



# Microsoft Power Platform CONFERENCE

POWER BI

POWER AUTOMATE

POWER APPS

POWER VIRTUAL AGENTS

POWER PAGES



Contact: Christopher Gannon-Jones

expo@powerplatformconf.com

702-909-2763

9 am - 5 pm PST, M-F

## EXHIBITOR & SPONSOR OPPORTUNITY

BUILD BRAND AWARENESS • CONNECT WITH DECISION MAKERS • NETWORK WITH YOUR COMMUNITY

SEPT 20-22  
**2022**

LOEWS ROYAL  
PACIFIC RESORT  
at UNIVERSAL  
Orlando, FL

## KEYNOTES & PANELS PRESENTED BY



**CHARLES LAMANNA**  
Corporate Vice President,  
Business Apps & Platform  
Microsoft



**JEFF TEPER**  
Corporate Vice President –  
Microsoft Teams, Microsoft  
SharePoint, Microsoft OneDrive  
Microsoft



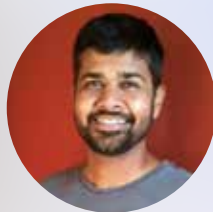
**SANGYA SINGH**  
Vice President of Product,  
Power Pages  
Microsoft



**RYAN CUNNINGHAM**  
VP, Microsoft Power Apps  
Microsoft



**GIOVANNI  
DELLA-LIBERA**  
VP, Power Apps Engineering  
Microsoft



**SAMEER BHANGAR**  
Power CAT Program  
Manager, Microsoft



**ILYA GREBNOV**  
BAP Architect, Microsoft



**LEON WELICKI**  
Power Apps PARTNER  
PM DIRECTOR, Microsoft



**JULIE STRAUSS**  
General Manager, Power  
Platform Pro Developer and  
Admin Experiences, Microsoft



**JAMES OLENINIK**  
PM Director, Dataverse  
Microsoft



**STEPHEN SICILIANO**  
General Manager, Power  
Automate, Microsoft



**KIM MANIS**  
Director of Product Manage-  
ment, Microsoft Azure  
Synapse Analytics & Power BI  
Microsoft



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## EXHIBITOR & SPONSOR 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 & swag sponsorships, and even exclusive attendee party co-sponsorship opportunities. Extend your reach through select sponsorship packages with add-ons through email marketing campaigns, online visibility, and online announcements. Be a part of this truly unique sponsorship experience. We want to make this event like no other Microsoft Power Platform event. Let's connect to create a 'one of a kind' sponsorship experience.

**SEPT 20-22  
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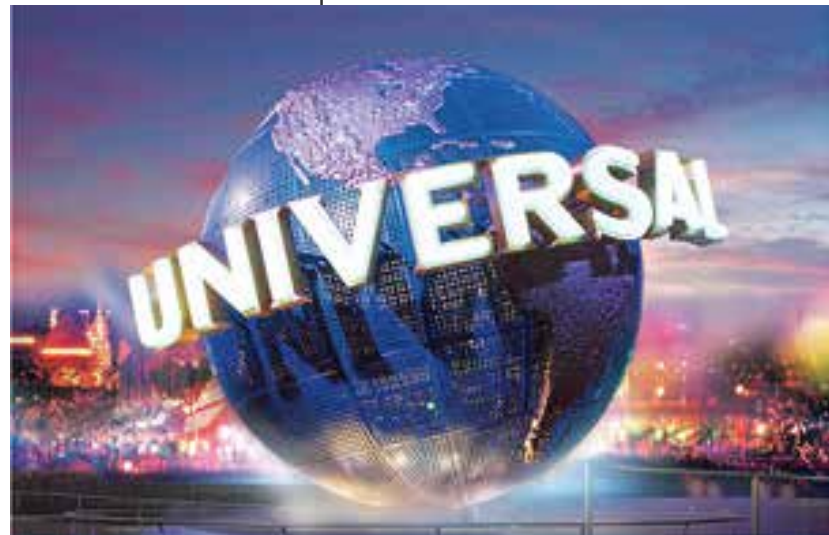
# PARTY CO-SPONSORSHIP

### \*LIMITED OPPORTUNITY

**Co- Sponsor the Microsoft Power Platform  
Conference Attendee Party.**

**September 21st, 2022, 8:30 PM – 11:30 PM |**

**Universal Studios – Harry Potter Hogsmeade  
and Marvel Comics Areas. For more  
information contact Chris Gannon-Jones at  
expo@powerplatformconf.com or call him at  
702-909-2763 with any questions.**





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## EXHIBITOR & SPONSOR OPPORTUNITY

