooms** near the Mandalay Bay Convention Center for each pass included in your package (while availability lasts – limited inventory). Hotel rooms to be paid for by sponsor.

**Access to registered press list** two (2) weeks prior to conference start date (June 26th) from those press that have opted in

**Digital**

**Logo on sponsor and exhibitor homepage** of event website (dependent on date of contract signature)

**Company profile** – company logo, name, and booth number published by sponsorship level, hyperlink and 75 word company description and social media links

**Mobile app** – company logo, URL, 75 word company description, contact email and booth number

**On-site**

**One (1) dedicated Microsoft Inspire meeting table**

**Sponsor and exhibitor thank you signage** – includes all eligible sponsors by level; company logo printed on the signage

**Conference map** – company name, booth number and sponsorship level on conference map distributed on-site at the event

**$3,000 branding opportunities credit**

**Sponsor press package** – delivered to press room

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All Events > Microsoft Build > Microsoft Inspire > Microsoft Ready > Microsoft Ignite > Microsoft Envision >
Exhibitor 10’ x 20’

Presence
Inline booth location with:
- 10’ x 20’ Turnkey booth property with padded carpeting
- (1) 40” monitor, 15 amps electrical, wired and wireless connectivity
- Lead retrieval solution provided

Access
Two (2) full conference attendee passes – provides access to Corenote, breakout sessions, Expo, meals and One Celebration.

Three (3) booth staff passes – provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration.

Access to close-proximity hotel rooms near the Mandalay Bay Convention Center for each pass included in your package (while availability lasts – limited inventory). Hotel rooms to be paid for by sponsor.

Access to registered press list two (2) weeks prior to conference start date (June 26th) from those press that have opted in.

Digital
Logo on sponsor and exhibitor homepage of event website (dependent on date of contract signature).

Company profile – company logo, name, and booth number published by sponsorship level, hyperlink and 50 word company description and social media links.

Mobile app – company logo, URL, 50 word company description, contact email and booth number.

On-site
Sponsor and exhibitor thank you signage – includes all eligible Sponsors by level; company logo printed on the signage.

Conference map – company name, booth number and exhibitor level on conference map distributed on-site at the event.

$1,000 branding opportunities credit.

Sponsor press package – delivered to press room.

$27,500
Exhibitor 10' x 10'

**Presence**

*Inline booth location* with:

- 10' x 10' Turnkey booth property with padded carpeting
- (1) 40" monitor, 10 amps electrical, wired and wireless connectivity
- Lead retrieval solution provided

**Access**

*One (1) full conference attendee pass* – provides access to Corenote, breakout sessions, Expo, meals and One Celebration

*Three (3) booth staff passes* – provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration

*Access to close-proximity hotel rooms* near the Mandalay Bay Convention Center for each pass included in your package (while availability lasts – limited inventory). Hotel rooms to be paid for by sponsor.

*Access to registered press list* two (2) weeks prior to conference start date (June 26th) from those press that have opted in

**Digital**

*Website link with pop-up logo* on sponsor and exhibitor homepage of event website (dependent on date of contract signature)

*Company profile* – company logo, name, and booth number published by sponsorship level, hyperlink and 50 word company description and social media links

*Mobile app* – company logo, URL, 50 word company description, contact email and booth number

**On-site**

*Conference map* – company name, booth number and exhibitor level on conference map distributed on-site at the event

$16,000
# Package comparison grid

<table>
<thead>
<tr>
<th>Presence</th>
<th>Diamond sponsorship $250,000</th>
<th>Titanium sponsorship $200,000</th>
<th>Platinum sponsorship $175,000</th>
<th>Gold sponsorship $75,000</th>
<th>Silver sponsorship $60,000</th>
<th>Exhibitor 10’ x 20’ $27,500</th>
<th>Exhibitor 10’ x 10’ $16,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth size – includes carpeting and internet connectivity (see package description for more details)</td>
<td>40’ x 40’ premier island</td>
<td>30’ x 30’ premier island</td>
<td>30’ x 30’ premier island</td>
<td>20’ x 20’ premier island</td>
<td>10’ x 30’ inline turnkey</td>
<td>10’ x 20’ inline turnkey</td>
<td>10’ x 10’ inline turnkey</td>
</tr>
<tr>
<td>Lead retrieval solution provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Full conference attendee passes – provides access to Corenote, breakout sessions, Expo, meals and One Celebration</td>
<td>30</td>
<td>25</td>
<td>20</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Booth staff passes – provides access to the Corenote viewing area(s), Expo, exhibitor meals and One Celebration</td>
<td>30</td>
<td>25</td>
<td>20</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Access to close-proximity hotel rooms near the Mandalay Bay Convention Center for each pass included in your package. Hotel rooms to be paid for by Exhibitor (limited inventory).</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Access to registered press list approximately two (2) weeks prior to conference start date (June 26th) from those press that have opted in</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Content</td>
<td>Presence</td>
<td>Content</td>
<td>Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-minute session in a theater with seating for 15 – 20. Limited availability. Content subject to Microsoft approval and meeting content deadlines.</td>
<td>Yes (2)</td>
<td>Yes (2)</td>
<td>Yes (1)</td>
<td>Yes (1)</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Logo on sponsor and exhibitor home page (dependent on date of contract signature)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes (Pop-up color logo)</td>
</tr>
<tr>
<td>Company profile – logo, name, and booth number published by sponsorship level, hyperlink, company description and social media links</td>
<td>Yes (200 words)</td>
<td>Yes (150 words)</td>
<td>Yes (125 words)</td>
<td>Yes (100 words)</td>
<td>Yes (75 words)</td>
<td>Yes (50 words)</td>
<td>Yes (50 words)</td>
</tr>
<tr>
<td>Mobile app – logo, URL, word company description, contact email and booth number</td>
<td>Yes (200 words)</td>
<td>Yes (150 words)</td>
<td>Yes (125 words)</td>
<td>Yes (100 words)</td>
<td>Yes (75 words)</td>
<td>Yes (50 words)</td>
<td>Yes (50 words)</td>
</tr>
<tr>
<td>Company logo included in one (1) promotional email to Microsoft Inspire attendees prior to the event</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>
### Package comparison grid (continued)

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Diamond sponsorship $250,000</th>
<th>Titanium sponsorship $200,000</th>
<th>Platinum sponsorship $175,000</th>
<th>Gold sponsorship $75,000</th>
<th>Silver sponsorship $60,000</th>
<th>Exhibitor 10’ x 20’ $27,500</th>
<th>Exhibitor 10’ x 10’ $16,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome tweet and Facebook post when contract signed</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor acknowledgment on Corenote walk-in slide</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Celebration cocktail reception invitation</td>
<td>Yes (3 attendees)</td>
<td>Yes (2 attendees)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One (1) private dedicated meeting room</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One (1) dedicated Microsoft Inspire meeting table</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor and exhibitor thank you signage</td>
<td>Yes</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference map – company name, booth number and sponsorship level on conference map distributed on-site at the event</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>One 8.5” x 11” conference bag Insert and ¼ page ad in Microsoft Inspire conference guide</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding opportunities credit</td>
<td>$25,000</td>
<td>$20,000</td>
<td>$5,000</td>
<td>$3,000</td>
<td>$3,000</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Delivery of sponsor’s press package to press room. Digital format recommended.</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Important dates

General sales open
All access and booth staff pass registration
Booth selection
Additional branding opportunities available

Open now
Open now
Open now
Open now

For questions and information on sponsorship opportunities, please contact sponsor@microsoft.com
Premium branding opportunities

Microsoft Ready, co-located with Microsoft Inspire, introduces a new tier of premium opportunities designed to expand your presence and amplify your brand.

### One Celebration fireworks

One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

**$250,000**

Sponsor the closing fireworks display at the One Celebration! The event MC will thank your company to the 30,000+ attendees and your logo will be prominently displayed across the venue and event signage.

### One Celebration step and repeat photo area

One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

**$50,000**

Greet guests at the One Celebration with a celebrity photo paparazzi experience. Choose from a selection of Las Vegas themed backdrops and a logo’d red carpet.

To learn more or sign up today, contact sponsor@microsoft.com
## Premium branding opportunities

### Microsoft Inspire welcome reception sponsorship

<table>
<thead>
<tr>
<th>One (1) opportunity available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$150,000</strong></td>
</tr>
</tbody>
</table>

As the exclusive sponsor of the Microsoft Inspire welcome reception, your logo will appear on all theater screens while not in use during the reception, on food and beverage napkins, and on signage by entry. Additionally, you will be thanked at Monday’s keynote for your sponsorship, have one slide with partner logo during the Vision keynote, and have a branded meeting table for the rest of the conference.

### Microsoft Inspire happy hour sponsorship

<table>
<thead>
<tr>
<th>One (1) opportunity available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$100,000</strong></td>
</tr>
</tbody>
</table>

As the exclusive sponsor of the Microsoft Inspire happy hour, your logo will appear on all theater screens while not in use during the reception, on food and beverage napkins, and on signage by entry. Additionally, you will be thanked at Monday’s keynote for your sponsorship, have one slide with partner logo during the Vision keynote, and have a branded meeting table for the rest of the conference.

