

Convergence 2014 Europe

Sponsorship and Exhibition Opportunities

4–6 November 2014 | Barcelona, Spain
Fira Barcelona – Gran Via



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Important Contacts & Dates

Partner Sales Manager

For information about becoming a Microsoft Convergence 2014 Europe Sponsor or Exhibitor.

Suzy Harvey

Email: v-suzyle@microsoft.com

Telephone: +44 207 186 0306

Mobile: +44 7801 448 219

Sponsor/Exhibitor Logistics Manager

For questions regarding registration instructions, deliverables, deadlines, event rules and regulations, logistics, etc.

Carla Durman

Email: v-cadurm@microsoft.com

Telephone: +44 207 186 0308

Mobile: +44 7809 344 881

Conference Registration & Hotel

For general registration questions for Sponsors/Exhibitors.

John-Paul Norman

Email: ConvergenceEurope@delegate.com

Telephone: +44 (0) 1252 776 333

Important Dates

Alumni Registration Opens	Thursday 12 June 2014
General Registration Opens	Thursday 26 June 2014
Payment Due Date for Stand Selection	Tuesday 16 September 2014
Stand Selection Opens	Tuesday 16 September 2014
Sponsor & Exhibitor Sales Close	Friday 10 October 2014



What is Microsoft Convergence Europe?

Convergence is the premier event bringing the entire Microsoft business community to life. It is where opportunity and innovation meet to deliver real business value and truly amazing customer experiences. It's the chance to make key business connections and to discover the full potential of Microsoft solutions.



Who

Primary Audience

Microsoft Customers and Prospective Customers & Press/Analysts. Partner role is to attend as a host of their existing and prospective customers.

Roles

- BDM
- TDM
- Business Analyst
- Information Worker
- IT Pro
- Business Influencers/Power User

Products

Microsoft Dynamics AX, Microsoft Dynamics CRM, Microsoft Dynamics NAV, Office, Windows, Cloud and Enterprise products and more.



Why

- **Abundant learning opportunities**—Convergence offers a wide range of sessions to meet your specific learning preferences
- **Visionary business leaders**—Hear from inspirational and insightful keynote speakers that will provide a vision for the future
- **Access to experts**—Connect with a variety of subject matter experts within our Microsoft Solutions Experience
- **Robust partner solutions**—The Expo Experience puts our partner community front and center as valued partners from around the world present their technology innovations, solutions, and services
- **Networking and connections**—Whether formally or informally, the ability to network is one of the most valuable aspects of Convergence
- **Important product launches and announcements**—This is a vital conference element for any Microsoft business user to attend, so they can stay up-to-date on the latest strategies and product announcements specifically around Microsoft Dynamics CRM, Microsoft Dynamics NAV, Microsoft Dynamics AX, and additional Microsoft solutions



Where

Fira Gran Via, boosting the future

It is one of the largest and most modern venues in Europe, designed by the Japanese architect Toyo Ito, winner of the Pritzker Architecture Prize. Its outstanding features are its architecture, functionality and commitment to sustainability: it has one of the largest rooftop photovoltaic installations. Its eight pavilions, connected by a walkway that channels the flow of visitors, provide cutting-edge services and logistics.



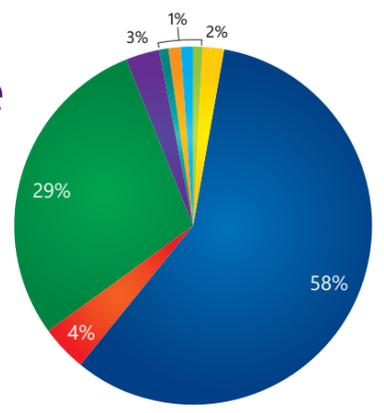
Event Overview

Convergence Experience Centre Schedule*

Tuesday 4 November	11:00 – 20:00	9 hours
Welcome Reception	18:00 – 20:00	2 hours
Wednesday 5 November	11:00 – 18:00	7 hours
Last Hour Happy Hour	16:30 – 18:00	1.5 hour
Thursday 6 November	11:00 – 15:30	4.5 hours

