

# 2025 SPONSORSHIP PROSPECTUS



**May 13-16, 2025 | Hyatt Regency, Chicago, IL**

[dynamicscon.com](https://dynamicscon.com)

**VALUE PROPOSITION:**



DynamicsCon, powered by [Dynamics User Group](#), offers unparalleled sponsorship opportunities, granting exclusive brand visibility to showcase your company's offerings to thousands of attendees including a variety of dedicated MS BizApps users and professionals. Capitalize on the 5<sup>th</sup> annual in-person event to gain extensive brand exposure and generate qualified leads. This will be the first-year featuring an [EXPO HALL](#) for exhibitor sponsors with over 20 hrs. of expo time!

**MISSION STATEMENT:**



At DynamicsCon, the goal is to provide an enriching experience with 260+ educational sessions covering Microsoft Business Applications including D365 BC, CE, F&SC, Dynamics GP, and Power Platform, along with Cross-Product learning for AI, Leadership, Marketing and more. Led by industry experts, Microsoft employees, and Microsoft MVPs, these sessions offer cutting-edge tools, techniques, and best practices in a diverse and inclusive environment. With ample networking opportunities and dedicated expo time, attendees can connect with peers and sponsors. Sponsorship benefits include lead generation, event web presence, email exposure, social media awareness, prominent website profiles, exhibit space, brand visibility, live presentation opportunities, and direct connections via the conference app. Let’s shape the future of the Dynamics community together!

**EVENT LOCATION:**



Join this community from May 13-16, 2025, at the [Hyatt Regency in Chicago, IL](#), as we all come together to expand our knowledge and expertise in the Microsoft Dynamics and Power Platform ecosystem. Your partnership truly makes a difference!



**DUG extends our deepest gratitude to those sponsors whose generous support makes DynamicsCon possible!**

**DYNAMICS CON**  
**May 13-16, 2025**  
**Chicago, IL**

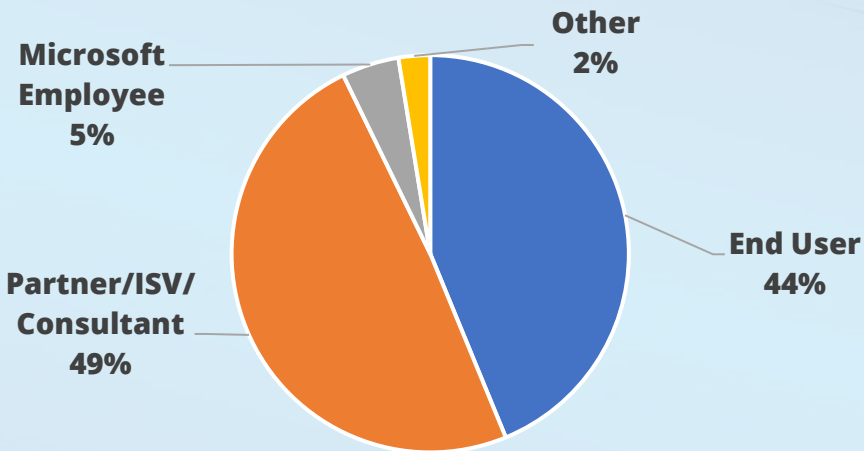
- 1. Event Details
- 2. 2024 Attendee Demographics
- 3. 2024 Sponsor Quotes & Event Stats
- 4. How To Secure Your Sponsorship
- 5. 2025 Sponsorship Options
- 6. Exhibitor Package Details
- 7. Exhibit Hall Floor Layout
- 8. Add-On/Stand Alone Sponsorships
- 9. Contributor Sponsorships
- 10. Partner Marketing Event Sponsorships
- 11. Thank You!





# 2024 ATTENDEE DEMOGRAPHICS

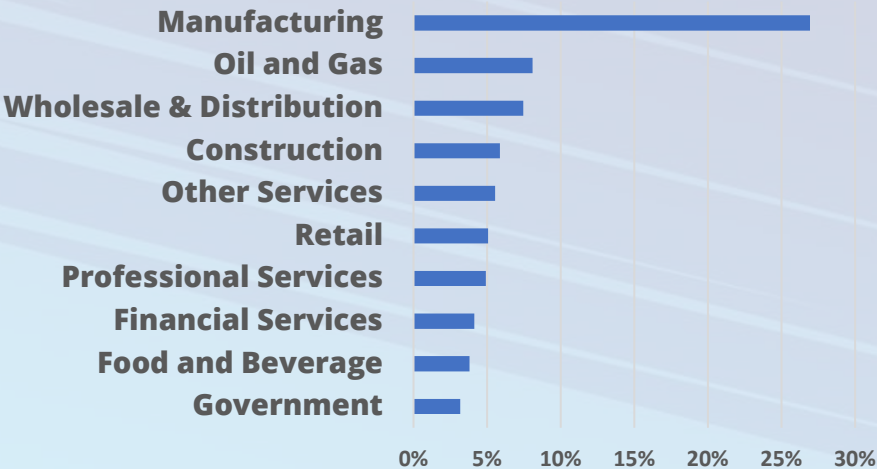
## RELATIONSHIP TO DUG COMMUNITY



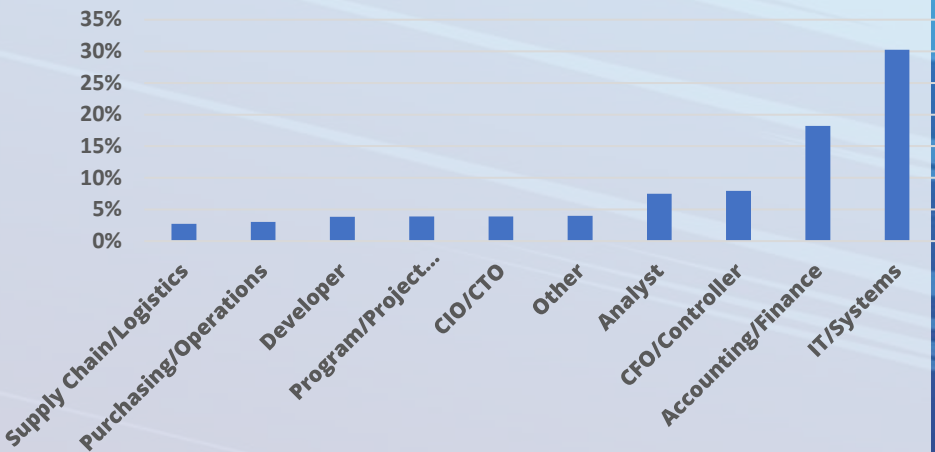
## REGISTRATION

2025 Goal	3000
2024	1510
2023	649
2022	373
2021	160

## END USER TOP 10 INDUSTRIES



## END USER TOP 10 JOB ROLES

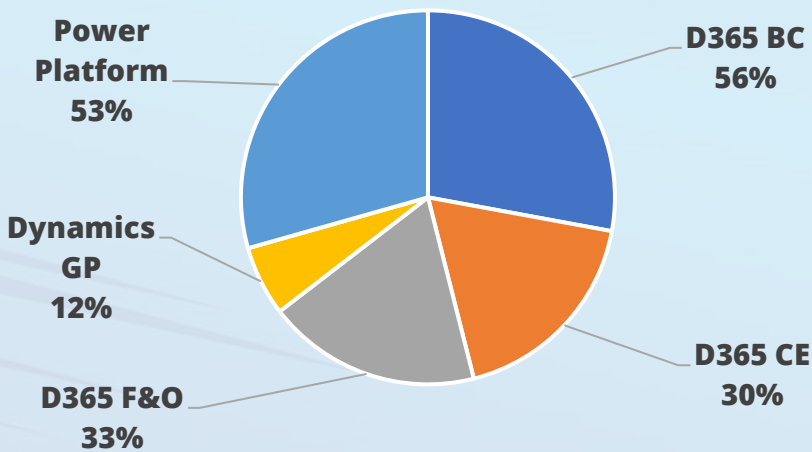


**89 Sponsors Supported DynamicsCon 2024!**

## # OF 2024 SESSIONS

EDUCATIONAL SESSIONS	190
SPONSOR SESSIONS	30
MICROSOFT SESSIONS	40
TOTAL SESSIONS	260

## END USER BY PRODUCT(S) OF INTEREST





# 2024 EVENT STATS & SPONSOR QUOTES



"Sponsoring DynamicsCon 2024 was an exceptional experience for our team. With the expo, sessions, and hotel rooms all in one location, we had opportunities for multiple touchpoints with prospects and customers throughout the week. This unique setup allowed us to **maximize interactions and build meaningful relationships** in a way that few other events offer."