To learn more or sign up today, contact sponsor@microsoft.com.
## Premium branding opportunities

<table>
<thead>
<tr>
<th>Joint Microsoft Inspire and Microsoft Ready breakfast sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience</td>
</tr>
<tr>
<td>$40,000</td>
</tr>
<tr>
<td>On the biggest morning of both Microsoft Inspire and Microsoft Ready, get attendees moving by sponsoring breakfast. Your logo will be prominently placed throughout the food stations, on the welcome slides at the Corenotes and will be called out in the program guide.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microsoft Inspire breakfast sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity available per day, or inquire about sponsoring the whole week.</td>
</tr>
<tr>
<td>$25,000</td>
</tr>
<tr>
<td>Help attendees start their morning off right by sponsoring breakfast at T-Mobile Arena. Your logo will be prominently placed throughout the food stations, on the welcome slides at the Corenotes and will be called out in the program guide.</td>
</tr>
</tbody>
</table>
Premium branding opportunities

**Session room digital plaques**

Four (4) joint opportunities available at each primary venue. Providing access to both Microsoft Inspire and Microsoft Ready audience

**$20,000**

Capture the attention of attendees on the way into their next session and between sessions at the event venues. Using the LCD displays located at the entrance to each session room, your creative image will rotate with three (3) other sponsors. Each slot is five (5) seconds. Email for details and final pricing at each of the venues.

**Stair branding**

One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

**$10,000**

Your logo will be placed on the face of the stairs going up to the second and third floors of the T-Mobile Arena. Offer for Microsoft Inspire (M-W) or Microsoft Ready (Th-F). Choose your tier and set of days – all provide great visibility to Corenote attendees.

To learn more or sign up today, contact sponsor@microsoft.com
## Premium branding opportunities

### Branded elevator doors

<table>
<thead>
<tr>
<th>Branded elevator doors</th>
<th>One (1) opportunity available at Microsoft Inspire</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience</td>
</tr>
<tr>
<td></td>
<td>$12,000</td>
</tr>
<tr>
<td></td>
<td>Have your logo and short call to action on the Main Concourse and East and West Suite Entries at the T-Mobile Arena where all Vision Corenotes take place each day.</td>
</tr>
</tbody>
</table>

**Branded elevator doors**

One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience.

- **Premium branding opportunities**
  - One (1) opportunity available at Microsoft Inspire
  - **$12,000**
  - Have your logo and short call to action on the Main Concourse and East and West Suite Entries at the T-Mobile Arena where all Vision Corenotes take place each day.

To learn more or sign up today, contact **sponsor@microsoft.com**
# Branding opportunities

<table>
<thead>
<tr>
<th>Joint opportunities for Microsoft Inspire and Microsoft Ready</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One Celebration departing water bottle</td>
<td>One Celebration branded hand-held fans</td>
</tr>
<tr>
<td>Two (2) opportunities available</td>
<td>Up to four (4) opportunities available</td>
</tr>
<tr>
<td>$50,000</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

- **One Celebration departing water bottle**
  - Two (2) opportunities available
  - $50,000
  - Publish your logo and a small piece of collateral on water bottles for One Celebration attendees. These will be placed on seats for the bus ride back to hotel. Message and collateral piece must be approved by Microsoft. Each opportunity includes 10,000 bottles.

- **One Celebration branded hand-held fans**
  - Up to four (4) opportunities available
  - $40,000
  - Keep attendees cool with branded hand-held fans. Ambassadors will hand them out as attendees enter the Celebration. Each opportunity includes 10,000 single-sided fans.

- **Glow items at One Celebration**
  - Four (4) opportunities available
  - $30,000
  - Have your logo on one (1) of four (4) different glow items handed out to attendees at the One Celebration evening. Each opportunity includes 5,000 units. For maximum impact, sponsor all 20,000 items. Choice of item is based on purchase order.

To learn more or sign up today, contact sponsor@microsoft.com.
# Branding opportunities

## Joint opportunities for Microsoft Inspire and Microsoft Ready

<table>
<thead>
<tr>
<th>One Celebration airbrushed hats</th>
<th>One Celebration picnic games</th>
<th>Bus wraps</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity available</td>
<td>Two (2) opportunities available</td>
<td>Four (4) opportunities available</td>
</tr>
<tr>
<td>$20,000</td>
<td>$15,000</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

**One Celebration airbrushed hats**

A unique, personalized, airbrushed keepsake for One Celebration attendees, with your logo on the back. Artists will be on-site at the celebration. Qty. 1,000.

**One Celebration picnic games**

Branded oversized Jenga and Cornhole games to entertain One Celebration attendees while they wait for the main stage act. Ask your sales manager about activating these games in other areas too.

**Bus wraps**

Brand the Microsoft Inspire and Microsoft Ready shuttle buses as they travel throughout Las Vegas to transport attendees. Logos will feature double-sided on four (4) buses in-fleet. Your logo will also be printed in the event guide ‘Transportation’ section.
## Branding opportunities

### Joint opportunities for Microsoft Inspire and Microsoft Ready

<table>
<thead>
<tr>
<th>Service</th>
<th>Opportunity Details</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bus station hydration stations</strong></td>
<td>Help keep attendees hydrated with branded water bottles, distributed at various hotel bus stops along the Microsoft Inspire and Microsoft Ready route. Sponsorship includes 5,000 bottles, signage, attendants, and eight (8) hours of service.</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Conference pens</strong></td>
<td>Always popular, branded pens will be available for all Microsoft Inspire and Microsoft Ready attendees at Registration and Information Resource Centers. 10,000 pens per conference.</td>
<td>$20,000 per event $35,000 for both events</td>
</tr>
<tr>
<td><strong>Branded elevator doors (in the T-Mobile Arena)</strong></td>
<td>Have your logo and short call to action on the Main Concourse and East and West Suite Entries at the T-Mobile Arena, where all Corenotes take place each day.</td>
<td>$12,000</td>
</tr>
</tbody>
</table>
# Branding opportunities

## Digital

<table>
<thead>
<tr>
<th>Buffet line digital signage</th>
<th>Push notification from event app to entire audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two (2) opportunities available per day – breakfast and lunch</td>
<td>Up to four (4) opportunities available</td>
</tr>
<tr>
<td>$25,000 per day</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

This unmissable video display can play existing videos or animated artwork in portrait mode. Includes four (4) hours of graphic design time for customization. Six (6) rotating 10 second spots during each lunch on a minimum of eight (8) screens. Dimensions: 40” vertical monitor at 1080 x 1920 pixels.

Send a message to all registered attendees with a call to action that drives traffic or awareness. Three (3) messages will be sent over the course of the conference.
## Branding opportunities

### Content

<table>
<thead>
<tr>
<th>Breakout session intro slides</th>
<th>Meeting room (on Expo floor)</th>
<th>The Commons theater intro slides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five (5) opportunities available</td>
<td>One (1) opportunity per conference available</td>
<td>Three (3) opportunities available per day</td>
</tr>
</tbody>
</table>
| **$20,000** | **$12,500** | **$10,000 per day for slide**  
**$25,000 per day for video** |

Publish your logo, website and/or booth number during all open time on the breakout session room screens (Sunday to Wednesday). It will be played at 10 second intervals rotating with other sponsors and Microsoft content.

Secure a dedicated conference meeting room, including table and chairs for four (4) people, electrical, and internet access. Food and beverage, audio visual, and additional furnishings can be ordered directly through the appropriate vendors.

Publish your logo, website and/or booth number during all open time on The Commons theater screens (Monday to Wednesday). It will be played at 10 second intervals rotating with up to two (2) other sponsors and Microsoft content. Opportunity to upgrade to video segments.

To learn more or sign up today, contact sponsor@microsoft.com
### Branding opportunities

#### K9 security dog vest branding

<table>
<thead>
<tr>
<th>Four (4) opportunities available</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
</tr>
</tbody>
</table>

Security is a top priority at events@Microsoft. The K9 security dogs are great assets, and also get a lot of attention. It makes their vests a great place to place your branding. A portion of these sales will be donated to a local charity to support retired K9 dogs.
## Branding opportunities

### Print

<table>
<thead>
<tr>
<th>Graphic cubes</th>
<th>Mobile charging stations</th>
<th>Half page Conference Guide ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six (6) opportunities available</td>
<td>Five (5) opportunities available</td>
<td>Ten (10) opportunities available</td>
</tr>
<tr>
<td>$10,000</td>
<td>$7,500 for one (1) charger</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>$12,500 for two (2) chargers</td>
<td></td>
</tr>
<tr>
<td>Grab attention from all different directions with this fun and unique structure With twelve (12) graphic panels, this is an ideal opportunity to generate buzz for your giveaway or contest.</td>
<td>Create a buzz by sponsoring a mobile charging station, where hundreds of attendees will stop throughout the day. Create custom banners with your logo and booth number, or a short looping video.</td>
<td>Ensure attendees find your booth with a full color advertisement in this eye-catching conference pocket guide. Ad size is 4” x 5.5” distributed at registration and the Information Resource Center.</td>
</tr>
</tbody>
</table>

To learn more or sign up today, contact sponsor@microsoft.com
## Branding opportunities

<table>
<thead>
<tr>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel key card branding</strong></td>
</tr>
<tr>
<td><em>One (1) opportunity per conference available</em></td>
</tr>
<tr>
<td><strong>$50,000</strong></td>
</tr>
<tr>
<td>Introduce your company to attendees when they check in to their hotel room with the official room key. Price includes production and distribution only. Artwork required.</td>
</tr>
<tr>
<td><strong>Conference map call-out</strong></td>
</tr>
<tr>
<td><em>Five (5) opportunities available</em></td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td>Publish your company logo and booth number on 5,000+ Inspire conference maps, which will be handed out to attendees at Registration and Information Resource Centers.</td>
</tr>
</tbody>
</table>
# Branding opportunities

## Food & Beverage

<table>
<thead>
<tr>
<th>Welcome reception or social hour DJ</th>
<th>The Commons coffee shops</th>
<th>The Commons Zen tea house</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three (3) opportunities available</td>
<td>Multiple opportunities available</td>
<td>One (1) opportunity available</td>
</tr>
<tr>
<td><strong>$25,000 per opportunity</strong></td>
<td><strong>$20,000 per day</strong></td>
<td><strong>$20,000 per day</strong></td>
</tr>
<tr>
<td></td>
<td><strong>$60,000 exclusive sponsorship for week</strong></td>
<td><strong>$60,000 exclusive sponsorship for week</strong></td>
</tr>
</tbody>
</table>

Get pumped for a great day while listening to music! Your brand will be aligned with an upbeat experience in a high traffic area. Sponsorship includes branding with your logo, and DJ call-outs during the welcome reception or social hours.

