

SPONSORSHIP OPPORTUNITY

POWERHOUSE KEYNOTES • WORKSHOPS • SESSIONS • NETWORKING EVENTS

Join us and Extend Your Reach

Sponsorships provide extensive visibility throughout this distinctive event, including signage, digital displays, speaking opportunities, conference guide exposure, exclusive lanyard, t-shirt, bag and swag sponsorships, and even exclusive event party sponsorships. Extend your reach through select sponsorship packages with add-ons through email marketing campaigns, online visibility, and online announcements. Have you imagined a truly unique sponsorship experience or opportunity? Let us know, we'd love to collaborate. We want to make this event like no other developer, Azure, SQL, AI, and MODERN DATA event. Let's connect to create a 'one of a kind' sponsorship experience.

**APRIL 5-7
2022**

**LAS VEGAS
MGM GRAND**

KEYNOTES PRESENTED BY



SCOTT GUTHRIE
Executive Vice President,
Cloud + AI Platform,
Microsoft



CHARLES LAMANNA
Corporate Vice President,
Business Applications &
Platform, Microsoft



SCOTT HUNTER
Vice President, Director of
Product Management, Azure,
Microsoft



SCOTT HANSELMAN
Principal Program
Manager, Web Platform,
Microsoft

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PLATINUM \$39,500

- Hotel Room Drop – Sponsor will provide marketing piece to be delivered to each attendee room at conference hotel
- 10' x 20' exhibit space with pipe and drape, premier sponsor location if paid by February 1, 2022
- 2 6' tables with two chairs • 4 x 500-watt power drops
- 5 exhibit-only staff passes and 4 full conference passes (additional passes may be purchased at a discounted rate of \$1,200 for full conference for employees only and \$600 for exhibit staff)
- Logo and 200-word company description listed on conference website and show guide (if paid by March 1, 2022)
- 2 Attendee bag inserts
- Two-page color ad in show guide due no later than March 1
- Logo on table tent cards (set out during one attendee lunch day – date TBD)
- Sponsor logo on lunch and reception signage
- Opening Reception Sponsor - Includes logo on signage and drink tickets
- One-hour technical speaking session (content must be technical and will compete with other sessions)
- One-hour vendor speaking session (content may be technical or marketing)
- Sponsor name on attendee bag (if paid by March 1, 2022)
- 3 lead retrieval units
- 2 Free Press Release/Announcement posted on the DEVintersection site
- Included Logo, 50 word text, and link in pre, mid, and post-show mailer to 50K focused developer, Azure, SQL, and AI names
- 1 Keynote seat drop for 1 day

GOLD \$27,500

- 10' x 20' exhibit space with pipe and drape, premier sponsor location, premier sponsor location if paid by February 1, 2022
- 2 6' tables with two chairs • 2 x 500-watt power drops
- 3 exhibit-only staff passes and 2 full conference passes (additional passes may be purchased at a discounted rate of \$1,200 for full conference for employees only and \$600 for exhibit staff)
- Logo and 150-word company description listed on conference website and show guide (if paid by March 1, 2022)
- 1 Attendee bag insert
- One-page color ad in show guide due no later than March 1, 2022
- Logo on table tent cards (set out during one attendee lunch day – date TBD)
- Sponsor logo on lunch signage
- One-hour technical speaking session (content must be technical and will compete with other sessions)
- Sponsor name on attendee bag (if paid by March 1, 2022)
- 2 lead retrieval units
- 1 Free Press Release/Announcement posted on the DEVintersection site
- Included Logo and 50 word text in pre- and post-show mailer to 50K focused developer, Azure, SQL, and AI names

SILVER \$15,400

- 10' x 20' exhibit space with pipe and drape, premier sponsor location
- 1 6' table with two chairs
- 2 x 500-watt power drops
- Three exhibit-only staff passes and one full conference pass (additional passes may be purchased at a discounted rate of \$1,200 for full conference for employees only and \$600 for exhibit staff)
- Logo and 100-word company description listed on conference website and show guide (if paid by March 1, 2022)
- Attendee bag insert (not limited to an 8.5" x 11" single sheet, or flash drive)
- Half-page color ad in show guide
- Sponsor logo on sponsor signage

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EXHIBIT PACKAGE \$6,900

- 10' x 10' exhibit space with pipe and drape
- 1 6' table with two chairs
- 1 x 500-watt power drop
- 2 exhibit-only staff passes and 1 full conference pass (additional passes may be purchased at a discounted rate of \$1,200 for full conference for employees only and \$600 for exhibit staff)
- Logo and 50-word company description listed on conference website and show guide (if paid by March 1, 2022)