**Brent Faller, Director of Marketing @ Ellipse Solutions**

**Attendees  
rated  
educational  
sessions on  
avg. an 8.08  
out of 10**

**Social Media Engagement:**  
**15,960 Followers**  
**11,284 Engagements**  
**9,598 Post Clicks**  
**44.211 Impressions**  
**25.5% Engagement Rate**

**67 Microsoft  
Employees &  
48 Microsoft  
MVP's in  
attendance**

**DynamicsCon  
2024 website  
views: 541,355  
by 141,625  
users from  
6/1/23 – 6/1/24!**

"On the very first day within the first two hours after setup, we secured two solid leads that could end up making the **entire conference investment a profitable one.**"

**Eric Reyhle, Sr. VP Biz Dev @ Acterys**

**Exhibit  
sponsors  
scanned an  
avg. of 85  
leads**

"We were amazed at the growth we've seen YOY for DynamicsCon. I went as an attendee and had major FOMO that we didn't sponsor. We look forward to being a part of DCL in 2025 and beyond!"

**Anthony Bonaduce, CRO @ Cosmos**

**Attendees  
rated the  
likelihood that  
they will  
attend LIVE  
again in 2025  
on avg, a 7.82  
out of 10**

**86% of LIVE  
attendees  
downloaded  
the Brella  
conference  
app, 72%  
opted in for  
networking**

"Being a sponsor and attendee of DynamicsCon 2024 has been an incredible experience. The event and community always feel like a family gathering, filled with inspiring moments, insightful sessions, and endless opportunities to connect. We love being part of this amazing community and the **invaluable connections we make every year.** Can't wait for the next one!"

**Jessica Person, Sr. Partner Marketing @ Avalara**

**Sponsors rated  
the likelihood  
that they will  
sponsor LIVE  
again in 2025  
on avg. an 8.77  
out of 10**

**Virtual Swag  
Bag Sponsors  
received an  
avg. of 201  
leads**



# BE A HERO

## SECURE YOUR SPONSORSHIP!



2024  
Sponsors

**CHAMPION SPONSORS** ————— **THANK YOU SPONSORS!** —————

Microsoft SPS COMMERCE innovia insightsoftware POWERGP ONLINE leapwork

**ADVOCATE SPONSORS**

INSIGHT WORKS VICINITY YOOZ MEKORMA Cincom CPQ C5insight CAVALLO Avalara Strabo Partners tipalti AP COMMERCE

DOCUPHASE Wolters Kluwer ELLIPSE SOLUTIONS ShipHawk NMB SOLUTIONS sana solver sign expandit DocStar STARSHIP

avidxchange VERTEX NETSTOCK NODUS sa.global FASTPATH resco.net Corpay nuvei CADLink Alithya Formpipe.

experlogix kecommerce. argano DO CENTRIC Cleo Stoneridge paymerang TD SYNnex RSM trunorth Own ClickDimensions

tasklet FYISOFT PayTrace EBizCharge Binary Stream envista Crowe thinkmax ACTERYS en-able xcelpros

**EVENT SPONSORS**

SK GLOBAL SOFTWARE BEYOND LIMITS dooap MCA CONNECT TrueCommerce ADP celigo DY NAM 3G ramp EONE Nolan Synoptek TIM THE TESTMART

Aptean Dynamics Connections Hummingbird TextUs iDynamics emfluence Maven DH DYNAMICS HOTDISH MSW MS Dynamics World PT PARTNER TALKS Technology Record ERP SoftwareBlog



**To Secure a Sponsorship Contact:**  
**Bob Buresh**  
**Sales & Account Manager**  
**[bob@dynamicsusergroup.com](mailto:bob@dynamicsusergroup.com) | +1 701-388-9263**  
**Schedule A Meeting: [Bob's Calendar](#)**

Meet our amazing 2025 Sponsors:



CHICAGO

# 2025 SPONSORSHIP OPTIONS

(click each option below to learn more!)

## Exhibitor Package Sponsorships

- [Champion](#)
- [Advocate+](#)
- [Advocate](#)
- [Promoter](#) **SOLD OUT!**

## Exhibitor Add-On Sponsorships

- [Card Trick Magician](#)
- [Caricature Artist](#)
- [Food or Beverage](#)
- [Photo Booth](#)
- [Product Identifier Floor Decal](#)
- [Specialty Designation](#)
- [Relaxation Station](#) **SOLD!**

## Add-On or Stand-Alone Sponsorships

- ~~[Keynote Session Seat Drop](#)~~ **SOLD!**
- [Partner Showcase Presentation](#)
- [Professional Photo Headshot](#)
- [Printed Conference Guide](#)
- [Advertisement](#)
- [Virtual Swag Bag](#)

## PME ([Partner Marketing Event](#)) Sponsorships

- [Premier](#)
- [Gold](#)

## Contributor Sponsorships

- [Coffee Break](#)
- [Welcome Reception](#)
- [Community Reception](#)
- ~~[General Session](#)~~ **SOLD!**
- [Lunch](#)
- PROMO ITEMS:
  - [Backpack](#)
  - [BIG Bar TVs](#)
  - [Cookie](#)
  - [Elevator Door Wrap](#)
  - [Escalator Cling - East Tower](#)
  - [Escalator Cling - West Tower](#)
  - [Fanny Pack](#)
  - [Grand Ballroom Foyer Column Cling](#)
  - ~~[Hotel Key Card](#)~~ **SOLD!**
  - [Lanyard](#)
  - [Lobby Column Cling](#)
  - [Water Bottle](#)
  - [Welcome Reception Table Tent, Coaster & Cocktail Napkin](#)

**Secure your sponsorship NOW!**

### NOTES:

- Sponsorship prices are subject to change without notice. Invoices are Due Net 30
- Sponsorships must be secured and paid by March 31, 2025.
- Sponsorship benefits begin once payment and signed contract are both received.
- Some benefits may not be available if securing sponsorship after deadline dates.
- Preferred payment method is ACH or Wire Transfer. Credit Cards accepted upon request with a 3.5% processing fee added.
- All sponsors may rent an onsite lead scan device (pricing and order forms will be made available at a later date).
- Exhibitor sponsors may purchase AV & Power for their booth (pricing and order forms will be made available at a later date).
- [DUG Team-Up Partnership](#) discounts apply to all sponsorships (discounts or offers cannot be combined).