Have your company logo on five hundred (500) coffee cups and five hundred (500) beverage cups during social hours. The counter and back walls are also available for branding. Your message / logo can appear on four (4) cafe tables, and two (2) bar-height tables. Shelving and an LCD screen can be provided for marketing materials.

Have your company logo on five hundred (500) coffee cups and (500) beverage cups in the bars during social hours. The counter and back walls are also available for branding. Your company message / logo can appear on bar-height tables (six (6) stools per table). Shelving and an LCD screen can be provided for your marketing materials.
# Branding opportunities

## Food & Beverage

<table>
<thead>
<tr>
<th>Water bubblers in Expo area or entire venue</th>
<th>Meal Hall table signs</th>
<th>The Commons chair (in the Massage Lounge)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity available</td>
<td>One (1) opportunity per day</td>
<td>One (1) opportunity available</td>
</tr>
<tr>
<td><strong>$25,000 for entire venue</strong></td>
<td><strong>$10,000 per day</strong></td>
<td><strong>$30,000</strong></td>
</tr>
</tbody>
</table>

Support our efforts to reduce our environmental impact. Attendees will be given reusable water bottles to fill at water cooler stations throughout the convention center, and your logo could be wrapped around each bubbler.

Whether you want to highlight a product, service or technology, Meal Hall table signs are a great promotional tool. The broad exposure of these durable, full color signs is sure to be noticed.

Enable attendees to relax a little with a chair massage in the Massage Lounge. In addition to putting a smile on everyone’s face, you’ll be able to capture the data of the visitors to the lounge with your badge scanner.
## Branding opportunities

### Food & Beverage

<table>
<thead>
<tr>
<th>Nitro popcorn</th>
<th>Assorted ice cream novelties cart</th>
<th>Popcorn cart</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-booth opportunity</td>
<td>In-booth opportunity</td>
<td>In-booth opportunity</td>
</tr>
<tr>
<td>$7,500</td>
<td>$7,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Four (4) hours of popcorn service includes approximately three hundred (300) servings with choice of two base flavors: caramel kettle, chocolate truffle or bold cheddar. Served with assorted toppings. Includes a branded cart.

Help attendees keep cool with this ice cream cart opportunity. This four (4) hour service includes three hundred (300) assorted ice cream novelties.

The smell of fresh popcorn will attract attendees to your booth! Four (4) hours of service includes three hundred (300) servings in small bags, as well as a cart and attendant. Add shaker flavors (cheddar, parmesan, parmesan garlic) for $250.

To learn more or sign up today, contact sponsor@microsoft.com
# Branding opportunities

## Food & Beverage

<table>
<thead>
<tr>
<th>The Commons Candy Shoppe</th>
<th>Nitro ice cream</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity available</td>
<td>In-booth opportunity</td>
</tr>
<tr>
<td>$60,000</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

After a full day of Inspire meetings, attendees can get their sugar fix at The Commons Candy Shoppe, which will offer an assortment of sweet treats. Your logo will appear on custom Whirly Pops, branded chocolate bars and takeaway containers.

Entice attendees to your booth with this unique ice cream experience! Package includes approximately three hundred (300) servings, and four (4) hours of service. Includes two (2) ice cream flavors: vanilla bean and chocolate belgica. Served with assorted toppings. Includes a branded cart.

To learn more or sign up today, contact sponsor@microsoft.com
# Women in Technology (IAMCP WIT) opportunities

## WIT @ Microsoft Inspire 2018

<table>
<thead>
<tr>
<th>Happy hour sponsorship</th>
<th>Annual benefactor sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity available</td>
<td>Five (5) opportunities available</td>
</tr>
<tr>
<td>$10,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

The Women in Technology community are a networking group of like-minded business professionals in the Microsoft Technology ecosystem. Both Microsoft employees and Microsoft partners are welcome and encouraged to participate throughout the week at various Women in Technology events.

The happy hour is a marquis event for the WIT Community. This reception is only offered to one organization to headline. The event is typically 1.5 hours in duration and includes welcome remarks, brief content, awards and mingling of course! For your sponsorship you will receive:

- Exclusive sponsorship and promotion of this marquis event at Microsoft Inspire 2018
- Passed Cocktail (Champagne Toast)
- Hand passed snacks/ Food service for guests
- Logo representation at the event
- Co-branded swag – unique giveaway item for each attendee.
- Opening remarks at the reception.
- Social media and logo inclusion
- Post-event follow up blog

This new sponsorship opportunity ensures that your brand is featured globally with over 60 WIT chapters. You will be helping to support our events, networking engagements, mentorship activities and our overall program at the chapter and regional level. For your sponsorship you will receive:

- Inclusion in a press release launching this prestigious new addition
- Logo inclusion in 60 global WIT chapter events as our 2018 Benefactors
- Logo inclusion in all our WIT webinars
- Short profile in newsletters over the course of the year – reaching our global community
- Social media mentions and inclusion
- Coaching session for your organization – leveraging our WIT in a box assets in your organization.
- Official inclusion in our global WIT walking deck – visible at each event
- WIT benefactor mention for your website/ social activities
- Inclusion in our marquis events: mentions at Microsoft Inspire and Microsoft Ignite
## Women in Technology (IAMCP WIT) opportunities

### WIT @ Microsoft Inspire 2018

<table>
<thead>
<tr>
<th>Luncheon sponsorship</th>
<th>Mentor circle sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five (5) opportunities available</td>
<td>Four (4) opportunities available</td>
</tr>
<tr>
<td>$5,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

The Women in Technology community are a networking group of like-minded business professionals in the Microsoft Technology ecosystem. Both Microsoft employees and Microsoft partners are welcome and encouraged to participate throughout the week at various Women In Technology events. The activities include the WIT Luncheon, the WIT Leadership business session, happy hours, and networking opportunities that will carry throughout the entire year. The WIT activities provide interactive and actionable content, motivational speakers, invaluable networking opportunities with multiple executive-level Microsoft and partner attendees and speakers. This is a unique opportunity to demonstrate your commitment to help drive the critical diversity agenda throughout the technology sector.

As a thank you for your support, benefits include:

- Contribution to the selected 2018 WIT Philanthropy
- Logo placement throughout the large-scale pre, during, and post-Microsoft Inspire marketing campaign, within the opening presentation and on tabletop tents at the WIT Luncheon and acknowledgement during remarks at the WIT Luncheon.

The Mentor Circle event is a special action-orientated event which was introduced in 2017 formally and which quickly became one of our most attended and celebrated events. We expect this event in 2018 to outpace what we achieved in 2017 and we are looking for your support to ensure we can provide the best possible unique experience for our mentors and mentees.

For your sponsorship you will receive:

- Social media and logo inclusion
- Logo representation at the event
- Welcome remarks (5 minutes)
- Lead a table/mentor circle
- Branded swag giveaway – mentorship journals
- Mini highlight at the session with how their company leverages mentoring (if not participating on the panel)
Women in Technology (IAMCP WIT) opportunities

<table>
<thead>
<tr>
<th>WIT @ Microsoft Inspire 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Women 4 Women Haiti Initiative’ add-on sponsorship</td>
</tr>
<tr>
<td>Ten (10) opportunities available</td>
</tr>
<tr>
<td>$3,000</td>
</tr>
</tbody>
</table>

For those organizations that have chosen a WIT sponsorship package, we are offering the ‘Women 4 Women Haiti Initiative’ sponsorship for an ‘add-on’ cost of $3,000. The Haiti initiative, supported by our charitable friends Harvest for Humanity, focuses on three key areas: Inspiration, Education and Empowerment of women, and centered around an event taking place in Haiti in August. You will be featured at our one-day event in August in Haiti set for 100 young female guest! And you will receive:

- Signage at the event in Haiti
- Attendee from your organization at the conference
- Inclusion in a press release launching this prestigious new addition
- Coverage in IAMCP WIT global newsletter (x 3)
- Three blogs (pre and post event)
- Social media promotion
- 90 second video to each sponsor
- Profile in the WIT booth for 3 days
- Update on stage at the WIT lunch with the Haiti initiative team
- Potentially a second video to showcase in the WIT booth

For 2018, we decided to level up our giveaway item, “official swag” for our community at Microsoft Inspire. We’ve decided to focus this year on providing a new add-on opportunity for 3 sponsors, or 1 sponsor that is looking to go exclusive! This year we will be commissioning our very own conference and reusable tote bag. The bag will be branded with our custom WIT @ Microsoft Inspire theme and design on one side, and feature the partner logo or logos on the other. We will be providing approximately 1,000 pieces out this year and this will be a tremendous way to show your support during the show and after! These bags are sturdy, fun and even feature a zipper closure so nothing gets lost! We can’t wait to carry them around proudly.

