TechCon 365

DALLAS

DIAMOND SPONSORSHIP

DELIVERABLES & DEADLINES

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ABOUT TECHCON 365

At TechCon 365 we are committed to our mission of providing the best series of regional Microsoft 365, Power Platform & AI conferences in North America. Our localized approach to training events allows for greater accessibility to the best content, speakers, and Microsoft resources while providing all features of larger national conferences. The increased intimacy of a regionally focused event provides an experience unlike anything else for attendees and vendors alike.

TechCon 365 brings together business and government executives to learn and interface with Microsoft and our world-class Microsoft 365, Power Platform & SharePoint experts.

As a sponsor of TechCon 365, you will have multiple opportunities to engage with our attendees throughout the conference. Breaks, lunches, and Ask the Experts all take place in the expo hall, allowing ample time for attendees to interface with sponsors and exhibitors. In addition, we have multiple activities to engage the participants with you including a prize drawing, and an event app game that encourages attendees to connect with sponsors and exhibitors.

AT A GLANCE

*600-1000

EXPECTED ATTENDANCE
Paid Attendees, Sponsors & Speakers
*Varies by city
Seattle 1000+ | Atlanta & Dallas 600+

5

DAYS
2 days of pre-conference workshops
3 conference days

140+

SESSIONS
Microsoft 365, Power Platform, Fabric, SharePoint, Microsoft Teams, Viva, Graph, Azure, AI and more!

27

WORKSHOPS
Full and Half-day workshops

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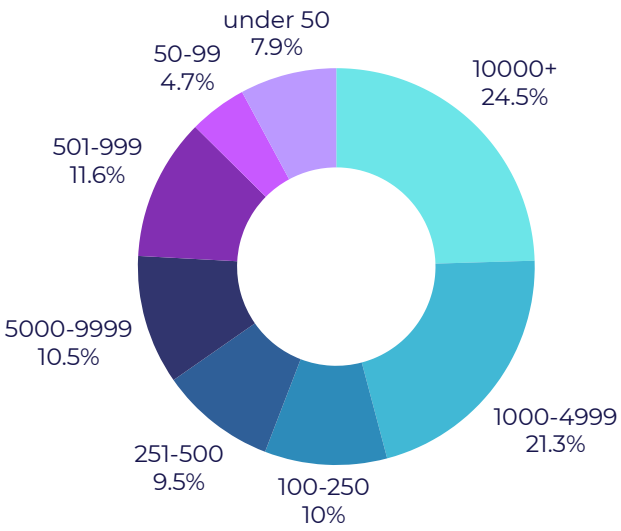
2024 ATTENDEE DEMOGRAPHICS

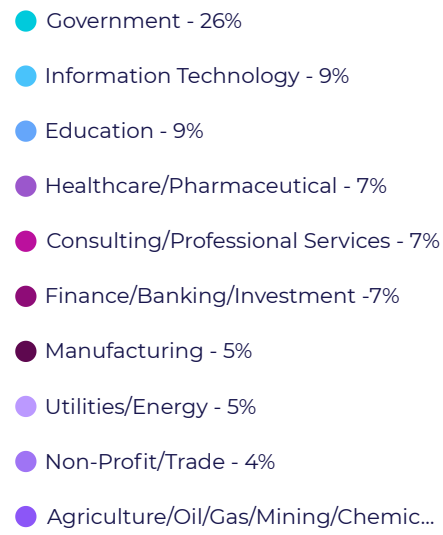
Attendee demographics combined from all conference locations

- **2000+** total attendees
- Attendees from **949** organizations
- Attendees from **26** countries
- Attendees from **50** states

