



Sponsor Document for DynamicsCon 2025

Event Dates: May 13 - 16, 2025, <http://dynamicscon.com>

Location: [The Hyatt Regency Chicago](#) - 151 East, Chicago, IL 60601

Table of Contents

DATES TO REMEMBER	1
EVENT REGISTRATION	2
PARTNER MARKETING EVENT REGISTRATION	2
HOTEL ROOM RESERVATIONS	2
CONFERENCE VENUE DETAILS	3
SPONSOR PACKAGE BENEFITS	3
SPONSOR HOURS	3
EXHIBITOR HOURS OVERVIEW	3
DYNAMICS CON CONFERENCE OVERVIEW	3
EVENT AGENDA*	4
SPONSOR SESSIONS	5
SHIPPING REQUIREMENTS	5
SPONSOR WEB PROFILE SET UP	5
CONFERENCE MOBILE APP and YOUR VIRTUAL BOOTH	6
LEAD RETRIVAL	6
SPONSOR TABLES	6
EXHIBITOR KIT	6
VIRTUAL SWAG BAG	7
30-SECOND COMMERCIAL	8
FLOORPLAN - CONFERENCE AREA	8
FLOORPLAN - EXHIBIT HALL	9

DATES TO REMEMBER

ASAP after access is received	Complete online profile page
Beginning January 13	Exhibit Booth and Sponsor Session Selection Begins

Before February 21	Virtual swag bag item with description sent to Brianna for approval
Before March 7	Sponsor Session details submitted via Sessionize link provided by Brianna
Before April 1	<u>Commercials Due:</u> <ul style="list-style-type: none"> - Champion Sponsor - 30-second - General Reception Sponsor – 60-seconds
After April 7	Advance Shipping Begins
April 10	WillWork Exhibitor Services Pre Order Discount Deadline WillWork EAC Form Deadline
April 22	Expresso by GES Electrical Services Discount Deadline
Before May 1	Event registration and PME Registration Deadline to send COI to Brianna
MUST BE BEFORE May 2	Advanced Shipments to WillWork Warehouse deadline
May 13 – 16	Attend DynamicsCon

EVENT REGISTRATION

Event Registration: [Register today for 2025!](#)

- Specific sponsor packages will receive a coupon code (upon receipt of full sponsorship payment) to register their team's free staff passes.
- Sponsoring company staff registrations receive 20% off the current registration price, use promo code: **WindyCitySponsor25**
- NOTE: All attendees must be registered!

PARTNER MARKETING EVENT REGISTRATION

Included in most sponsorship packages is a complimentary pass to the [Partner Marketing Event \(PME\)](#) at DynamicsCon on May 13th. This full-day event is designed to empower ISVs, VARs, and SIs with actionable insights to elevate their marketing strategies. From exclusive data on buyer trends and expert-led sessions on ABM, email personalization, and event marketing, to peer networking opportunities and findings from MSDW's Marketing Performance Survey, PME offers everything you need to amplify your impact. Use your code to [register today](#) and kick off DynamicsCon with an inspiring day of education and collaboration!

All event registration promo codes have been sent to you in your onboarding email, please reach out to Brianna if you need it to be resent.

HOTEL ROOM RESERVATIONS

- **Group Reservation Link:** [Hyatt Regency Chicago](#)
- **Book by:** Monday, April 21, 2024 (our block sells out **FAST**, book today!)
- **Refund Policy:** 48 Hour Cancellation Policy
- **Rate:** \$279/night plus taxes and fees for standard room types
- *Beware of hotel scammers! DynamicsCon does not work with third-party hotel booking agencies—only book your stay through the official hotel link on our website to avoid fraudulent charges or invalid reservations.*



CONFERENCE VENUE DETAILS

- [The Hyatt Regency Chicago](#) - 151 East, Chicago, IL 60601
- Nearest airport – Chicago Midway International Airport (MDW)
- Average commute length from MDW is about 30 minutes
- Average price for an Uber/Lyft - from MDW to the Hyatt Regency Chicago is \$36 - \$40

SPONSOR PACKAGE BENEFITS

Need a refresher of what your sponsor package includes? [Here](#) is this year's prospectus to help!

SPONSOR HOURS

CHAMPION, ADVOCATE, ADVOCATE+, and PROMOTER Sponsor Exhibit Booths will be accessible to attendees in the exhibit hall throughout the conference, with dedicated mingling times integrated into the content days. All sponsor booths MUST be fully set up and ready for traffic no later than 2:00 PM on Tuesday, May 13, as the Welcome Reception will take place in the Exhibit Hall at 4:30 PM.