For this sponsorship, you will receive:

- Your logo as either the official 1 sponsor or, 1 of 3 sponsors for our swag imprinted on the tote
- You will receive social media recognition pre, during and post show evangelizing your sponsorship and commitment to WIT
- You will also be able to include an added piece of marketing collateral which will be distributed out via the giveaway.

To learn more or sign up today, contact sponsor@microsoft.com

events@Microsoft partnership opportunities
Microsoft Ready

Las Vegas, Nevada
Jul 18–20, 2018

One team, One Microsoft. At Microsoft Ready we connect sales, marketing and technical pros, celebrate great accomplishments, and learn together for the future.

Co-located with Microsoft Inspire for the first time ever! Shared experiences include networking, learning, combined Corenotes and mega One Celebration featuring eleven-time GRAMMY Award winner and twenty seven-time GRAMMY Award nominee, Bruno Mars.

2017 attendee demographics
Sponsorship opportunities
Package comparison grid
Important dates
Branding opportunities
Unique access to Microsoft’s sales, marketing and technical pros

Overall role
- 22% Digital services and customer success
- 20% Sales
- 14% Solution sales
- 12% Technical sales
- 9% Field and business leadership
- 7% Marketing
- 16% Other

Customer industry
- 78% Enterprise sales and services
- 17% Partner, SMB
- 5% Developer, ISV

Geography
- 26% United States
- 25% EMEA
- 12% Asia Pacific
- 37% Corporate HQ

Source: audience demographics 2017
Platinum

A dynamic, fully branded space to host your most important meetings.

With the Platinum package, you’ll benefit from a spacious turnkey booth offering generous real estate to promote your brand, alongside dedicated space to conduct meetings and demos.

In addition, you will be able to access key content, digital and branding opportunities to help you get even closer to your audience.

Benefits include:

20’×20’ Island space

Live speaker opportunity

Plus

Digital, event app and social presence
Event-wide branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.
Platinum sponsorship

Presence
Premier island booth location with:
- 20’ x 20’ turnkey meeting configuration booth property
- One (1) 40” monitor, carpet, connectivity, and electrical
- Lead retrieval solution provided

Access
Ten (10) booth staff passes – provides access to Microsoft shuttle transportation access, Expo and One Celebration (does not permit access to sessions or Corenotes on days 2 and 3)
Access to booking within Microsoft Ready portfolio hotel rooms (while availability lasts – limited inventory).
Hotel rooms to be paid for by sponsor.

Content
One (1) Expo Hall theater presentation – 20 minutes (based on availability)

Digital
Company profile – company logo, 125 word company description and URL on sponsor and exhibitor page of event website (contract must be signed by 6/15/18)
Link to one (1) e-handout from location on the sponsor and exhibitor page of the event website
Session room digital signage – company logo rotating on each digital screen located outside each session room during the event
Mobile app – logo, URL, 125 word company description, contact email and booth number

On-site
Individual thank you signage acknowledging Platinum sponsorship

$150,000
Gold

Electrify the event with a branded space that will be the go-to for those who need some extra juice.

With the Gold package, you’ll benefit from a spacious turnkey booth configured as a Recharge Hub. As well as generous space to promote your brand, your stand comes equipped with the facility to charge cell phones and laptops – so expect a few visitors!

In addition, you will be able to access key content, digital and branding opportunities to help you get even closer to your audience.

Benefits include:

20’×20’ Island space

Live speaker opportunity

Plus

Digital, app and social presence
Event-wide branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

Gold - $50,000
Gold sponsorship – Recharge Hub

$50,000

**Presence**

Premier island booth location with:
- 20' x 20' Turnkey Recharge Hub property
- One (1) 40" monitor, carpet, connectivity, and electrical
- Lead retrieval solution provided

**Access**

Eight (8) booth staff passes – provides access to Microsoft shuttle transportation access, Expo and One Celebration (does not permit access to sessions or Corenotes on days 2 and 3)

Access to booking within Microsoft Ready portfolio hotel rooms (while availability lasts – limited inventory). Hotel rooms to be paid for by sponsor.

**Content**

One (1) Expo Hall theater presentation – 20 minutes

**Digital**

Company profile – company logo, 100 word company description and URL on sponsor and exhibitor page of event website (contract must be signed by 6/15/18)

Link to one (1) e-handout from location on the sponsor and exhibitor page of the event website

Mobile app – logo, URL, 100 word company description, contact email and booth number

**On-site**

Company logo on sponsor level thank you signage on-site
Silver sponsorship – Partner lounge

$35,000

Presence

High-visibility island booth location with:
10’ x 20’ Turnkey lounge booth property
One (1) 40” monitor, carpet, connectivity, and electrical
Lead retrieval solution provided

Access

Four (4) booth staff passes – provides access to Microsoft shuttle transportation access, Expo and One Celebration (does not permit access to sessions or Corenotes on days 2 and 3)
Access to booking within Microsoft Ready portfolio hotel rooms (while availability lasts – limited inventory). Hotel rooms to be paid for by sponsor.

Digital

Company profile – company logo, 75 word company description and URL on sponsor and exhibitor page of event website (contract must be signed by 6/15/18)
Link to one (1) e-handout from location on the sponsor and exhibitor page of the event website
Mobile app – logo, URL, 75 word company description, contact email and booth number

On-site

Company logo on sponsor level thank you signage on-site
Exhibitor 10’ x 10’

**Presence**

**Inline booth location** with:
- 10’ x 10’ Turnkey booth property
- One (1) 40” monitor, carpet, connectivity, and electrical
- Lead retrieval solution provided

**Access**

**Three (3) booth staff passes** – provides access to Microsoft shuttle transportation access, Expo and One Celebration (does not permit access to sessions or Corenotes on days 2 and 3)

**Access to booking within Microsoft Ready portfolio hotel rooms** (while availability lasts – limited inventory). Hotel rooms to be paid for by sponsor.

**Digital**

**Company profile** – company logo, 50 word company description and URL on sponsor and exhibitor page of event website (contract must be signed by 6/15/18)

**Mobile app** – logo, URL, 50 word company description, contact email and booth number

$16,000
### Package comparison grid

<table>
<thead>
<tr>
<th>Presence</th>
<th>Platinum sponsorship $150,000</th>
<th>Gold sponsorship – Recharge Hub $75,000</th>
<th>Silver sponsorship – Partner lounge $35,000</th>
<th>Exhibitor 10’ x 10’ $16,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth size – includes carpeting and internet connectivity (see package description for more details)</td>
<td>20’ x 20’ premier island</td>
<td>20’ x 20’ premier island</td>
<td>10’ x 20’ inline turnkey</td>
<td>10’ x 10’ inline turnkey</td>
</tr>
<tr>
<td>Lead retrieval solution provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Booth staff passes – provides access to Microsoft shuttle transportation access, Expo and One Celebration (does not permit access to sessions or Corenotes on days 2 and 3)</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Access to close-proximity hotel rooms near or at the Microsoft Ready venues for each pass included in your package (while availability lasts – limited inventory). Hotel rooms to be paid for by sponsor.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Expo Hall theater presentation (based on availability)</td>
<td>Yes (1)</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Company logo, description and hyperlink on event sponsor and exhibitor page. Package level determines number of words in company description.</td>
<td>Yes (125 words)</td>
<td>Yes (100 words)</td>
<td>Yes (75 words)</td>
<td>Yes (50 words)</td>
</tr>
<tr>
<td>Link to e-handout from location on the sponsor and exhibitor page of the event website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Session room digital signage – company logo rotating on each digital screen located outside each session room during the event</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Mobile app – logo, URL, company description, contact email and booth number</td>
<td>Yes (125 words)</td>
<td>Yes (100 words)</td>
<td>Yes (75 words)</td>
<td>Yes (50 words)</td>
</tr>
<tr>
<td>Thank you signage (see package description for more details)</td>
<td>Yes (individual)</td>
<td>Yes (all Gold)</td>
<td>Yes (all Silver)</td>
<td>–</td>
</tr>
</tbody>
</table>

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**events@Microsoft partnership opportunities**

To learn more or sign up today, contact sponsor@microsoft.com
## Important dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>General sales open</td>
<td>Open now</td>
</tr>
<tr>
<td>Additional branding opportunities available</td>
<td>Open now</td>
</tr>
<tr>
<td>All access and booth staff pass registration</td>
<td>April 24, 2018</td>
</tr>
<tr>
<td>Booth selection</td>
<td>Late May 2018</td>
</tr>
</tbody>
</table>

For questions and information on sponsorship opportunities, please contact **sponsor@microsoft.com**
Premium branding opportunities

Microsoft Inspire, co-located with Microsoft Ready, introduces a new tier of premium opportunities designed to expand your presence and amplify your brand.

One Celebration step and repeat photo area
One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

$50,000
Greet guests at the One Celebration with a celebrity photo paparazzi experience. Choose from a selection of Las Vegas themed backdrops and a logo’d red carpet.

One Celebration fireworks
One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

$250,000
Sponsor the closing fireworks display at the One Celebration! The event MC will thank your company to the 30,000+ attendees and your logo will be prominently displayed across the venue and event signage.

events@Microsoft partnership opportunities
To learn more or sign up today, contact sponsor@microsoft.com
Premium branding opportunities

Joint Microsoft Inspire and Microsoft Ready breakfast sponsorship

One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

$40,000

On the biggest morning of both Microsoft Inspire and Microsoft Ready, get attendees moving by sponsoring breakfast. Your logo will be prominently placed throughout the food stations, on the welcome slides at the Corenotes and will be called out in the program guide.

