

MICROSTRATEGY

# WORLD

ORLANDO, FL | MAY 1-4

SPONSORSHIP OPPORTUNITIES



Sponsorship Opportunities at

## MicroStrategy World 2023

The (in-person) event you've been waiting for

There's an event on the horizon for those looking to disrupt industries with breakthrough innovations: MicroStrategy World 2023. The conference will bring together passionate analytics leaders, dedicated business executives, and experienced IT professionals to talk digital transformation, market disruption, and opportunities for tremendous innovation. Representing the industry's best minds and strongest brands—this is the global community of experts who get results.

Now is the time to act if your organization would like to play a key role in this global event. Partner with MicroStrategy and explore how to grow your business—and elevate your brand—at the year's premier data conference.



**4**  
DAY EVENT

**80+**  
SESSIONS

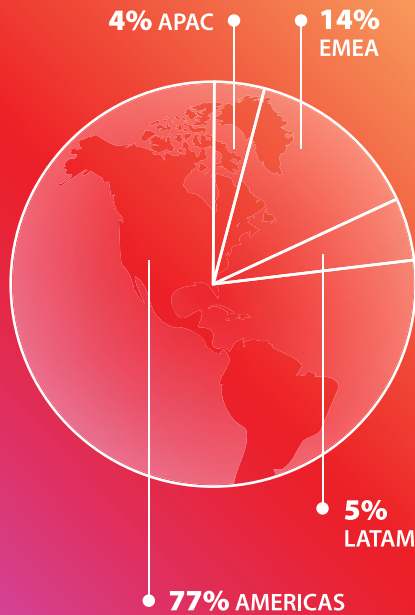
**2,000+**  
ATTENDEES  
FROM 51 COUNTRIES

World 2020 in-person event

## ATTENDEES

### AREAS OF ORIGIN

World 2020 in-person event



#### **PLATINUM (4 available)**

**\$75,000**

- 20x10 premium exhibit space (hallway in front of keynote and track rooms)
- 45 min. speaking slot in relevant track - prime time with full list of session attendees
- Private meeting room (Monday-Thursday)
- 15 free passes with access to ALL functions
- 30 passes for 50% discount to invite customers/prospects
- 2 lead retrieval devices
- Company call-out during main keynote
- Logo on event website, event mobile app, and email promotions
- Logo on registration check-in kiosk
- Logo on selected conference signage
- Dedicated social media promotion (Twitter/Linked-in)

#### **GOLD (6 available)**

**\$45,000**

- 10x10 top exhibit space
- 45 min. speaking slot in relevant track with full list of session attendees
- Option to book up to (5) meetings in private meeting room (45 min slots – upon availability)
- 8 free passes with access to ALL functions
- 16 passes for 50% discount to invite customers/prospects
- 1 lead retrieval device
- Company call-out during main keynote
- Logo on event website and mobile app (appearance by tier)
- Logo on selected conference signage

# ATTENDEES INDUSTRY

World 2020 in-person event



## SILVER (10 available)

\$25,000

- 8x10 exhibit space
- 6 free passes with access to ALL functions
- 12 passes for 50% discount to invite customers/prospects
- 1 lead retrieval device
- Company logo on slide during main keynote
- Logo on event website and mobile app (appearance by tier)
- Logo on selected conference signage

## EXPLORER (20 available)

\$15,000

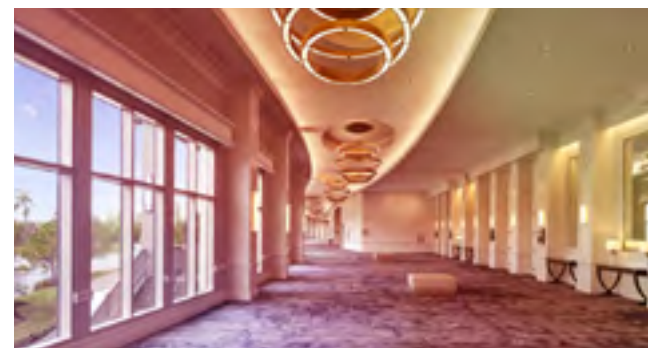
- Turnkey pedestal incl. 2 stools, electricity, small storage, graphics
- 3 free passes with access to ALL functions
- 6 passes for 50% discount to invite customers/prospects
- 1 lead retrieval device
- Company logo on slide during main keynote
- Logo on event website and mobile app (appearance by tier)
- Logo on selected conference signage

