



# 2023 Sponsorship Options

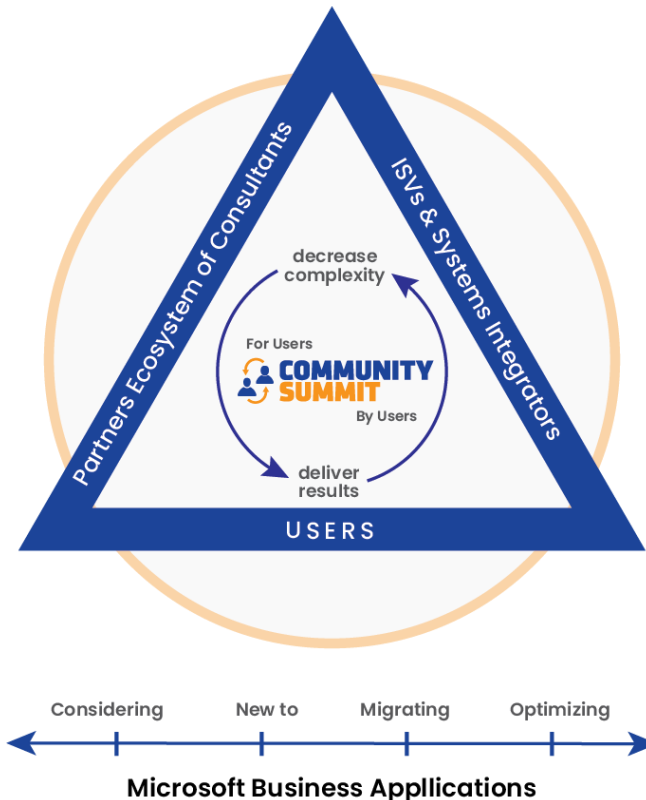
October 15–20, 2023  
Charlotte Convention Center



## who we are

The largest independent gathering of the Microsoft business applications ecosystem created for users, by users to decrease application complexities & deliver the results their company's demand.

## our unique positioning



## what we deliver

- 4,500+ SMB/mid-market attendees
  - 56% were first time attendees in 2022
- 200+ ISV, Consultant & SI Sponsors
- 500+ Expert speakers selected by Community Programming Committees
- 500+ Education sessions selected from a Community CFP process
- 25+ CE Credit Academy Sessions delivered by Community Experts
- Organized by D365, Dynamics & Power Platform products
- Multiple activations, receptions & networking opportunities

## why we use this icon



This simple logo is aligned with everything we do because it represents the for user, by user premise of our mission to connect the community through decentralizing intelligence in digital & physical environments