To learn more or sign up today, contact sponsor@microsoft.com
Premium branding opportunities

Session room digital plaques
Four (4) joint opportunity available at each primary venue. Providing access to both Microsoft Inspire and Microsoft Ready audience

$20,000

Capture the attention of attendees on the way into their next session and between sessions at the event venues. LCD displays located at the entrance to each session room used. Your creative image will rotate with three (3) other sponsors. Each slot is five (5) seconds. Email for details and final pricing at each of the venues.

Branded elevator doors
One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

$12,000

Have your logo and short call to action on the Main Concourse and East and West Suite Entries at the T-Mobile Arena where all Inspire and Ready Corenotes take place each day.

Stair branding
One (1) joint opportunity available. Providing access to both Microsoft Inspire and Microsoft Ready audience

$10,000

Your logo will be placed on the face of the stairs going up to the second and third floors of the T-Mobile Arena. Offer for Microsoft Inspire (M-W) or Microsoft Ready (Th-F). Choose your tier and set of days – all provide great visibility to Corenote attendees.

to learn more or sign up today, contact sponsor@microsoft.com
## Branding opportunities

### Joint opportunities for Microsoft Inspire and Microsoft Ready

<table>
<thead>
<tr>
<th>One Celebration departing water bottle</th>
<th>One Celebration branded hand-held fans</th>
<th>Glow items at One Celebration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two (2) opportunities available</td>
<td>Up to four (4) opportunities available</td>
<td>Four (4) opportunities available</td>
</tr>
<tr>
<td><strong>$50,000</strong></td>
<td><strong>$40,000</strong></td>
<td><strong>$30,000</strong></td>
</tr>
</tbody>
</table>

- **One Celebration departing water bottle**
  - Two (2) opportunities available
  - $50,000
  - Publish your logo and a small piece of collateral on water bottles for One Celebration attendees. These will be placed on seats for the bus ride back to hotel. Message and collateral piece must be approved by Microsoft. Each opportunity includes 10,000 bottles.

- **One Celebration branded hand-held fans**
  - Up to four (4) opportunities available
  - $40,000
  - Keep attendees cool with branded hand-held fans. Ambassadors will hand them out as attendees enter the One Celebration. Each opportunity includes 10,000 single-sided fans.

- **Glow items at One Celebration**
  - Four (4) opportunities available
  - $30,000
  - Have your logo on one (1) of four (4) different glow items handed out to attendees at the One Celebration evening. Each opportunity includes 5,000 units. For maximum impact, sponsor all 20,000 items. Choice of item is based on purchase order.

To learn more or sign up today, contact [sponsor@microsoft.com](mailto:sponsor@microsoft.com).
## Branding opportunities

### Joint opportunities for Microsoft Inspire and Microsoft Ready

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Celebration airbrushed hats</td>
<td>1,000</td>
<td>$20,000</td>
<td>A unique, personalized, airbrushed keepsake for One Celebration attendees, with your logo on the back. Artists will be on-site at the celebration. Qty. 1,000.</td>
</tr>
<tr>
<td>One Celebration picnic games</td>
<td></td>
<td>$15,000</td>
<td>Branded oversized Jenga and Cornhole games to entertain One Celebration attendees while they wait for the main stage act. Ask your sales manager about activating these games in other areas too.</td>
</tr>
<tr>
<td>Bus wraps</td>
<td></td>
<td>$40,000</td>
<td>Brand the Microsoft Inspire and Microsoft Ready shuttle buses as they travel throughout Las Vegas to transport attendees. Logos will feature double-sided on four (4) buses in-fleet. Your logo will also be printed in the event guide ‘Transportation’ section.</td>
</tr>
</tbody>
</table>

To learn more or sign up today, contact sponsor@microsoft.com.
## Branding opportunities

**Joint opportunities for Microsoft Inspire and Microsoft Ready**

<table>
<thead>
<tr>
<th><strong>Bus station hydration stations</strong></th>
<th><strong>Conference pens</strong></th>
<th><strong>Branded elevator doors (in the T-Mobile Arena)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity per day</td>
<td>One (1) opportunity per conference available</td>
<td>One (1) opportunity available</td>
</tr>
<tr>
<td><strong>$20,000</strong></td>
<td><strong>$20,000 per event</strong></td>
<td><strong>$12,000</strong></td>
</tr>
<tr>
<td><strong>$35,000 for both events</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Help keep attendees hydrated with branded water bottles, distributed at various hotel bus stops along the Microsoft Inspire and Microsoft Ready route. Sponsorship includes 5,000 bottles, signage, attendants, and eight (8) hours of service.

Always popular, branded pens will be available for all Microsoft Inspire and Microsoft Ready attendees at registration and Information Resource Centers. 10,000 pens per conference.

Have your logo and short call to action on the Main Concourse and East and West Suite Entries at the T-Mobile Arena, where all Corenotes take place each day.

To learn more or sign up today, contact [sponsor@microsoft.com](mailto:sponsor@microsoft.com)
## Branding opportunities

### K9 security dog vest branding

**Four (4) opportunities available**

**$10,000**

Security is a top priority at events@Microsoft. The K9 security dogs are great assets, and also get a lot of attention. It makes their vests a great place to place your branding. A portion of these sales will be donated to a local charity to support retired K9 dogs.
# Branding opportunities

## Print

<table>
<thead>
<tr>
<th>Hotel key card branding</th>
<th>Graphic cubes</th>
<th>Mobile charging stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity per conference available</td>
<td>Six (6) opportunities available</td>
<td>Five (5) opportunities available</td>
</tr>
<tr>
<td>$30,000</td>
<td>$10,000</td>
<td>$7,500 for one (1) charger $12,500 for two (2) chargers</td>
</tr>
</tbody>
</table>

Introduce your company to attendees when they check in to their hotel room with the official room key. Price includes production and distribution only. Artwork required.

Grab attention from all different directions with this fun and unique structure. With twelve (12) graphic panels, this is an ideal opportunity to generate buzz for your giveaway or contest.

Create a buzz by sponsoring a mobile charging station, where hundreds of attendees will stop throughout the day. Create custom banners with your logo and booth number, or a short looping video.
# Branding opportunities

## Food & Beverage

<table>
<thead>
<tr>
<th>Water bubblers in Expo area or entire venue</th>
<th>Meal Hall table signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity available</td>
<td>One (1) opportunity per day</td>
</tr>
<tr>
<td>$15,000 for Expo</td>
<td>$10,000 per day</td>
</tr>
</tbody>
</table>

Support our efforts to reduce our environmental impact. Attendees will be given reusable water bottles to fill at water cooler stations throughout the convention center, and your logo could be wrapped around each bubbler.

Whether you want to highlight a product, service or technology, Meal Hall table signs are a great promotional tool. The broad exposure of these durable, full color signs is sure to be noticed.

To learn more or sign up today, contact sponsor@microsoft.com.
## Food & Beverage

<table>
<thead>
<tr>
<th>Assorted ice cream novelties cart</th>
<th>Freshly baked cookies</th>
<th>Popcorn cart</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-booth opportunity</td>
<td>In-booth opportunity</td>
<td>In-booth opportunity</td>
</tr>
<tr>
<td>$8,000</td>
<td>$7,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Help attendees keep cool with this ice cream cart opportunity. This four (4) hour service includes three hundred (300) assorted ice cream novelties.

Draw attendees to your booth with the smell of freshly baked cookies! Includes about one hundred seventy-five (175) cookies, four (4) hours of service and necessary attendants.

The smell of fresh popcorn will attract attendees to your booth! Four (4) hours of service includes three hundred (300) servings in small bags, as well as a cart and attendant. Add shaker flavors (cheddar, parmesan, parmesan garlic) for $250.
More than 26,000 IT pros and enterprise developers from all over the world join to connect with experts and keep apprised of the technologies available to help solve business challenges. This venue offers extensive technical readiness across Microsoft’s comprehensive enterprise solutions.

- 2017 attendee demographics: 74
- Sponsorship opportunities: 75
- Package comparison grid: 84
- Important dates: 86
- Branding opportunities: 87

To learn more or sign up today, contact sponsor@microsoft.com
Top IT pros and enterprise developers from around the globe

Geography
- 72% United States
- 6% Canada
- 5% Sweden
- 3% Denmark
- 3% United Kingdom
- 11% Other

109 Countries represented

Primary business function
- 47% Technology leader
- 33% Executive management
- 12% Business leader
- 6% Other technical role
- 3% Other business role

Customer industry
- 27% Services
- 7% Manufacturing
- 7% Professional and business services
- 7% Healthcare
- 7% Education
- 6% Government
- 5% Financial markets
- 4% Insurance
- 4% Energy and utilities
- 4% Banking
- 23% Other

Company size
- 17% 50K+ employees
- 21% 10K – 50K employees
- 20% 2.5K – 10K employees
- 19% 500 – 2.5K employees
- 23% Less than 500 employees

Source: audience demographics 2017
Diamond

The premier sponsorship opportunity, strategically maximizing your brand exposure.

Offered by invitation only, Diamond sponsorship will significantly enhance your engagement potential, helping you to connect memorably with your audience.

You’ll command the largest possible exhibition space at the heart of the event. Further benefits include variety of high profile digital, social, content and print opportunities, including two speaker slots and the chance to lead two breakout sessions.

This package is fully customizable. We’ll work with you to align the opportunity to your marketing strategy and objectives.