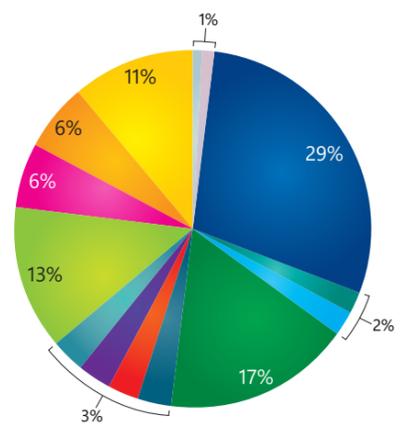
*Convergence Experience Centre schedule is subject to change

Technical Role Breakdown



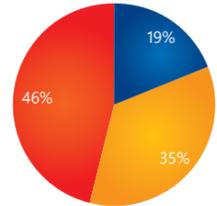
- Applications Administrator
- Developer
- IT Manager/Director
- IT Multiple Roles
- IT Project Manager
- Solutions Architect
- Strategy Architect
- System Administrator
- Systems Engineer

Business Role Breakdown



- Analyst
- Board Member
- CEO
- CFO
- CIO
- Consultant
- Controller
- Director
- Executive
- General Manager/Director
- Project Manager
- Sales Representative
- Specialist/Professional
- Strategy Architect

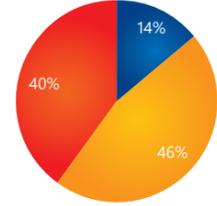
Customer



- Industry**
- AEC – Architecture, Engineering and Construction
 - Financial Services
 - Manufacturing
 - Media and Entertainment
 - Other
 - Professional Services
 - Public Sector
 - Retail
 - Wholesale and Distribution

- Customers**
- 5%
 - 12%
 - 31%
 - 3%
 - 11%
 - 10%
 - 5%
 - 14%
 - 9%

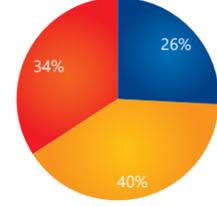
Prospect Customer



- Industry**
- AEC – Architecture, Engineering and Construction
 - Financial Services
 - Manufacturing
 - Media and Entertainment
 - Other
 - Professional Services
 - Public Sector
 - Retail
 - Wholesale and Distribution

- Prospective Customers**
- 4%
 - 14%
 - 18%
 - 2%
 - 18%
 - 21%
 - 5%
 - 14%
 - 4%

Partner



- Industry**
- AEC – Architecture, Engineering and Construction
 - Financial Services
 - Manufacturing
 - Media and Entertainment
 - Other
 - Professional Services
 - Public Sector
 - Retail
 - Wholesale and Distribution

- Partners**
- 1%
 - 3%
 - 10%
 - 0%
 - 24%
 - 49%
 - 1%
 - 7%
 - 5%

61% Business Roles

39% Technical Roles

Over **50** unique Microsoft Partners showcased their products, solutions and services

180% of attendance goal was exceeded

More than **400** prospects attended

69 countries were represented at Convergence 2013 Europe

Sponsor/Exhibitor Evaluation Statistics

98% of respondents expressed satisfaction with Convergence Europe 2013

98% successfully achieved their marketing objectives as a sponsor/exhibitor

96% were satisfied with the quality of leads they received

Convergence 2013, held in Barcelona, attracted more than **2,600** individuals, including delegates, press, speakers and staff.



Platinum Sponsorship Opportunities

8m x 6m stand

€65,000 + VAT

EXCLUSIVE PACKAGE BENEFITS

include:

- One (1) Sponsor Speaking Session
- One (1) 30 minute Expo Theater Presentation
- One (1) full screen video on Digital Wall (up to 60 seconds)
- Thank-you sign acknowledging your Platinum Sponsorship
- One (1) full page conference guide ad
- Promotional Projection Logo Advertisement – provided by Microsoft in a high traffic, strategic location
- One (1) dedicated Sponsor meeting room on Expo floor
- Opportunity to provide press kits onsite in the conference press room
- All Platinum sponsor logos included in two pre-event email communications

STAND PACKAGE

8m x 6m premium stand location

with:

