



SEATTLE

DIAMOND SPONSORSHIP

DELIVERABLES & DEADLINES

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2025 SPONSORSHIP SEATTLE

ABOUT TECHCON 365, PWRCON & DATACON

At TechCon 365, PWRCON, & DATACON, we are committed to our mission of providing the best series of regional Microsoft 365, Power Platform, and Azure data conferences in North America. Our localized approach to training events ensures greater accessibility to top-tier content, renowned speakers, and invaluable Microsoft resources, while maintaining the comprehensive features of larger national conferences.

This unified event brings together business leaders, government executives, and industry professionals to learn, network, and collaborate with Microsoft experts. TechCon 365 empowers productivity with Microsoft 365 tools like Teams, SharePoint, and Viva; PWRCON focuses on unlocking innovation through the Power Platform; and DATACON dives into the world of Azure data solutions, analytics, and AI. Together, they provide a holistic learning environment for mastering the interconnected technologies driving today's digital transformation.

As a sponsor of TechCon 365, PWRCON, & DATACON, you'll have opportunities to engage with our diverse attendee base throughout the conference. Breaks, lunches, and the Ask the Experts desk are all located in the expo hall, ensuring maximum interaction with sponsors and exhibitors. Additionally, activities like prize drawings and our event app game are designed to encourage attendees to connect with you, driving meaningful conversations and building lasting partnerships.

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

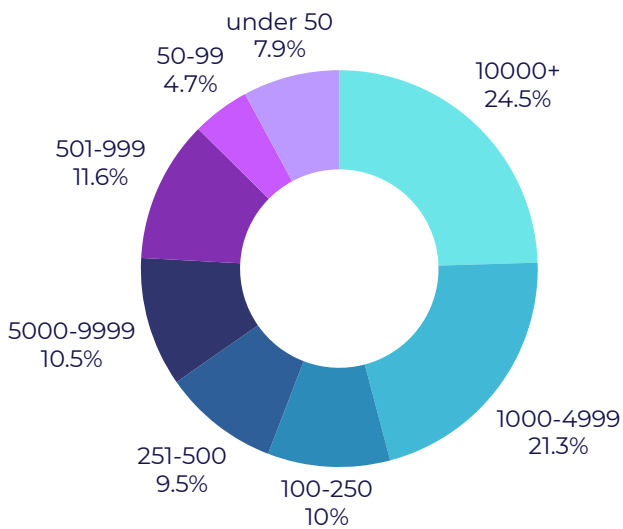


2024 ATTENDEE DEMOGRAPHICS

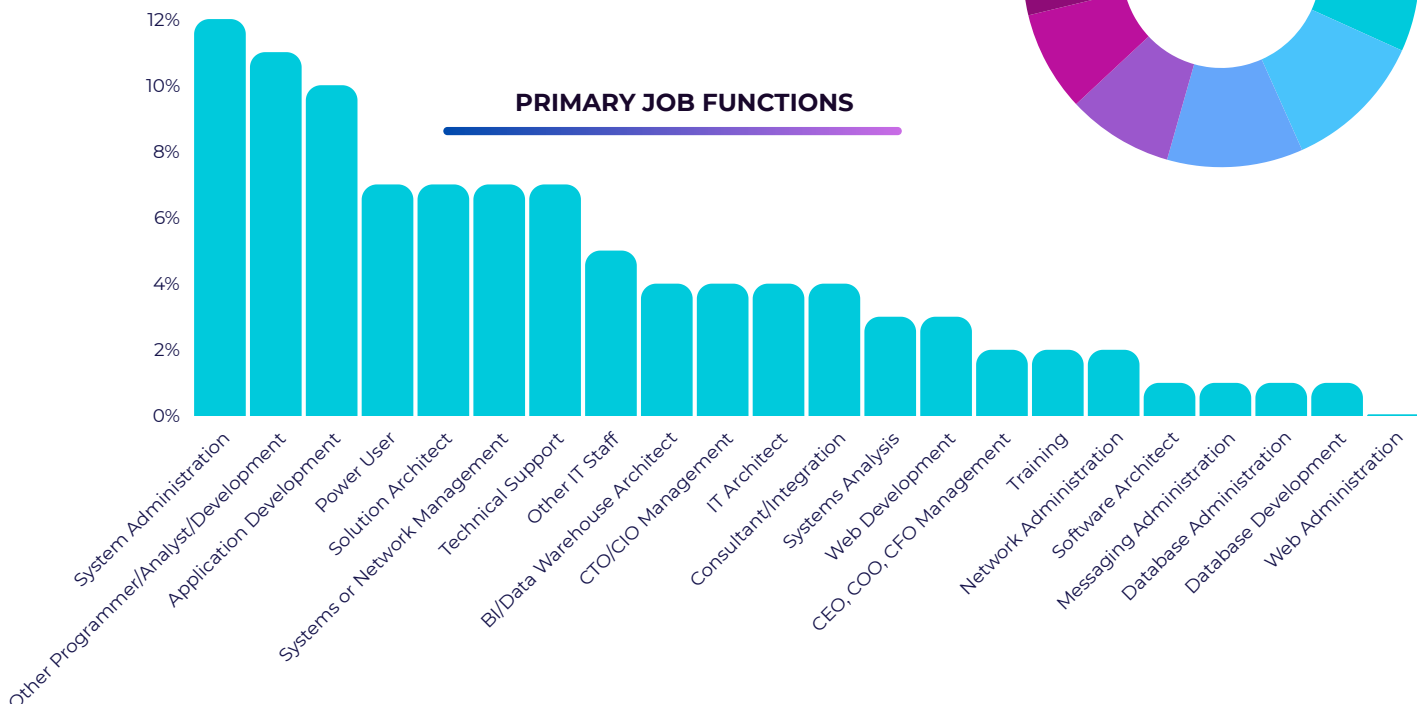
Attendee demographics combined from all conference locations