Benefits include:

$300,000

40’×40’ Island space

Live speaker opportunities

Plus

Premium portfolio of access passes
Presence across digital channels
Key on-site branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.
Diamond sponsorship – by invitation only

**Presence**
Premier island booth location with:
- 40’ x 40’ island space
- Unpadded carpeting and wired and wireless connectivity
- Lead retrieval solution provided

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

**Access**

**Twenty-five (25) full conference attendee passes** – provides access to Keynote, breakout sessions, Expo, meals and the attendee party

**Twenty-five (25) booth staff passes** – provides access to Keynote viewing area(s), Expo, exhibitor lunch and the attendee party

**Eight (8) full conference attendee customer passes** – to be given to your key customers

**Ten (10) discounted full conference attendee passes** (available for additional purchase at $2,095/each)

**Fifteen (15) discounted booth staff passes** (available for additional purchase at $995/each)

**Access to a block of 50 rooms at a close-proximity hotel** near the Orange County Convention Center (while availability lasts – limited inventory and cut-off dates apply). Hotel rooms to be paid for by sponsor.

**Content**

**Two (2) partner-led breakout sessions** – recorded and syndicated on the event content library

**Two (2) Expo Hall theater presentations** – scheduled during peak traffic times; 20 minutes each

**Digital**

**Logo on event website homepage** – company logo placed in a prominent location on the high traffic homepage

**Company profile** – company logo, name and booth number published by sponsorship level, hyperlink, 350 word company description and social media links

**One (1) video advertisement on digital wall** (up to 60 seconds)

**One (1) full screen static advertisement on digital wall**

**Session room digital signage** – company logo rotating on each digital screen located outside each session room during the event

**Mobile app** – company logo, URL, 350 word company description, contact email and booth number

**On-site**

**Company logo of all Diamond level sponsors included in one (1) attendee daily email** to Microsoft Ignite attendees during the event

**Expo guide** – company name and booth number included in the expo guide distributed on-site at the event

**¼ Page ad in Microsoft Ignite expo guide** (subject to Microsoft Approval)

**Select one (1) customized exclusive branding opportunity**

**Sponsor press package** – delivered to press room

**$300,000**

**Access to registered press list** two (2) weeks prior to conference start date (September 10th) from those press that have opted in

**Company logo of all Diamond level sponsors included in one (1) attendee daily email** to Microsoft Ignite attendees during the event
Platinum

Guaranteed brand exposure with premium digital opportunities.

With the Platinum package, you’ll benefit from a spacious exhibitor booth space at the heart of the event. In addition, you will be able to access key content, digital and branding opportunities to help you get even closer to your audience, including a speaker slot and the chance to lead a breakout session.
Platinum sponsorship

**Presence**
Premier island booth location with:
- 30’ x 30’ space
- Unpadded carpeting and wired and wireless connectivity
- Lead retrieval solution provided
Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

**Access**
- Twenty (20) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party
- Twenty (20) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor lunch and the attendee party
- Two (2) full conference attendee customer passes – to be given to your key customers
- Five (5) discounted full conference attendee passes (available for additional purchase at $2,095/each)
- Ten (10) discounted booth staff passes (available for additional purchase at $995/each)
- Access to close-proximity hotel rooms near the Orange County Convention Center (while availability lasts – limited inventory and cut-off dates apply). Hotel rooms to be paid for by sponsor.

**Content**
- One (1) partner-led breakout session – recorded and syndicated on the event content library
- One (1) Expo Hall theater presentation – scheduled during peak traffic times; 20 minutes each

**Digital**
- Logo on event website homepage – company logo placed in a prominent location on the high traffic homepage
- Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 300 word company description and social media links
- One (1) video advertisement on digital wall (up to 60 seconds)
- One (1) full screen static advertisement on digital wall session room digital signage – company logo rotating on each digital screen located outside each session room during the event
- Mobile app – logo, URL, 300 word company description, contact email and booth number

**On-site**
- One (1) dedicated sponsor meeting room located on the Expo Floor
- Individual thank you signage acknowledging your Platinum sponsorship
- Expo guide – company name and booth number included in the expo guide distributed on-site at the event
- Sponsor press package – delivered to press room

$190,000
Gold

Affordable sponsorship that packs a punch.

The Gold package will equip you with the tools and exposure opportunities to raise your profile at Microsoft Ignite and connect deeply with your audience.

It comprises a large booth and a series of additional benefits, including conference passes, a speaker slot, and digital content opportunities.

Need a Gold turnkey booth? Get yours for an additional $32,000. Contact sponsor@microsoft.com for more details.

Benefits include:

20’×20’ Island space

Live speaker opportunity

Plus

Digital, app and social presence
Event-wide branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.
## Gold sponsorship

### Presence

**Premier island booth location** with:
- 20’ x 20’ space
- Unpadded carpeting and wired and wireless connectivity
- Lead retrieval solution provided
- Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

### Access

**Eight (8) full conference attendee passes** – provides access to Keynote, breakout sessions, Expo, meals and the attendee party

**Ten (10) booth staff passes** – provides access to Keynote viewing area(s), Expo, exhibitor lunch and the attendee party

**Three (3) discounted full conference attendee passes** (available for additional purchase at $2,095/each)

**Five (5) discounted booth staff passes** (available for additional purchase at $995/each)

**Access to registered press list** two (2) weeks prior to conference start date (September 10th) from those press that have opted in

### Content

**One (1) Expo Hall theater presentation** – 20 minutes

**Digital**

- **Company profile** – company logo, name and booth number published by sponsorship level, hyperlink, 200 word company description and social media links
- **One (1) video advertisement on digital wall** (up to 60 seconds)

**Session room digital signage** – company logo rotating on each digital screen located outside each session room during the event

**Mobile app** – logo, URL, 200 word company description, contact email and booth number

### On-site

**One (1) dedicated sponsor meeting room** located on the Expo floor

**Thank you signage recognition by sponsor level** – located in a key traffic area

**Expo guide** – company name and booth number included in the expo guide distributed on-site at the event

---

**Need a Gold turnkey booth?**
Get yours for an additional **$32,000**.
Contact [sponsor@microsoft.com](mailto:sponsor@microsoft.com) for more details.
Silver sponsorship

$60,000

Presence

Highly-visible island booth location with:

10’ x 20’ island space

Unpadded carpeting and wired and wireless connectivity

Lead retrieval solution provided

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.

Access

Four (4) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party

Six (6) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor lunch and the attendee party

Two (2) discounted full conference attendee passes (available for additional purchase at $2,095/each)

Five (5) discounted booth staff passes (available for additional purchase at $995/each)

Access to registered press list two weeks prior to the conference start (September 10th) from those press that have opted in

Content

Opportunity to purchase one (1) Expo Hall theater presentation (limited to availability)

Digital

Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 100 word company description and social media links

One (1) full screen static advertisement on digital wall

Session room digital signage – company logo rotating on each digital screen located outside each session room during the event

Mobile app – logo, URL, 100 word company description, contact email and booth number

On-site

Thank you signage recognition by sponsor level – located in a key traffic area

Expo guide – company name and booth number included in the expo guide distributed on-site

Need a Silver turnkey booth?
Get yours for an additional $15,000.
Contact sponsor@microsoft.com for more details.
Exhibitor 10’ x 20’

Presence

Inline booth location with:

- 10’ x 20’ Turnkey booth property with padded carpeting
- One (1) 40” monitor, 20 amps electrical, wired and wireless connectivity
- Lead retrieval solution provided

Access

Two (2) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party

Six (6) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor lunch and the attendee party

One (1) discounted full conference attendee pass (available for additional purchase at $2,095/each)

Two (2) discounted booth staff passes (available for additional purchase at $995/each)

Digital

Company profile – company name, booth number, hyperlink, 75 word company description and social media links

Digital wall logo recognition

Mobile app – inclusion of company name, URL, contact email and booth number

On-site

Expo guide – company name and booth number included in the expo guide distributed on-site at the event

Digital

Company profile – company name, booth number, hyperlink, 75 word company description and social media links

Digital wall logo recognition

Mobile app – inclusion of company name, URL, contact email and booth number

On-site

Expo guide – company name and booth number included in the expo guide distributed on-site at the event

$35,000
Exhibitor 10’ x 10’

$20,000

Presence

Inline booth location with:

- 10’ x 10’ Turnkey booth property with padded carpeting
- (1) 40” monitor, 10 amps electrical, wired and wireless connectivity
- Lead retrieval solution provided

Access

One (1) full conference attendee pass – provides access to Keynote, breakout sessions, Expo, meals and the attendee party

Four (4) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor lunch, and the attendee party

One (1) discounted full conference attendee pass (available for additional purchase at $2,095/each)

Two (2) discounted booth staff passes (available for additional purchase at $995/each)

Digital

Company profile – company name, booth number, hyperlink, 50 word company description and social media links

Digital wall logo recognition

Mobile app – inclusion of company name, URL, contact email and booth number

On-site

Expo guide – company name, booth number and exhibitor level on conference map distributed on-site at the event

Access to registered press list two (2) weeks prior to conference start date (September 10th) from those press that have opted in
### Package comparison grid