# Why Sponsor Community Summit North America



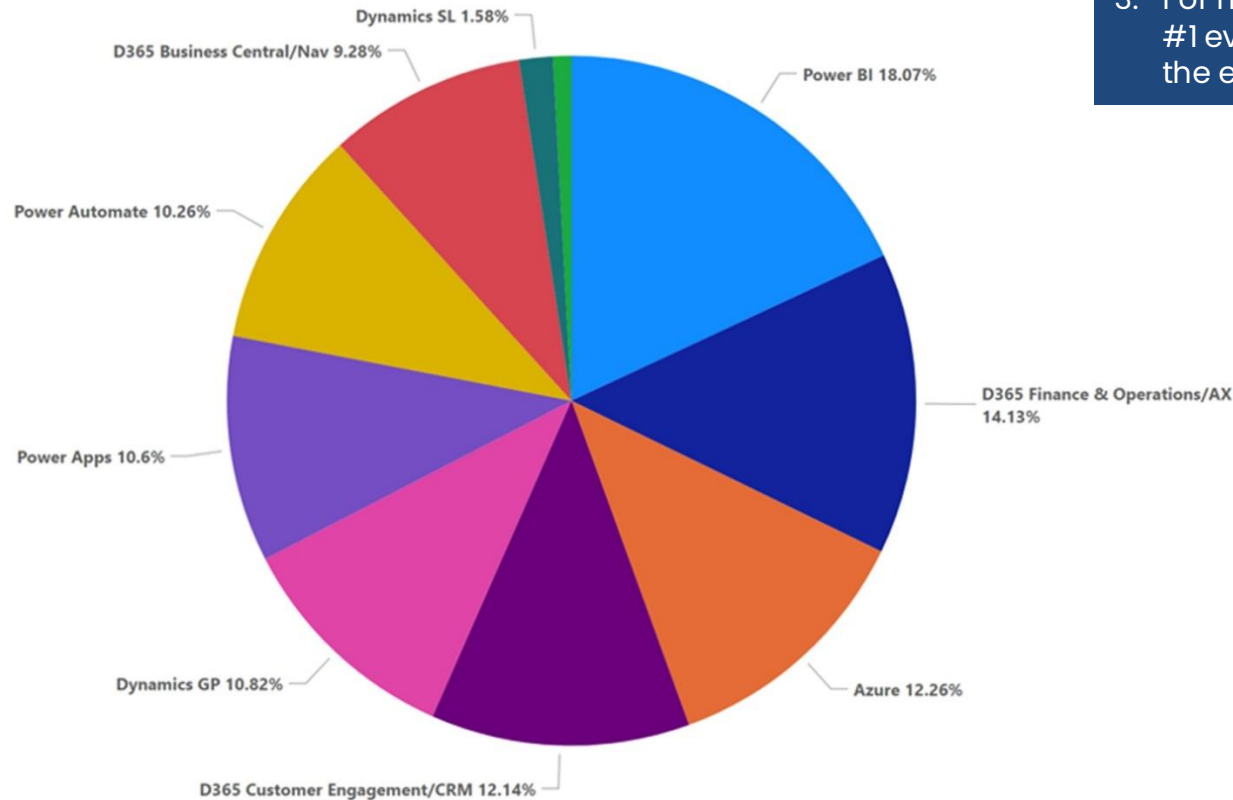
## Why users attend?

1. Future proof their skillset with the learning opportunity of 500+ professional development sessions.
2. Find solutions to their business problems on the Expo Floor.
3. Reduce the complexities in the business to drive business results.

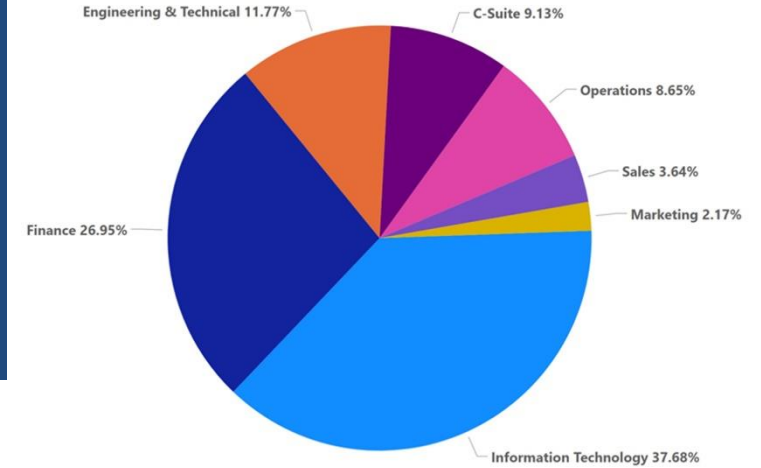
## Why Sponsor?

1. The for user, by user format promotes sharing the good, bad and the ugly in their Microsoft journeys that leads them to you.
2. Thousands of Microsoft business applications users who are on a mission to learn, optimize and innovate all in one place looking for you.
3. For many sponsors, Summit is the #1 event lead generation event for the entire year.