EXHIBITOR HOURS OVERVIEW

Exhibitor Move-in	Mon, May 12	8:00 - 4:30 PM
	Tue, May 13	8:00 - 2:30 PM
Expo Hours	Tue, May 13	4:30 – 7:00 PM
	Wed, May 14	7:00 – 7:45 PM
	Thu, May 15	7:00 – 3:30 PM
Exhibitor Move-out	Thu, May 15	3:30 PM – 6:00 PM (<i>close time subject to change</i>)

DYNAMICSCON CONFERENCE OVERVIEW

- **Tuesday, May 13** – Pre-Conference (PME) sessions during the day, followed by a **Community Welcome Reception** in the Exhibit Hall starting at 4:30 PM.
- **Wednesday, May 14** – Breakfast and Exhibit Hall time begin at 7:00 AM. Enjoy meals and snacks throughout the day, with the final Keynote session concluding around 5:45 PM. Afterward, join us for an action-packed **Community Reception** in the Exhibit Hall!
- **Thursday, May 15** – Breakfast and Exhibit Hall time starts at 7:00 AM. Meals and snacks will be available throughout the day, with the final session wrapping up around 4:30 PM. Exhibit Hall teardown begins at 3:30 PM. Sponsors have a **FREE NIGHT** to plan activities. **Win a networking dinner on us by winning the [Invite Challenge!](#)**
- **Friday, May 16** – A full day of learning kicks off at 7:30 AM. Meals and snacks will be provided throughout the day. The conference concludes mid-afternoon, leaving just enough time for #DUGHUGs.
- For the full conference agenda and education session details, visit [2025 Agenda - DynamicsCon 2025](#).



EVENT AGENDA*

Dedicated Expo Time **Highlighted**

Monday, May 12

8:00 AM – 4:30 PM Sponsor Setup

Tuesday, May 13

8:00 AM - 4:30 PM PME

8:00 AM – 2:00 PM Sponsor Setup

12:00 PM- 7: 00 PM Registration

4:30 PM – 7:00 PM Welcome Reception in Exhibit Hall

Wednesday, May 14

6:00 AM – 4:30 PM Registration Open

7:00 AM - 7:45 PM Exhibit Hall Open

7:00 AM - 8:30 AM Breakfast & Exhibit Hall

8:30 AM- 9:30 AM General Session

9:45 AM - 10:45 AM Educational Tracks

11:00 AM - 11:30 AM Sponsor Sessions

11:30 AM - 1:00 PM Lunch & Exhibit Hall

1:00 PM - 2:00 PM Educational Tracks

2:15 PM - 3:15 PM Educational Tracks

3:15 PM - 3:45 PM PM Break & Exhibit Hall

3:45 PM - 4:45 PM Educational Tracks

5:00 PM - 5:45 PM Keynote

5:45 PM - 7:45 PM Reception in Exhibit Hall

Thursday, May 15

6:30 AM - 4:30 PM Registration Open

7:00 AM - 3:15 PM Exhibit Hall Open

7:00 AM - 8:30 AM Breakfast & Exhibit Hall

8:30 AM - 9:30 AM Educational Tracks

9:45 AM - 10:45 AM Educational Tracks

11:00 AM - 12:30 PM Lunch & Exhibit Hall

12:30 PM - 1:00 PM Sponsor Sessions

1:15 PM - 2:15 PM Educational Tracks

2:15 PM - 3:30 PM PM break & final sponsor visits

3:45 PM - 6:00 PM Tear Down

3:30 PM - 4:30 PM Educational Tracks

Free Night to Explore Chicago!

Friday, May 16

7:30 AM - 12:00 PM Registration Open

7:30 AM - 9:00 AM Breakfast and Mingling

9:00 AM - 10:00 AM Educational Tracks



10:15 AM - 11:15 AM Educational Tracks
11:30 AM - 12:30 PM Educational Tracks
12:00 PM - 1:30 PM Lunch & #DUGHUGs and Goodbyes :(

**Subject to change*

PRODUCT SHOWCASE SESSIONS

This benefit and action items are for CHAMPION and Partner Presentation Sponsors only.