- 8m x 6m unpadded carpet
- 12kw electrical outlet, placed at center of stand, if Sponsor does not indicate otherwise
- Connectivity – high speed internet access
- Three (3) lead retrieval systems (electronic, bar-code based)
- Two (2) waste bins
- One (1) dedicated sponsor meeting room on Expo floor

CONFERENCE ACCESS PASSES

- Ten (10) Full Conference delegate passes (valued at €12,950) provide access to Keynotes, Conference sessions, Convergence Experience Centre and all delegate giveaways, tools and resources
- Fifteen (15) Sponsor Stand Staff Passes (valued at €7,425) provide access to Keynotes, Convergence Experience Centre and all delegate tools and resources
Additional stand staff passes may be purchased for €495 each (limited availability)
- RSVP codes will be provided to sponsors to invite their customers and partners

WEBSITE ADVERTISING

- Event Website homepage – your logo with link to sponsor URL placed on high traffic home page
- Company listed on the Sponsor/Exhibitor section of the Convergence website
- Company profile – your logo and company name with stand number published by sponsorship level, hyperlink, 250 word company description, and contact email
- Convergence Europe branded web button and customer email invitation to help you promote your presence at the event
- Three (3) Digital brochures - downloadable brochures added to your profile on the Sponsor/Exhibitor page
- Sponsor Spotlight featuring your key solution or service on Conference Home Page for one week (pre-event)

ONSITE PROMOTION

- Keynote walk-in slide – includes template for company logo and factoid (up to 25 words)
- Keynote walk-in logo – includes your company logo
- Sponsor level signage – located at key traffic areas outside of the Convergence Experience Centre
- Digital Wall video advertisement – located at a main thoroughfare in the Convergence Experience Centre (one full screen video advertisement up to 60 seconds)
- Session room plasmas – your company logo rotating on session plasmas located outside each session room during the event
- Marketing Promotional Opportunities (MPOs) – maximize your exposure with marketing vehicles designed to increase your event Return on Investment (ROI). (First right to purchase, then offered to Exhibitors)

DELEGATE COLLATERAL

- Conference guide – logo, stand number and company listing in conference guide
- One (1) conference guide book advertisement (full page, full colour)

CONVERGENCE MOBILE

- Logo included in mobile application
- Company description and stand number included in mobile interactive expo floor plan

PUBLIC RELATIONS INCLUSION

- Opportunity to provide press kits onsite in the conference press room
- Access to registered press list (company name only) approximately 2 weeks prior to the event. Please note: Microsoft privacy policies permit disclosing ONLY the company name and country (no contact email, phone, fax or addresses)

SOCIAL MARKETING ACTIVITIES

- Welcome tweet to partner – broadcast on Convergence Europe twitter handle once partner contract is signed
- Three (3) Tweet messages to delegates through Convergence Europe twitter handle
- Facebook post



Gold Sponsorship Opportunities

6m x 6m stand

€40,000 + VAT

EXCLUSIVE PACKAGE BENEFITS

include:

- One (1) 30 minute Expo Theatre Presentation
- One (1) full screen static advertisement on Digital Wall
- One (1) day access to ancillary meeting room

Additional days may be purchased at a discounted rate. Subject to availability



STAND PACKAGE

6m x 6m premium stand location with turnkey stand included in the price:

- 6m x 6m unpadded carpet
- 8kw electrical outlet, placed at center of stand, if Sponsor does not indicate otherwise
- Connectivity – high speed internet access
- Three (3) lead retrieval systems (electronic, bar-code based)
- Two (2) waste bins
- Opportunity to purchase a Sponsor meeting room

CONFERENCE ACCESS PASSES

- Eight (8) Full Conference delegate passes (valued at €10,360) provide access to Keynotes, Conference sessions, Convergence Experience Centre and all delegate giveaways, tools and resources
- Ten (10) Sponsor Stand Staff Passes (valued at €4,950) provide access to Keynotes, Convergence Experience Centre and all delegate tools and resources
Additional stand staff passes may be purchased for €495 each (limited availability)
- RSVP codes will be provided to sponsors to invite their customers and partners