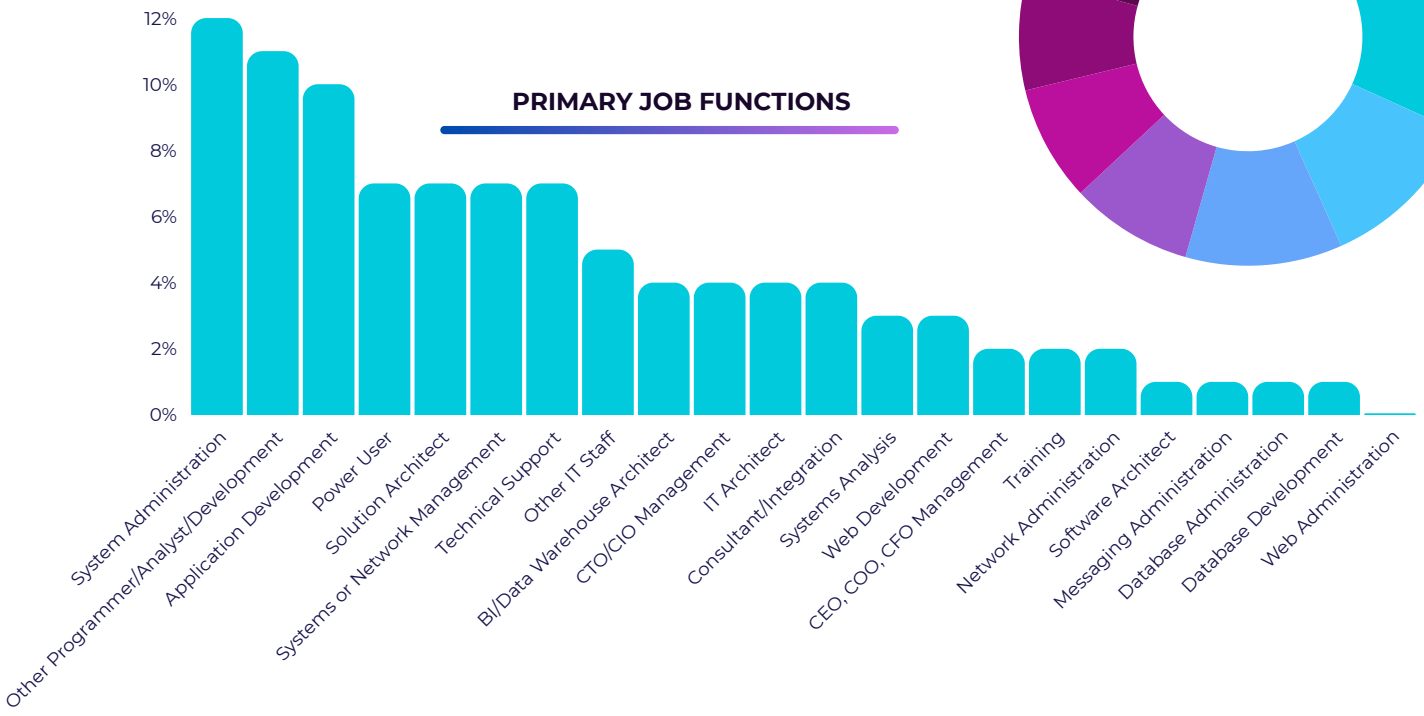
ORGANIZATION NUMBER OF EMPLOYEES



TOP 10 INDUSTRIES



PRIMARY JOB FUNCTIONS



TechCon 365

NOVEMBER 3-7, 2025

CONFERENCE DATES & SPONSOR SCHEDULE

3 **MONDAY**

- Pre-Conference Workshops

4 **TUESDAY**

- Pre-Conference Workshops
- **Sponsor Set Up: 1:00 - 4:00pm**

5 **WEDNESDAY**

- Conference Day 1
- Expo Hall Opens - TBD
- Expo & Lunch - TBD
- Expo Hall Party - TBD

6 **THURSDAY**

- Conference Day 2
- Expo Hall Opens - TBD
- Expo & Lunch - TBD
- Expo & Prize Drawings - TBD
- **Sponsor Tear Down: 4:00pm**

7 **FRIDAY**

- Conference Day 3
- Expo Hall Closed

LOCATION & HOTEL BLOCKS

Irving Convention Center

500 W. Las Colinas Blvd
Irving, TX 75039
800.2.IRVING

DIRECTIONS

Westin Irving Convention Center

400 W Las Colinas Blvd
Irving, TX 75039
(972) 505-2900

BOOK A ROOM

Texican Court

501 W Las Colinas Blvd
Irving, Texas 75039
(469) 577.4599

BOOK A ROOM

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DIAMOND DELIVERABLES & DEADLINES