## EXHIBITOR PACKAGE SPONSORSHIPS

**SOLD OUT!**

Benefit Description	Champion \$40,000 USD	Advocate+ \$23,000 USD	Advocate \$16,000 USD	Prom \$12,000 USD
<b>Exclusivity:</b> Limited number of sponsorships available	Limited to 6	Limited to 6	Space for 92	Limited to 12 First-Time DCON Sponsors Only
<b>Exhibit:</b> Carpeted booth space w/pipe & drape for duration of 3-day event, sponsor to adorn at their expense. Optional: Bring your own booth display (not to exceed 8'H x dimensions of booth) or work w/GES Services to build a custom booth. Exhibit booth location chosen by Sponsor Level first, then by order of when payment is received. ( <a href="#">Expo Hall Map Layout</a> )	10' x 20' Endcap Option 6' Table 2 Chairs	10' x 20' 6' Table 2 Chairs	10' x 10' 6' Table 2 Chairs	10' x 10' 6' Table 2 Chairs
<b>Partner Showcase Presentation:</b> 30-minute solution showcase session	✓	\$6,000 USD	\$6,000 USD	\$6,000 USD
<b>Registration List:</b> Receive the list of opt-in event registrants with contact information for one MS BizApp product choice: BC, CE, F&SC, GP or Power Platform	✓			
<b>DCON Staff Pass:</b> Comped full access event pass for your staff: ( <i>Plus:</i> 20% off coupon code to purchase additional staff passes)	4	3	2	1
<b>DCON Customer Passes:</b> Comped full access event pass for your customers & prospects: ( <i>Plus:</i> 15% off personalized coupon code to offer your customers & prospects)	4	3	2	1
<b>Lead Collection:</b> Ability to rent lead scanner device to scan exhibit booth visitors	✓	✓	✓	✓
<b>Introduction:</b> Logo included on "Thank You" slide during event General Session (grouped by level)	✓	✓	✓	✓
<b>Visibility:</b> Logo + profile link featured on event website home page	✓			
<b>Web:</b> Logo + profile link on event website <a href="#">sponsor directory page</a> - grouped by level	✓	✓	✓	✓
<b>Email:</b> Logo + profile link included in an attendee email	✓	✓		
<b>Social:</b> Dedicated post from event social media channels	✓	✓		
<b>Virtual Swag Bag:</b> Include a sponsor-provided promotional item in an online virtual conference bag available on a dedicated event website page (lead generation)	✓	*Included thru Dec 31, then \$1,500 USD	*Included thru Dec 31, then \$1,500 USD	\$1,500 USD
<b>Video:</b> Sponsor provided 30-second video played from main stage	✓			
<b>Signage:</b> Logo included on onsite signage	✓	✓	✓	✓
<b>Gamification:</b> Inclusion in onsite attendee engagement game (details TBD)	✓	✓	✓	✓
<b>Media Kit:</b> Marketing materials for sponsor to promote event involvement	✓	✓	✓	✓
<b>FROR:</b> First right of refusal for DynamicsCon 2026 sponsorship selection	✓	✓	✓	✓
<b>PME Staff Pass:</b> Registration pass to attend the Partner Marketing Event (May 13, 2024)	1	1	1	1

\*Benefit included in sponsorships purchased prior to Dec. 31, \$1500 USD add-on with sponsorships purchased after that date.

[Return to sponsorship option page](#)

## EXHIBITOR PACKAGE SPONSORSHIP ADD-ONS



**Sponsorship Option**  
(Click each option below to learn more)



**Champion**

**Advocate+**

**Advocate**

**Promoter**

[Card Trick Magician](#)

\$5,000 USD

\$5,000 USD

\$5,000 USD

\$5,000 USD

[Caricature Artist](#)

\$5,000 USD

\$5,000 USD

\$5,000 USD

\$5,000 USD

[Food or Beverage \(In Booth During Welcome Reception\)](#)

\$2,500 USD

\$2,500 USD

\$2,500 USD

\$2,500 USD

[Keynote Session Seat Drop](#) **SOLD!**

\$5,000 USD

\$5,000 USD

\$5,000 USD

\$5,000 USD

[Partner Showcase Presentation](#)

Included

\$6,000 USD

\$6,000 USD

\$6,000 USD

[Photo Booth](#)

\$5,000 USD

\$5,000 USD

\$5,000 USD

\$5,000 USD

[Professional Photo Headshot](#)

\$5,000 or  
\$10,000 USD

\$5,000 or  
\$10,000 USD

\$5,000 or  
\$10,000 USD

\$5,000 or  
\$10,000 USD

[Printed Conference Guide Advertisement](#)

\$2,500 USD

\$2,500 USD

\$2,500 USD

\$2,500 USD

[Product Identifier Floor Decal](#)

\$250

\$250

\$250

\$250

[Relaxation Station](#) **SOLD!**

\$10,000 USD

\$10,000 USD

\$10,000 USD

\$10,000 USD

[Specialty Designation](#)

\$3,500 USD

\$3,500 USD

\$3,500 USD

\$3,500 USD

[Virtual Swag Bag](#)

Included

\*Included thru Dec 31,  
then \$1,500 USD

\*Included thru Dec 31,  
then \$1,500 USD

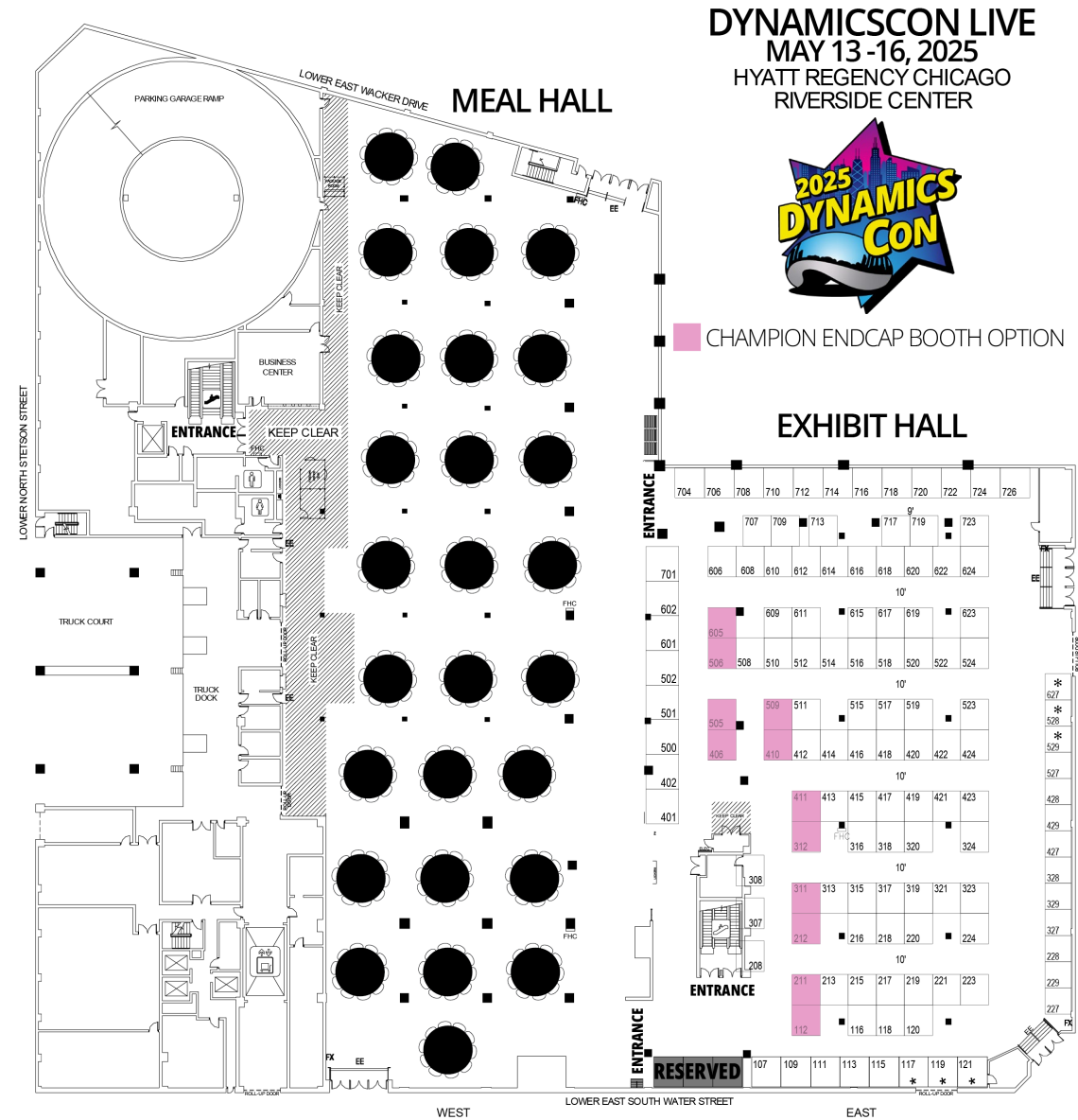
\$1,500 USD

\*Benefit included in sponsorships purchased prior to Dec. 31, \$1500 USD add-on with sponsorships purchase after that date.