- **ACTION ITEM due by March 7- 30-minute Agenda Session Details**
- [Click this link](#) to access the Call for Sessions page.
- Enter your session title, followed by “hosted by (company name).”
- Mark your session as a **Product Showcase** and include any relevant product tags.
- Invite your speakers via email to the session and add any additional session details.
- Presentation guidelines – Your session can be promotional, but we recommend focusing on educating attendees to showcase your solution, demonstrate expertise, and highlight your brand’s value.

SHIPPING REQUIREMENTS

Shipping Notice:

Direct shipments to The Hyatt Regency Chicago are **not** permitted due to limited receiving capacity.

Advance Shipments:

All exhibitor materials must be sent to the Advance Warehouse between April 7, 2025 (8:00 AM) – May 2, 2025 (3:00 PM). Plan your shipments accordingly. Please ensure your card is on file under “Manage Account” in Willwork’s Exhibitor Kit to pay for necessary drayage.

Advanced Shipping Address:

(Your Company Name & Booth Number)
c/o DynamicsCon 2025
Airways Freight C/O Frontline Transportation
c/o Willwork Global Event Services
801 Lunt Ave
Elk Grove Village, IL 60007

(Receiving Hours: 8:00am – 3:00pm / M – F)

Additional Advance Shipment Information

Shipments should arrive between Monday, April 7, 2025 and Friday, May 2, 2025

All shipments received outside these dates will be subject to a **40% late fee**

Shipments that arrive at the warehouse after Friday, May 2, 2025 cannot be guaranteed to arrive before show opening.

Additional handling charges will be added for expedited trucking and freight

SPONSOR WEB PROFILE SET UP

Ensure you have emailed Brianna at brianna@dynamicsgroup.com with the following information:

1. EPS and PNG file of your company logo



2. Website URL
3. Name and email address of the person responsible for fulfilling sponsorship benefits

Upon receipt of payment your company logo will appear on <https://dynamicscon.com/sponsors/> and a login will be sent to the contact provided, to edit your online profile details.

Login URL: <http://dynamicscon.com/sponsors/sponsor-login/>

Please reach out to Brianna if you would like an additional team member to have editing access.

CONFERENCE MOBILE APP and YOUR VIRTUAL BOOTH

More Details Coming Soon!

LEAD RETRIVAL

More Details Coming Soon!

SPONSOR TABLES

BEGINNING January 13: In order of payment received we will reach out with a sponsor table floor plan for you to make your table selection. Once notified you'll have 48 hours to make your selection and reply. The selection process is based on sponsor level and order of payment received.

CHAMPION SPONSOR PACKAGES INCLUDE:

- 10 X 20' Exhibit Booth
- One 6' table
- 2 chairs

ADVOCATE+ SPONSOR PACKAGE:

- 10 x 20' Exhibit Booth
- One 6' Table
- 2 Chairs

ADVOCATE SPONSOR PACKAGES INCLUDE:

- 10' X 10' Exhibit Booth
- One 6' table
- 2 chairs

PROMOTER SPONSOR PACKAGES INCLUDE:

- 10' X 10' Exhibit Booth
- One 6' table
- 2 chairs

It's **a carpeted booth** space w/pipe & drape for sponsors to adorn at their expense. Optional: Bring your own booth display (not to exceed 8'H x dimensions of booth) or work with WillWork to build a custom booth using the below Exhibitor Kit.

EXHIBITOR KIT

Enhance your booth with custom furnishing and accessories by purchasing with our Exhibitor Services Vendor, WillWork. *Your primary fulfillment contact will receive the login information to this portal upon payment.*

Exhibitor Kit Link: <https://willwork.boomerecommerce.com>



You may also order AV & Internet through Encore, and electrical through GES in the “Key Contacts” Tab. Any set up and/or dismantle that requires labor must be purchased by the sponsor through the Installation & Dismantle Labor Order Form in the Labor Services Tab.

WillWork Event Specialist Help Team

Phone: (774) 568-5425

Email: exhibitorservices@willwork.com

Need to build a Custom Booth? Reach out to Alex Dombroski at alex.dombroski@willwork.com

Encore Help

Phone: 800-966-4498

Email: eventnowsupport@encoreglobalmail.com

Expresso by GES Electrical Services

Phone: (800) 801-7648

All Exhibiting Sponsor must send their Certificate of Insurance to Brianna before May 1!

