



**DALLAS**

**GOLD 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

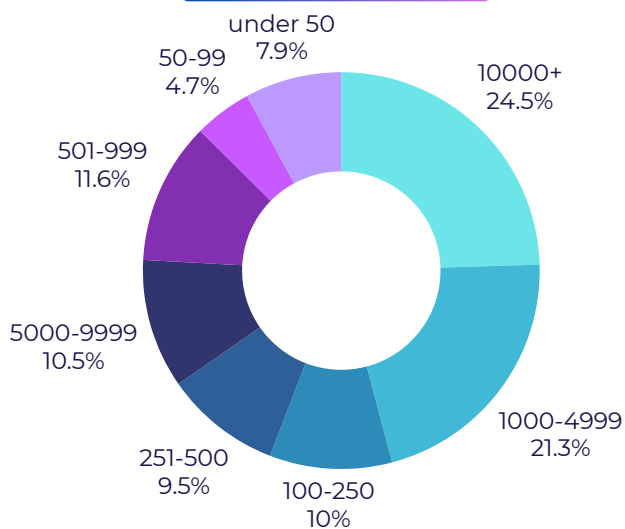


## 2024 ATTENDEE DEMOGRAPHICS

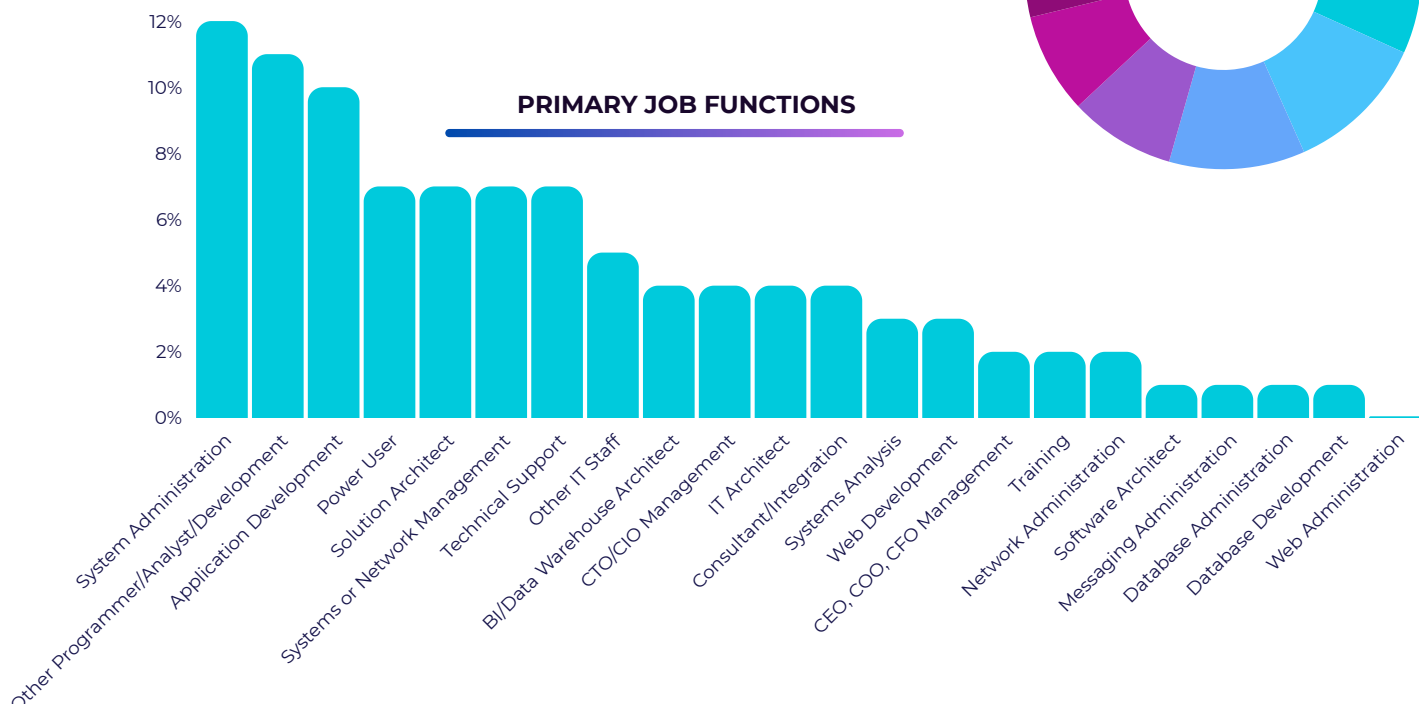
Attendee demographics combined from all conference locations