BUILD BRAND AWARENESS • CONNECT WITH DECISION MAKERS • NETWORK WITH YOUR COMMUNITY

### 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. Booth assigned in date order that contract is signed
- 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 (when contract is signed)
- 2 Attendee bag inserts
- Two-page color ad in show guide due no later than August 1, 2022
- 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 August 1, 2022)
- 3 lead retrieval units
- 2 Free Press Release/Announcement posted on the Microsoft 365 site
- Included Logo, 50 word text, and link in pre, mid, and post-show mailer to 50K focused Power Platform names
- 1 Keynote seat drop for 1 day

### GOLD \$27,500

- 10' x 20' exhibit space with pipe and drape, premier sponsor location. Booth assigned in date order that contract is signed
- 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 (when contract is signed)
- 1 Attendee bag insert
- One-page color ad in show guide due no later than August 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 August 1, 2022)
- 2 lead retrieval units
- 1 Free Press Release/Announcement posted on the Microsoft v365site
- Included Logo and 50 word text in pre- and post-show mailer to 50K focused Power Platform 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 (when contract is signed)
- Attendee bag insert (not limited to an 8.5" x 11" single sheet, or flash drive)
- Half-page color ad in show guide (if paid by August 1, 2022)
- Sponsor logo on sponsor signage



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## EXHIBITOR & SPONSOR OPPORTUNITY

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SEPT 20-22  
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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 (when contract is signed)

## PROMOTIONAL MARKETING OPPORTUNITIES

### T-SHIRT SPONSORSHIP

\$10,000

(ONE EXCLUSIVE OPPORTUNITY) Great Opportunity to Co-Brand your company through attendee visibility. Sponsorship includes customized logo on t-shirt given to all attendees. Your customized logo will be located on the upper back of the t-shirt.

### AM COFFEE BREAK

\$6,000

(CHOOSE YOUR DAY, ONE SPONSORSHIP PER DAY)  
Company name on napkins and signage at break.

### PM COFFEE BREAK

\$6,000

(CHOOSE YOUR DAY, ONE SPONSORSHIP PER DAY)  
Exclusive Opportunity  
Company name on napkins and signage at break.

### PM ICE CREAM BREAK

\$6,000

(CHOOSE YOUR DAY, TWO SPONSORSHIPS PER DAY)  
Company name on napkins and signage at break.

### WEDNESDAY ATTENDEE PARTY BUS SPONSOR

\$10,000

Sponsor the bus to the attendee party at Universal.  
Company name on signage in front of the bus stop as the "transportation provider." It will be noted in the show guide as the Bus Sponsor for that evening. Opportunity to pass out a promotional item as attendees board the bus to the park.

### RECEPTION PHOTO BOOTH

\$10,000

(ONE OPPORTUNITY 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.

### LANYARDS

\$8,000

(EXCLUSIVE OPPORTUNITY) Your company name will be prominently displayed on attendee lanyard, in black or white.



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## EXHIBIT/SPONSOR CONTRACT

### Power Platform Conference

September 20-22, 2022 Loews Royal Pacific Resort at Universal Orlando, FL

#### I WOULD LIKE TO REGISTER TO EXHIBIT:

☐ \$6,900

Please return completed contract to [expo@powerplatformconf.com](mailto:expo@powerplatformconf.com) to reserve booth space.

#### I WOULD LIKE TO REGISTER TO SPONSOR:

- |   |  |
|---|--|
| <input type="checkbox"/> Silver \$15,400      | <input type="checkbox"/> Custom sponsorship opportunities from \$75,000 – you must call us |
| <input type="checkbox"/> Gold \$27,500        | <input type="checkbox"/> Promotional Marketing Opportunities _____                         |
| <input type="checkbox"/> Platinum \$39,500    | Cost: \$ _____   |
| <input type="checkbox"/> Party Co-Sponsorship |  |

Please contact **Christopher Gannon-Jones** at **702-909-2763** at [expo@powerplatformconf.com](mailto:expo@powerplatformconf.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. To keep all individuals attending our September conference safe, we will be following the CDC guidelines at that time.

#### CANCELLATION POLICY:

You may transfer your sponsorship or expo booth purchase to the next 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 Power Platform Conference.

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

Name \_\_\_\_\_ Date \_\_\_\_\_

#### PAYMENT:

☐ Check payable to **MS Power Platform Conference**

(Due no later than 30 days from signed contract and must be paid in full before first day of show)

☐ Credit Card

☐ VISA ☐ MASTER CARD ☐ AMEX

Name on Card \_\_\_\_\_

PLEASE PRINT

Card # \_\_\_\_\_ Exp \_\_\_\_\_ CSV \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

#### SUBMIT TO PAYMENT ADDRESS:

**MS Power Platform Conference** 8 Gettyburgs Rd Southbury CT 06488

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

**POWERPLATFORMCONF.COM**





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## POWER PLATFORM 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

Microsoft Power Platform 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.

### 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.

### CODE OF CONDUCT

Information located at <https://powerplatformconf.com/#!/conduct>

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

NAME \_\_\_\_\_

DATE \_\_\_\_\_