<table>
<thead>
<tr>
<th>Presence</th>
<th>Diamond sponsorship $300,000</th>
<th>Platinum sponsorship $190,000</th>
<th>Gold sponsorship $125,000</th>
<th>Silver sponsorship $60,000</th>
<th>Exhibitor 10’ x 20’ $35,000</th>
<th>Exhibitor 10’ x 10’ $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth size – includes carpeting and internet connectivity (see package description for more details)</td>
<td>40’ x 40’ premier island</td>
<td>30’ x 30’ premier island</td>
<td>20’ x 20’ premier island</td>
<td>10’ x 20’ island turnkey</td>
<td>10’ x 20’ inline turnkey</td>
<td>10’ x 10’ inline turnkey</td>
</tr>
<tr>
<td>Lead retrieval solution provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the attendee party</td>
<td>25</td>
<td>20</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor meals and the attendee party</td>
<td>25</td>
<td>20</td>
<td>10</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Full conference attendee customer passes – to be given to your key customers</td>
<td>8</td>
<td>2</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Discounted full conference attendee passes available for purchase</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Discounted booth staff passes available for purchase</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Access to close-proximity hotel rooms near the Orange County Convention Center for each pass included in your package. Hotel rooms to be paid for by exhibitor (limited inventory).</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Access to registered press list two (2) weeks prior to conference start date (September 10th) from those press that have opted in</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Content</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner-led breakout session</td>
<td>Yes (2)</td>
<td>Yes (1)</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Expo Hall theater presentation</td>
<td>Yes (2)</td>
<td>Yes (1)</td>
<td>Yes (1)</td>
<td>Purchase (1)*</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

*Limited to availability
<table>
<thead>
<tr>
<th>Diamond sponsorship $300,000</th>
<th>Platinum sponsorship $190,000</th>
<th>Gold sponsorship $125,000</th>
<th>Silver sponsorship $60,000</th>
<th>Exhibitor 10’ x 20’ $35,000</th>
<th>Exhibitor 10’ x 10’ $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on event website homepage</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Company profile – logo, name, and booth number published by sponsorship level, hyperlink, company description and social media links</td>
<td>Yes (350 words)</td>
<td>Yes (300 words)</td>
<td>Yes (200 words)</td>
<td>Yes (100 words)</td>
<td>Yes (75 words)</td>
</tr>
<tr>
<td>One (1) video advertisement on digital wall (see package description for details)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>One (1) full screen static advertisement on digital wall</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Digital wall logo recognition</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Session room digital signage – company logo rotating on each digital screen located outside each session room during the event</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Mobile app – logo, URL, company description, contact email and booth number</td>
<td>Yes (350 words)</td>
<td>Yes (300 words)</td>
<td>Yes (200 words)</td>
<td>Yes (100 words)</td>
<td>Yes (75 words)</td>
</tr>
<tr>
<td>Company logo of all sponsors included in one (1) attendee daily email to Microsoft Ignite attendees during the event</td>
<td>Yes (1)</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>One (1) private dedicated meeting room</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Thank you signage (see package description for more details)</td>
<td>Yes (individual)</td>
<td>Yes (individual)</td>
<td>Yes (all Gold)</td>
<td>Yes (all Silver)</td>
<td>–</td>
</tr>
<tr>
<td>Expo guide – company name and booth number included in the expo guide distributed on-site at the event</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>¼ Page ad in Microsoft Ignite expo guide</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>One (1) customized exclusive branding opportunity</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Delivery of sponsor’s press package to press room. Digital format recommended.</td>
<td>Yes</td>
<td>Yes</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>
Important dates

Alumni sales launch Open now
All access and booth staff pass registration Open now
General sales open Open now
Booth selection Late May, 2018

For questions and information on sponsorship opportunities, please contact sponsor@microsoft.com
# Branding opportunities

## Digital

<table>
<thead>
<tr>
<th>Push notification from event app to entire attendee audience</th>
<th>Push notification from event app to attendees with targeted audience segmentation</th>
<th>Push notification from event app to attendees who have visited your booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity available</td>
<td>Three (3) opportunities available</td>
<td>Five (5) opportunities available</td>
</tr>
<tr>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>
| Publish your logo, website and/or booth number during all open time on the breakout session room screens (Sunday to Wednesday). It will be played at 10 second intervals rotating with other sponsors and Microsoft content. | Send a targeted message with a call to action that drives traffic or awareness. Customized to map to your specifications.  
*Note: Attendee has to be opted in for location tracking and messaging. Messaging must be approved by Microsoft. | Send a targeted message with a call to action to attendees that have visited your booth during the week. Customized to map to your specifications.  
*Note: Attendee has to be opted in for location tracking and messaging. Messaging must be approved by Microsoft. |
# Branding opportunities

## Digital

<table>
<thead>
<tr>
<th>Digital Wall – video with sound</th>
<th>Digital Wall – static ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum 30 seconds</td>
<td>Three (3) opportunities available</td>
</tr>
<tr>
<td>Four (4) opportunities available</td>
<td>$5,000</td>
</tr>
<tr>
<td>$7,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

See your message front and center at the Microsoft Ignite Information Hub. Centrally located in the Expo for all attendees to check in on the daily schedule, get informed about partner solutions and Microsoft products as well as engage in community activities. Your ad or video will be part of a 45 minute continuous loop that plays during all hours the Expo is open.
## Branding opportunities

<table>
<thead>
<tr>
<th>Content</th>
<th>Meeting room</th>
<th>Meeting room</th>
<th>Theater session</th>
</tr>
</thead>
<tbody>
<tr>
<td>In venue</td>
<td>On Expo floor</td>
<td>Must be a Silver sponsor or higher, limited availability</td>
<td></td>
</tr>
<tr>
<td><strong>$15,000</strong></td>
<td><strong>$12,500</strong></td>
<td><strong>$10,000</strong></td>
<td></td>
</tr>
<tr>
<td>Opportunity to host meetings in a private meeting room located outside of the Expo. Room includes tables and chairs, electrical and internet. Food and beverage, audio visual, and additional furnishings can be ordered through the appropriate vendors directly.</td>
<td>Ensure your meetings go smoothly with a dedicated conference meeting room. Room includes table and chairs for four (4) people, electrical and internet access. Make sure you bring your marketing materials to personalize the inside of your space! Food and beverage, audio visual, and additional furnishings can be ordered through the appropriate vendors directly.</td>
<td>Take the stage to present your product or solution to attendees on the Expo Floor. 30 minutes total: 20 minutes of presentation time and 10 minutes for Q&amp;A.</td>
<td></td>
</tr>
</tbody>
</table>
# Branding opportunities

<table>
<thead>
<tr>
<th>Branding</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Notebooks</td>
<td>Lip balm</td>
</tr>
<tr>
<td>One (1) opportunity available</td>
<td>One (1) opportunity available</td>
</tr>
<tr>
<td>$100,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

**Notebooks**
Place your logo on the cover of these extremely popular notebooks for long-term exposure, as attendees review important notes and names of contacts weeks after the event. To be distributed at registration and the Information Resource Center. Qty 7,500.

**Lip balm**
Attendees will see this item in a clear acrylic container at registration counters which will include your logo and URL. 10,000 units to be available for distribution.

To learn more or sign up today, contact events@microsoft.com.
## Branding opportunities

### Print

<table>
<thead>
<tr>
<th>Hotel key card branding</th>
<th>Graphic cubes</th>
<th>Mobile charging stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity per conference available</td>
<td>Six (6) opportunities available</td>
<td>Five (5) opportunities available</td>
</tr>
<tr>
<td>$30,000</td>
<td>$10,000</td>
<td>$7,500 for one (1) charger</td>
</tr>
<tr>
<td>$12,500 for two (2) chargers</td>
<td></td>
<td>$12,500 for two (2) chargers</td>
</tr>
</tbody>
</table>

Introduce your company to attendees when they check in to their hotel room with the official room key. Price includes production and distribution only. Artwork required.

Strategically placed, this fun and unique structure allows you to grab attention from all different directions. With twelve (12) graphic panels to brand – this is an ideal opportunity to generate buzz and traffic for your giveaway or contest.

Create a buzz by sponsoring a mobile charging station, where hundreds of attendees will stop throughout the day. Create custom banners with your logo and booth number, or a short looping video.
## Branding opportunities

### Food & Beverage

<table>
<thead>
<tr>
<th>Welcome reception or social hour DJ</th>
<th>Water bubblers in Expo area or entire venue</th>
<th>Meal Hall table signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three (3) opportunities available</td>
<td>One (1) opportunity available</td>
<td>One (1) opportunity per day</td>
</tr>
<tr>
<td>$25,000 per opportunity</td>
<td>$15,000 for Expo</td>
<td>$10,000 per day</td>
</tr>
<tr>
<td></td>
<td>$25,000 for entire venue</td>
<td></td>
</tr>
<tr>
<td>Get pumped for a great day while listening to music! Your brand will be aligned with an upbeat experience in a high traffic area. Sponsorship includes branding with your logo, and DJ call-outs during the welcome reception or social hours.</td>
<td>Support our efforts to reduce our environmental impact. Attendees will be given reusable water bottles to fill at water cooler stations throughout the convention center, and your logo could be wrapped around each bubbler.</td>
<td>Whether you want to highlight a product, service or technology, Meal Hall table signs are a great promotional tool. The broad exposure of these durable, full color signs is sure to be noticed.</td>
</tr>
</tbody>
</table>

To learn more or sign up today, contact sponsor@microsoft.com
Microsoft Envision

Orlando, Florida
Sep 24–26, 2018

Where business and tech intersect with today’s business executives and trendsetters gathering to exchange new ideas and innovative solutions. Leaders are evolving their businesses by embracing digital transformation at a rapid pace to unlock future opportunity.