TURNKEY \$3,500

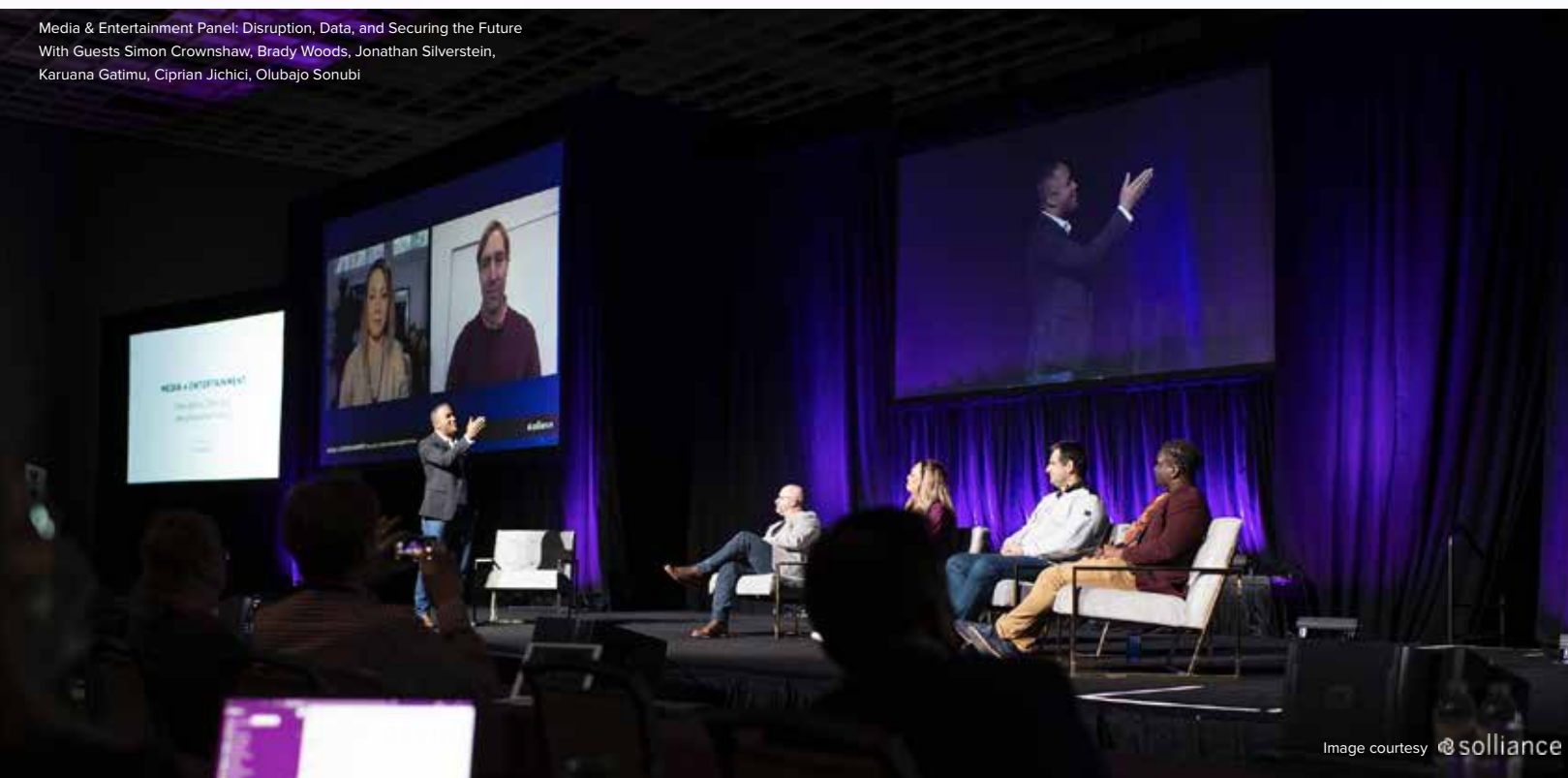
EXHIBIT UPGRADE

- Two 2' x 8' custom meter boards with choice of company graphics
- 55" flat screen monitor
- One lead retrieval unit

PLATINUM SPONSOR ONLY UPGRADE \$10,000

- Upgrade to a 20' x 20' booth

Media & Entertainment Panel: Disruption, Data, and Securing the Future
With Guests Simon Crownshaw, Brady Woods, Jonathan Silverstein,
Karuana Gatimu, Ciprian Jichici, Olubajo Sonubi



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PREMIER PARTY SPONSOR

\$65,000

*LIMIT TWO

Extend your reach through select sponsorship packages including custom email marketing campaigns, online visibility, and mobile announcements. Your branding will be on signage, video screen, websites and one photo booth per sponsor.

