Microsoft Ignite
Sponsorship and Exhibition Opportunities
September 26 – 30, 2016
Georgia World Congress Center – Atlanta, GA
www.ignite.microsoft.com
# Table of Contents

- Important Contacts and Dates ................................................................. 3
- Event Overview ..................................................................................... 4-6
- Sponsorship Opportunities ................................................................ 7-14
- Exhibitor Turnkey Solutions ............................................................... 15-18
- Microsoft Ignite 2015 Sponsors ......................................................... 19
- Microsoft Ignite 2015 Exhibitors ......................................................... 20
- Marketing Promotional Opportunities .................................................. 21-24
Important Contacts & Dates

If you are serious about the Microsoft ecosystem, Microsoft Ignite is a must-do show! The audience is the perfect target - this is one of the most well organized shows in the entire high-tech industry.

Douglas W. Gruehl, Gridstore Inc.

Kristi Butorac
Partner Sales Manager
Email: v-krbuto@microsoft.com
Telephone: 1-206-276-3143

Sponsor Logistics Manager
For questions regarding sponsor registration instructions, deliverables, deadlines, booth graphics, event rules and regulations, or logistics.

Chrissy Harris
Email: v-chrhar@microsoft.com
Telephone: 1-206-396-2613

Exhibitor Logistics Manager
For questions regarding exhibitor registration instructions, deliverables, turnkey booths and graphics, event rules and regulations, or logistics.

Julie Barnett
Email: v-juliet@microsoft.com
Telephone: 1-425-827-8374

Exhibitor Booth Registration Manager
For questions regarding exhibitor booth registration, Hubb login credentials, exhibitor contracts, remitting or changing payments, exhibitor invoices and selecting or changing a booth location.

Ron Richter
Email: v-ronric@microsoft.com
Telephone: 1-206-290-3296

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Sales Open</td>
<td>Tuesday, October 27, 2015</td>
</tr>
<tr>
<td>General Sales Open</td>
<td>Tuesday, November 10, 2015</td>
</tr>
<tr>
<td>Staff/Full Pass Registration Opens</td>
<td>Early February, 2016</td>
</tr>
<tr>
<td>Booth Selection Opens</td>
<td>May, 2016</td>
</tr>
</tbody>
</table>
What is Microsoft Ignite?

Primary Audience
Over 20,000 IT Professionals, IT Decision Makers, and Enterprise Developers from around the globe.

Roles
- IT Decision Maker
- IT Professional
- Enterprise Developer + Architect

Products
Here are just a few Microsoft products we’ll be featuring: Azure, Exchange, Intune, Lync, Office 365, Project, SharePoint, SQL Server, Surface, System Center, Visual Studio, Windows, Windows Server and more.

Robust partner solutions
Microsoft showcases their partner community front and center as valued partners from around the world share their innovations, solutions, and services.

Important product launches and announcements
This is a vital conference for any Microsoft user to attend, so they can stay up-to-date on the latest strategies and product announcements.

Abundant learning opportunities
Partners have the chance to contribute to the wide range of learning experiences available to attendees during the event.

Visionary technology leaders
Hear from inspirational and insightful keynote speakers who will provide a vision for the future.

Georgia World Congress Center
Atlanta, GA
Located in the heart of downtown Atlanta, the Georgia World Congress Center Authority is ranked among the top five leading meeting destinations in the nation as well as one of the best sports and entertainment campuses in the world. Atlanta is also one of the most accessible cities in the world and home to the world’s busiest and most efficient airport. With more flights from more locations coming into Atlanta than any other airport in the world, unrivaled airlift and more options make it an easy destination for our attendees and partners. In Atlanta, the compact convention and entertainment district is at the center of it all. Surrounding the Georgia World Congress Center and Centennial Olympic Park are award-winning restaurants, unique event spaces and great hotels all within walking distance to the heart of the action at Microsoft Ignite.
Microsoft Ignite
2015 Recap

