TechCon 365 — Microsoft 365 Conference
PWR CON — Power Platform Conference
DATA CON — Microsoft Data Conference

2025 SPONSORSHIP
PROSPECTUS

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

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
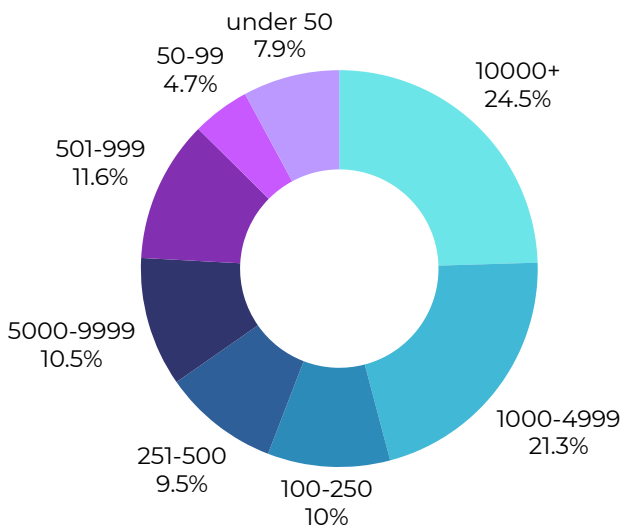**WORKSHOPS**
Full and Half-day workshops
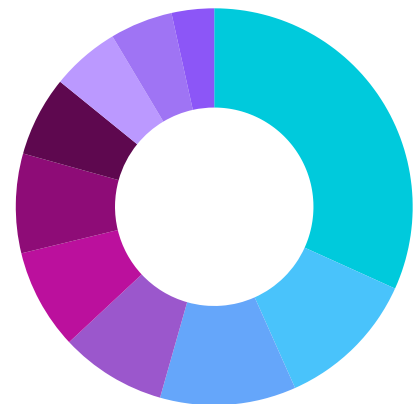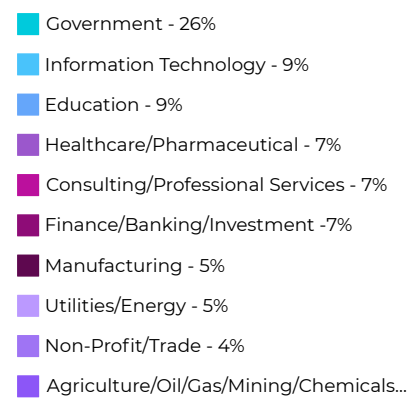
2024 ATTENDEE DEMOGRAPHICS