[Return to sponsorship option page](#)



2025 EXPO HALL FLOOR LAYOUT FOR CHAMPION, ADVOCATE+, ADVOCATE, & PROMOTER PACKAGES



Over 20 hrs. of expo time including 10+ hrs. of dedicated expo time!

# EXHIBITOR PACKAGE ADD-ON SPONSORSHIP

## CARD TRICK MAGICIAN SPONSOR

Treat event attendees to some entertaining close-up interactive magic and fun with card tricks! Incorporate a special message into the act for the magician to portray about your company's products or services. Another creative option to attract a crowd to your exhibit booth.

### **Benefits Include:**

- **Engagement:** Draw more attendees to your exhibit booth during dedicated expo time.
- **Exclusive:** Only 1 Card Trick Magician Sponsor in Expo Area.
- **Signage:** Sign indicating the Card Trick Magician is sponsored by you.
- **Social:** Included in social post promoting Card Trick Magician Sponsorship.

Secure the Card Trick Magician in a vacant space next to or inside your exhibit space to provide some fun & entertainment for attendees during dedicated expo time.



Card Trick Magician

Add-On To  
Champion,  
Advocate+, Advocate,  
or Promoter  
Sponsorships Only:

\$5,000 USD

Limited to 1 Sponsor

This cost is only for the sponsorship. Sponsor pays all additional shipment, ship-out, labor, drayage, storage, hotel branding, GES, and waste fees that may apply.



# EXHIBITOR PACKAGE ADD-ON SPONSORSHIP

## CARICATURE ARTIST SPONSOR

Talented caricature artist hand-draws stunning artwork to capture the personality and quirks of each subject, creating memorable caricatures and attracting a crowd to your exhibit booth!

### Benefits Include:

- **Engagement:** Draw more attendees to your exhibit booth during dedicated expo time.
- **Exclusive:** Only 1 Caricature Artist Sponsor in Expo Area.
- **Signage:** Sign indicating the Caricature Artist is sponsored by you.
- **Social:** Included in social post promoting Caricature Artist Sponsorship.

Secure the Caricature Artist in a vacant space next to or inside your exhibit space to allow attendees to have a fun caricature drawn of themselves by a professional artist during dedicated expo time.



Caricature Artist

Add-On To  
Champion,  
Advocate+, Advocate,  
or Promoter  
Sponsorships Only:

\$5,000 USD

Limited to 1 Sponsor

This cost is only for the sponsorship. Sponsor pays all additional shipment, ship-out, labor, drayage, storage, hotel branding, GES, and waste fees that may apply.

# EXHIBITOR PACKAGE ADD-ON SPONSORSHIP

## FOOD OR BEVERAGE SPONSOR

The 3,000 anticipated attendees will enjoy food and beverage as they walk the expo floor during the Welcome Reception. The food or beverage of choice will be served from your exhibit booth space by venue staff drawing more attendee engagement to your booth!

### **Benefits Include:**

- **Engagement:** Draw more attendees to your exhibit booth.
- **Exclusivity:** Limited number of Sponsors allowed for Food or Beverage served in your booth.
- **Social:** Included in social post promoting all Food or Beverage Sponsors.

Reserve the privilege to have either a Food or Beverage item served from your contracted exhibit booth space during the Welcome Reception by venue staff. We will provide contact information to work directly with venue catering to select and purchase your food or beverage order.

### **Beverages:**

Choose beer, wine or a mocktail from the venue catering menu.

Limited to 10 Sponsors

### **Food:**

Choose a food item from the venue catering menu.

Limited to 10 Sponsors



Food or Beverage

Add-On To  
Champion,  
Advocate+, Advocate,  
or Promoter  
Sponsorships Only:

\$2,500 USD  
(+ Cost of Food or  
Beverage + Any Fees)

Only 1 Option per  
Exhibit Booth

Limited Number Of  
Options Available



# EXHIBITOR PACKAGE ADD-ON SPONSORSHIP

## PHOTO BOOTH SPONSOR

Provide attendees with a shareable and memorable photo experience by adding a photo booth with backdrop & props. Create a custom print design and theme to go with your company's brand. This is a fantastic way to attract a crowd to your exhibit booth!

### **Benefits Include:**

- **Engagement:** Draw more attendees to your exhibit booth during dedicated expo time.
- **Exclusive:** Only 1 Photo Booth Sponsor in Expo Area.
- **Signage:** Signage indicating Photo Booth is sponsored by you.
- **Social:** Included in social post promoting Photo Booth Station Sponsorship.

Secure the Photo Booth in a vacant space next to or inside your exhibit space to allow attendees to have photos taken as an entertaining and easy way to make memories during dedicated expo time.



### Photo Booth

Add-On To  
Champion,  
Advocate+, Advocate,  
or Promoter  
Sponsorships Only:

\$5,000 USD

Limited to 1 Sponsor

This cost is only for the sponsorship. Sponsor pays all additional shipment, ship-out, labor, drayage, storage, hotel branding, GES, and waste fees that may apply.

# EXHIBITOR PACKAGE ADD-ON SPONSORSHIP

## PRODUCT IDENTIFIER FLOOR DECAL



Don't forget the floor! Opportunity to show attendees which Microsoft BizApp(s) your company represents. Leverage your company's strengths to attract the right audience into your exhibit space so you can engage with the right potential customers.

### Benefits Include:

- **Branding:** \*Floor decal in front of your exhibit booth indicating which MS BizApps product(s) your company represents.
- **Engagement:** Draw the right attendees to your exhibit booth by showcasing your product focus to engage in conversation.
- **Lead Source:** Attract the right attendees to your booth as potential customers and scan their badge to collect leads.

Secure the 3' x 3' Product Identifier Floor Decal which will be placed in front of your exhibit booth in the expo hall to allow attendees to recognize which MS BizApps product(s) (Chose Any: BC, CE, F&SC, GP and/or Power Platform) that your company's services and/or solutions focus on as they wander through the exhibit hall.

\*Only floor decals approved by DUG are permitted.



EX: This is not the actual floor decal

Product Identifier  
Floor Decal

Add-On To  
Champion,  
Advocate+, Advocate,  
or Promoter  
Sponsorships Only:

\$250 USD

Limited to 1 Per  
Exhibitor Sponsor

# EXHIBITOR PACKAGE ADD-ON SPONSORSHIP

## RELAXATION STATION SPONSOR

Provide attendees with a much needed and relaxing 10-minute neck and shoulder massage by a professional massage therapist and attract a crowd to your exhibit booth!