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

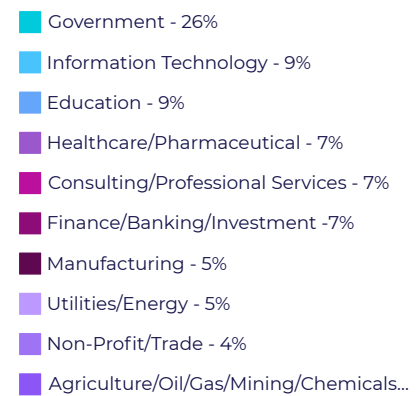
ORGANIZATION NUMBER OF EMPLOYEES



PRIMARY JOB FUNCTIONS



TOP 10 INDUSTRIES



CONFERENCE DATES & SPONSOR SCHEDULE

23**MONDAY**

- Pre-Conference Workshops

24**TUESDAY**

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

25**WEDNESDAY**

- Conference Day 1
- Expo Hall Opens - 9:40 - 10:20am
- Expo & DataCon Lunch - 11:40am - 12:40pm
- Expo & TechCon/PWRCON Lunch - 12:50 - 2:00pm
- Expo Hall Party - 3:10 - 4:00pm

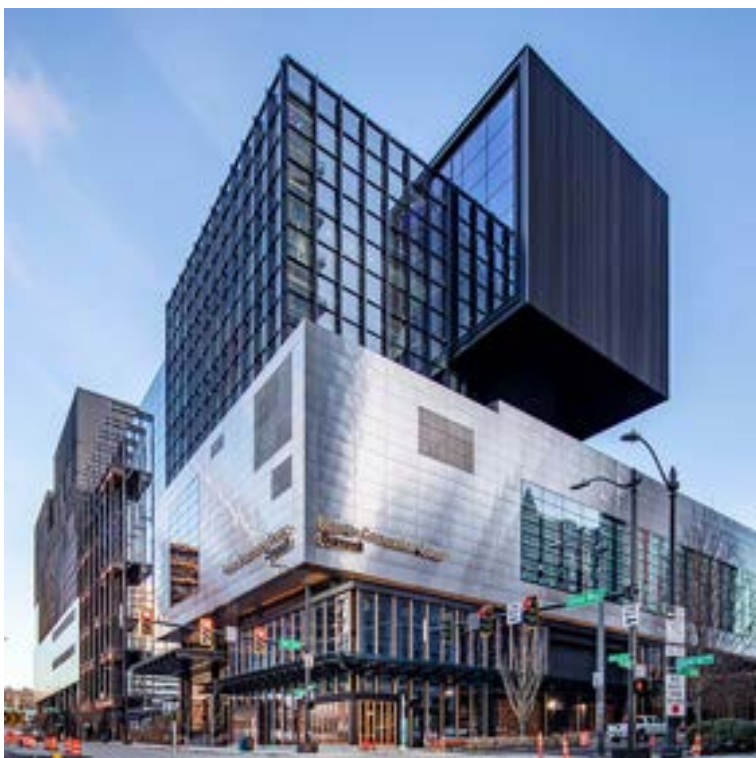
26**THURSDAY**

- Conference Day 2
- Expo Hall Opens - 9:40 - 10:20am
- Expo & DataCon Lunch - 11:40am - 12:40pm
- TechCon/PWRCON Lunch - 12:50 - 2:00pm
- Expo & Prize Drawings - 3:10 - 3:50pm
- **Sponsor Tear Down: 4:00pm**

27**FRIDAY**

- Conference Day 3
- Expo Hall Closed

LOCATION & HOTEL



Summit Building

900 Pine Street
4th & 5th Floor
Seattle, WA 98101-2350
+1 (206) 694-5000

[DIRECTIONS](#)