Attendee demographics combined from all conference locations

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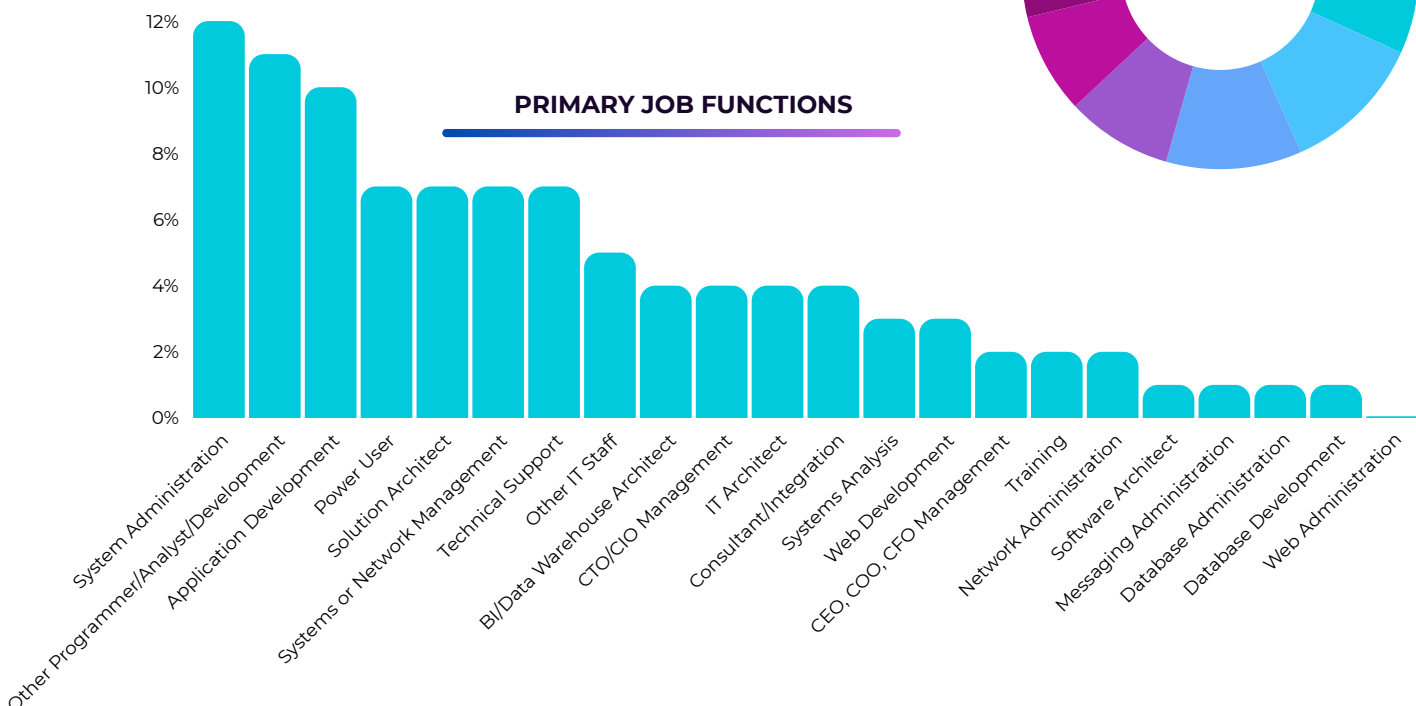- Attendees from **26** countries
- Attendees from **50** states

TOP 10 INDUSTRIES

- Government - 26%
- Information Technology - 9%
- Education - 9%
- Healthcare/Pharmaceutical - 7%
- Consulting/Professional Services - 7%
- Finance/Banking/Investment -7%
- Manufacturing - 5%
- Utilities/Energy - 5%
- Non-Profit/Trade - 4%
- Agriculture/Oil/Gas/Mining/Chemicals...

ORGANIZATION NUMBER OF EMPLOYEES

- under 50 — 7.9%
- 50-99 — 4.7%
- 501-999 — 11.6%
- 5000-9999 — 10.5%
- 251-500 — 9.5%
- 100-250 — 10%
- 10000+ — 24.5%
- 1000-4999 — 21.3%

PRIMARY JOB FUNCTIONS

Job functions (left to right):
- System Administration
- Other Programmer/Analyst/Development
- Application Development
- Power User
- Solution Architect
- Systems or Network Management
- Technical Support
- Other IT Staff
- BI/Data Warehouse Architect
- CTO/CIO Management
- IT Architect
- Consultant/Integration
- Systems Analysis
- Web Development
- CEO, COO, CFO Management
- Training
- Network Administration
- Software Architect
- Messaging Administration
- Database Administration
- Database Development
- Web Administration

2025 SPONSORSHIP PROSPECTUS

TechCon 365 | PWR CON | DATA CON

SPONSORSHIPS-AT-A-GLANCE	Diamond	Platinum	Gold	Exhibitor
Pre-Conference Email Blast - One-time use to be sent to TechCon 365's email list.	●			
Slide During Opening Keynote Session	●	●		
Speaking Opportunity - Content must be approved	Technical Session, Sponsor Showcase	Sponsor Showcase		
Social Media Promotion	3 Facebook, 3 X, 3 LinkedIn	2 Facebook, 2 X, 2 Linkedin	1 Facebook, 1 X, 1 LinkedIn	
Recognition in Pre-Conference Email Marketing	●	●	●	●
Recognition on Event Signage	●			
Recognition on Event Website - Logo and Bio	●	●	●	●
Exhibit Booth - Includes Wifi access and 5amps electrical.	10'x20' 1-6' Skirted Table 2-Highboy Tables 2-Barstools	10'x20' 2-Highboy Tables 2-Barstools	10'x10' 1 - Highboy Table 2 Barstools	10'x10' 1 - Highboy Table 2 Barstools
Booth Selection Priority - Booths are selected in order of level and sponsor sign-up date	1st	2nd	3rd	Assigned
Booth Staff Passes - Access to Expo	4	3	2	2
Lead Retrieval - Live scans, real-time reporting, note taking	●	●	●	●
App Attendee Passport Game - Must provide a prize to participate.	●	●	●	●
Conference Attendee Passes - 3-day "Gold" Pass	3	2	1	
15% Discount on Additional Passes	●	●	●	●
Conference App	Logo & Bio + Custom Announcement	Logo & Bio + Custom Announcement	Logo & Bio	Logo & Bio
Full Opt-In Attendee List	1 Week Post Event	2 Weeks Post Event	3 Weeks Post Event	
Post-Event Report	●	●	●	●
Sponsorship Cost	**$11,995**	**$9,495**	**$6,995**	**$4,995**