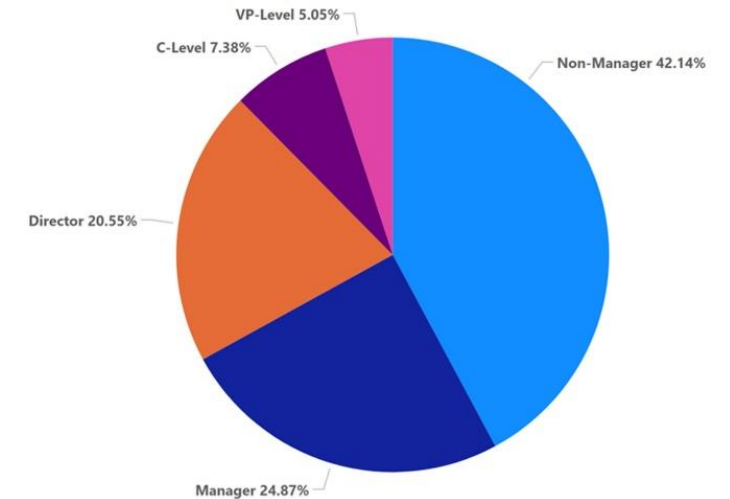
### Attendee Solutions



### Attendee Roles



### Attendee Demographic



# Choose the Summit Experience that Achieves Your Goals



- Want to just check out Summit, we recommend the Silver package.
- Looking to have an expanded presence, we recommend a Gold package.
- Trying to create an experience in your booth for attendees, we suggest Platinum package.
- To ensure everyone at Summit knows your name to brand dominance, Premier is your package.

## SILVER

- 10x6 space
- 2 exhibitor badges
- Standard area carpet
- (1) 5 amp electrical & basic internet
- (1) pop-up banner - 33" x 88"
- (1) black display table - 24"W x 49"L x 42"H
- (2) black diamond padded stools; wastebasket
- Listing in mobile app & directory
- Featured on Summit NA Sponsor page
- 10% discount code for customer invitations

**\$6,999**

## GOLD

- 10x10 booth
- 3 exhibitor badges
- Standard booth carpet
- (1) 5 amp electrical & basic internet
- Pipe & drape backwall; 3' side railings; wastebasket
- Paper booth sign
- \$100 furniture credit
- Listing in mobile app & directory
- Featured on Summit NA Sponsor page
- 10% discount code for customer invitations
- Optional upgrade to 10x20 booth and one additional exhibitor badge for \$5,000

**\$11,000**

## PLATINUM

- 10x20 booth
- 4 exhibitor badges
- Standard booth carpet
- (2) 5 amp electrical & basic internet
- Pipe & drape backwall; 3' side railings; wastebasket
- Paper booth sign
- \$250 furniture credit
- Upgraded listing in mobile app & directory
- Featured on Summit NA Sponsor page
- 10% discount code for customer invitations
- 2X Social media posts featuring @ mention
- Optional upgrade to 20x20 booth and one additional exhibitor badge for \$7,000

**\$19,000**

## PREMIER

- 30x30 booth
- 6 exhibitor badges
- Standard booth carpet
- (3) 5 amp electrical & basic internet
- \$500 furniture credit
- Upgraded listing in mobile app & directory
- Featured on Summit NA Sponsor page
- 10% discount code for customer invitations
- 4X Social media posts featuring @ mention
- 10-Min Community Theater presentation in Expo Hall
- (1) 50-Min Partner Solution Showcase
- (1) 3-Min Pre-Summit Video
- Recognition on Summit NA website homepage

**\$31,500**

## Welcome Reception on Expo Floor – \$50,000

Be remembered as the fun brand that gives everyone drinks by sponsoring the welcome reception. The reception will take place on the show floor, Tuesday at 5:30pm. Live music from local artist, Melonbelly, with food and drink stations placed throughout show floor.

### Package includes:

- Recognition on our website, pre- and post-show communications (both social media and email), and at the conference
- Branded signage throughout the venue and show floor
- Branded cocktail napkins at drink stations
- Expo floor ribbon cutting ceremony
- Opportunity to speak about your company at the opening



# Melonbelly

The Melonbelly logo, featuring the brand name in a stylized font with a graphic of a melon slice and a leaf below it.

## NASCAR Cocktail Reception – \$35,000

NASCAR is one of the most popular events on the planet and you can create an unforgettable experience for attendees at our opening reception at the NASCAR Hall of Fame!

### Reception Package includes:

- Recognition on our website, in pre- and post-show communications (social media and email), and at the conference.
- Branded signage throughout the reception area recognizing underwriting sponsor
- Sponsor logo on cocktail napkins
- (1) Race Car Driving Simulator with digital leaderboard signage recognition and opportunity to capture leads

### Specialty Bars include:

- Martini
- Margarita
- Wine/Beer
- Moonshine (limited to one drink station in designated area)



## Pit Crew Challenge



## Pit Crew Challenge (1) - \$15,000

During the Pit Crew Challenge, the group will be broken up into a 3-person pit crew and perform a simulated pit stop. One person will oversee jacking the car up in the air, one person will fill up the car with gas, and one person will change the tire. The mini teams will race against the clock to see who can get the fastest pit time just like on TV during race season! View experience, [here](#).

