

Microsoft Events

Sponsor opportunities guide

April 2020



Microsoft Events

Welcome

If you are a returning Microsoft event sponsor, thank you! We couldn't tell compelling stories and bring solutions to life without you.

If you're considering event sponsorship with us for the first time, welcome to the beginning of a journey that will connect you to a full year of opportunities across technical and business audiences, from the practitioners to executives.

New and enhanced sponsorship opportunities will help you target the right audiences, tell your story in the most powerful ways, and fulfill your sales, marketing and technical community goals.

We look forward to working with you.

Expand your reach

250k

Business and Technical Professionals

2

Global Tours

4

Industry Tours

Bespoke and Community Opportunities

7

Flagship Events



Microsoft Events

Drive business outcomes and technical capabilities on your terms

"The portfolio of Microsoft events is an amazing opportunity for us to demonstrate the breadth of our joint solutions, and the business value for our mutual customers and partners."

Raechel Frick,
Market Development Manager



"100% of our pipeline is dedicated to the co-sell motion, so Microsoft Events [such as Ready] are immeasurably valuable in building rapport, accelerating deal velocity, and lighting up new co-sell opportunities."

Dan Langille,
Global Director



"Microsoft has made it so easy, exponentially easy, for me to lower the time it takes to work on sponsoring these events. This portfolio approach also makes it much more feasible for me to have a more strategic perspective on the total scope of participating across these events."

Adam Carroll,
Product Marketing



Plan your audience engagement

Business ■

Scale your reach, tell your story and grow your sales pipeline at unique business gatherings that attract executive management customers and partners together with Microsoft leaders and influencers.

Technical ▲

Grow your community, extend technical capabilities on your platform and scale awareness at events targeting Microsoft customers, partners and employees at distinct points throughout the year.

Industry ●

Extend your reach and amplify the exposure to your industry solution by joining the Microsoft booth at key industry events focusing on healthcare, government, manufacturing, retail, and more.

	July	August	September	October	November	December	January	February	March	April	May	June
■ Business	Microsoft Inspire Microsoft Ready		Microsoft * US DTA	Microsoft * Envision The Tour Cities to be announced	Microsoft * Envision The Tour Cities to be announced	Microsoft * Envision The Tour Cities to be announced	Microsoft Business Applications Summit					
▲ Technical			Microsoft Ignite		Microsoft Ignite The Tour Cities to be announced	Microsoft Ignite The Tour Cities to be announced	Microsoft Ignite The Tour Cities to be announced	Microsoft Ignite The Tour Cities to be announced Microsoft Ready Seattle	Microsoft Ignite The Tour Cities to be announced	Microsoft Ignite The Tour Cities to be announced	Microsoft Ignite The Tour Cities to be announced Microsoft Business Applications Summit Microsoft Build	
● Industry					SmartCity * Expo		NRF *		HIMSS *	Hannover * Messe		
	2020						2021					

*Event dates and locations are still in the planning process and are subject to change. Invitation only**

Microsoft Events

Focus on your business audience

Microsoft Inspire

July 19-23, 2020
+18,000 attendees

The annual Microsoft event created to help partners connect, collaborate, and celebrate while extending the growth of their business. Wherever you are in your journey as a partner, the relationships and knowledge you acquire at this event make attendance and participation a valuable investment in your future.

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Microsoft Ready

July, 2020
+22,000 attendees

The annual Microsoft internal sales, kickoff, celebration, and readiness event where thousands of employees meet to connect, learn, grow, and celebrate success as one community. At Microsoft Ready you can create meaningful connections with other partners and share your solutions with Microsoft professionals.

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Microsoft US DTA *

September 17-19, 2020
+8,000 attendees

The US readiness event where partners and the US field can take the strategic direction shared at Microsoft Inspire and Microsoft Ready and convert it to action. Over 5,000 Microsoft US executives, partner managers and marketing members, congregate to hear our US-focused transformation priorities and programs.