### **Benefits Include:**

- **Engagement:** Draw more attendees to your exhibit booth during dedicated expo time.
- **Exclusive:** Only 1 Relaxation Station Sponsor in Expo Area.
- **Signage:** Signage indicating Relaxation Station is sponsored by you.
- **Social:** Included in social post promoting Relaxation Station Sponsorship.

Secure the Relaxation Station in a vacant space next to or inside your exhibit space to have massage therapists provide relaxing neck and shoulder massages in a massage chair during dedicated expo time.



### Relaxation Station

Add-On To  
Champion,  
Advocate+, Advocate,  
or Promoter  
Sponsorships Only:

\$10,000 USD

Limited to 1 Sponsor

This cost is only for the sponsorship. Sponsor pays all additional shipment, ship-out, labor, drayage, storage, hotel branding, GES, and waste fees that may apply.



# EXHIBITOR PACKAGE ADD-ON SPONSORSHIP

## SPECIALTY DESIGNATION SPONSOR

Opportunity to position your company's services or solutions as the Official DynamicsCon "Specialty Sponsor". Set your brand apart and stand out from other exhibitors by being recognized as a leader in your specialty!

### Benefits Include:

- **Branding:** Floor decal with your logo in front of your exhibit booth as the Official "Specialty Sponsor" selected.
- **Engagement:** Draw more attendees to your exhibit booth by showcasing your expertise.
- **Exclusive:** Only 1 designation per Specialty, limited to 1 per sponsor on a first come, first serve basis.
- **Social:** Social post promoting Specialty Designation Sponsors.
- **Web:** Branding and promotion on the DynamicsCon website [sponsor page](#) featuring your logo and acknowledgement as an Official "Specialty Sponsor".

### Specialty Designation Examples:

*(Only 1 Designation per Specialty Available)*

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> AP Automation SOLD      | <input type="checkbox"/> Manufacturing Solutions                     |
| <input checked="" type="checkbox"/> Banking Automation SOLD | <input type="checkbox"/> Migration Services                          |
| <input type="checkbox"/> Business Intelligence              | <input type="checkbox"/> Payroll Automation                          |
| <input type="checkbox"/> Cloud Services                     | <input type="checkbox"/> Report Management                           |
| <input type="checkbox"/> CRM Solutions                      | <input type="checkbox"/> Security & Audit                            |
| <input type="checkbox"/> Distribution Management            | <input type="checkbox"/> Spend Management                            |
| <input type="checkbox"/> Document Management                | <input type="checkbox"/> Supply Chain Management                     |
| <input type="checkbox"/> eCommerce Solutions                | <input checked="" type="checkbox"/> Tax Automation & Compliance SOLD |
| <input type="checkbox"/> Field Service Management           | <input type="checkbox"/> Warehouse Management                        |
| <input type="checkbox"/> Implementation Services            | <input type="checkbox"/> Workflow Automation                         |

**\*Don't see your Specialty listed - Customize a Specialty of choice to be approved by DUG!**



EX: DCONL24 event sponsor web page  
Specialty Designation acknowledgement



EX: DCONL24 Specialty Designation floor  
decal signage



### Specialty Designation

Add-On To  
Champion,  
Advocate+, Advocate,  
or Promoter  
Sponsorships Only:

\$3,500 USD

Limited to 15  
Sponsors



# ADD-ON or STANDALONE SPONSORSHIP

## KEYNOTE SESSION SEAT DROP SPONSOR

A strategic seat drop with a creative message is a great way to have your company branded materials get noticed by the attendees during the conference at this highly attended Keynote Session!

### Benefits Include:

- **Branding:** Increased brand exposure & visibility.
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Engagement:** For exhibiting sponsors, draw more attendees to your exhibit booth by including a brief message and booth number.
- **Exclusivity:** Only 1 Keynote Session Seat Drop Sponsor.
- **Lead Source:** Optional - include an offer with a promo code or QR code for attendees to redeem, allowing you to collect additional leads.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:**
  - 1 full access event pass provided for staff to place seat drop item with Seat Drop Only purchase.
  - Additional event passes for your staff available to purchase with a 20% off coupon code.

### NOTES:

- Sponsor responsible to place seat drop on Keynote Session chairs before session begins.
- Seat Drop item at sponsor's expense.
- Seat drop item must be approved by DUG.



EX: DCONL24 Seat Drop



Keynote Session  
Seat Drop

Add-On To Any  
Sponsorship:

\$5,000 USD

OR

Seat Drop Only:

\$6,500 USD

Limited to 1  
Sponsor

This cost is only for the sponsorship. Sponsor pays all additional shipment, ship-out, labor, drayage, storage, hotel branding, GES, and waste fees that may apply.

# ADD-ON or STANDALONE SPONSORSHIP

## PARTNER SHOWCASE PRESENTATION SPONSOR

Host a 30-minute solution showcase session focused on your products or services, providing valuable insights and solutions to attendees while solidifying your position as an industry leader! Session promoted across all product tracks.

### Benefits Include:

- **Agenda:** Session listed on all product track agendas as "Session Title" hosted by "Sponsor Name" held simultaneously with other Partner Showcases.
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Lead Collection:** Ability to rent lead scanner to scan your session attendees only.
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Social:** 1 social post to promote all partner showcase sessions.
- **DCON Staff Pass:**
  - 1 full access event pass for session presenter provided with Presentation Only purchase.
  - Additional event passes for your staff available to purchase with a 20% off coupon code.

### RECOMMENDATIONS:

- Keep session educational on either solving a problem, current trends or hot topics with an attention-grabbing title and specify which Dynamics or Power solution(s) is being targeted in session description.
- Sponsor promotes their session via onsite activities, email, social channels and website.
- 3 presentation time slots to choose from; chosen first by sponsor level, then in order of when payment is received.



Partner Showcase  
Presentation

Included  
with Champion  
Sponsorship

Add-On To Any  
Sponsorship:

\$6,000 USD

OR

Presentation Only:

\$7,500 USD



# ADD-ON or STANDALONE SPONSORSHIP

## PROFESSIONAL PHOTO HEADSHOT SPONSOR

Be the brand that helps attendees advance their careers, enhance their personal branding and build their portfolios by sponsoring high-quality professional headshot photos!

### Benefits Include:

- **Engagement:** Draw more attendees to your exhibit booth during both the Welcome Reception and the Community Reception.
- **Exclusivity:** Only 1 or 2 Photo Headshot Sponsors in Expo Area.
- **Signage:** Sign indicating the Photo Headshot is sponsored by you.
- **Social:** Included in social post promoting Photo Headshot Sponsorship.
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **[DCON Staff Pass](#):** Event passes for your staff available to purchase with a 20% off coupon code.

Secure the Photo Headshot in a vacant space next to or inside your exhibit space to allow attendees to have a professional headshot provided to them during either the Welcome Reception or the Community Reception.



### Photo Headshot

Add-On To Any Sponsorship Or  
Purchase Stand-Alone:

Welcome or Community  
Reception

\$5,500 USD

Exclusive: Both Receptions

\$10,000

Limited to 1 or 2 Sponsors

This cost is only for the sponsorship. Sponsor pays all additional shipment, ship-out, labor, drayage, storage, hotel branding, GES, and waste fees that may apply.

# ADD-ON or STANDALONE SPONSORSHIP

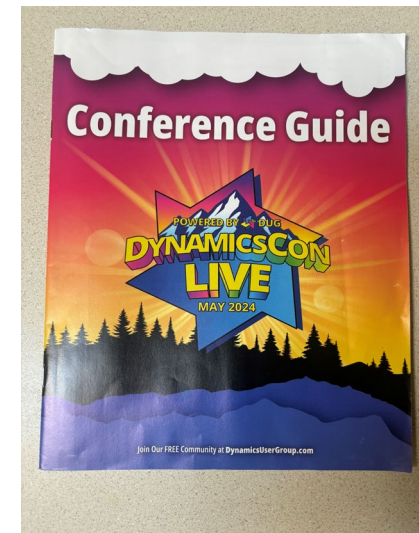
## PRINTED CONFERENCE GUIDE ADVERTISEMENT SPONSOR



Many attendees use the Printed Conference Guide to view sessions and navigate the conference venue. Put your brand in attendees' hands as a sponsor of the DynamicsCon printed conference guide. Conference Guide made available to attendees at registration.