Have you imagined a truly unique sponsorship experience or opportunity? Let us know, we'd love to collaborate. We want to make this event like no other developer, Azure, SQL, and AI event. Let's connect to create a one of a kind sponsorship experience.

PROMOTIONAL MARKETING OPPORTUNITIES

T-SHIRT SPONSORSHIP

\$10,000

(ONE EXCLUSIVE OPPORTUNITY) Great Opportunity to Brand your company through attendee visibility. Sponsorship includes customized logo on attendee t-shirts given to attendees when registering.

CHARGING STATION

\$10,000

(ONE EXCLUSIVE OPPORTUNITY) What an amazing way to keep your brand in front of attendees. Show management will produce an imprint of your logo or image on the charging station signage. When they are running out of power, here you come to the rescue!

MORNING SNACKS

\$15,000

(CHOOSE YOUR DAY, ONE SPONSORSHIP PER DAY)
Exclusive Opportunity
Your name on signage at snack table and on napkins

AFTERNOON SNACKS

\$15,000

(CHOOSE YOUR DAY, ONE SPONSORSHIP PER DAY)
Exclusive Opportunity
Your name on signage at snack table and on napkins

RECEPTION PHOTO BOOTH

\$10,000

(TWO OPPORTUNITIES AVAILABLE) What an amazing way to keep your brand in front of attendees. Show management will produce an imprint of your logo or image on the photo backdrop.

PM CUPCAKE & BROWNIE BAR

\$10,000

(ONE EXCLUSIVE OPPORTUNITY)

LANYARDS

\$8,000

(EXCLUSIVE OPPORTUNITY) Your logo will be prominently displayed on all attendee lanyards. Show management will produce lanyard with up to a 4-color logo.

EXHIBIT/SPONSOR CONTRACT

DEVintersection, Microsoft Azure + AI Conference, SQL Server & Azure SQL Conference

April 5–7, 2022 MGM Grand Las Vegas, NV

I WOULD LIKE TO REGISTER TO EXHIBIT:

- ☐ \$6,900
☐ \$3,500 Turnkey Upgrade

Please return completed contract to Nancy@DEVintersection.com to reserve booth space.

I WOULD LIKE TO REGISTER TO SPONSOR:

Please mark conference(s) of most interest for your company:

- ☐ DEVintersection ☐ SQL Server & Azure SQL Conference ☐ Microsoft Azure + AI Conference

I WOULD LIKE TO REGISTER TO SPONSOR:

- ☐ Silver \$15,400 ☐ Custom sponsorship opportunities \$100,000 – you must call us
☐ Gold \$27,500
☐ Platinum \$39,500
☐ Party \$65,000

Please note – Exhibit Hall is not separated by track and is open to all partners and attendees.

Please contact **Nancy Debrizzi** at **203-527-4160** or Nancy@DEVintersection.com

COMPANY INFORMATION: (PLEASE PRINT IN CAPS OR TYPE)

Company Name _____
Company Address _____
Contact Name _____
Street _____
City _____ State _____ Zip _____
Email _____
Cell _____

HEALTH PROTOCOL:

Our technology community is excited to get back together as our country re-opens safely from the pandemic. Please note Las Vegas is doing the same, requiring masks at all hotels and conference areas and proof of Covid-19 vaccinations at some concerts, sporting events, and conferences. In accordance with these local requirements, we will require that all attendees, staff, speakers and exhibitors at the April conference provide proof of vaccination at registration via digital or paper vaccination card.

CANCELLATION POLICY:

You may transfer your sponsorship or expo booth purchase to the Fall event if you notify us 60 days in advance. You may not cancel; our suppliers will only move our monies forward. If the event has to be moved due to the pandemic in 2022, or act of God beyond our control, we will automatically re-schedule and transfer your sponsorship to the next DEVintersection, Microsoft Azure + AI Conference, SQL Server & Azure SQL Conference in 2022.

BY SIGNING THIS AGREEMENT, I HAVE READ AND AGREE WITH THE HEALTH PROTOCOL AND CANCELLATION POLICY.