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Microsoft Envision | The Tour *

October 2020 - April 2021
+2,000 C-level executives

The invitation-only program for senior business leaders and decision makers is free to attend. Featuring a One-Microsoft-oriented single-day agenda, the tour aims to drive engagement with new and existing BDM contacts from known Enterprise, Strategic, and Corporate accounts globally.

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Microsoft Business Applications Summit

May 5-7, 2021
+5,500 attendees

The event that brings together a community of Microsoft customers and partners in roles such as: power users, business analysts, evangelists, implementers and technical architects. It provides a forum to learn how Microsoft's Dynamics 365 and Power Platform can create and extend solutions and land new cloud customers.

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* Invitation only

Microsoft Events

Focus on your technical audience

Microsoft Ignite

September 21-25, 2020
+26,000 attendees

The industry's most comprehensive technical event focusing on Microsoft's cloud tools and technologies. Connect, learn and share your solution with over 25,000 individuals focused on software development, security, architecture, and IT.

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Microsoft Ignite The Tour

November 2020 - May 2021
+100,000 attendees

The traveling version of Microsoft Ignite, currently in 30 cities around the world. This is a free, two-day tech training event to explore the latest developer tools and cloud technologies. Each stop on the tour is free to attend and designed to give partners and attendees the knowledge and connections needed to make an immediate impact in your field.

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Microsoft Ready Seattle

February 3-7, 2021
+5,000 attendees

The event where 5,000 Microsoft technical professionals come together to connect, learn and collaborate to accelerate the digital transformation and success of customers. Engage with this Microsoft technical audience, showcase your solutions and connect with other partners.

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Microsoft Business Applications Summit

May 5-7, 2021
+5,500 attendees

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Microsoft Build

May 19-21, 2021
+6,000 attendees

The event that provides developers with insights and training on the latest Microsoft products and technologies, with a focus on hands-on, immersive experiences to explore and build skills. Developers come together at Build to connect with and learn from peers and Microsoft experts, gain inspiration, and navigate technical challenges.

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* Invitation only

Microsoft Events

Focus on industry solutions

Microsoft at Smart City World Expo *

November 17-19, 2020

The event brings together more than 25,000 government leaders, researchers, academia, and businesses from around the world to explore how to accelerate the deployment of smart city solutions. A great opportunity to showcase how our expertise and technology can support, and lead the smart city initiative.

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Microsoft at NRF *

January 17-19, 2021

The world's largest retail conference brings together more than 38,000 attendees and the top retailers worldwide. Filled with a global audience and exhibitor base, NRF offers a strong marketplace for ideas and relationships. A chance to showcase how our expertise and technology can transform retail.

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Microsoft at HIMSS *

March 1-5, 2021

The HIMSS Global Health Conference & Exhibition brings together nearly 45,000 health information and technology professionals, clinicians, executives and market suppliers from around the world. A great opportunity to showcase how our expertise and technology can lead the conversation and transform healthcare.

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Microsoft at Hannover Messe *

April 12-16, 2021

The world's most important industrial tradeshow and largest capital goods exhibition, Hannover Messe aims to shine a light on opportunities arising from new technologies and the associated shifts in market demand. A great opportunity to showcase how our expertise and technology can lead the conversation and transform manufacturing.

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* Invitation only

Access all areas

Presence

Dedicated exhibit space included within the expo, the epicenter of each event, designed to create a platform for strategic conversations and solution demonstrations.

1

Access

Enabling you to maximize your engagement with the audience through full conference and booth staff passes.

2

Meeting

Dedicated and shared meeting environments to foster conversation and attendee engagements.

3

Content

Share your insight and knowledge with attendees through strategically designed content opportunities.

4

Digital

Highlight your brand and messaging in interactive ways throughout the attendee experience.

5

Microsoft Events

Presence

Dedicated space to engage attendees

Your business is unique. Your expo experience will also be. We design a strategic platform so you can interact with attendees in a way that's true to both your business and your needs.