WEBSITE ADVERTISING

- Event Website homepage – your logo with link to sponsor URL placed on high traffic home page
- Company listed on the sponsor/exhibitor section of the Convergence website
- Company profile – your logo and company name with stand number published by sponsorship level, hyperlink, 200 word company description, and contact email
- Convergence Europe branded web button and customer email invitation to help you promote your presence at the event
- Two (2): Digital brochures – downloadable brochures added to your profile on the Sponsor/Exhibitor page
- Sponsor Spotlight featuring your key solution or service on Conference Home Page for one week (pre-event)

ONSITE PROMOTION

- Keynote walk-in slide – includes template for company logo and factoid (up to 25 words)
- Keynote walk-in logo – includes your company logo
- Sponsor level signage – located at key traffic areas outside of the Convergence Experience Centre (logo on sponsor level sign)
- Digital Wall static advertisement – located at a main thoroughfare in the Convergence Experience Centre (one full screen static advertisement)
- Session room plasmas – your company logo rotating on session plasmas located outside each session room during the event
- Marketing Promotional Opportunities (MPOs) – maximize your exposure with marketing vehicles designed to increase your event Return on Investment (ROI). (First right to purchase, then offered to Exhibitors)

DELEGATE COLLATERAL

- Conference guide – logo, stand number and company listing in conference guide
- Available for purchase – conference guide book advertisement (full page, full colour), limit 5 available

CONVERGENCE MOBILE

- Company description and stand number included in mobile interactive expo floor plan

PUBLIC RELATIONS INCLUSION

- Opportunity to provide press kits onsite in the conference press room
- Access to registered press list (company name only) approximately 2 weeks prior to the event. Please note: Microsoft privacy policies permit disclosing ONLY the company name and country (no contact email, phone, fax or addresses)

SOCIAL MARKETING ACTIVITIES

- Welcome tweet to partner – broadcast on Convergence Europe twitter handle once partner contract is signed
- Two (2) Tweet messages to delegates through Convergence Europe twitter handle
- Facebook post



Silver Sponsorship Opportunities

3m x 6m stand

€20,000 + VAT

EXCLUSIVE PACKAGE BENEFITS

include:

- One (1) 15 minute Expo Theatre Presentation
- Digital Wall logo rotation – located at a main thoroughfare in the Convergence Experience Centre

STAND PACKAGE

3m x 6m stand location with turnkey stand included in the price:

- 3m x 6m unpadded carpet
- 4kw electrical outlet, placed at center of stand, if Sponsor does not indicate otherwise
- Connectivity – high speed internet access
- Two (2) lead retrieval systems (electronic, bar-code based)
- One (1) waste bin

CONFERENCE ACCESS PASSES

- Three (3) Full Conference delegate passes (valued at €3,885) provide access to Keynotes, Conference sessions, Convergence Experience Centre and all delegate giveaways, tools and resources
- Six (6) Sponsor Stand Staff Passes (valued at €2,970) provide access to Keynotes, Convergence Experience Centre and all delegate tools and resources. Additional stand staff passes may be purchased for €495 each (limited availability)
- RSVP codes will be provided to sponsors to invite their customers and partners

WEBSITE ADVERTISING

- Event Website homepage – your logo with link to sponsor URL placed on high traffic home page
- Company listed on the Sponsor/Exhibitor section of the Convergence website
- Company profile – your logo and company name with stand number published by sponsorship level, hyperlink, 125 word company description, and contact email
- Convergence branded web button and customer email invitation to help you promote your presence at the event
- One (1): Digital brochure – downloadable brochure added to your profile on the Sponsor/Exhibitor page

ONSITE PROMOTION

- Keynote walk-in slide – includes your template for company logo and factoid (up to 25 words)
- Sponsor level signage – located at key traffic areas outside of the Convergence Experience Centre (logo on sponsor level sign)
- Digital Wall logo rotation – located at a main thoroughfare in the Convergence Experience Centre
- Session room plasmas – your company logo rotating on session plasmas located outside each session room during the event
- Marketing Promotional Opportunities (MPOs) – maximize your exposure with marketing vehicles designed to increase your event Return on Investment (ROI). (First right to purchase until 5/30, then offered to Exhibitors)