Hyatt Regency Seattle

808 Howell Street
Seattle, WA 98101
+1 206 973 1234

[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.	✓	April 4	Social Template
Slide During Opening Keynote Session	✓	June 6	
70-min Technical Session	✓	March 21	Sessions Template
20-min Solution Showcase	✓	April 4	Sessions Template
Social Media Promotion	3 Facebook, 3 X, 3 LinkedIn	April 4	Social Template
Prize Confirmation for Passport Game - Must provide a prize to participate.	✓	June 6	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	June 6	See page 9
Conference Attendee Passes - 3-day "Gold" Pass for Wednesday-Friday	3	June 6	See page 13
WHOVA Custom Announcement	Logo & Bio + Custom Announcement	June 6	Social Template



2025 SPONSORSHIP SEATTLE

DIAMOND DELIVERABLES DETAILED

- **Pre-Conference Email Blast**

- **Due Date: April 4th**

- 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: June 6th**

- 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: April 4th**

- 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: April 4th**

- 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: June 6th**

- 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: June 6th**

- Access to Expo hall and Keynote sessions only. Can not attend sessions. [How do I register booth staff?](#)

- **3 Conference Attendee Passes**

- **Due Date: June 6th**

- Three 3-day Gold Passes for your employees and/or customers. [How to register for passes?](#)

- **Custom Announcement in WHOVA**

- **Due Date: June 6th**

- Complete the Custom Announcement section in the [Social Media & Email Blast Template](#).

HOW TO REGISTER BOOTH STAFF & SPEAKER PASS

MUST BE COMPLETED BY JUNE 6TH

Sponsor Booth Staff Allotment

- Diamond: 4 passes

How to Register Booth Staff

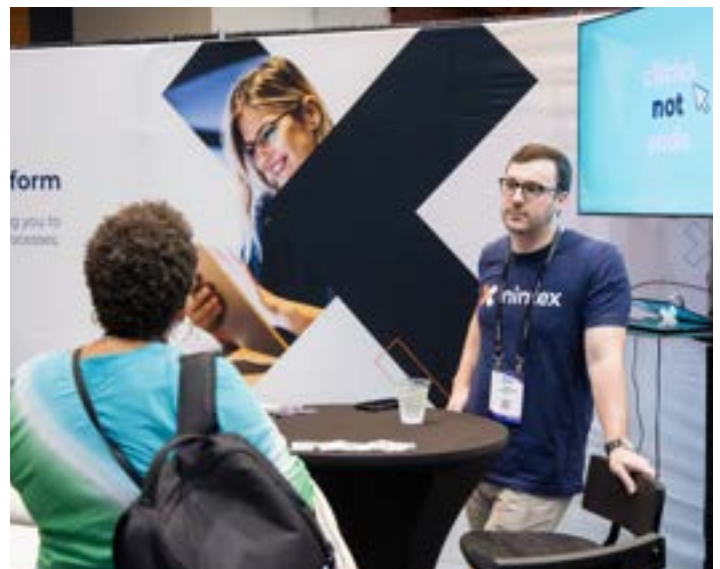
1. Use the [Register Booth Staff](#) link to register each booth staff pass.
2. When prompted with the question “Would you like to register another attendee?”, select No.
3. Repeat the process using the same link to register additional staff.

Additional Booth Staff Passes

- You may purchase additional booth staff passes at \$287.50 per person per day.
- For any staff beyond this limit, a Gold Pass must be purchased.
- Use the [Additional Booth Staff](#) link to register.

Register Speaker Pass

- Speakers receive a Gold Pass valid Wednesday through Friday.
- Speaker passes are separate from booth staff passes and do not count toward the allotted 4.
- Please use the [Register Speaker Pass](#) link to register each speaker.





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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 to you.
- Create a password and type in your name.
- Edit your profile. Attendees will use this to network. So, make it look nice.
- The app will take you to the TechCon365 event page automatically.
- If it doesn't, search for TechCon365 and click the join button on the bottom of the event description page, and enter invitation code: **2025seattletechcon**

WHOVA EXHIBITOR GUIDE

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

WEB APP LINK

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

LEAD RETRIEVAL INSTRUCTIONS

- Open WHOVA app.
- Go to the Exhibitor Hub section and 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 May 12-16

- 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/Seattle/> 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 JUNE 6TH

How to Register for 3 Conference Passes

1. Ashley Wilhelm will send you an email with 3 unique promo codes for registration.
2. Visit Our Tickets Page: Click [here](#) to access the registration page.
3. Enter Your Promo Codes: Use the provided promo codes during checkout to claim your passes.
4. It's that simple! If you have any questions, feel free to reach out.

