



2023 Sponsorship Options

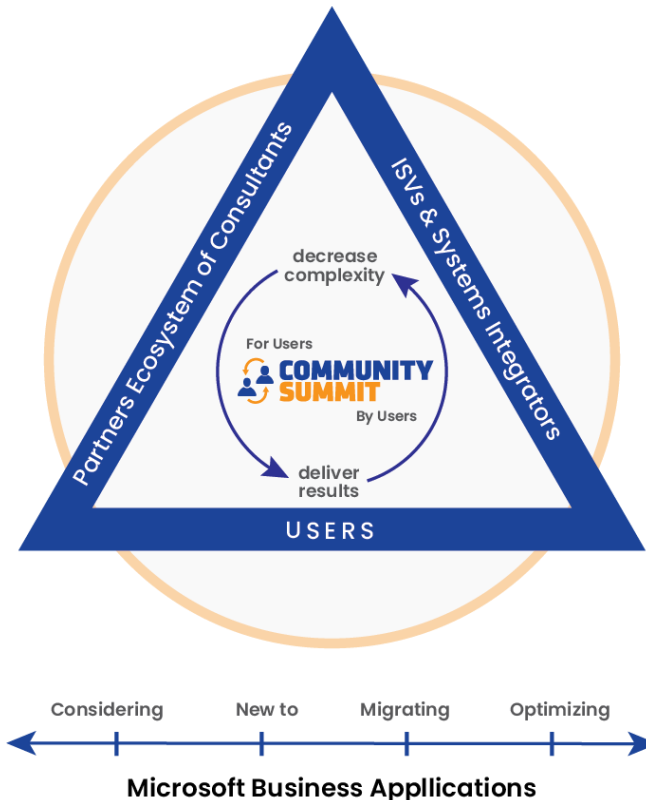
October 15–20, 2023
Charlotte Convention Center



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



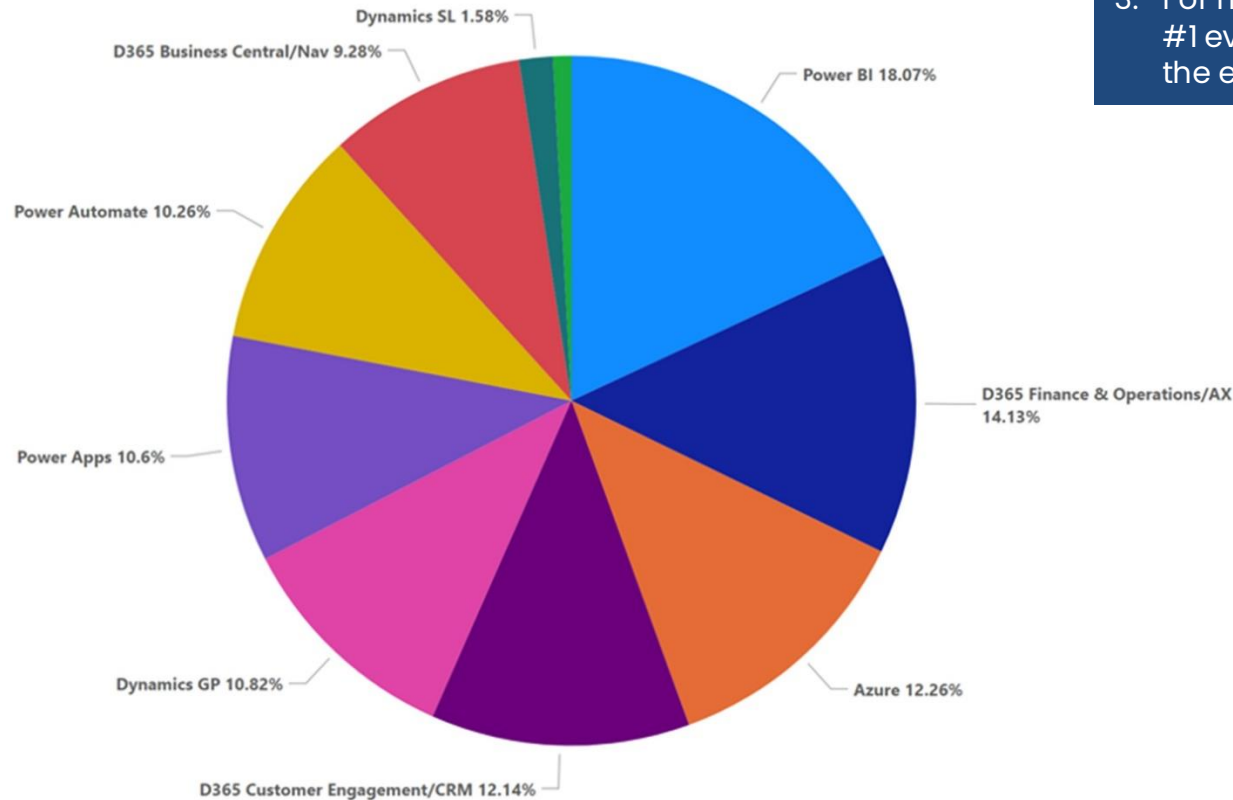
Why users attend?