- Scanning for Lead Capture captured from Pit Crew and Race Car Driving Simulators
- Pop-up sign with company logo recognition

## Qualifying Driving



## Qualifying Driving Simulator (1) - \$15,000 (SOLD OUT)

Qualifying driving is a practice round for the simulators where the guests will get a chance to experience the simulated racetrack by themselves before they race in a competition. View experience, [here](#).

- Scanning for Lead Capture captured from Pit Crew and Race Car Driving Simulators
- Pop-up sign with company logo recognition

## Race Car Driving Simulator



## Race Car Driving Simulators (8) - \$12,000 per car

Race against the competition in the Race Car Driving Simulators, the group will sit in a real race car that remains stationary and play a group video game against one another using iRacing software; the person with the fastest lap time wins. There are 8 cars in total. View experience, [here](#).

- Scanning for Lead Capture captured from Pit Crew and Race Car Driving Simulators
- Sign with the list of all sponsors and logos (ex. Car #1 sponsored by "Company Name")

## DEI – Panel Discussion – \$20,000 (1)

For the first time ever, Dynamics Communities is bringing Diversity, Equity, and Inclusion awareness to Community Summit North America. DEI at Summit will allow you to bring this powerful message to the forefront of the community and showcase how you and your company have made this a priority in today's dynamic workplace.

You will leave the conference knowing that you equipped the community with a feeling of empowerment and return to your workplace with a reignited passion for DEI in technology. Additionally, you will increase your brand awareness with the largest gathering of Users, Partners, and ISVs in the Microsoft Business Applications Ecosystem.

**As a Community Summit Pioneer Sponsor of Diversity, Equity, and Inclusion:**

- Be a champion of diversity, equity, and inclusion throughout the Microsoft Business Applications community.
- Position your organization as an employer of choice to a diverse audience.
- 1 Pre-Summit Executive Interview which will be posted on social media and on the Dynamics Communities site.
- 2 dedicated Pre-Summit emails featuring all three “DEI at Summit” sponsors.
- 4 Social Media Posts
- Onsite Signage (specifics being worked out)
- One 1-2 min company overview time during the event (live)



## Category Sponsorships– \$12,000 each

This is a one-of-a-kind exclusive opportunity to position your company, product, or solutions at a time when our attendees (your potential customers) are looking to learn, engage and take action!

### Program includes:

- Hanging “Official X Sponsor of Community Summit North America”
- 3' x 8' Category sponsor booth extender next to the product floor tiles
- 2 exclusive email introducing you and your company as the official sponsor of your category if signed before 6/1/23 or 1 Exclusive Email if signed after 6/1/23
- Minimum of 3 inclusive emails that will promote you as the Official Category sponsor
- Branding and promotion on the SummitNA.com website featuring your logo and acknowledgement as the Official Category Sponsor

## CATEGORIES

- |  |  |
|--|--|
| • AP Automation (SOLD OUT)                   | • eCommerce                              |
| • AR Automation                              | • Marketing Automation                   |
| • Artificial Intelligence & Machine Learning | • Payroll Automation                     |
| • Audits & Accounting                        | • Reporting                              |
| • Cloud Migration (SOLD OUT)                 | • Sales Insights                         |
| • Corporate Performance Management           | • Security                               |
| • Data Management                            | • Tax Automation & Compliance (SOLD OUT) |

## UG Hubs- \$12,000 Each

Get your solutions and experts in front of specific User Group communities by sponsoring a User Group Hub located by the education sessions. The User Group Hubs draw specific UG members looking to get answers to the biggest questions they have. The Hubs include seating and a charging station.