DIAMOND SPONSORSHIP DETAIL

MARKETING AND BRAND EXPOSURE

- **Pre-Conference Email Blast** - One time use to be sent to TechCon 365's email list of 50,000+ contacts.

- **Social Media Promotion** - 3 Facebook, 3 X and 3 LinkedIn posts. Sponsor can provide custom content (must be approved).

- **Recognition in Pre-Conference Email Marketing -** Logo listed in marketing emails

- **Recognition on Event Website** - Logo and Bio listed on website.

ON-SITE EXPERIENCE

- **Slide During Opening Keynote Session**

- **Recognition on Event Signage** - Prominent logo displayed on conference signage onsite.

- **10'x20' Exhibit Booth** - Includes 1-6' Skirted Table, 2-Highboy Tables, 2-Barstools, Wifi access and 5 amps electrical.

- **Recognition in Conference App** - 1 dedicated announcement. Bio and logo in app.

- **Attendee Passport Game** - Participation in the Attendee Passport Game (must provide a prize to participate).

LEAD GENERATION

- **Lead Retrieval App** - Lead Retrieval App access for all booth staff. Live scans, real-time reporting and ability to take notes on captured leads

SPEAKING OPPORTUNITY

- **70-minute Technical Session** - Must be vendor-neutral, must be approved.

- **20-minute Solution Showcase** - Highlight your product or service.

EVENT ACCESS AND KNOWLEDGE SHARE

- **3 Conference Attendee Passes** - Three 3-day Gold Passes for your employees and/or customers.

- **4 Booth Staff Passes** - Access to Expo hall and Keynote session only. Can not attend sessions.

- **Discount on Additional Conference Passes** - You will receive a discount code for use by your customers, partners or colleagues.

- **Full Opt-In Attendee List -** Will be sent 1 week post event.

- **Post-Event Data Report** - Provides event demographics and additional details on event performance.

PLATINUM SPONSORSHIP DETAIL

MARKETING AND BRAND EXPOSURE

- **Pre-Conference Email Blast** - One-time use to be sent to TechCon 365's email list of 50,000+ contacts.

- **Social Media Promotion** - 2 Facebook, 2 X, and 2 LinkedIn posts. Sponsor can provide custom content (must be approved).

- **Recognition in Pre-Conference Email Marketing** - Logo listed in marketing emails

- **Recognition on Event Website** - Logo and Bio listed on website.

ON-SITE EXPERIENCE

- **Slide During Opening Keynote Session**

- **10'x20' Exhibit Booth** - Includes 2-Highboy Tables, 2-Barstools, Wifi access and 5 amps electrical.

- **Recognition in Conference App** - 1 dedicated announcement. Bio and logo in app.

- **Attendee Passport Game** - Participation in the Attendee Passport Game (must provide a prize to participate).

LEAD GENERATION

- **Lead Retrieval App** - Lead Retrieval App access for all booth staff. Live scans, real-time reporting and ability to take notes on captured leads.

SPEAKING OPPORTUNITY

- **20-minute Solution Showcase** - Highlight your product or service.

- **OR a Solution Showcase Alternative:**
  - Lanyard Sponsorship
  - Registration Page Sponsor
  - Expo Party Sponsor
  - Attendee Badge Sponsor

EVENT ACCESS AND KNOWLEDGE SHARE

- **2 Conference Attendee Passes** - Two 3-day Gold Passes for your employees and/or customers.