Name _____ Date _____

PAYMENT:

- ☐ Check payable to NextGen Conference Productions
(Due no later than 30 days from signed contract and must be paid in full by March 1, 2022)

- ☐ Credit Card

- ☐ VISA ☐ MASTER CARD ☐ AMEX

Name on Card _____ PLEASE PRINT

Card # _____ Exp _____ CSV _____

Card Holder Signature _____

SUBMIT TO PAYMENT ADDRESS:

NextGen Conference Productions 37 Highridge Road Middlebury, CT 06762

By returning this completed contract, you have read and agreed with following event rules and regulations.

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2022

LAS VEGAS
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CONFERENCE RULES AND REGULATIONS

BOOTH APPEARANCE

All exposed parts, including the back, of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths. Exhibitors using portable booths, such as pop-ups, will be required to provide side masking drape, at their own expense, if the finished display exposes an unfinished wall, electrical, etc.

BOOTH HEIGHT RESTRICTIONS

In-line booths:

- Back wall height may not exceed 8'
- Front 4' of the booth (sightline) may not exceed 4'

Booths that do not follow the regulations may be altered on-site at the exhibitor's expense.

BOOTH STAFFING

All vendors must have a minimum of one staff member at the booth for the duration of the official show hours. Please plan on having one staff member at your booth a minimum of 15 minutes prior to published show hours. You will need to coordinate relief staff for lunch and breaks so it is recommended that you bring at least two people to staff your booth. Under no circumstances should your booth be left unattended during open Exhibit Hall hours.

DISPLAY MATERIALS, GIVEAWAYS & PRESENTATIONS

All display materials must fit within the space allocated for your booth. This includes all presentation and demonstrations. No signs, literature, equipment, furniture or promotional items may be placed, distributed or posted outside the parameters of your booth space. If presentations to a group are planned, there must be adequate space provided within the booth to accommodate the audience, keeping aisle space free.

The audio volume of presentations must be kept at a level that will not interfere with or encroach on surrounding booths. Show Management reserves the right to control the volume coming from each booth.

Show Management will cease any activity by any Exhibitor that is considered objectionable for any reason, which may detract from the general character of the event or impacts other Exhibitors.

Due to tight security regulations, any giveaways that would be considered a potentially dangerous item will not be allowed on the Expo Hall floor. Examples include pocket knives, box knives, dart guns, laser pointers, etc. Please plan giveaways accordingly.

INSURANCE

Conference does not provide insurance for the exhibit hall. Each exhibitor is liable for the following: the space

the company occupies, visitors, theft and fire. Any kind of loss must be covered by the exhibitors' own insurance. This includes any equipment owned by an exhibitor and any equipment leased or rented by an exhibitor. Exhibiting companies are not required to submit proof of insurance to show management, but must be able to produce it if asked.

FOOD AND BEVERAGE IN EXPO HALL

Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without written permission from Show Management.

PROMOTION

As an exhibitor/sponsor, you agree to promote this event to your customers via your website, newsletter, social media, etc.

EQUIPMENT

You will be responsible for your own computer equipment. This includes securing it, shipping it to the show, setting it up (hardware and software set-up), and dismantling/packing/shipping at the close of the show. All computer equipment (CPUs, printers, monitors, etc.) will be provided by the exhibitor at their own expense and responsibility. Technicians will not be available for assistance unless you order technical support. Please be sure to bring backup disks and software.

PRIVACY

Exhibitor will have a privacy policy in place governing its use of conference attendees' personally identifiable information that meets or exceeds all applicable laws, rules or regulations governing the use of such information. Exhibitor shall post its privacy policy in their booth in a manner that makes the privacy policy conspicuous and readily accessible to attendees if personally identifiable information is actually collected.

For the purpose of this section, "personally identifiable information" means any information (i) that identifies or can be used to identify, contact or locate the person to whom such information pertains or (ii) from which identification or contact information of an individual person can be derived. Personally identifiable information includes, but is not limited to: name, address, phone number, fax number, email address, social security number or other government-issued identifier, and credit card information.

ATTENDEE PROMOTIONS

Exhibitors and Sponsors are not eligible for special attendee promotions including (but not limited to): free hotel nights, hotel gift certificates and registration giveaways.

BY SIGNING THIS AGREEMENT, I HAVE READ AND AGREE WITH THE RULES AND REGULATIONS.

NAME _____

DATE _____