VIRTUAL SWAG BAG

INCLUDED IN CHAMPION, ADVOCATE +, ADVOCATE SPONSOR LEVELS (Included until Dec. 31st but also available as an add-on). Sponsor provides offer/promotional items (from fun to informative and virtual or physical) in an online virtual swag bag, but with a physical punch made available to all event website viewers before, during, and after the event via a dedicated webpage. (see page 22 <https://www.dynamicscon.com/2025prospectus> of the for more details)

Benefits of VSB Include:

- Increased attendee engagement before, during, and after event
- Increased brand exposure, visibility, and awareness
- Added lead generation capability for increased sponsorship ROI

Offer/Promotional Item Example Ideas:

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

How It Works:

- Sponsor provides a promotional item with a short description to be included on Virtual Swag Bag web page.
- Viewers visiting the Virtual Swag Bag web page will fill out a form with their contact info before selecting which sponsor promotional items they desire and then submits the form.
- Sponsor fulfillment contact will receive the form via email notification that a viewer has selected their Virtual Swag Bag promotional item.
- *The sponsor is responsible for fulfilling the promotional item request. Your lead information will be accessible through your [Speaker Directory Portal](#).*

Here is a peek at the webpage of offerings so far: [Virtual Swag Bag - DynamicsCon](#)

If you would like to be included in the launch of this interactive lead source, please send me the following items before 2/21.



- Call to Action
- Picture of the item 300 X 200 px (optional), we can also use your logo
- SHORT Description (maximum of 300 characters)

Please Note: If you are doing a drawing or raffle at DynamicsCon, this page will close before the final dedicated expo time on Thursday, May 15th at 2:15 PM CST.

How to Collect Your Leads:

1. Log in to your sponsor account here: [Sponsor Login](#)
2. Click "[Download Your Virtual Swag Bag Data](#)"
3. Receive a CSV file with all collected lead information at any time.

30-SECOND COMMERCIAL

CHAMPION (30- Seconds) AND GENERAL RECEPTION (60-Seconds) Sponsor packages include a sponsor-provided video played on the main stage and posted to the DUG YouTube channel.

- Commercial requirements
 - Upload final file ☐ [here](#). Please do not submit commercials longer than your allotted time.
 - 1920 x 1080 pixels (HD)
 - File format: .mp4 or .mov
 - Audio between: -3dB and -6dB
- **DUE NO LATER THAN – Monday, April 1**

FLOORPLAN - CONFERENCE AREA



HYATT REGENCY CHICAGO

GUEST MAP

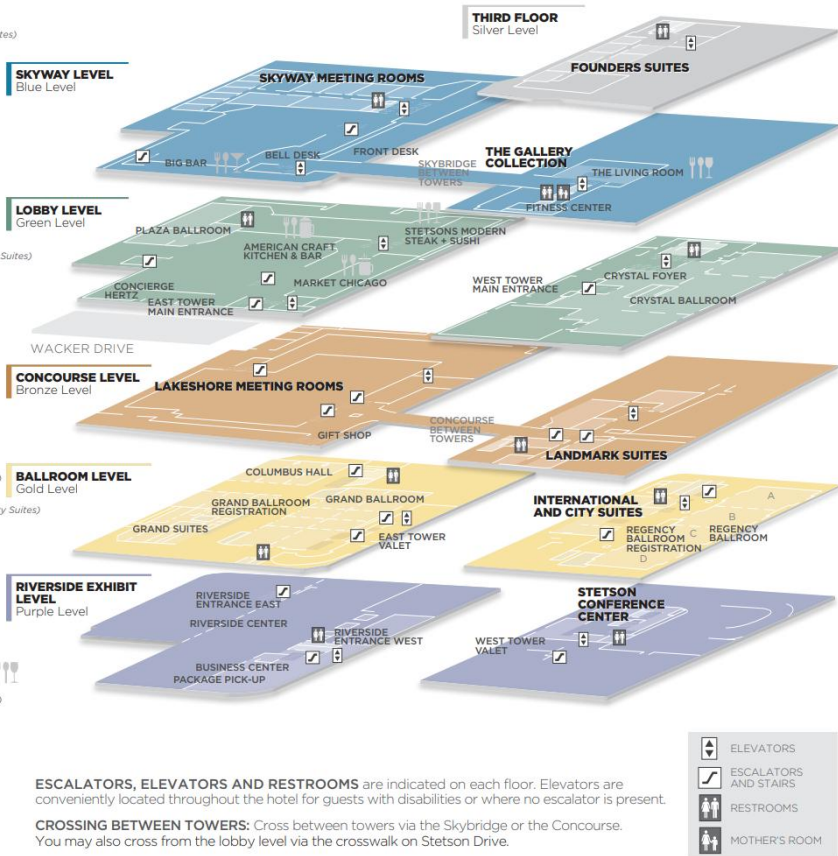


WELCOME TO HYATT REGENCY CHICAGO. Meeting rooms, ballrooms, restaurants and guest amenities are listed in alphabetical order and color coded by floor. For help, dial Guest Services at Extension 4460.