### What's included:

- 2 exclusive email introducing you and your company as the official sponsor of your category if signed before 6/1/23 or 1 Exclusive Email if signed after 6/1/23
- Multiple inclusive emails that will promote you as the Hub sponsor
- Branding and promotion on the SummitNA.com website featuring your logo and acknowledgment as the Official Hub Sponsor

### Pick your Hub:

- F&O (SOLD OUT)
- CE/CRM
- BC/NAV (SOLD OUT)
- GP (SOLD OUT)
- Power Platform (SOLD OUT)



## UG Hub Lunch– \$15,000 Each

Get your solutions and experts in front of specific User Group communities by sponsoring one of the User Group Lunch's. Located in Hall C of the expo hall Tuesday (education day), Wednesday and Thursdays (show days). The UG Lunches draw specific UG members looking to get answers to the biggest questions and connect. The Hub lunch sponsorships include a UG specific dining area.

### What's included:

- UG specific section of the dining area
- Hanging banner with sponsor recognition
- Opportunity to address the crowd and welcome them to the opening lunch
- 2 x Social Announcements
- Inclusion in our agenda and mobile app

### Pick your UG:

- F&O
- CE/CRM
- BC/NAV
- GP (SOLD OUT)
- Power Platform



## Food Cart Station – \$8,000

Drive traffic to your booth by hosting a food cart station. They will be available during show floor hours. Carts will be placed strategically around the show floor to help drive traffic to booths.

### What's included:

- Sponsored by Signage
- Branded napkins
- 2x Social Announcement: Location and Tagging
- Inclusion in our agenda and mobile app





## News Desk Sponsorship \$15,000

Get noticed! Be part of every news desk recording! Position your brand as a trustworthy source by sponsoring the Summit News desk. Your logo could be viewed for years to come as part of Summit 2023 News Desk recordings and interviews

### Package includes:

- Recognition as the official news desk sponsor on our website, in pre- and post-show communications, during the conference and on recording content
- Video Q&A with internal SME or corporate VIP

## Executive Video Interview \$3,500

Interview with Analyst Aaron Back or Network Analyst during the Event. Highlight your expertise with an editorial-style video Q&A. You supply the questions. We'll conduct the interview.

### Package includes:

- Up to 5-minute video interview with SME, corporate executive or customer
- 5 pre-planned questions
- Video production and editing
- Copy of edited interview file
- Syndication of interview on Dynamics Communities Partner Page



## Booth Extender: \$3,000



- 3' H by 8' L Carpet Floor Sign – Custom artwork
- Full-color carpet sticker that extends into the aisle right Infront of your booth.

## Meeting Room: \$6,000



- Dedicated private meeting spacer on the Expo Floor
- Available to book meetings from 8am–6pm
- 10x10 area
- Table and chairs provided
- Sign on outside door with company logo

\*Walls will be solid, not plexiglass for privacy.

# Promote your brand and message ahead of the event



## Targeted Email Marketing – \$5,000 per week

Your choice of one-time scheduled email to pre-registered and potential visitors to promote your company.

Company promotion will include:

- Maximum 75-word description from sponsor to promote your company/products/services/session
- Headline of message
- Booth number
- Sponsor logo
- Hyperlink to sponsor's exhibitor listing

### Email Week Availability

- |             |                        |
|-------------|------------------------|
| • 8/8/2023  | • 9/12/2023            |
| • 8/15/2023 | • 9/19/2023 (SOLD OUT) |
| • 8/22/2023 | • 9/26/2023 (SOLD OUT) |
| • 8/29/2023 | • 10/10/2023           |



Hello Microsoft user,

If you have started down the path to business transformation, or need help planning the strategy to get there, you wanted to connect with Optimus. As a services business transformation firm for small, mid-sized and larger enterprises throughout the Americas, they deliver solutions that help clients develop and deliver innovative and profitable products, respond to rapidly changing market demands, and improve sustainable business practices—with systems that are easy to use, adaptable, and that provide easy access to actionable, decision-driving information.

Reporting Category Sponsor



This Turnkey System Integrator specializes in Retail, Hospitality, Food & Beverage and Grocery Industries. As a business consulting and enterprise technology provider, Optimus, through innovation and proven tactics, applies leading unified technological platforms to support your business transformation needs. Optimus provides both 'On-premises' and 'Cloud-Based' ERP, CRM, BI, WMS, Unified Commerce, POS, AI, eCommerce, SCO, Hardware and Mobile applications. They are based in Florida, working with direct and affiliate locations in over twenty countries and cities across the USA, Caribbean, Central America, South America and Europe – transformation is never far.

