Microsoft Build
Seattle, Washington
May 7 – 9, 2018
Microsoft Build is where developers can hear the latest vision and direction from Microsoft—and see how the latest tools and technologies can help them be their most creative and productive.
Microsoft Build attendee demographics

Overall role
- 61% Develop software: Web software
- 58% Develop software: Client application software
- 54% Develop software: Server or cloud-hosted software
- 19% Build and support databases, or focus squarely on data science and analytics
- 13% Don’t write software
- 4% Develop software: Game software

Primary responsibility
- 45% Writing code
- 22% Enterprise systems / application architecture
- 12% Strategic planning or business development
- 6% Infrastructure architecture
- 15% Other

Customer industry
- 48% IT and software
- 9% Healthcare
- 8% Financial markets
- 8% Professional and business services
- 6% Manufacturing
- 5% Media and entertainment
- 5% Education
- 11% Other

Company size
- 14% 50K+ employees
- 12% 10K – 50K employees
- 14% 2.5K – 10K employees
- 17% 500 – 2.5K employees
- 43% Less than 500 employees
Diamond Sponsorship – by invitation only

$250,000

Access
- Fifteen (15) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the Attendee Party
- Ten (10) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor meals and the Attendee Party

Content
- One (1) Partner-led breakout session
- One (1) Expo Hall theater presentation

Digital
- Logo on event website homepage – company logo placed in a prominent location on the high traffic homepage
- Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 250 word company description and social media links
- One (1) video advertisement – shown on Expo theater screen(s) (up to 60 seconds)
- One (1) static advertisement – One full screen static digital advertisement shown on Expo theater screen(s)
- Logo recognition on Expo theater screens
- Session room digital signage – company logo rotating on each digital screen located outside each session room during the event

Digital (continued)
- Mobile app – logo, URL, 250 word company description, contact email and booth number
- Company logo included in two (2) promotional emails to Microsoft Build attendees prior to the event (dependent on date of contract signature)

Social
- Welcome tweet to Partner – Broadcast on Microsoft Developer (@msdev) Twitter handle once sponsorship contract is signed
- Welcome Facebook post about Partner once sponsorship contract is signed

On-site
- Individual thank you signage acknowledging Diamond Sponsorship
- Dedicated sponsor meeting room located at the event

In addition, we will work with your team to customize this exclusive package based on your marketing strategy and objectives.

Presence
Premier island booth location with:
- 20’ x 20’ Turnkey theater and meeting configuration booth property
- Two (2) 40” monitors, padded carpet, connectivity and electrical
- Lead retrieval solution provided
Platinum Sponsorship

$150,000

**Presence**

Premier island booth location with:
- 20’ x 20’ Turnkey theater configuration booth property
- One (1) 40” monitor, padded carpet, connectivity and electrical
- Lead retrieval solution provided

**Access**

- **Fifteen (15) full conference attendee passes** – provides access to Keynote, breakout sessions, Expo, meals and the Attendee Party
- **Ten (10) booth staff passes** – provides access to Keynote viewing area(s), Expo, exhibitor meals and the Attendee Party

**Content**

- **One (1) Partner-led breakout session**
- **One (1) Expo Hall theater presentation**

**Digital**

- **Logo on event website homepage** – company logo placed in a prominent location on the high traffic homepage
- **Company profile** – company logo, name and booth number published by sponsorship level, hyperlink, 250 word company description and social media links
- **One (1) video advertisement** – shown on Expo theater screen(s) (up to 60 seconds)
- **One (1) static advertisement** – One full screen static digital advertisement shown on Expo theater screen(s)
- **Logo recognition** on Expo theater screens
- **Session room digital signage** – company logo rotating on each digital screen located outside each session room during the event

**Digital (continued)**

- **Mobile app** – logo, URL, 250 word company description, contact email and booth number
- **Company logo included in two (2) promotional emails** to Microsoft Build attendees prior to the event (dependent on date of contract signature)

**Social**

- **Welcome tweet to Partner** – broadcast on Microsoft Developer (@msdev) Twitter handle once sponsorship contract is signed
- **Welcome Facebook post** about Partner once sponsorship contract is signed

**On-site**

- **Individual thank you signage** acknowledging Platinum Sponsorship
- **Dedicated sponsor meeting room** located at the event
Gold Sponsorship

$75,000

Presence

Premier island booth location with:
- 20’ x 20’ Turnkey meeting configuration booth property
- One (1) 40” monitor, padded carpet, connectivity and electrical
- Lead retrieval solution provided

Access

- Eight (8) full conference attendee passes – provides access to Keynote, breakout sessions, Expo, meals and the Attendee Party
- Six (6) booth staff passes – provides access to Keynote viewing area(s), Expo, exhibitor meals and the Attendee Party

