

# Microsoft Business Applications Summit

July 22 – 24, 2018 | Seattle, WA



Insights • Applications • Platform

# Sponsorship Prospectus

Washington State Convention Center

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# What is Microsoft Business Applications Summit?

Microsoft Business Applications Summit is the convergence of events such as the Data Insights Summit, Convergence, and Dynamics 365 Technical Conference to bring together the best of all experiences, break down silos, and build community.



## Who?

The Microsoft Business Applications Summit is focusing on building a community broadly across business analysts, architects, line of business specialists, data scientists, and experts—all coming together, collaborating, and sharing insights to create real, viable solutions. Whether you're new to Microsoft Business Applications or a deeply knowledgeable expert, you'll feel right at home in our 100- to 400-level sessions and workshops. It is fundamentally about how to improve business process in a changing world. That means this event is the convergence of insights, applications, and platform. Business analysts, power users, solution architects, evangelists, and more will have the opportunity to learn, connect, and share insights on how Microsoft's business application platform solutions help them meet a range of business needs.



## Why sponsor?

Use the opportunity to engage with an audience of analysts and data enthusiasts. Invite existing customers and meet potential new prospects. Expand your company's brand at one of Microsoft's premier data events. Leverage the networking reception, expo floor and demonstrate your solutions at one of the twenty sponsor booths. Present at the partner theater, and build valuable connections over the course of this two day event.



## Where?

The event will take place July 22 – 24, 2018 at the Washington State Convention Center in Seattle, Washington.

# Partner Sponsorship Opportunities

## Platinum Sponsor - \$50,000

### One Opportunity Available

- Branded Hotel Key Cards
- 10x20 Booth package and premier expo floor location
- Company logo and 100-word description on event website
- Back wall signage & booth signage
- 40" LCD screen monitor
- Two (2) stools and Two (2) counters
- Electricity and complimentary connectivity
- Four (4) conference passes
- Two (2) partner theater presentation opportunities
- Two Lead retrieval scanning devices

## Gold Sponsor - \$35,000

### One Opportunity Available

- Branded Table Tents in the Meals area
- 10x20 Booth package and premier expo floor location
- Company logo and 100-word description on event website
- Back wall signage & booth signage
- 40" LCD screen monitor
- Two (2) stools and Two (2) counters
- Electricity and complimentary connectivity
- Four (4) conference passes
- Two (2) partner theater presentation opportunities
- Two Lead retrieval scanning devices

## Silver Sponsor - \$12,500

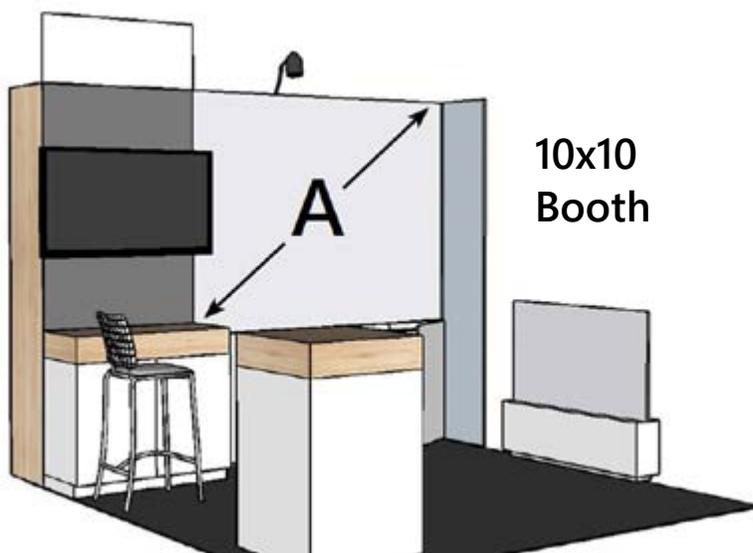
### Eighteen Opportunities Available

- Turnkey booth package and location in central area of expo floor
- 10x10 Turnkey Booth package
- Company logo and 50-word description on event website
- Back wall signage & booth signage
- 40" LCD screen monitor
- One (1) stool and Two (2) counters
- Electricity and complimentary connectivity
- Two (2) conference passes
- One (1) partner theater presentation opportunity
- One Lead retrieval scanning device

## Your responsibilities as a sponsor include:

- Provide additional signage for your table (no hanging banners)
- Provide collateral
- Provide demo machines (we will provide one (1) monitor, power, and wireless internet)
- Ensure you have appropriate staff to host your table (up to three)
- If offering a raffle or giveaway, provide [v-scssa@microsoft.com](mailto:v-scssa@microsoft.com) details for approval
- One Lead retrieval scanning device

## Turnkey Booth Property:



# Marketing Promotional Opportunities (MPOs)

Marketing Promotional Opportunities are a great way to get noticed by attendees at Microsoft Business Applications Summit. We have many opportunities that will help your company stand out from the crowd.



## Water Bubbler Sponsor – \$6,000

**One (1) Opportunity Available**

Support our efforts to reduce the environmental impact of Microsoft Business Applications Summit – and gain great exposure for your brand. Attendees will receive reusable water bottles to fill at water cooler stations, with your logo wrapped around each bubbler, throughout the convention center.



## Coffee Cart – \$3,000

**Two (2) Opportunities Available**

Sponsorship includes: Regular and Decaf Espresso Beverages, Unlimited Specialty Hot & Iced Espresso, Dedicated Attendants, Cups, Sleeves & appropriate condiments.



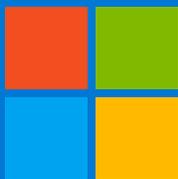
# Important Information

For questions regarding sponsorship or marketing opportunities, deliverables, deadlines, event rules and regulations, or logistics, please contact:

## Sponsorship Sales Manager:

Kayla Palmer  
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Microsoft