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

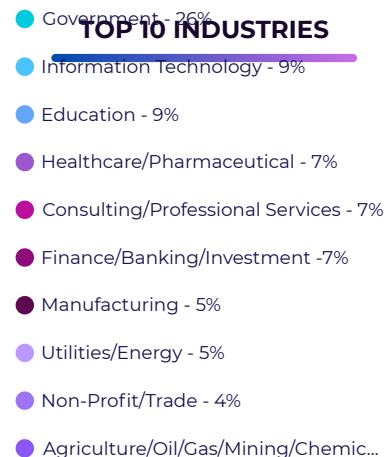
### ORGANIZATION NUMBER OF EMPLOYEES



### PRIMARY JOB FUNCTIONS



### TOP 10 INDUSTRIES



## 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



## 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](#)

## GOLD DELIVERABLES & DEADLINES

SPONSORSHIP DELIVERABLES	GOLD	CONTENT DUE DATE	HOW TO SUBMIT
<b>Social Media Bundle</b>	1 Facebook, 1 X, 1 LinkedIn	<b>August 1</b>	<a href="#">Social Template</a>
<b>Prize Confirmation for Passport Game</b> - Must provide a prize to participate.	✓	<b>October 10</b>	<a href="#">Submit Form</a>
<b>Exhibit Booth</b> - Includes WIFI and 5 amps electrical	10'x10' 1-Highboy Table 2-Barstools		<a href="#">See page 11</a>
<b>2 Booth Staff Passes</b> - Access to Expo	<b>2</b>	<b>October 10</b>	<a href="#">See page 9</a>
<b>1 Conference Attendee Pass</b> - 3-day "Gold" Pass for Wednesday-Friday	<b>1</b>	<b>October 10</b>	<a href="#">See page 13</a>

## GOLD DELIVERABLES & DEADLINES

- **Social Media Promotion**

- **Due Date: August 1<sup>st</sup>**
- Includes 1 post 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?](#)

- **2 Booth Staff Passes**

- **Due Date: October 10<sup>th</sup>**
- Access to Expo hall and Keynote sessions only. Can not attend sessions. [How do I register booth staff?](#)

- **1 Conference Attendee Pass**

- **Due Date: October 10<sup>th</sup>**
- One 3-day Gold Pass for your employees and/or customers. [How to register pass?](#)



## HOW TO REGISTER BOOTH STAFF

MUST BE COMPLETED BY OCTOBER 10TH

### Sponsor Booth Staff Allotment

- Gold: 2 passes

### How to Register Booth Staff

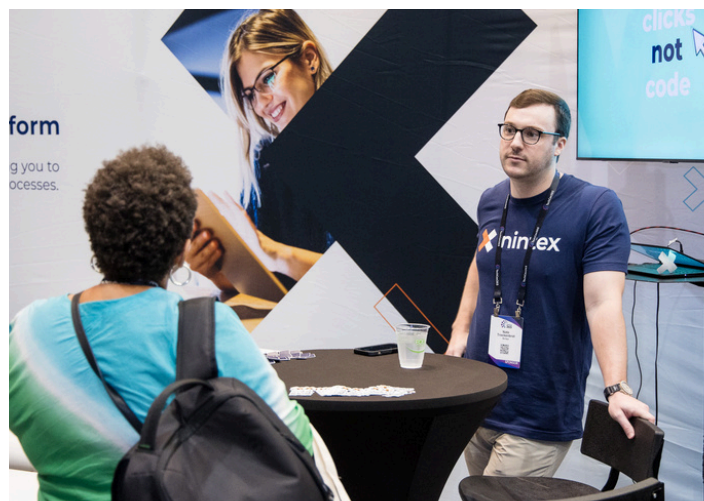
1. Use the [Register Booth Staff](#) link to register each booth staff pass.
2. No promo code needed.
3. When prompted with the question “Would you like to register another attendee?”, select No.
4. Repeat the process using the same link to register additional staff.

### 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

- Gold sponsors receive 3rd 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'x10' Booth Includes 1 Highboy Table, 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 Conference Pass

- 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.