SPONSORSHIP DELIVERABLES	DIAMOND	CONTENT DUE DATE	HOW TO SUBMIT
Pre-Conference Email Blast - One-time use to be sent to TechCon 365's email list.	✓	**August 1**	Social Template
Slide During Opening Keynote Session	✓	**October 10**	
70-min Technical Session	✓	**August 1**	Sessions Template
20-min Solution Showcase	✓	**August 1**	Sessions Template
Social Media Promotion	**3 Facebook, 3 X, 3 LinkedIn**	**August 1**	Social Template
Prize Confirmation for Passport Game - Must provide a prize to participate.	✓	**October 10**	Submit Form
Exhibit Booth - Includes WIFI and 5 amps electrical	**10'x20' 1-6' Skirted Table 2-Highboy Tables 2-Barstools**		See page 11
Booth Staff Passes - Access to Expo	**4**	**October 10**	See page 9
Conference Attendee Passes - 3-day "Gold" Pass for Wednesday-Friday	**3**	**October 10**	See page 13
WHOVA Custom Announcement	**Logo & Bio + Custom Announcement**	**August 1**	Social Template

DIAMOND DELIVERABLES DETAILED

- **Pre-Conference Email Blast**
  - **Due Date: August 1**
  - A one-time email to TechCon 365's mailing list. Submit your content using the **Social Media & Email Blast Template** to Ashley Wilhelm at ashley@techconferences.com.

- **Opening Keynote Slide**
  - **Due Date: October 10**
  - Submit a 16:9 slide highlighting your brand or message to Ashley at ashley@techconferences.com. Keep content concise for clarity during the scrolling presentation.

- **70-Minute Technical Session & 20-min Solution Showcase**
  - **Due Date: August 1**
  - Complete the **Sponsor Speaking Sessions Template** and send to Ashley ashley@techconferences.com. Once content is approved, you'll receive a link to submit your session for scheduling in the agenda.

- **Social Media Promotion**
  - **Due Date: August 1**
  - Includes 3 posts each on Facebook, X, and LinkedIn. Sponsors must provide custom content using the **Social Media & Email Blast Template.**

- **Prize Confirmation Form**
  - **Due Date: October 10**
  - To be included in the passport contest, all sponsors must provide a prize with a recommended value of $50 or more. Please submit your prize using the **form here**.
  - **How does the Passport contest work?**

- **4 Booth Staff Passes**
  - **Due Date: October 10**
  - Access to Expo hall and Keynote sessions only. Can not attend sessions. **How do I register booth staff?**

- **3 Conference Attendee Passes**
  - **Due Date: October 10**
  - Three 3-day Gold Passes for your employees and/or customers. **How to register for passes?**

- **Custom Announcement in WHOVA**
  - **Due Date: August 1**
  - Complete the Custom Announcement section in the **Social Media & Email Blast Template.**

HOW TO REGISTER BOOTH STAFF

MUST BE COMPLETED BY OCTOBER 10TH

Sponsor Booth Staff Allotment

- Diamond: 4 passes

How to Register Booth Staff

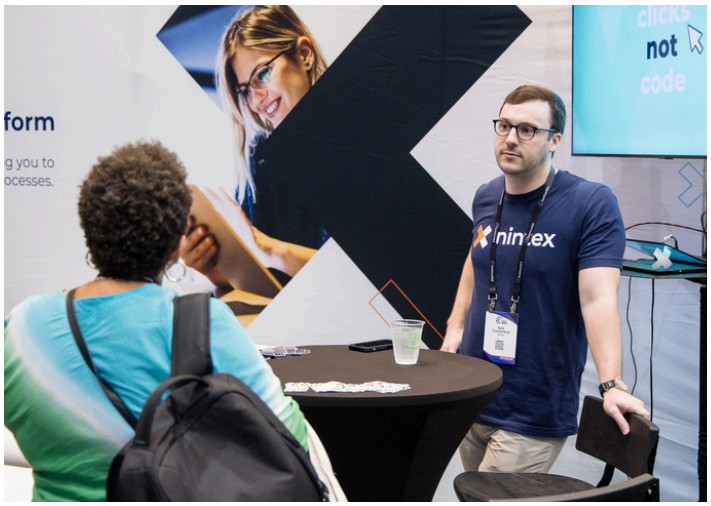
1. Use the **Register Booth Staff** link to register each booth staff pass.
2. No promo code needed.
3. When prompted with the question “Would you like to register another attendee?”, select No.
4. Repeat the process using the same link to register additional staff.