DELEGATE COLLATERAL

- Conference guide book – logo, stand number and company listing in conference guide
- Available for purchase – conference guide book advertisement (full page, full colour), limit 5 available

CONVERGENCE MOBILE

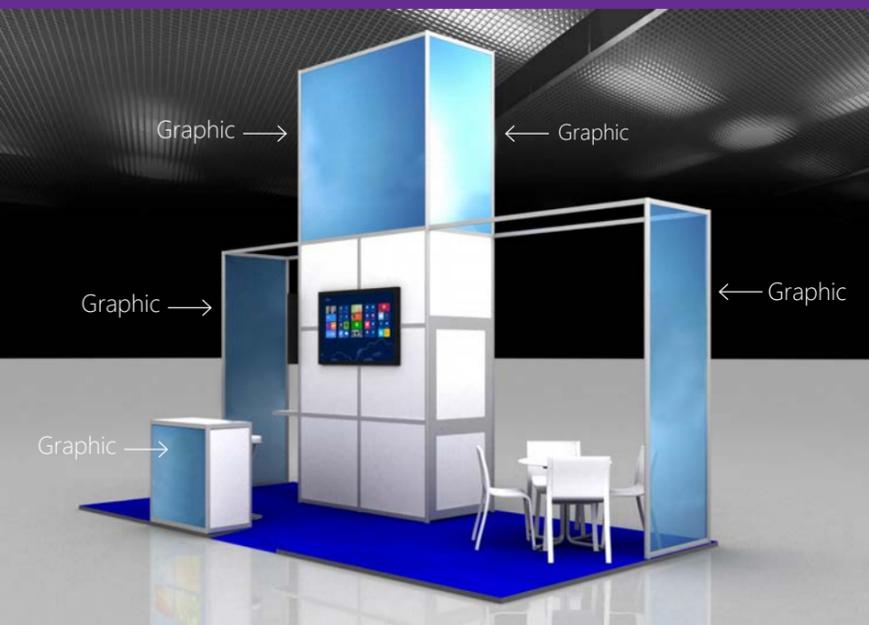
- Company description and stand number included in mobile interactive expo floor plan

PUBLIC RELATIONS INCLUSION

- Opportunity to provide press kits onsite in the conference press room
- Access to registered press list (company name only) approximately 2 weeks prior to the event. Please note: Microsoft privacy policies permit disclosing ONLY the company name and country (no contact email, phone, fax or addresses)

SOCIAL MARKETING ACTIVITIES

- Welcome tweet to partner – broadcast on Convergence Europe twitter handle once partner contract is signed



Exhibitor Opportunities

Single Stand

3m x 3m stand

€7,000 + VAT

STAND PACKAGE

3m x 3m stand location

with:

- 3m x 3m inline stand space with unpadding carpet
- 2kw electrical outlet, placed at the rear of the stand
- Connectivity – high speed internet access
- One (1) lead retrieval system (electronic, bar-code based)
- One (1) demo station
- One (1) graphic for back panel
- One (1) poser table
- Two (2) stools
- One (1) 19" screen
- One (1) waste bin
- Exhibitor Lounge access for stand staff

ADDITIONAL Benefits Include:

- No installation and dismantle labor fees
- Your stand will be automatically set-up at your scheduled move-in time

CONFERENCE ACCESS PASSES

- One (1) Full Conference Delegate Pass (valued at €1,295) provide access to, Keynotes Conference sessions, Convergence Experience Centre and all delegate giveaways, tools and resources
- Three (3) Exhibitor Stand Staff Passes (valued at €1,485) provide access to Keynotes, Convergence Experience Centre and all delegate tools and resources
Additional stand staff passes may be purchased for €495 each (limited availability)
- RSVP codes will be provided to exhibitors to invite their customers and partners

WEBSITE ADVERTISING

- Company listed on the Sponsor/Exhibitor section of the Convergence Europe website
- Company profile – your logo and company name with stand number, hyperlink, 75 word company description, and contact email

ONSITE MARKETING ACTIVITIES

- Digital Wall logo recognition
- Opportunity to purchase a Digital Wall advertisement
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