Content

- One (1) Expo Hall theater presentation

Digital

- Company profile – company logo, name and booth number published by sponsorship level, hyperlink, 200 word company description, and social media links
- One (1) static advertisement – full screen static digital advertisement shown on Expo theater screens
- Logo recognition on Expo theater screens
- Session room digital signage – company logo rotating on each digital screen located outside each session room during the event
- Mobile app – logo, URL, 200 word company description, contact email and booth number
- Company logo included in one (1) promotional email to Microsoft Build attendees prior to the event (dependent on date of contract signature)

Social

- Welcome tweet to Partner – broadcast on Microsoft Developer (@msdev) Twitter handle once sponsorship contract is signed
- Welcome Facebook post about Partner once sponsorship contract is signed

On-site

- Thank you sponsor level signage – located in a key traffic area outside of the Expo
- Dedicated sponsor meeting room located at the event for one (1) day
Silver Sponsorship

$50,000

Presence

- **Island booth location** with:
  - 10’ x 20’ Turnkey booth property
  - One (1) 40” monitor, padded carpet, connectivity and electrical
  - Lead retrieval solution provided

Access

- **Three (3) full conference attendee passes** – provides access to Keynote, breakout sessions, Expo, meals and the Attendee Party
- **Six (6) booth staff passes** – provides access to Keynote viewing area(s), Expo, exhibitor meals and the Attendee Party

Content

- Opportunity to purchase one (1) Expo Hall theater presentation

Digital

- **Company profile** – company logo, name and booth number published by sponsorship level, hyperlink, 125 word company description, and social media links
- **Logo recognition** on Expo theater screens
- **Session room digital signage** – company logo rotating on each digital screen located outside each session room during the event
- **Mobile App** – logo, URL, 125 word company description, contact email and booth number

Social

- **Welcome tweet to Partner** – broadcast on Microsoft Developer (@msdev) Twitter handle once sponsorship contract is signed
- **Welcome Facebook post** about Partner once sponsorship contract is signed

On-site

- **Thank You Sponsor level signage** – located in a key traffic area outside of the Expo
Exhibitor 10’ x 10’

$20,000

**Presence**

*Inline booth location* with:
- 10’ x 10’ Turnkey booth property
- One (1) 40” monitor, padded carpet, connectivity and electrical
- Lead retrieval solution provided

**Access**

- **Two (2) full conference attendee passes** – provides access to Keynote, breakout sessions, Expo, meals and the Attendee Party
- **Four (4) booth staff passes** – provides access to Keynote viewing area(s), Expo, exhibitor meals and the Attendee Party

**Digital**

- **Company profile** – company name, booth number, hyperlink, 75 word company description and social media links
- **Logo recognition** on Expo theater screens
- **Mobile app** – inclusion of company name, URL, contact email and booth number
## Package comparison grid

<table>
<thead>
<tr>
<th>Presence</th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver 10'x20' Turnkey Sponsor</th>
<th>Exhibitor 10'x10' Turnkey Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth size — includes carpeting and internet connectivity (see package description for more details)</td>
<td>20' x 20' premier island</td>
<td>20' x 20' premier island</td>
<td>20' x 20' premier island</td>
<td>10' x 20' island turnkey</td>
<td>10' x 10' inline turnkey</td>
</tr>
<tr>
<td>Lead retrieval solution provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Access</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full conference attendee passes — includes access to Keynote, breakout sessions, Expo, meals and the Attendee Party</td>
<td>15</td>
<td>15</td>
<td>8</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Sponsor booth staff passes includes access to Keynote viewing area(s), Expo, exhibitor meals and the Attendee Party</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Content</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner-led breakout session</td>
<td>Yes (1)</td>
<td>Yes (1)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expo Hall theater presentation</td>
<td>Yes (1)</td>
<td>Yes (1)</td>
<td>Yes (1)</td>
<td>Yes (1)*</td>
<td>-</td>
</tr>
<tr>
<td>Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on event website homepage</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Company profile — logo, name, and booth number published by sponsorship level, hyperlink, company description and social media links</td>
<td>250 words</td>
<td>250 words</td>
<td>200 words</td>
<td>125 words</td>
<td>75 words</td>
</tr>
<tr>
<td>One (1) video advertisement on Expo theater screen(s)</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>One (1) full screen static advertisement on Expo theater screen(s)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo recognition on Expo theater screen(s)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*limited to availability
# Package comparison grid

<table>
<thead>
<tr>
<th></th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver 10'x20' Turnkey Sponsor</th>
<th>Exhibitor 10'x10' Turnkey</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$250,000</td>
<td>$150,000</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

## Digital

<table>
<thead>
<tr>
<th>Feature Description</th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
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<th>Silver 10'x20' Turnkey Sponsor</th>
<th>Exhibitor 10'x10' Turnkey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session room digital signage – company logo rotating on each digital screen located outside each session room during the event</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Mobile app – logo, URL, company description, contact email and booth number</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Yes (250 words))</td>
<td>Yes (250 words)</td>
<td>Yes (250 words)</td>
<td>Yes (200 words)</td>
<td>Yes (125 words)</td>
<td>Yes (0 words)</td>
</tr>
<tr>
<td>Company logo included in promotional email(s) to Microsoft Build attendees prior to the event</td>
<td>Yes (2)</td>
<td>Yes (2)</td>
<td>Yes (1)</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