#### CONNECT WITH OPTIMUS AT SUMMIT NORTH AMERICA:

- Booth #1707 the Expo Floor
- Partner Solution Showcase: Hype-Grade – Upgrade/Migration of Dynamics GP to Dynamics 365 BC (With Hector Negron)  
Tuesday, October 11, 2022: 12:30 PM - 1:30 PM  
Room: Coastal 9 - Convention Center, Level 2  
Session Number: 1074

[Learn more about Optimus](#)

## Aisle Signs \$10,000



- Sponsor designed artwork on dedicated space hanging below each aisle sign .
- Sponsor can create one original design that promotes your company and drives traffic to your booth .
- We recommend including your company logo and booth number on your artwork.

## Baggage Check \$3,000



- Send them off right with sponsoring their baggage check so they can take in the last day of sessions .
- Sponsor recognition on signage and baggage tickets.

## WIFI \$15,000



- Customized Wi-Fi username & password for all attendees to use
- Recognition of branding throughout the show site

# Branding & Awareness



Hotel Key Cards  
**\$12,000**



Note Pads  
**\$10,000**



Hand Sanitizer  
**\$7,000**



Pens  
**\$8,000 Exclusive (6,000 pens)**  
**\$5,000 Non-Exclusive (3,000 pens) (Qty. 2)**



Lip Balm  
**\$7,000**



Conference Bag  
**\$25,000**



Phone Sanitizer w/ Screen Cleaner  
**\$15,000**



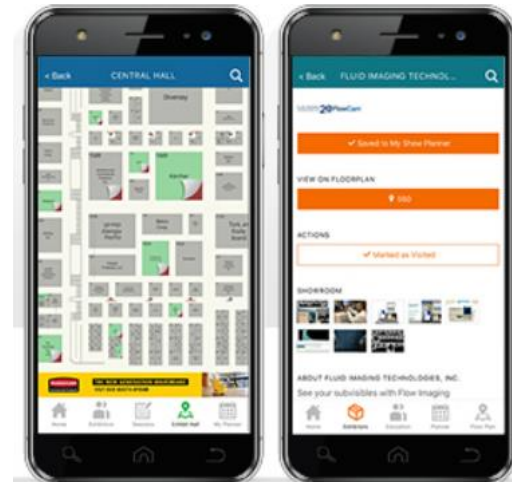
Lanyards  
**\$20,000**

## Mobile App Sponsor – \$15,000 Exclusive

Put your brand in everyone's pocket as the Exclusive sponsor of the Community Summit mobile app.

### Package includes:

- Customized greeting that appears when someone first downloads the app
- Brand logo on welcome login screen
- Two custom push notifications each day
- Recognition as the official Wi-Fi sponsor on Summit website and onsite signage



## Coffee Break Stations – \$2,000 per day or \$8,000 for 4 Days

- Sponsor logo included on:
- Napkins distributed at the station
- Coffee cup sleeves
- Signage promoting the service.

Coffee breaks will take place during the morning and afternoon:

- **Tuesday, October 17**
- **Wednesday, October 18**
- **Thursday, October 19**
- **Friday, October 20 (morning only)**