### **Benefits Include:**

- **Advertisement:** 1 full page ad in printed Conference Guide (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 4 Printed Conference Guide Advertisement Sponsors.
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **[DCON Staff Pass](#):** Event passes for your staff available to purchase with a 20% off coupon code.



EX: DCONL24 Conference Guide

Conference Guide  
Advertisement

Add-On To Any  
Sponsorship:

\$2,500 USD

OR

Advertisement Only:

\$4,000 USD

Up to 4 Sponsors

# ADD-ON or STANDALONE SPONSORSHIP

## VIRTUAL SWAG BAG SPONSOR

Sponsor-provided promotional items (from fun to informative, virtual or physical) are included in an online virtual swag bag, but with a physical punch made available to event website viewers to build their own swag bag via a dedicated web page.

### Benefits Include:

- **Engagement:** Increased attendee engagement before the event even starts!
- **Awareness:** Additional brand exposure, visibility, and awareness.
- **Lead Source:** Added lead generation capability for better sponsorship ROI.
- **DCON Staff Pass:** Event passes for your staff available to purchase with 20% off coupon code
- Check out: [DynamicsCon 2024 Virtual Swag Bag](#).

### Promotional Item Example Ideas:

- **Educational & Informative:** Brochures, downloads, online courses, white papers
- **Monetary:** Coupon codes, vouchers, discounts, gift cards, raffles, drawings
- **Services:** Offer free software demos, consultations, or software & system evaluations
- **Swag:** T-shirts, Yeti coolers, drinkware, Bluetooth speaker
- **Customized:** Be creative with your own unique idea which will drive viewers to select your offer/item.

### How It Works:

- VSB website goes live a few months before event start date, sponsor provides a promotional item with a short description to be included on VSB web page.
- Viewers visiting the VSB web page will select which sponsor promotional items they desire to fill their VSB and then submit their form which includes their contact info.
- Sponsor fulfillment contact will receive the form via email notification immediately that a viewer has selected their VSB promotional item.
- Sponsor is responsible to fulfill the promotional item request.

Any promotional item and shipping costs to recipient is at sponsor's expense.  
All Virtual Swag Bag promotional items must be approved by DUG.

\*Benefit included in sponsorships purchased prior to Dec. 31, \$1500 USD add-on with sponsorships purchased after that date.



Virtual Swag Bag  
Included  
with Champion  
Sponsorship

\*Included with  
Advocate+ and Advocate  
Purchases thru Dec 31,  
then \$1,500 USD

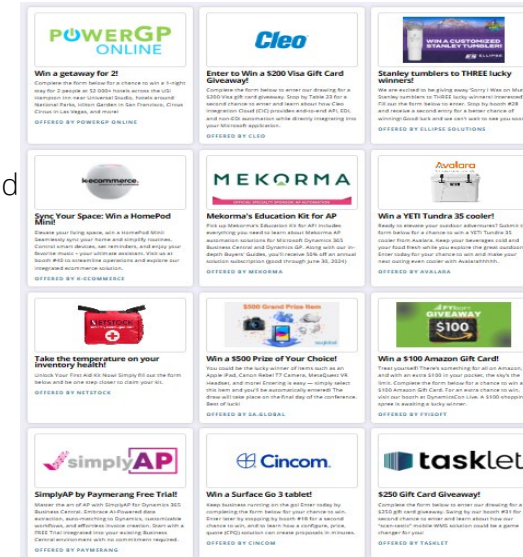
Add-On To Any Other  
Sponsorship:

\$1,500 USD

OR

Virtual Swag Bag Only:

\$5,000 USD



EX: DCONL24 VSB web page

### DCONL24 VSB Results:

466 Total Form Submissions

7454 Total Items Requested

201 Avg. Leads Per Sponsor

351 Sponsor w/Highest #

[Return to sponsorship option page](#)



# CONTRIBUTOR SPONSORSHIP: COFFEE BREAK

## COFFEE BREAK SPONSOR



Be the name everyone sees and thinks of when reaching for that free cup of coffee to re-energize for the day! Select the beverage and snack breaks for a day and receive acknowledgement as sole sponsor. Choice of Weds or Thurs @ 2 breaks per day - AM & PM.

### Benefits Include:

- **Agenda:** Listed in agenda as "Break Sponsor".
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Only 1 Coffee Break Sponsor per day.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level)
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Signage:** Logo included on signage in Break Area.
- **Social:** Included in social post promoting Coffee Break Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:** Event passes for your staff available to purchase with 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).

### At Sponsors Expense: (optional)

- Provide 1 marketing brochure or swag item in Break Areas only.
- Provide branded coffee cup sleeves and/or napkins.
- Brochure, swag item, coffee cup sleeves and napkins must be approved by DUG.



Coffee Break

Choose:  
Day 1  
(Day 2 SOLD!):

\$6,000 USD

Limited to 2  
Sponsors  
(1 per day)

# CONTRIBUTOR SPONSORSHIP: RECEPTION

## WELCOME RECEPTION SPONSOR



Be remembered as the fun brand that provides the anticipated 3,000 attendees appetizers and drinks by sponsoring this social event on Tuesday, 5/13/25, in the Expo Hall & Meal Hall during dedicated exhibit time. This will be an amazing way to kick-off the conference!

### Benefits Include:

- **Agenda:** Listed in agenda as "Reception Sponsor".
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Can be limited to only 1 Welcome Reception Sponsor.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Lead Collection:** Ability to rent lead scanner to scan Welcome Reception Attendees only.
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Signage:** Logo included on signage in Welcome Reception Area.
- **Social:** Included in a social post promoting Welcome Reception Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:**
  - 1 full access event pass with Multi-Sponsor option or 3 full access event passes with Exclusive Sponsor option
  - Additional event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



### Welcome Reception

#### Multi-Sponsor Option

\$15,000 Each USD

#### Exclusive Sponsor Option

\$45,000 USD

# CONTRIBUTOR SPONSORSHIP: RECEPTION

## COMMUNITY RECEPTION SPONSOR



Be remembered as the fun brand that provides the anticipated 3,000 attendees appetizers and drinks along with an activity or entertainment by sponsoring this social event on Wednesday, 5/14/25, in the Expo Hall & Meal Hall during dedicated exhibit time. This will be a fun & unforgettable evening!

### Benefits Include:

- **Agenda:** Listed in agenda as "Reception Sponsor".
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Can be limited to only 1 Community Reception Sponsor.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Lead Collection:** Ability to rent lead scanner to scan Community Reception Attendees only.
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Signage:** Logo included on signage in Community Reception Area.
- **Social:** Included in a social post promoting Community Reception Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:**
  - 1 full access event pass with Multi-Sponsor option or 3 full access event passes with Exclusive Sponsor option.
  - Additional event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



Community  
Reception

Multi-Sponsor  
Option

\$15,000 Each USD

Exclusive Sponsor  
Option

\$45,000 USD



# CONTRIBUTOR SPONSORSHIP: GENERAL SESSION



## GENERAL SESSION SPONSOR

Exclusive sponsorship of the General Session will provide your company extraordinary visibility during this highly attended session. Don't miss this chance to showcase your commitment to excellence and expertise as you set the stage for inspiring conversations and groundbreaking insights.