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Branding opportunities  102
Intersecting tech, business execs and trend setters

Geography
- United States: 64%
- Canada: 8%
- United Kingdom: 7%
- Turkey: 4%
- Germany: 3%
- Other: 14%

81 Countries represented

Primary business function
- IT: 71%
- Sales: 17%
- Marketing: 12%
- Research and development: 11%
- Accounting / finance: 11%
- Customer service: 9%
- Operations / supply chain management: 9%
- Security: 8%
- Communications / public relations: 5%
- Other: 19%

92% of attendees have decision-making authority

Customer industry
- IT and software: 17%
- Manufacturing: 8%
- Professional and business services: 7%
- Healthcare: 6%
- Banking: 6%
- Financial markets: 6%
- Retail: 6%
- Insurance: 4%
- Energy and utilities: 4%
- Consumer products: 4%
- Other: 31%

Company size
- 50K+ employees: 22%
- 10K – 50K employees: 22%
- 2.5K – 10K employees: 21%
- 500 – 2.5K employees: 18%
- Less than 500 employees: 17%

Source: audience demographics 2017
Diamond

The premier sponsorship opportunity, packed with exceptional opportunities for 2018. Here’s what’s new.

1:Few Connection
Exclusive and fully furnished meeting room in the Hilton for the duration of Microsoft Envision. Ideal for executive meetings and customer connections.
Lounge environment within the Dome.
Facilitation of networking reception for a select group of your invited guests.

Customer Immersion Dome
Dedicated customer showcase – partners will have an immersive, branded experience to host 45 minute tours daily.
Domes provide 1:1 lounge seating
Partner tours available to schedule as per other content within session builder. Domes will be open networking environments for evenings.

Foyer digital media display
Situated in a high traffic location, the media wall will provide the partner with an opportunity to showcase customer case study videos.
Designed for hosted or standalone scenarios, flexibility also available to run demos and host ad hoc presentations.

Main session delivery
Each partner will be provided with a main session opportunity to present their customer proposition to the Envision attendees. Caveats on content relevance as well as level of speaker will be clear up front.
Concept will require partner to be hosted by a Microsoft Executive and to include a C-level representation from the customer.

to learn more or sign up today, contact sponsor@microsoft.com
Diamond sponsorship

**Access**
- **Fifteen (15) attendee passes** – provides access to Keynote, fireside chats, breakout sessions, meals and evening activities (for your key customers)
- **Five (5) staff passes** – provides access to Keynote, fireside chats, breakout sessions, meals and evening activities (for your staff members)
- **All staff and customers hosted in one main hotel**
- **Bi-weekly meetings** to Partner on the customer Dome proposition and experiential build – concierge service
- **Leads from Domes and associated experiences** to be provided to partner

**Content**
- **General session delivery** to set proposition to the audience, including Microsoft executive hosting and customer representation

**Digital**
- **Customer case study promotion** through demand generation and website
- **Dome/tours to be added to session builder** to drive attendance
- **Video case study and customer survey opportunities**
- **Logo on event website homepage** – company logo placed in a prominent location on the high traffic homepage
- **Company profile** – company logo, name and booth number published by sponsorship level, hyperlink, 350 word company description and social media links
- **Session room digital signage** – company logo rotating on each digital screen located outside each session room during the event
- **Mobile app** – logo, URL, 350 word company description, contact email and booth number
- **Company logo included in two (2) promotional emails** to Microsoft Envision attendees prior to the event (dependent on date of contract signature)

**Social**
- **Social and demand generation partnership** with Microsoft social team

**On-site**
- **Customer Connection Dome** – a dedicated customer showcase for the partner with demos and scheduled tours
- **Access to foyer networking space** – for meetings and networking
- **Dedicated executive meeting room** – for meetings for the duration of event
- **Opportunity to host ancillary event** – welcome reception or private networking reception
- **Coordination of executive meetings** – with Microsoft employees

**$500,000**
Platinum

Your exclusive turnkey booth solution designed for an interactive brand experience.

With the Platinum package, you’ll benefit from a booth space at the heart of the event. In addition, you’ll get prime VIP, and Meet and Greet opportunities, and access several content, digital and branding opportunities to help you get even closer to your audience.

Benefits include:

10’×20’ Island space

Live speaker opportunity

Platinum $200,000

Plus

Digital, event app and social presence
Event-wide branding opportunities
Wired and wireless connectivity

Note: Sponsor is responsible for directly ordering and providing payment of electrical from the electrical vendor.
Platinum sponsorship

Presence
Premier booth location with:
- 10’ x 20’ Turnkey booth
- Unpadded carpeting, two (2) seating areas, (1) 40” monitor, 10 amps electrical, wired and wireless connectivity
- Lead retrieval solution provided

Access
Twelve (12) attendee passes – provides access to Keynote, fireside chats, breakout sessions, meals and evening activities (for your key customers)
Three (3) staff passes – provides access to Keynote, fireside chats, breakout sessions, meals and evening activities (for your staff members)

Hotel room block
Meet and Greet opportunities with Microsoft Envision Keynote speakers. Limited spaces are available for your top VIPs on-site. Details about opportunities will be released September 1, 2018.

Leads from associated experiences to be provided to partner on demand

Content
Opportunity to participate in one (1) breakout session and one (1) industry workshop

Digital
Logo on event website homepage – company logo placed in a prominent location on the high traffic homepage

Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 300 word company description and social media links

Session room digital signage – company logo rotating on each digital screen located outside each session room during the event

Mobile app – logo, URL, 300 word company description, contact email and booth number

Company logo included in two (2) promotional emails to Microsoft Envision attendees prior to the event (dependent on date of contract signature)

Social
Welcome tweet to partner – broadcast on Microsoft Envision twitter handle once partner contract is signed
Facebook post – broadcast on the Microsoft Envision Facebook page once partner contract is signed

On-site
Dedicated meeting room – for meetings for the duration of event
Coordination of executive meetings – with Microsoft employees
Reserved seating – Microsoft Envision Keynotes and fireside chats for you to host your customers
On-site branding throughout the venue

Platinum sponsorship

$200,000

To learn more or sign up today, contact sponsor@microsoft.com
# Package comparison grid

<table>
<thead>
<tr>
<th>Presence</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth size – includes carpeting and internet connectivity (see package description for more details)</td>
<td>Dome</td>
<td>10’ x 20’ turnkey</td>
<td></td>
</tr>
<tr>
<td>Lead retrieval solution provided</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Access</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee passes – includes access to Keynote, fireside chats, breakout sessions, meals and evening activities (for your key customers)</td>
<td>15</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Staff passes – includes access to Keynote, fireside chats, breakout sessions, meals and evening activities (for your staff members)</td>
<td>5</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Hotel block (see package description for more details)</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Bi-weekly meetings to partner on the customer Dome proposition and experiential build</td>
<td>Yes</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Meet and Greet opportunities with Microsoft Envision Keynote speakers (see package description for more details)</td>
<td>–</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Leads from associated experiences</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>General session delivery to set proposition to the audience, including Microsoft Executive hosting and customer representation</td>
<td>Yes</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Participation in one (1) breakout session</td>
<td>–</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Participation in one (1) industry pivot workshop</td>
<td>–</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer case study promotion through demand generation and website</td>
<td>Yes</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Dome/sessions to be added to session builder to drive attendance</td>
<td>Yes</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Video case study, interviews, podcast and customer survey opportunities</td>
<td>Yes</td>
<td>–</td>
<td></td>
</tr>
</tbody>
</table>
## Package comparison grid (continued)

<table>
<thead>
<tr>
<th>Digital</th>
<th>Diamond sponsorship $500,000</th>
<th>Platinum sponsorship $200,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on event website homepage</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Company profile – logo, name, and booth number published by sponsorship level, hyperlink, company description and social media links</td>
<td>Yes (350 words)</td>
<td>Yes (300 words)</td>
</tr>
<tr>
<td>Session room digital signage – company logo rotating on each digital screen located outside each session room during the event</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Mobile app – logo, URL, company description, contact email and booth number</td>
<td>Yes (350 words)</td>
<td>Yes (300 words)</td>
</tr>
<tr>
<td>Company logo included in promotional email(s) to Microsoft Envision attendees prior to the event</td>
<td>Yes (2)</td>
<td>Yes (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social</th>
<th>Diamond sponsorship $500,000</th>
<th>Platinum sponsorship $200,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social and demand generation partnership with Microsoft Social Team</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Welcome tweet and Facebook post when contract signed</td>
<td>–</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site</th>
<th>Diamond sponsorship $500,000</th>
<th>Platinum sponsorship $200,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dome experience and foyer networking space</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Executive meeting room for duration of event</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Dedicated meeting room</td>
<td>–</td>
<td>Yes</td>
</tr>
<tr>
<td>Host ancillary event – welcome reception or private networking reception</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Executive meeting coordination</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Reserved Microsoft Envision Keynotes and fireside chats seating for you to host your customers</td>
<td>–</td>
<td>Yes</td>
</tr>
<tr>
<td>On-site branding throughout the venue</td>
<td>–</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Important dates

Alumni sales launch
All access and booth staff pass registration
General sales open

Open now
Open now
Open now

For questions and information on sponsorship opportunities, please contact sponsor@microsoft.com
## Branding opportunities

### Print

<table>
<thead>
<tr>
<th>Hotel key card branding</th>
<th>Graphic cubes</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) opportunity per conference available</td>
<td>Three (3) opportunities available</td>
</tr>
<tr>
<td>$30,000 – $50,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Introduce your company to attendees when they check in to their hotel room with the official room key. Price includes production and distribution only, artwork required.

Strategically placed, this fun and unique structure allows you to grab attention from all different directions. With twelve (12) graphic panels to brand—this is an ideal opportunity to generate buzz and traffic for your giveaway or contest.

To learn more or sign up today, contact sponsor@microsoft.com
Our aim is to help tell your story to the right audience and we would love to hear from you.

To sign up for any of these opportunities, or to talk to us in detail about your objectives across events@Microsoft, please contact us today at sponsor@microsoft.com

Thank you and we look forward to working with you.