Call for Sponsors

M365 Saturday Twin Cities

Saturday, January 21, 2023

Hennepin Technical College
9000 Brooklyn Blvd, Brooklyn Park, MN 55445
sponsors@m365tc.com

Event Overview:
M365 Saturday Twin Cities is the latest iteration of one of the largest, longest-running, and best-attended SPS events around with recent events topping 400, 500, and even 600 attendees. We provide a variety of opportunities for attendees to engage with sponsors throughout the day as well as sponsor sessions to promote your products and services. Please contact us via email at sponsors@m365tc.com for more information.

## General Information:

* Sponsor booth locations are determined by the sponsorship level with the highest levels getting preferred locations.
* All sponsorship levels $1000 and above will receive the attendee contact list minus opt-out registrants.
* Participation in Vendor Bingo is optional. Please let us know when signing up if you wish to participate or not.
* Company logos will be placed on the SPSTC.com website once payment has been received.
* Including a prize in the door prizes at the end of the day is encouraged.
* More details and information will follow in a vendor info pack closer to the event.
* Note: We are not planning on providing attendee bags.

## Quick Pricing (details below):

* Track Sponsorship - $2,450
* ISV Session - $2,250
* Company Booth - $1,450
* Media/Online Sponsor - $950

Sponsor Level Details:

Track Sponsors\* (#TBD) - $2,450

Track sponsorships show your organization’s investment and engagement in a particular track. It allows sponsors to brand the track room and gives your organization the opportunity to **present a session** in the track subject area. Note: This is not an ISV session – These are not sessions to “sell’ your organization’s products or services other than by demonstrating knowledge and experience through your presentation.

* One speaker session (60 min)
* Brand the track room (optional)
* Attendee list minus those who opt-out
* Company logo on (optional) Vendor Bingo card
* Premium company booth space
* Company logo on SPSTC site

Potential Tracks\*:

* M365 (Teams, SharePoint, etc.)
* Power Platform / Business Solutions
* Administration / IT Pro
* Pro Developer
* Power User / Maker / Information Worker
* Security

Note: Final tracks will be determined once session selection has been completed

ISV Sessions\* (#8-10) - $2,250

In response to attendee feedback and sponsor inquiries, a few events ago we introduced ISV sessions. These sessions allow sponsors/ISVs to present their products and services, or any other content, in standard session blocks. By letting attendees know what kind of session they are attending, they are much more engaged, interested, and appreciative.

* (25 min) Session slot – May include product and/or services information, sales, marketing
* Attendee list minus those who opt-out
* Company logo on (optional) Vendor Bingo card
* Premium company booth space
* Company logo on SPSTC site

Company Booth - $1,450

The company booth sponsorship level allows companies with standard trade show displays the room needed to use their displays.

* Company booth space with a 6’ table
* Attendee list minus those who opt-out
* Company logo on (optional) Vendor Bingo card
* Company logo on M365TC site

Media Sponsor - $950

If you can’t attend the event but still want to help support the event and/or have your marketing materials distributed.

* Submitted marketing materials or items available at event registration
* Company logo on M365TC site

\* Note: Unique sponsorships have ‘first rights of refusal’ on the next event. Sponsors can choose to re-up for the same sponsorship level. Starting **December 5th** or when they’ve been released, sponsorships that have not been re-upped will be made generally available.