Additional Booth Staff Passes

- Additional booth attendee for 2 days is $578.
- Use the **Additional Booth Staff** link to register.

Speaker Pass

- Speakers receive a Gold Pass valid Wednesday through Friday.
- Speaker passes are separate from booth staff passes.
- Speakers **do not** need to register for a pass.
- Speakers can pick up their badge at the registration desk.



WHOVA CONFERENCE APP & PASSPORT CONTEST

- Search for WHOVA in your app store to download or click **Get Whova Now**
- Enter the email address you used to register for the event. Otherwise, the exhibitor tools will not be available.
- Create a password and type in your name & edit your profile.
- The app will take you to the TechCon 365 event page automatically.
- If it doesn't, search for TechCon 365 and click the join button on the bottom of the event description page, and enter invitation code: **2025dallastechcon**

🔗 WHOVA EXHIBITOR GUIDE

- Access the setup page
- Upload handouts, videos, and set up lives showcase
- Uploading promotional offers

🔗 WEB APP LINK

- You can use this link to access the web app version!

LEAD RETRIEVAL INSTRUCTIONS

- Open WHOVA app & click Exhibitor Hub then click Collect Leads/Contacts.
- There are 2 ways to add leads. Scan QR codes on attendee badges or add lead manually.
- Export your lead list into a spreadsheet at any time by clicking on the Export button. Send the file to your email or share it with your colleague by putting his/her email in the text box.

HOW PASSPORT CONTEST WORKS

- Attendees will participate in the passport contest through the WHOVA event app, visiting sponsor booths to collect stamps.
- Sponsors will use the WHOVA app's Exhibitor Hub to scan the QR code on attendees' badges, granting them a stamp and simultaneously capturing their lead information.
- Winners will be drawn from the master list of completed passports and announced during the Thursday afternoon break. Only attendees who have scanned your QR code are eligible to win your prize.

EXHIBIT BOOTH DETAILS

Booth Selection Dates: Week of September 29 - October 3

- Diamond sponsors receive 1st priority.
- Ashley Wilhelm will send an email with the expo hall layout. You will have *90 minutes* to respond with your selection. If we do not hear back from you by then we will select the best option for you.

What comes with my booth?

- 10'x20' Booth Includes 1-6' Skirted Table, 2-Highboy Tables, 2-Barstools
- Wi-Fi access.
- Electricity will be provided to each sponsor (5 amps). If additional power is required, we must be notified prior to the event and additional charges will apply. Sponsors are responsible for any power strips or extension cords they may need.

Sponsor Exhibitor Kit

- We will share the exhibitor kit from our exhibitor services company once received.

LINK TO TECHCON 365 & EMAILS

Link on Company Website

- All sponsors are requested to post a link on your company website to https://techcon365.com/Dallas/ with a statement that you are a sponsor.

Email to Customers

- All sponsors are requested to email their customers regarding the conference. Please copy Sharon Toler (sharon@techconferences.com) on any emails.

Keep Us Informed

- Please make Sharon Toler (sharon@techconferences.com) and Ashley Wilhelm (ashley@techconferences.com) are aware of any outside social events that you are hosting as we get requests from attendees, speakers, etc. very often.

CONFERENCE ATTENDEE PASSES

MUST BE COMPLETED BY OCTOBER 10TH

How to Register for 3 Conference Passes

- Please email Ashley Wilhelm and she'll send the unique promo code for registration.
- Visit Our Tickets Page: Click **here** to access the registration page and click New Registration.
- Enter email of attendee and the Promo Code.
- It's that simple! If you have any questions, feel free to reach out.