Whether your priority is networking, meetings, product demos or technical talks, there are multiple ways to configure your space.

Across events throughout the year you can create a totally custom experience or tailor a turnkey package to your specific business objectives.



Microsoft Events

Access

Conference and booth staff pass benefits

Full conference passes enable holders to fully immerse themselves in the attendee experience, participating firsthand in the rich content of the event. These passes include access to keynotes, breakout sessions, expo, attendee meals and various networking functions.

Booth staff passes ensure you can build the onsite team to effectively support your overall event presence. Holders of booth staff passes have access to keynote viewing area(s) (where relevant), expo, exhibitor meals and selected networking functions.

Full conference passes for your customers are also offered at select events.*

* for more information please refer to the specific event sponsorship opportunities guide.



Microsoft Events

Meetings

Face to face connections

In a digitally crowded world, personal connections are more important today than ever before.

We've oriented business audience experiences around meetings, networking and deal-making, ensuring you are able to prioritize and connect with the customers, partners and Microsoft leaders and influencers you value most.

For technical audiences, we provide opportunities to not just talk about technology, but opportunities that allow for chalk talks, coding, hacking, shoulder-to-shoulder learning and hardcore capability development.

Whatever outcome you're trying to achieve, Microsoft Events delivers the audience to help you drive results.



Microsoft Events

Content

Tell your story as part of the Microsoft narrative and attendee journey

Carefully designed content inclusions create an environment for peer to peer knowledge sharing.

Attendees curate their own learning path by selecting themes, content and session types aligned to their learning needs, and you can help shape this experience.

Multiple session formats span event agendas, all designed to provide valuable insights and learning opportunities.

There are multiple opportunities across business and technical events to contribute to the attendee connection and learning experience with Microsoft Events.



Microsoft Events

Digital

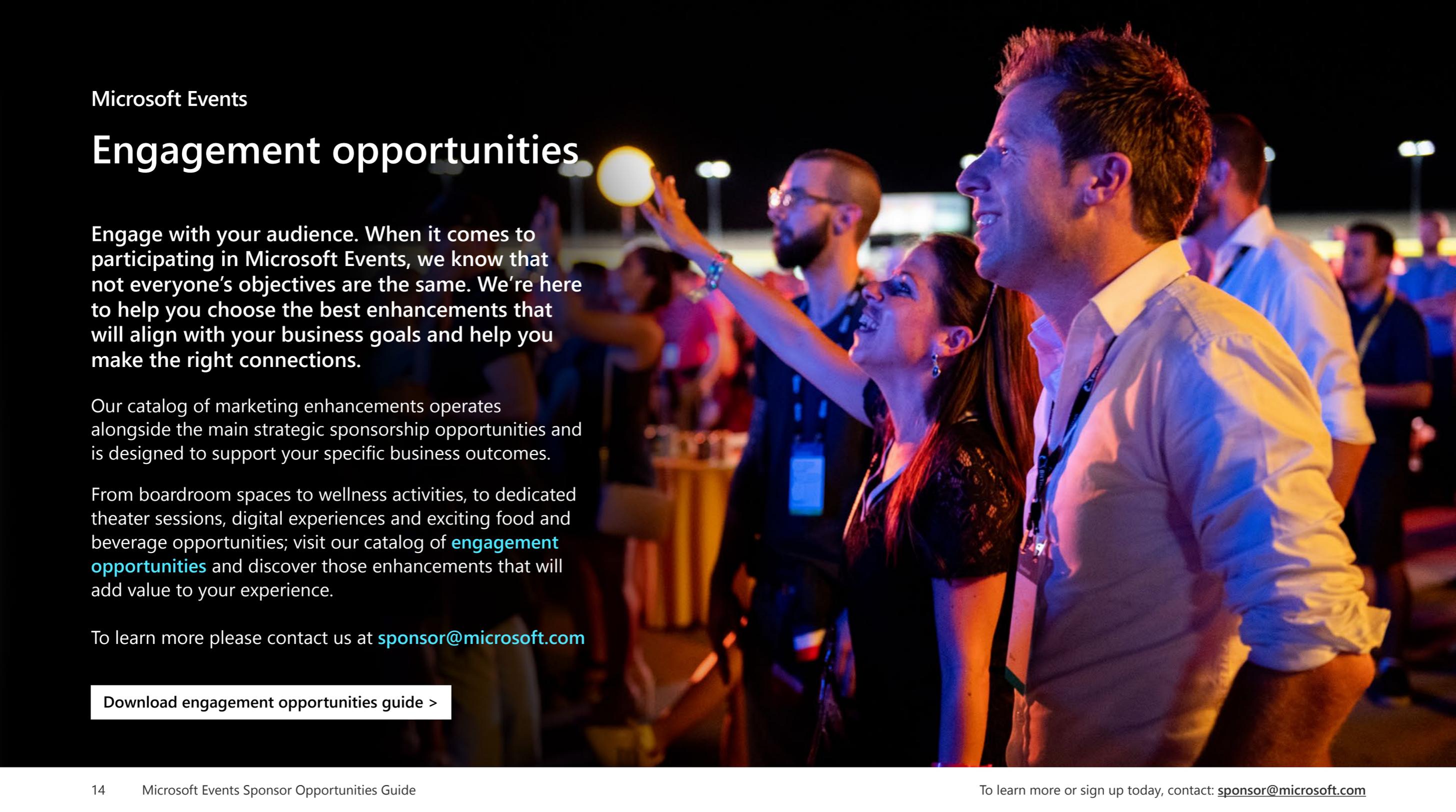
Extending your brand and highlighting your partnership