### Benefits Include:

- **Agenda:** Listed in agenda with company name as "General Session Sponsor".
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Only 1 General Session Sponsor.
- **FROR:** First Right of Refusal for DynamicsCon 2026 sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Presentation:** 5-minute presentation to promote your products & services during General Session.
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Seat Drop:** Sponsor responsible to provide and distribute 1 branded promotional item (must be approved by DUG) on seats before general session begins.
- **Signage:** Logo included on signage outside keynote session area.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:**
  - 1 full access event pass provided for presenter during general session.
  - Additional event passes for your staff available to purchase with 20% off coupon code.
- **Video:** 60 second sponsor-provided video played during general session.
- **Web:** Logo + profile link on event website [sponsor page](#).



General Session

\$12,000 USD

Limited to 1  
Sponsor

# CONTRIBUTOR SPONSORSHIP: LUNCH

## LUNCH SPONSOR



The 3,000 anticipated attendees will look forward to a hearty lunch, be the brand that provides them with nourishment! Exclusive opportunity to select from 2 lunches (Weds or Thurs) and receive acknowledgement as sole sponsor and make an impression with all eyes on you as the Lunch Sponsor for the day!

### **Benefits Include:**

- **Agenda:** Listed in agenda with company name as "Lunch Sponsor".
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Only 1 Lunch Sponsor each day.
- **Exhibit:** Exhibit table with 2 chairs in lunch area only for duration of lunch.
  - At Sponsors Expense:
    - Adorn lunch exhibit table (EX: brochures & collateral, swag, 1 pull-up banner no larger than 3' x 8', branded tablecloth).
    - Incentivize exhibit engagement (EX: raffles, swag, gift card, discount on services or solutions, free consult, demo).
- **FROR:** First Right of Refusal for DynamicsCon 2026 sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Lead Collection:** Ability to rent lead scanner to scan lunch exhibit booth visitors only.
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Signage:** Logo included on lunch area signage.
- **Social:** Included in social post promoting Lunch Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:**
  - 1 full access event pass provided.
  - Additional event passes for your staff available to purchase with a20% off coupon code.
- **Table Tent:** Sponsor responsible to distribute 1 branded table tent (must be approved by DUG) on all tables before lunch. (Optional)
- **Web:** Logo + profile link on event website [sponsor page](#).



Lunch

Choose  
Day 1 or Day 2:

\$12,000 USD

Limited to 2  
Sponsors  
(1 per day)

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## BACKPACK SPONSOR



Elevate your brand visibility by sponsoring these backpacks! As attendees gather their conference essentials, they will reach for your backpack, becoming walking ambassadors of your brand throughout the event.

Secure this exclusive opportunity to have your brand prominently showcased on backpacks with limited quantities distributed to attendees at registration, ensuring widespread recognition.

Co-branded with DynamicsCon logo.

### Benefits Include:

- **Branding:** Logo on Backpacks (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 1 Backpack Sponsor.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Social:** Included in social post promoting Promo Item Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: Sample Backpack

Backpack

Quantity 250:

\$13,000 USD

Limited to 1 Sponsor



# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## BIG BAR TV MONITOR SPONSOR



Your company's brand and message rotating for the entirety of the event on 10 TV screens in the BIG Bar and visible to attendees as they unwind from the day to socialize and advance their networking in one of the most popular hangouts in the host hotel.

### Benefits Include:

- **Branding:** Logo/Design/Message on TV Monitors in the BIG Bar (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 4 BIG Bar TV Monitor Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024).
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: Host Hotel BIG Bar TV's

BIG Bar TV Monitor

\$2,000 USD

Limited to 4 Sponsors

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## COOKIE SPONSOR



These gourmet sugar cookies are made with the highest quality and freshest ingredients. Limited quantities of this custom logoed sweet treat made available to attendees at registration.

### Benefits Include:

- **Branding:** Logo/Design on Cookies (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 1 or 2 Cookie Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Social:** Included in social post promoting Promo Item Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: DCONL24 Cookie

Cookie

Choose A Quantity:

500:  
\$5,000 USD

Limited to 2 Sponsors

1,000:  
\$7,500 USD

Limited to 1 Sponsor

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## ELEVATOR DOOR WRAP SPONSOR

Your company's brand and message in a high traffic area visible to attendees for duration of conference on elevator doors (exterior) going to host hotel guestrooms on Lobby/Skyway/Hotel Registration/Living Room level.  
Co-branded with DynamicsCon logo.

### Benefits Include:

- **Branding:** Logo/Design on Elevator Doors (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 1, 2, 3 or 4 Elevator Doors Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13)
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: Host Hotel Elevator Door



### Elevator Door Wrap

Choose A Tower:

East or West Tower

Choose an Option:

Left Side – 3 Doors  
\$12,000 USD

Right Side – 3 Doors  
\$12,000 USD

6 Doors  
\$20,000 USD

All 12 Doors  
\$35,000 USD

Limited to 1, 2, 3 or 4  
Sponsors



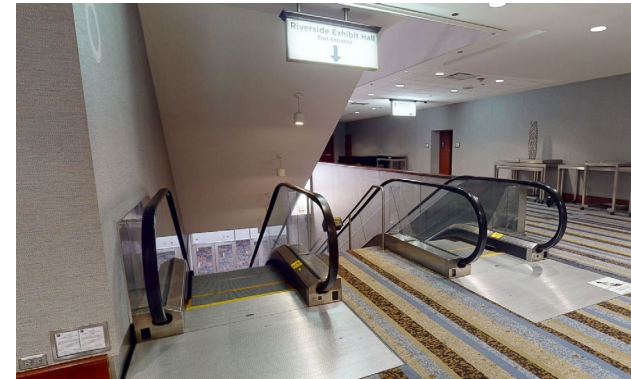
# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## ESCALATOR CLING SPONSOR – EAST TOWER

Your company's brand and message in a high traffic area in West Tower visible on host hotel escalators  
For duration of event to attendees when they are going to & from the Grand Ballroom Level to  
Riverside Exhibit Hall Level (General Session/Registration to Exhibit/Maal Hall).  
Co-branded with DynamicsCon logo.

### Benefits Include:

- **Branding:** Logo/Design on Expo & Meal Hall Escalators (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 1 or 2 East Tower Escalator Cling Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024).
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: Host Hotel Escalator



East Tower Escalator  
Cling

Choose An Option:

2 Panels - Down  
Escalator

\$12,000 USD

2 Panels – Up Escalator

\$12,000 USD

All 4 Panels

\$20,000

Limited to 1 or 2  
Sponsors

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## ESCALATOR CLING SPONSOR – WEST TOWER



Your company's brand and message in a high traffic area in West Tower visible on host hotel escalators for duration of event to attendees leading to & from Crystal Ballroom Lobby level to Concourse level.  
Co-branded with DynamicsCon logo.

### Benefits Include:

- **Branding:** Logo/Design on Lobby Escalators (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 1 or 2 West Tower Escalator Cling Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024).
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: Host Hotel Escalator

West Tower Escalator  
Cling

Choose An Option:

2 Panels - Down Escalator

\$12,000 USD

2 Panels – Up Escalator

\$12,000 USD

All 4 Panels

\$20,000

Limited to 1 or 2  
Sponsors

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## FANNY PACK SPONSOR



Elevate your brand visibility by sponsoring these fanny packs. Keep necessities secure, organized and close at hand. Wear it up front, on the side, in the back or across the body. Secure this exclusive opportunity to have your brand prominently showcased on fanny packs with limited quantities distributed to attendees at registration, ensuring widespread recognition.  
Co-branded with DynamicsCon logo.