- 72 HOTELS (11,046 rooms booked)
- 234,965 VISITORS TO IGNITE.COM DURING THE WEEK OF THE EVENT
- 1,062 HOURS OF CONTENT DELIVERED ONSITE
- 785,937 VIEWS OF CH9 COUNCILDOWN SHOWS
- 92% ATTENDEE SATISFACTION AND COMING BACK!
- 22,234 REGISTRATIONS
- 18,005 DEVICE DOWNLOADS OF THE MYIGNITE MOBILE APP
- 188K ATTENDEES TRANSPORTED ON THE SHUTTLES
- 320 TOTAL PARTNERS INCLUDING 67 INTERNATIONAL SPONSORS/EXHIBITORS
- 665,009 SESSIONS ADDED TO MYIGNITE CALENDAR
- 17,268 PEAK CONCURRENT USER ON WIFI
- HOSTED 140 INFLUENCERS FROM AROUND THE WORLD
- 249 ITDM FOR TECHLEADERS FORUM
- 43.68 TB DATA TRANSFERRED
- 351 EXECUTIVE MEETING CENTER MEETINGS
- 25 MICROSOFT GROUPS IN THE EXPO
- 2.6M SQ. FT. SPACE USED AT MCCORMICK PLACE
- 1,152 LEARNING OPPORTUNITIES
- SOLD OUT!
- ATTENDANCE & PARTNER OPPORTUNITIES
- 62% IT PRO ROLES
- 38% ENTERPRISE DEVELOPER ROLES
You must be a Microsoft Partner

Sponsor & Exhibitor opportunities at Microsoft Ignite are exclusively reserved for companies with current memberships in the Microsoft Partner Network which includes Gold, Silver, Microsoft Action Pack Subscription or network-level membership. Please note that you can only promote and demonstrate technologies, products, services and solutions which are built using the Microsoft platform or that extend or enhance Microsoft products.

Share your Company Information

Your Sponsor & Exhibitor Application will help us to assist you in achieving all of your goals and objectives for the event as well as ensure your offerings sit in line with the event’s aim to showcase Microsoft platforms, products, technologies and services.

Register and Secure your Booth Space

We expect to sell out all Sponsor & Exhibitor opportunities for Microsoft Ignite 2016. Booth selection will be prioritized according to the date and time stamp of when you complete your booth registration and sign your contract.
Diamond Sponsorship Opportunity

Up to a 40’ x 40’ Booth
$250,000 USD
(Invitation Only)

SOLD OUT

Kristi Butorac
Partner Sales Manager
Email: v-krbuto@microsoft.com
Telephone: 1-206-276-3143
Microsoft Ignite
Diamond Sponsorship Opportunity  (Invitation Only)

Package Benefits include:

- Up to two (2) Partner-led Breakout Sessions
  - Recorded & syndicated on the event content library
- Up to two (2) Expo Hall Theater Presentations
  - Scheduled during peak traffic times
- Individual Thank You sign acknowledging your Diamond Sponsorship
- Dedicated Executive meeting room
- One (1) Video advertisement on Digital Wall (up to 60 seconds)

Presence
Premier booth location with:
- Up to 40’ x 40’ unpadded carpeting, connectivity and electrical
- Lead retrieval solution provided

Access
- Twenty-five (25) Full Conference Attendee Passes – provide access to Keynote, Breakout sessions, Expo, meals and the Attendee Party
- Twenty-five (25) Sponsor Booth Staff Passes – provide access to Keynote, Expo, meals (in the Exhibitor Lounge) and the Attendee Party
- Eight (8) Full Conference Attendee Customer Passes – to be given to your key customers

Website
- Logo on event website homepage – your logo placed in a prominent location on the high traffic home page
- Company profile – your company logo, name and booth number published by sponsorship level, hyperlink, 350 word company description and contact email

In addition, we will work with your team to customize this exclusive package based on your marketing strategy and objectives.
Platinum Sponsorship Opportunities