Beyond an engaging expo experience, we understand the importance of sharing your message, highlighting your brand and keeping you in the forefront of attendees' hearts and minds throughout their event journey.

Across business and technical audiences, and built into each sponsorship package, are multiple digital platforms for you to leverage.

From celebrating your event participation through social media shout-outs, to sharing your expertise and onsite focus with attendees through website and app inclusions; there are a variety of digital opportunities to be activated within each package, as well as additional custom opportunities you can add to your experience.





Microsoft Events

Engagement opportunities

Engage with your audience. When it comes to participating in Microsoft Events, we know that not everyone's objectives are the same. We're here to help you choose the best enhancements that will align with your business goals and help you make the right connections.

Our catalog of marketing enhancements operates alongside the main strategic sponsorship opportunities and is designed to support your specific business outcomes.

From boardroom spaces to wellness activities, to dedicated theater sessions, digital experiences and exciting food and beverage opportunities; visit our catalog of [engagement opportunities](#) and discover those enhancements that will add value to your experience.

To learn more please contact us at sponsor@microsoft.com

[Download engagement opportunities guide >](#)

Microsoft Events

Join the community

The Microsoft Events community gives you access to the full spectrum of Microsoft events and experiences for business and technical audiences across the globe.

By joining the community at www.microsoft.com/sponsor you will get first access to news and offers about Microsoft flagship events, global tours, local events and key industry events.

Microsoft Events offers you a unified content and expo experience for business and technical audiences; from customers to partners, to leaders and influencers.

Join the Microsoft experience that tours throughout the year, with solution-driven activations, content tuned for your audience, a common expo design, and installation architecture that allows you to plug into seamlessly to meet your business needs.

To simplify and accelerate contracting, multi-year master sponsor agreements are sponsor@microsoft.com





Microsoft Events

Your success is our goal

And we're here to help you achieve it.

Thank you for your interest! We look forward to partnering with you to scale your technical and business connections and advance your priorities and commercial outcomes.

Tell us about your sponsorship plans across the entire Microsoft Events portfolio by completing this [form](#) or contact us with any questions at sponsor@microsoft.com

To learn more about sponsoring Microsoft Events, please visit www.microsoft.com/sponsor

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