### Benefits Include:

- **Branding:** Logo on Fanny Packs (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 1 Fanny Pack Sponsor.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Social:** Included in social post promoting Promo Item Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024).
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: Sample Fanny Pack

Fanny Pack

Quantity 250:

\$7,000 USD

Limited to 1 Sponsor



# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## GRAND BALLROOM FOYER COLUMN CLINGS SPONSOR



Your company's brand in column square in a high traffic area in the Grand Ballroom Foyer visible to attendees as they gather to register for the conference.

### **Benefits Include:**

- **Branding:** Logo/Design/Message on 1 of 3 Grand Ballroom Foyer Columns (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 3 Grand Ballroom Foyer Column Cling Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024).
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).

Grand Ballroom Foyer: Event Registration Desk, Grand Ballroom, Session Rooms, Escalator to Expo & Meal Halls

Grand Ballroom Foyer  
Column Cling

\$Price TBD

Up to 3 Sponsors

Please contact  
[Bob@dynamicsgroup.com](mailto:Bob@dynamicsgroup.com)  
[om](#) if interested in this  
sponsorship to be notified  
when more details are  
available.

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## HOTEL KEY CARD SPONSOR



Put your company's brand right into the hands of conference attendees staying at the conference host hotel! All attendees staying at the host hotel will receive guest room keycards with your logo on them. Co-branded with DynamicsCon logo.



### Benefits Include:

- **Branding:** Logo/Design on host Hotel Key Cards (Approved by DUG)
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Only 1, 2, or 3 Hotel Key Card Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Social:** Included in social post promoting Promo Item Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13)
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: DCONL24 Hotel Key Card

Hotel Key Card

Choose A Quantity:

500:  
\$6,000 USD

1,000:  
\$9,000 USD

1,500:  
\$12,000 USD

Up 3 Sponsors

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## LANYARD SPONSOR



Gain unparalleled exposure for your company by providing lanyards to all conference attendees! Everyone will proudly wear your branded lanyard throughout the entire event, ensuring maximum visibility and recognition among all participants. Co-branded with DynamicsCon logo.  
Lanyards provided to attendees at registration.

### Benefits Include:

- **Branding:** Logo on Lanyards (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Only 1 Lanyard Sponsor.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Social:** Included in social post promoting Promo Item Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: DCONL24 Lanyard

Lanyard

\$10,000 USD

Limited to 1 Sponsor



# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## LOBBY COLUMN CLINGS SPONSOR



Your company's brand wrapped around the columns in a high traffic area on the Skyway Lobby Level and visible for attendees to see your message as they mingle in the host hotel lobby.

### Benefits Include:

- **Branding:** Logo/Design/Message on 1 of 3 Skyway Lobby Columns (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Exclusivity:** Only 1, 2 or 3 Skyway Lobby Column Cling Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024).
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: Sky Level & Lobby Level Columns

Skyway Lobby Column  
Cling

\$Price TBD

Up to 3 Sponsors

Please contact  
[Bob@dynamicsusergroup.com](mailto:Bob@dynamicsusergroup.com) if interested in this  
sponsorship to be notified  
when more details are  
available.

Skyway Lobby Level: Hotel Check-in Desk, Elevators, Skywalk, BIG Bar Lounge, Bell Desk

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## WATER BOTTLE SPONSOR



Everyone will take notice of your logo every time an attendee refills and takes a drink of H2O. Limited quantities made available to attendees at registration. Co-branded with DynamicsCon logo.

### Benefits Include:

- **Branding:** Logo on Water Bottles (Approved by DUG).
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Email:** Logo + profile link included in an attendee email.
- **Exclusivity:** Only 1, 2, or 3 Water Bottle Sponsors.
- **FROR:** First Right of Refusal for DynamicsCon 2026 Sponsorship selection.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level).
- **Media Kit:** Marketing materials to promote sponsor's event involvement.
- **Social:** Included in social post promoting Promo Item Sponsorship.
- **PME Staff Pass:** 1 registration pass to attend the Partner Marketing Event (May 13, 2024)
- **DCON Staff Pass:** Event passes for your staff available to purchase with a 20% off coupon code.
- **Web:** Logo + profile link on event website [sponsor page](#).



EX: DCONL24 Water Bottle

Water Bottle

Choose A Quantity:

1,000:  
\$12,000 USD

1,500:  
\$18,000 USD

2,000:  
\$24,000

Up to 3 Sponsors

# CONTRIBUTOR SPONSORSHIP: PROMO ITEM

## WELCOME RECEPTION TABLE TENT, COASTER & COCKTAIL NAPKIN SPONSOR



A strategic table tent on reception tables and cocktail napkins is a great way to have your company brand exposed and noticed by attendees during the Welcome Reception.



### Benefits Include:

- **Branding:** Increased brand exposure & visibility by including your logo or message which must be approved by DUG.
- **Coupon Code:** Personalized coupon code to provide a 15% discount on event registrations for customer invitations.
- **Engagement:** Exhibitors can draw more attendees to your exhibit booth with a message.
- **Exclusivity:** Only 1 Sponsor for each item.
- **Introduction:** Logo included on "Thank You" slide during General Session (grouped by level)
- **Lead Source:** Include an offer with a promo code or QR code for viewers to redeem allowing you to collect more leads.
- **[DCON Staff Pass](#):** Event passes for your staff available to purchase with 20% off coupon code.

Welcome Session Table  
Tent, Coaster &  
Cocktail Napkin

Choose An Option:

500 Coasters:  
\$6,000 USD

100 Table Tents:  
\$5,000 USD

1,000 Napkins:  
\$3,000 USD

Limited to 1 Sponsor  
Per Item

Exclusive - All 3  
Options:  
\$13,000 USD





# PARTNER MARKETING EVENT SPONSORSHIPS

PME 2025: May 13, 2024 - Chicago IL @ Hyatt Regency

## BENEFIT DESCRIPTION

**PREMIER SPONSOR**  
**\$10,000 USD**  
Limited to 2

**GOLD SPONSOR**  
**\$5,000 USD**  
Limited to 5

Allow us to help you achieve your marketing & lead generation goals! Mingle with fellow Marketing Professionals from the VAR/ISV Partner Community and showcase your products or services to make an impression!

**Attendee Registrations:** Receive the list of registrants with contact information from PME  
(All registrants are automatically opted into marketing communications)

✓

✓

**Email:** Logo & URL on event email to PME registrants (Pre-Event)

**Large Logo**

**Small Logo**

**Email:** Logo & URL on "Thank You" email to all PME attendees (Post-Event)

**Large Logo**

**Small Logo**

**Exclusivity:** Only 2 Premier PME Sponsors

✓

**Exhibit:** 6' skirted exhibit table with 2 chairs in PME area only

At Sponsor's Expense (Optional):

- Adorn exhibit area (Ex: brochures, swag item, banner/backdrop not to exceed 6' wide, branded tablecloth)
- Incentivize booth engagement (Ex: raffles, swag, gift card, discount on services or solutions, free consult, demo)

✓

**FROR:** First Right of Refusal for Partner Marketing Event 2026 Sponsorship selection

✓

✓

**Introduction:** 5-minute introduction during opening PME session

✓

**Media:** Personalized graphic & marketing kit to promote event involvement

✓

✓

**Signage:** Logo included on "Thank You Sponsors" signage

**Large Logo**

**Small Logo**

**Signage:** Logo on signage in PME area only

**Large Logo**

**Small Logo**

**Social:** Social post promoting PME Sponsorship (20k+ followers)

**2**

**1**

**Staff Pass:** Staff pass(es) at no charge (1 additional Partner Marketing Event pass @ 50% off regular price)

**2**

**1**

**Web:** Logo & URL on PME event web page

**Large Logo**

**Small Logo**

**DynamicsCon Staff Passes:** event passes for your staff available to purchase with 20% off coupon code

✓

✓



# THANK YOU



**We look forward to partnering with you!**