DELEGATE COLLATERAL

- Company name and stand number listed in conference guide

CONVERGENCE MOBILE

- Company description and stand number included in mobile interactive expo floor plan

SOCIAL MARKETING ACTIVITIES

- Provide customer email invitation



Exhibitor Opportunities

Twin Stand

3m x 6m stand

€13,000 + VAT

STAND PACKAGE

3m x 6m stand location

with:

- 3m x 6m inline stand space with unpadding carpet
- 4kw electrical outlet, placed at the rear of the stand
- Connectivity – high speed internet access
- Two (2) lead retrieval systems (electronic, bar-code based)
- Two (2) demo stations
- Two (2) graphic back panels
- Two (2) poser tables
- Four (4) stools
- Two (2) waste bins
- Two (2) 19" screens
- Exhibitor Lounge access for stand staff

ADDITIONAL Benefits Include:

- No installation and dismantle labor fees
- Your stand will be automatically set-up at your scheduled move-in time

CONFERENCE ACCESS PASSES

- Two (2) Full Conference Delegate Pass (valued at €2,590) provide access to Keynotes, Conference sessions, Convergence Experience Centre and all delegate giveaways, tools and resources
- Six (6) Exhibitor Stand Staff Passes (valued at €2,970) provide access to Keynotes, Convergence Experience Centre and all delegate tools and resources
Additional stand staff passes may be purchased for €495 each (limited availability)
- RSVP codes will be provided to exhibitors to invite their customers and partners

WEBSITE ADVERTISING

- Company listed on the Sponsor/Exhibitor section of the Convergence Europe website
- Company profile – your logo and company name with stand number, hyperlink, 75 word company description, and contact email

ONSITE MARKETING ACTIVITIES

- Digital Wall logo recognition
- Opportunity to purchase a Digital Wall advertisement
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

DELEGATE COLLATERAL

- Company name and stand number listed in conference guide

CONVERGENCE MOBILE

- Company description and stand number included in mobile interactive expo floor plan

SOCIAL MARKETING ACTIVITIES

- Provide customer email invitation



Marketing Promotional Opportunities (MPOs)

Marketing Promotional Opportunities (MPOs) are an impactful way to really make your presence known at Convergence. You've invested in your stand property, staff and promotion – now how do you get your customers to your stand? Let us help you get creative and provide ideas that will capitalize on your marketing objectives as well as meet your budget needs. There are a number of ways to catch the delegate's attention and each MPO is designed to work together through a number of different mediums.

Contact our Sales Manager today to discuss what your goals are and we will put together a package that is customised just for you!

Suzy Harvey

Partner Sales Manager

Email: v-suzyle@microsoft.com

Mobile: +44 207 186 0306



Convergence 2013 Europe Sponsors

Our existing and prospective customers found the whole event immensely valuable, convergence gave each the opportunity to exchange thoughts and visions for their use of dynamics with each other, eBECS and Microsoft.

— Stephen Wilson, eBECS

Gold Level Sponsors



Silver Level Sponsors



Bronze Level Sponsors



Convergence 2013 Europe Exhibitors

Adacta

Adeaca

Adxstudio

Axon Olympus

BI4Dynamics

Digital Vantage Point

Dynamics Anywhere

Dynamics Software

Dynaway

Fastpath

Field One

Formpipe Software

HiGH

mscrm-addons.com

Omnic

Perfion

PNMSoft

Qgate

Radley

Riva

SaaSplaza

SalesFUSION

Sana Commerce

Silverpop

Slimstock

Softsite

Team Knowledge

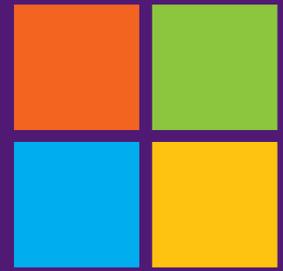
To Increase

XPLUS

Convergence EMEA was fantastic! We've already developed dozens of new relationships with partners and Microsoft folks from EMEA and have begun working on new joint opportunities.

— Dave Wallen, FieldOne Systems





Microsoft