- **3 Booth Staff Passes** - Access to Expo hall and Keynote session only. Can not attend sessions.

- **Discount on Additional Conference Passes** You will receive a discount code for use by your customers, partners or colleagues.

- **Full Opt-In Attendee List** - Will be sent 2 weeks post-event.

- **Post-Event Data Report** - Provides event demographics and additional details on event performance.

GOLD SPONSORSHIP DETAIL

MARKETING AND BRAND EXPOSURE

- **Social Media Promotion** - 1 Facebook, 1 X and 1 LinkedIn post. Sponsor can provide custom content (must be approved).

- **Recognition in Pre-Conference Email Marketing -** Logo listed in marketing emails

- **Recognition on Event Website** - Logo and Bio listed on website.

ON-SITE EXPERIENCE

- **10'x10' Exhibit Booth** - Includes 1-Highboy Table, 2-Barstools, Wifi access and 5 amps electrical.

- **Recognition in Conference App** - Bio and logo in app.

- **Attendee Passport Game** - Participation in the Attendee Passport Game (must provide a prize to participate).

LEAD GENERATION

- **Lead Retrieval App** - Lead Retrieval App access for all booth staff. Live scans, real-time reporting and ability to take notes on captured leads.

EVENT ACCESS AND KNOWLEDGE SHARE

- **1 Conference Attendee Passes** - One 3-day Gold Pass for a customer or employee.

- **2 Booth Staff Passes** - Access to Expo hall and Keynote session only. Can not attend sessions.

- **Discount on Additional Conference Passes** You will receive a discount code for use by your customers, partners or colleagues.

- **Full Opt-In Attendee List** - Will be sent 3 weeks post-event.

- **Post-Event Data Report** - Provides event demographics and additional details on event performance.

EXHIBITOR SPONSORSHIP DETAIL

MARKETING AND BRAND EXPOSURE

- **Recognition on Event Website** - Logo and Bio listed on website.
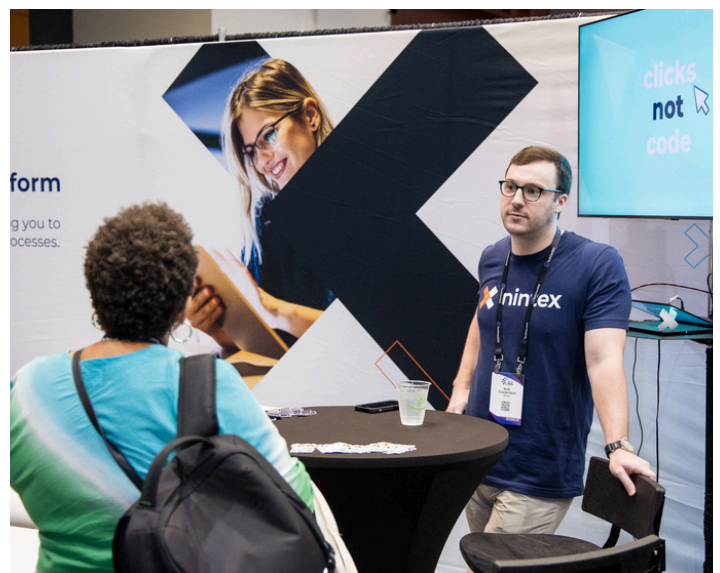
ON-SITE EXPERIENCE

- **10'x10' Exhibit Booth** - Includes 1-Highboy Table, 2-Barstools, Wifi access and 5 amps electrical.

- **Recognition in Conference App** - Bio and logo in app.

- **Attendee Passport Game** - Participation in the Attendee Passport Game (must provide a prize to participate).

LEAD GENERATION

- **Lead Retrieval App** - Lead Retrieval App access for all booth staff. Live scans, real-time reporting and ability to take notes on captured leads.

EVENT ACCESS AND KNOWLEDGE SHARE

- **Discount on Additional Conference Passes** - You will receive a discount code for use by your customers, partners or colleagues.

- **2 Booth Staff Passes** - Access to Expo hall and Keynote session only. Can not attend sessions.

- **Post-Event Data Report** - Provides event demographics and additional details on event performance.