## Additional sponsorship opportunities

ITEM	COST
Women's Networking Event	\$15,000
Datathon	\$10,000
Hotel Keycards	\$9,000
Lanyards	\$8,000
T-Shirts	\$8,000
Conference Bag	\$8,000

## Sponsor packages at-a-glance

	PLATINUM (4 AVAILABLE)	GOLD (6 AVAILABLE)	SILVER (10 AVAILABLE)	EXPLORER (20 AVAILABLE)
<b>Investment</b>	\$75,000.00	\$45,000.00	\$25,000.00	\$15,000.00
<b>PACKAGE ITEMS</b>				
Exhibit Space	20x10 Prime Location	10x10	8x10	Turnkey
45-min speaking opportunity with list of session attendees	• Prime Slot	•		
Private meeting room (Mon-Thur)	•			
Option to book private meetings		Up to 5		
Free pass (value of \$1,495)	15	8	6	3
Discounted passes (50%)	30	16	12	6
Access to Partner Forum	•	•	•	•
Lead Retrieval Device	2	1	1	1
Company logo with link to homepage on event website and in the app	•	•	•	•
Logo on selected conference signage	•	•	•	•
Logo in Email to registered attendees	•			
Logo on registration check-in kiosk	•			





**SPONSOR INFORMATION:**

Sponsor Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Address: \_\_\_\_\_

**Thank you for choosing to sponsor our Events.** Please complete, sign, and send this sponsorship application to: Alex Rice:

[alrice@microstrategy.com](mailto:alrice@microstrategy.com); +1 703.744.6207

**EVENT AND FEES:**

SPONSORSHIP LEVEL AND UPGRADES SPONSORSHIP FEE	SPONSORSHIP FEE
Level:	
Upgrade:	
Subtotal:	
<b>MicroStrategy World Event Sponsorship Fee Total (A):</b>	

**PAYMENT:**

- Credit Card.** A completed credit authorization form provided by us is enclosed with this sponsorship application.
- Invoice.** We will invoice you for the Sponsorship Grand Total. Payment is due in full according to the Event Sponsorship Terms and Conditions. If you require a purchase order before you can process payment of this sponsorship application, please provide as a copy when you sign this sponsorship application. Terms on your purchase order that are different from or in addition to the terms of this sponsorship application or the Event Sponsorship Terms and Conditions will not apply to this sponsorship application.

**Event Sponsorship Terms and Conditions:** This sponsorship application is governed by the terms of the Event Sponsorship Terms and Conditions listed at [microstrategy.com/en/legal/contract-hub](https://microstrategy.com/en/legal/contract-hub) on the effective date (Event Sponsorship Terms and Conditions). This sponsorship application is the complete agreement for the sponsorship described herein; it may only be modified by another document signed by both of us. This sponsorship application becomes binding when it is accepted and countersigned by us. We reserve the right to decline a sponsorship application at our sole discretion.

**Disclosure of Confidential Information:** Sponsor agrees to hold MicroStrategy’s Confidential Information, including but not limited to pricing, in confidence, and will not disclose such Confidential Information to anyone outside of your organization. Notwithstanding the foregoing, either party may disclose Confidential Information to a federal or state governmental entity to the extent such disclosed is required by law, so long as the receiving party notifies the disclosing party in advance of the required disclosure as soon as reasonably practicable to allow the disclosing party to contest the disclosure.

**ACCEPTED AND AGREED TO BY:**

MicroStrategy \_\_\_\_\_ (We/Us)

Sponsor: \_\_\_\_\_ (You)

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**CREDIT CARD INFORMATION:** *PLEASE INCLUDE A PHOTOCOPY OF THE FRONT AND BACK OF THE CARD*

Name on card: \_\_\_\_\_

Company name: \_\_\_\_\_

Billing address: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_ Security code: \_\_\_\_\_

Card type:     Visa     MasterCard     Discovery     Diners Club     American Express

**CHARGE INFORMATION:**

Amount (*Credit Cards will not be accepted for fees in excess of USD \$20,000*): \_\_\_\_\_

**AUTHORIZATION AND SIGNATURE:**

You authorize the above listed charge to be applied to your above listed credit card as payment towards the Event(s) identified in the sponsorship application you are submitting with this Credit Card Authorization Form.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_