30’ x 30’ Booth
$150,000 USD
(Limited Opportunities)

SOLD OUT

Kristi Butorac
Partner Sales Manager
Email: v-krbuto@microsoft.com
Telephone: 1-206-276-3143
Microsoft Ignite
Platinum Sponsor Benefits (Limited Opportunities)

**Package Benefits** include:

- One (1) Partner-led Breakout Session
  - Recorded & syndicated
- One (1) Theater Presentation
- One (1) Video advertisement on Digital Wall (up to 60 seconds)
- Individual Thank You Sign acknowledging your Platinum Sponsorship
- Dedicated Sponsor meeting room

**Presence**

Premier booth location with:

- 30’ x 30’ unpadded carpeting, connectivity and electrical
- Lead retrieval solution provided

**Access**

- Twenty (20) Full Conference Attendee Passes – provide access to Keynote, Breakout sessions, Expo, meals and the Attendee Party
- Twenty (20) Sponsor Booth Staff Passes – provide access to Keynote, Expo, meals (in the Exhibitor Lounge) and the Attendee Party
- Four (4) Full Conference Attendee Customer Passes – to be given to your key customers

**Website**

- Logo on event website homepage – your logo placed in a prominent location on the high traffic home page
- Company profile – your company logo, name and booth number published by sponsorship level, hyperlink, 250 word company description and contact email

**Social**

- Two (2) Attendee emails – your logo included in promotional emails to Microsoft Ignite attendees prior to the event (dependent on date of contract signature)
- Welcome tweet to partner – broadcast on Microsoft Ignite twitter handle once partner contract is signed
- Facebook post
- Partner Social Marketing playbook – provided by Microsoft Social Marketing Team

**On-site**

- Keynote walk-in slide – includes template for company logo and factoid (up to 25 words)
- Digital wall advertisement – One full screen static advertisement
- Session room plasmas – your company logo rotating on each plasma screen located outside each session room during the event
- Conference guide – logo, URL, 250 word company description, contact email and booth number
- One (1) Conference guide advertisement
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)
Gold Sponsorship Opportunities

20’ x 20’ Booth
$95,000 USD

SOLD OUT

Kristi Butorac
Partner Sales Manager
Email: v-krbuto@microsoft.com
Telephone: 1-206-276-3143
Gold Sponsor Benefits

**Package Benefits** include:

- One (1) Theater presentation
- One (1) Full screen static advertisement on Digital Wall
- Dedicated Sponsor meeting room for one day

**Presence**

Premier booth location with:

- 20’ x 20’ unpadded carpeting, connectivity and electrical
- Lead retrieval solution provided
- Opportunity to purchase a Sponsor meeting room for entire week

**Access**

- Eight (8) Full Conference Attendee Passes – provides access to Keynote, Breakout sessions, Expo, meals and the Attendee Party
- Ten (10) Sponsor Booth Staff Passes – provides access to Keynote, Expo, meals (in the Exhibitor Lounge) and the Attendee Party
- One (1) Full Conference Attendee Customer Pass – to be given to your key customer

**Website**

- Company profile – your company logo, name and booth number published by sponsorship level, hyperlink, 200 word company description and contact email

**Social**

- One (1) Attendee email – your logo included in promotional email to Microsoft Ignite attendees prior to the event (dependent on date of contract signature)
- Welcome tweet to partner – broadcast on Microsoft Ignite twitter handle once partner contract is signed
- Facebook post
- Partner Social Marketing playbook – provided by Microsoft Social Marketing team

**On-site**

- Keynote walk-in slide – Thank you slide for all Gold Sponsors
- Thank you Sponsor level signage – located at a key traffic area outside of the Expo
- Session room plasmas – your company logo rotating on each plasma screen located outside each session room during the event
- Conference guide – logo, URL, 200 word company description, contact email and booth number
- One (1) Conference guide advertisement
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)
Silver Sponsorship Opportunities