## Social

<table>
<thead>
<tr>
<th>Feature Description</th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
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<th>Silver 10'x20' Turnkey Sponsor</th>
<th>Exhibitor 10'x10' Turnkey</th>
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<tbody>
<tr>
<td>Welcome tweet and Facebook post when contract signed</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
</tbody>
</table>

## On-site

<table>
<thead>
<tr>
<th>Feature Description</th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver 10'x20' Turnkey Sponsor</th>
<th>Exhibitor 10'x10' Turnkey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thank you signage (see package description for more details)</td>
<td>Yes (individual)</td>
<td>Yes (individual)</td>
<td>Yes (all Gold)</td>
<td>Yes (all Silver)</td>
<td>-</td>
</tr>
<tr>
<td>One (1) private dedicated meeting room</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes (one day only)</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Important dates

Microsoft Build Partnership Opportunities available for download and review
Open now

General sales open
Open now

All access and booth staff pass registration
Open now

Booth selection
Late March 2018

For questions and information on sponsorship opportunities, please contact sponsor@microsoft.com
## Branding Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
</table>
| **Push notification from event app to entire attendee audience**  
Three (3) Opportunities available / one (1) per day | Send a message to all registered attendees with a call to action that drives traffic or awareness. Customized to map to your specifications.  
*Note: Attendee has to be opted in for location tracking and messaging. Messaging must be approved by Microsoft.* | $25,000 |
| **Theater session**  
(Must be a Silver Sponsor or higher. Limited availability.) | Take the stage to present your product or solution to attendees on the Expo floor. 30 minutes total: 20 mins of presentation and 10 mins for Q&A. | $10,000 |
## Branding Opportunities

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<tr>
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<tbody>
<tr>
<td><strong>Giveaways</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notepads</td>
<td>This is an easy and effective way to get your message in the hands of every registered attendee. Popular hard-covered notepads will be distributed to all attendees in the breakout rooms. Place your logo on the cover of this notepad and get long-term exposure as attendees return to their offices and desks to review important notes, memory-joggers, and names of contacts. To be distributed at Registration and Information Resource Center. Qty 7,500.</td>
<td>$100,000</td>
</tr>
<tr>
<td>Lip balm</td>
<td>Attendees will see this item in a clear acrylic container at Registration counters and will include your logo and URL. 10,000 units to be available for distribution.</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel key card branding</td>
<td>Introduce your company to attendees when they check into their hotel room with the official room key. Price includes production, and distribution, only artwork required.</td>
<td>$30,000 – $50,000</td>
</tr>
<tr>
<td>Graphic cubes</td>
<td>Strategically placed, this fun and unique structure allows you to grab attention from all different directions. With 12 graphic panels to brand — this is an ideal opportunity to generate buzz and traffic for your giveaway or contest.</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
## Branding Opportunities

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<tbody>
<tr>
<td><strong>Mobile charging stations</strong></td>
<td>Create a buzz by sponsoring a Mobile charging station, where hundreds of attendees will stop throughout the day. Create custom banners with your logo and booth number or a short looping video and push additional traffic to your location within The Expo.</td>
<td>$7,500 for one (1) charger</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$12,500 for two (2) chargers</td>
</tr>
<tr>
<td><strong>Recharge lounge</strong></td>
<td>Attendees will find these mini lounge environments to be the perfect place to recharge. The structure offers high visibility for showcasing your brand and message. What/where: Built-in universal outlets and USB ports. Located in The Expo.</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Registration DJ</strong></td>
<td>Get pumped up for a great day at Microsoft Build while listening to music! Your brand will be aligned with an upbeat experience and operate in a high-traffic area. Sponsorship includes branding with your logo and DJ call outs either during Registration, the Welcome Reception and Social Hours, or in the Keynote queue line. One (1) representative may hand out collateral in the area while the DJ is performing.</td>
<td>$25,000 per Opportunity</td>
</tr>
<tr>
<td><strong>Welcome Reception DJ</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Keynote queue line DJ</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Water bubblers in Expo area or entire venue</strong></td>
<td>Support our efforts to reduce the environmental impact of Microsoft Build! Environmental stewardship is important and integral to Microsoft’s business and we are committed to helping make our events more environmentally friendly. Attendees will be given reusable water bottles to fill at water cooler stations throughout the convention center and your logo could be wrapped around each bubbler.</td>
<td>$15,000 for Expo</td>
</tr>
<tr>
<td><strong>Food and Beverage</strong></td>
<td></td>
<td>$25,000 for entire venue</td>
</tr>
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