PREVIOUS SPONSORS

KnowledgeLake · ITGlue · FireStart · cloudforce · SPANNING · AvePoint · ManageEngine Site24x7

Synology · DocPoint Solutions · veeam · HR365 · CDI LLC · PST Migrator · datto

Crossware · RICOH imagine. change. · LEARNING TREE INTERNATIONAL · Engage & Gamify CardioLog Analytics · CLOUDWELL · LMS365 · alcion

Gimmal Kindato · CANALINI CONSULTING GROUP · Frameable · ITCON SOLUTIONS & SERVICES TO COMPLETE YOUR PUZZLE. · Crow Canyon Software Creators of NITRO STUDIO™ · ANDWORX · WEBCON LOW-CODE, BUT BETTER.

REPLY VALOREM · withum · ShareGate · M-Files · pointfire Multilingual SharePoint · Rencore · nintex

Orchestry · ZIRO · Simeon Cloud · keepit · protiviti Global Business Consulting · Kaseya · SWOOP

C5insight WORK. TOGETHER. BETTER. · Titan Workspace · BrainStorm · poolparty ebcont · apps 365 / CUBIC · SysCloud · Motio

CODETWO · GRAPHUS · Preservica · ID AGENT · BitTitan

2025 CONFERENCES

SEATTLE25
JUNE 23-27, 2025

ATLANTA
AUGUST 11-15, 2025
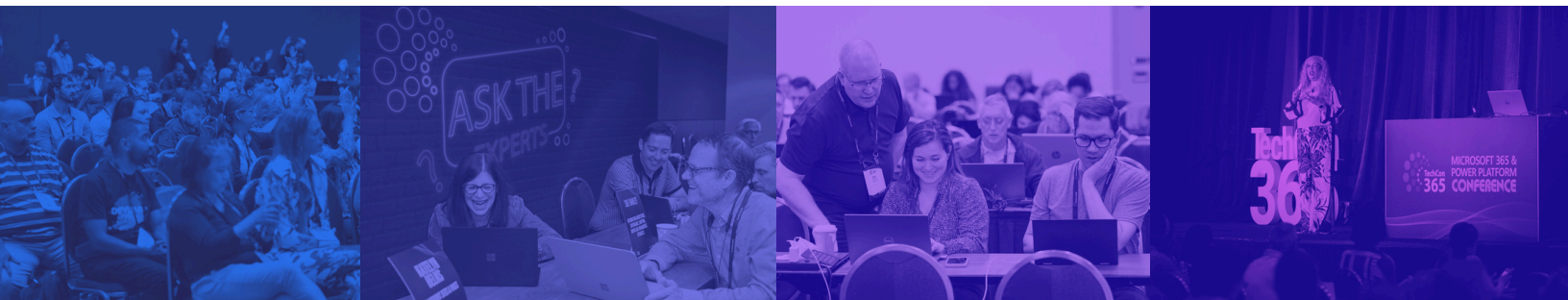
DALLAS25
NOVEMBER 3-7, 2025

SPONSORSHIP BUNDLES & CUSTOM PACKAGES

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

CONTACT US

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david@techconferences.com
720-370-6912**

TERMS & CONDITIONS

PAYMENT

- All prices are listed in US dollars.
- All payments must be made in US dollars.
- Direct Transfers, checks, and credit card payments will be accepted.
- Full payment must be received prior to booth selection.

CANCELLATION POLICY

Cancellation of sponsorship is solely based on the discretion of the Tech Conferences LLC management team. If cancellation is granted, there may be fees associated with services delivered on behalf of the canceling sponsor prior to the date of notification of request of cancellation.

DISCLAIMER

The rights contained in this document are offered on the basis that the confirmation of sponsor involvement is received before the deadline specified by the Event Organizers (e.g. the production of promotional material). We reserve the right to change this package to change the format of the program subjects.

SPONSOR RESPONSIBILITIES

It is the responsibility of the sponsor to provide the materials contained in the package, once a commitment has been made. Companies that get the most from their sponsorships are those who actively promote their presence at the conference and provide the necessary materials at the right time.

SPONSOR AGREEMENT

Once your preferred sponsorship package has been negotiated, we will prepare a Sponsor Agreement for your signature to be signed and returned within the time-frame required.

"I am so glad I was able to attend! This whole event has been so very helpful to manage our current M365 and Power Platform environment and to help plan out future."