## Keynote Breakfast – \$10,000 (Tue, Oct 17)

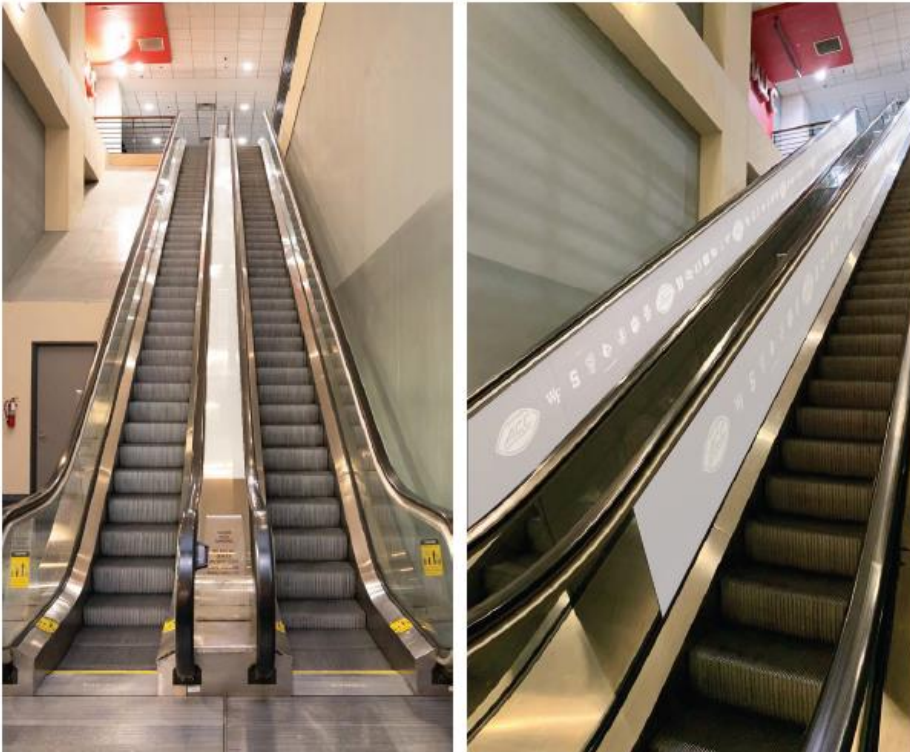
- Exclusive opportunity per day for all attendees to start their day with your company with your Sponsored Continental Breakfast.
- Sponsor logo included on:
- Napkins distributed at the station
- Coffee cup sleeves
- Signage promoting the service.

## Coffee Breaks Full Show + Keynote Breakfast – \$22,000



# Escalator Wraps

- Escalator Wraps– \$16,000 Exclusive
- Escalator Wraps– \$8,000 Individual



## Summitland \$900

The official prize and giveaway game for Summit attendees. Summitland was created to help attendees navigate the Expo Hall and learn about the sponsors and giveaways that await! All Summit Sponsors and Exhibitors are eligible to secure a page in a Summitland booklet, displaying your logo, company name and description, booth number and event giveaway prize.

Summitland booklets will be distributed to user-attendees at registration. Attendees enter the giveaway drawings by filling out the tear-away portion labeled Giveaway Entry Card and dropping it off at the corresponding booth number during Expo hours.

Sponsors will draw for the winner of their giveaway prior to the closing reception. Event management will announce the winners during the reception and the prizes will be given away at the Legends Theater stage. Please make sure there is someone from your team present or coordinate with us in advance.



### Drawing Information

### Summitland Giveaway Entry Card



**Booth #522**  
**Giveaway: \$250 Gift Card**

Yooz provides the smartest, most powerful, and easiest-to-use cloud-based Purchase-to-Pay automation solution. Yooz's unique solution leverages Artificial Intelligence to deliver an amazing level of automation. Visit us at [www.GetYooz.com](http://www.GetYooz.com).

**Yooz**  
**Booth #522**  
**Giveaway: \$250 Gift Card**

Please fill out the contact information on the back of the card and drop it off at the booth listed for a chance to win!

### Summitland Giveaway Entry Card

### Drawing Information

Please fill out the contact information and drop it off at the booth listed for your chance to win!

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

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

Email: \_\_\_\_\_

☐ D365 BC/NAV ☐ D365 CE/CRM ☐ D365 FO/AX

☐ GP ☐ PP ☐ SL



**Booth #522**  
**Giveaway: \$250 Gift Card**

To be eligible to win, this card must be dropped off by Wednesday at 4:30 PM. Winners will be announced at the Legends Theater beginning at 5:30 PM.

\*Must be present to win.

## Giveaway Guidelines

Giveaway prizes are suggested to have a value between \$100 and \$500. Giveaway prizes must be present and distributed on-site at Community Summit.



## Expo Drink Tickets \$600

50 Tickets the perfect ice breakers to meeting attendees.

You'll receive a roll of 50 drink tickets with your company name, logo, and booth number.

Spice up networking conversations by passing them around or save them for your team members to use during Summit's Expo hall hours.