10’ x 20’ Booth
$50,000 USD

Kristi Butorac
Partner Sales Manager
Email: v-krbuto@microsoft.com
Telephone: 1-206-276-3143
Microsoft Ignite
Silver Sponsor Benefits

Package Benefits include:

- Opportunity to purchase one (1) Expo Hall Theater Presentation (limited to availability)
- Sponsor may choose to utilize their own booth property or purchase a Turnkey Solution

Presence

Booth location with:
- 10’ x 20’ unpadded carpeting, connectivity & electrical
- Lead retrieval solution provided

Access

- Three (3) Full Conference Attendee Passes – provide access to Keynote, Breakout sessions, Expo, meals and the Attendee Party
- Six (6) Sponsor Booth Staff Passes – provide access to Keynote, Expo, meals (in the Exhibitor Lounge) and the Attendee Party

Website

- Company profile – your company logo, name and booth number published by sponsorship level, hyperlink, 125 word company description, and contact email

Social

- Welcome tweet to partner – broadcast on Microsoft Ignite twitter handle once partner contract is signed
- Facebook post
- Partner Social Marketing playbook – provided by Microsoft Social Marketing team

On-site

- Keynote walk-in slide – Thank You slide for all Silver Sponsors
- Thank You Sponsor level signage – located at key traffic area outside of the Expo
- One (1) Full screen static advertisement on Digital Wall
- Session room plasmas – your company logo rotating on each plasma screen located outside each session room during the event
- Conference guide – logo, URL, 125 word company description, contact email and booth number included in the sponsor pages of the conference guide book
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)
Exhibitor Opportunities

10' x 20' Booth
$25,000 USD

SOLD OUT

Kristi Butorac
Partner Sales Manager
Email: v-krbuto@microsoft.com
Telephone: 1-206-276-3143
10’ x 20’ Exhibitor Opportunities

Presence

**Booth location with:**
- 10’ x 20’ inline turnkey booth space with unpadded carpet, connectivity and electrical
- Lead retrieval solution provided

Access

- **Two (2) Full Conference Attendee Passes** – provide access to Keynote, Breakout sessions, Expo, meals and the Attendee Party
- **Six (6) Exhibitor Booth Staff Passes** – provide access to Keynote, Expo, meals (in the Exhibitor Lounge) and the Attendee Party

Website

- **Company profile** – company name, 75 word description, hyperlink, contact email and booth number

On-site

- **Digital Wall** logo recognition
- **Conference guide** – inclusion of company name, URL, contact email and booth number
- Opportunity to purchase a Digital Wall advertisement
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)
Exhibitor Opportunities

10’ x 10’ Booth
$12,500 USD

SOLD OUT
Presence
Booth location with:
• 10’ x 10’ inline turnkey booth space with unpadded carpet, connectivity and electrical
• Lead retrieval solution provided

Access
• One (1) Full Conference Attendee Pass – provide access to Keynote, Breakout sessions, Expo, meals and the Attendee Party
• Four (4) Exhibitor Booth Staff Passes – provide access to Keynote, Expo, meals (in the Exhibitor Lounge) and the Attendee Party

Website
• Company profile – company name, 75 word description, hyperlink, contact email and booth number

On-site
• Conference guide – inclusion of company name, URL, contact email and booth number
• Opportunity to purchase a Digital Wall advertisement
• Opportunity to purchase Marketing Promotional Opportunities (MPOs)
Microsoft Ignite 2015 Sponsors

Diamond sponsors
- Dell
- HP
- Salesforce

Platinum sponsors
- Ac达ivia
- Cisco
- Commvault
- DocuSign
- Fujitsu
- K2
- Metalogix
- NetApp
- Nintex
- Veeam

Gold sponsors
- AgilePoint
- AvePoint
- Brightstorm
- Citrix
- Derpaz
- Fpweb.net
- Gimmal
- Harmon.ie
- Hitachi Consulting
- Intel
- KnowledgeLake
- Level3
- Logitech
- Nutanix
- Polycom
- Red Hat
- Riverbed
- SanDisk
- SAP
- Solarwinds
- Sonus
- Thycotic
- Tintn
- Unidesk
- Vission