EAST TOWER

WEST TOWER

- ACAPULCO (International and City Suites)
West Tower, Ballroom Level
- ADDAMS (Founders Suites)
West Tower, Third Floor
- AMERICAN CRAFT KITCHEN & BAR
East Tower, Lobby Level
- ATLANTA (International and City Suites)
West Tower, Ballroom Level
- BELL DESK
East Tower, Skyway Level
- BIG BAR
East Tower, Skyway Level
- BURNHAM (Founders Suites)
West Tower, Third Floor
- BUSINESS CENTER, PACKAGE ROOM
East Tower, Exhibit Level
- COLUMBIAN (Landmark Suites)
West Tower, Concourse Level
- COLUMBUS HALL (ROOMS A-L)
East Tower, Ballroom Level
- COMISKEY (Landmark Suites)
West Tower, Concourse Level
- CONCIERGE
East Tower, Lobby Level
- CRYSTAL BALLROOM
West Tower, Lobby Level
- DUSABLE (Founders Suites)
West Tower, Third Floor
- EAST TOWER MAIN ENTRANCE
East Tower, Lobby Level
- EAST TOWER VALET
East Tower, Ballroom Level
- FIELD (Founders Suites)
West Tower, Third Floor
- FITNESS CENTER
West Tower, Skyway Level
- FRONT DESK
East Tower, Skyway Level
- THE GALLERY COLLECTION
West Tower, Skyway Level
- GIFT SHOP
East Tower, Concourse Level
- GOLD COAST (Landmark Suites)
West Tower, Concourse Level
- GRAND BALLROOM
East Tower, Ballroom Level
- GRAND SUITES
East Tower, Ballroom Level
- HAYMARKET (Landmark Suites)
West Tower, Concourse Level
- HERTZ
East Tower, Lobby Level
- HONG KONG (International and City Suites)
West Tower, Ballroom Level
- HORNER (Founders Suites)
West Tower, Third Floor
- THE LIVING ROOM
West Tower, Skyway Level
- MARKET CHICAGO
East Tower, Lobby Level
- MCCORMICK (Founders Suites)
West Tower, Third Floor
- MICHIGAN (Lakeshore Meeting Rooms)
East Tower, Concourse Level
- MONROE (Lakeshore Meeting Rooms)
East Tower, Concourse Level
- NEW ORLEANS (International and City Suites)
East Tower, Concourse Level
- OGDEN (Founders Suites)
West Tower, Concourse Level
- PICASSO (Landmark Suites)
East Tower, Concourse Level
- PLAZA BALLROOM
East Tower, Lobby Level
- RANDOLPH (Lakeshore Meeting Rooms)
West Tower, Lobby Level
- REGENCY BALLROOM
West Tower, Ballroom Level
- RIVERSIDE CENTER
East Tower, Exhibit Level
- ROOSEVELT (Lakeshore Meeting Rooms)
East Tower, Concourse Level
- SAN FRANCISCO (International and City Suites)
West Tower, Ballroom Level
- SANBURG (Founders Suites)
West Tower, Third Floor
- SKYWAY MEETING ROOMS
East Tower, Skyway Level
- SOLDIER FIELD (Landmark Suites)
West Tower, Concourse Level
- STETSON CONFERENCE CENTER
West Tower, Exhibit Level
- STETSONS MODERN STEAK + SUSHI
East Tower, Lobby Level
- TORONTO (International and City Suites)
West Tower, Ballroom Level
- WATER TOWER (Landmark Suites)
West Tower, Concourse Level
- WEST TOWER VALET
West Tower, Exhibit Level
- WRIGHT (Founders Suites)
West Tower, Third Floor
- WRIGLEY (Landmark Suites)
West Tower, Concourse Level



ESCALATORS, ELEVATORS AND RESTROOMS are indicated on each floor. Elevators are conveniently located throughout the hotel for guests with disabilities or where no escalator is present.

CROSSING BETWEEN TOWERS: Cross between towers via the Skybridge or the Concourse. You may also cross from the lobby level via the crosswalk on Stetson Drive.

FLOORPLAN – EXHIBIT HALL