Silver sponsors
- 3CX
- Actian
- Advanced System Concepts
- Ascend
- Aspera
- Axeda
- BitTitan
- BlueStripe
- BMC
- Brocade
- Carrier
- Citrix
- CloudGenius
- CloudUp
- Coolbox
- Cortona
- DataTo
- DigiCert
- Dimension Data
- ESG
- Emulex
- Enterasys
- Esri
- Hack The Box
- Hitachi Consulting
- IBM
- Intel
- Intuit
- Intermedia
- Jabra
- Japda
- Luminos
- MAI
- Microsoft
- NetApp
- Okta
- Oracle
- Parallels
- Pog
- Plantronics
- Pluralsight
- Pure Storage
- Rackspace
- Rackspace Open Cloud
- Realogy
- Remedy
- Renesys
- Riptide
- SANS Institute
- SAP
- SolarWinds
- Sophos
- Splunk
- Symantec
- Symantec
- Vembu
- VITALYST
Microsoft Ignite 2015 Exhibitors

Kristi Butorac
Partner Sales Manager
Email: v-krbuto@microsoft.com
Telephone: 1-206-276-3143
Marketing Promotional Opportunities (MPOs)

Marketing Promotional Opportunities (MPOs) are a great way to get noticed by attendees at Microsoft Ignite. You’ve invested time, effort and money into getting your company to the event, now you need to make sure your customers and prospects can find you.

We have many opportunities which will help your company to stand out from the crowd! We can provide you with creative and exciting ideas which will capitalize on your marketing objectives as well as meet your budget needs.

Contact your Partner Sales Manager to discuss your goals and we will put together a customized promotional package just for you!

Stay tuned! More opportunities will also be offered in early January.
Your sales team will be sending out more information on additional MPOs in early January. Customizable opportunities are also available, contact us to discuss your ideas!

**Meal Hall Table Signs**

- **SOLD OUT**
- **$7,500**
- **Deadline: August 15, 2016**
- **Four (4) Opportunities Available**

Message is served! Whether you want to highlight a product, service or technology, Meal Hall Table Signs are a great promotional tool! The broad exposure of these durable, full color signs, is sure to be noticed. One opportunity offered per day.

**Meal Hall Banners**

- **$7,500**
- **Deadline: August 15, 2016**
- **Six (6) Opportunities Available**

Take advantage of this repeatable advertising opportunity that is front and center while attendees spend a couple of hours each day in the Meal Hall. Banners will be hung throughout the week!

**Graphic Cubes**

- **$7,500**
- **Deadline: August 15, 2016**
- **Six (6) Opportunities Available**

Strategically placed, this fun and unique structure allows you to grab attention from all different directions. With 12 graphic panels to brand — this is an ideal opportunity to generate buzz and traffic for your giveaway or contest.
Marketing Promotional Opportunities

**Beverage Break Energy Packets**

$12,000  
Deadline: August 1, 2016  
One (1) Opportunity Available

Help energize attendees at Microsoft Ignite! Add a little extra “spark” to the water provided in the bubblers located throughout the venue. These flavored energy packets can be incorporated to promote and drive additional traffic to your booth. Let’s discuss your options!

**Water Bubbler Sponsor**

$10,000  
Deadline: August 15, 2016  
One (1) Opportunity Available

Support our efforts to reduce the environmental impact of Microsoft Ignite! Environmental stewardship is important and integral to Microsoft’s business and we are committed to helping make our events more environmentally friendly. Attendees will be given reusable water bottles to fill at water cooler stations throughout the convention center and your logo could be wrapped around each bubbler.

Your sales team will be sending out more information on additional MPOs in early January. Customizable opportunities are also available, contact us to discuss your ideas!
Your sales team will be sending out more information on additional MPOs in early January. Customizable opportunities are also available, contact us to discuss your ideas!