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.

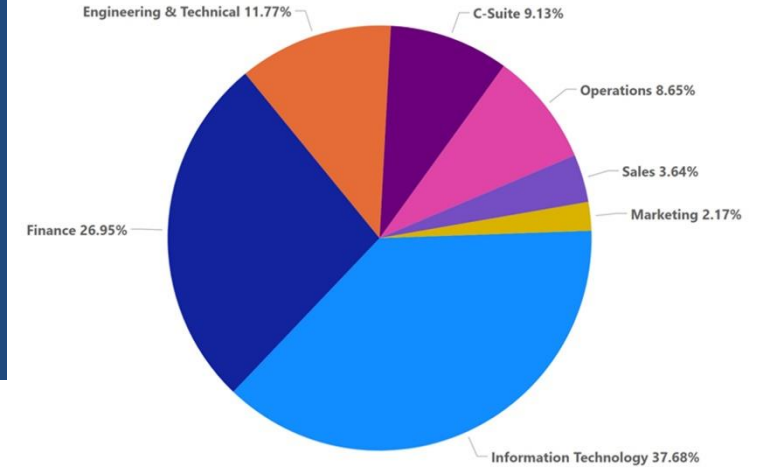
Why Sponsor?

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.

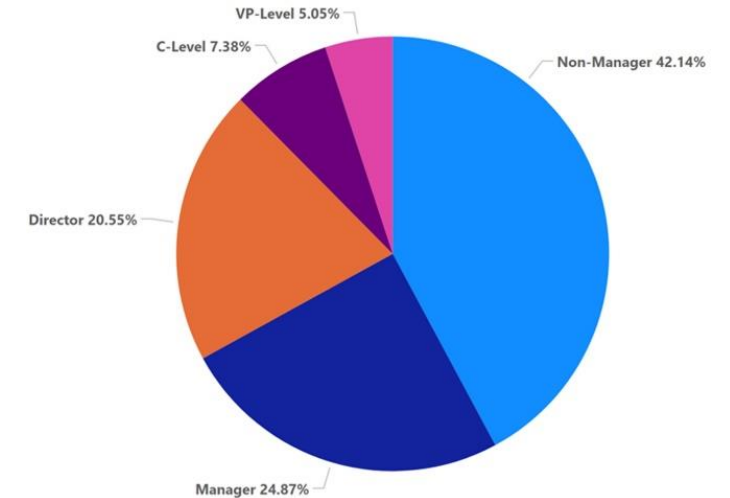
Attendee Solutions



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

Booth Extender: \$3,000



- 3' H by 8' L Carpet Floor Sign – Custom artwork that extends your booth and doesn't cover User Group stickers that come with your booth
- Full-color carpet sticker that extends into the aisle right in front of your booth.

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

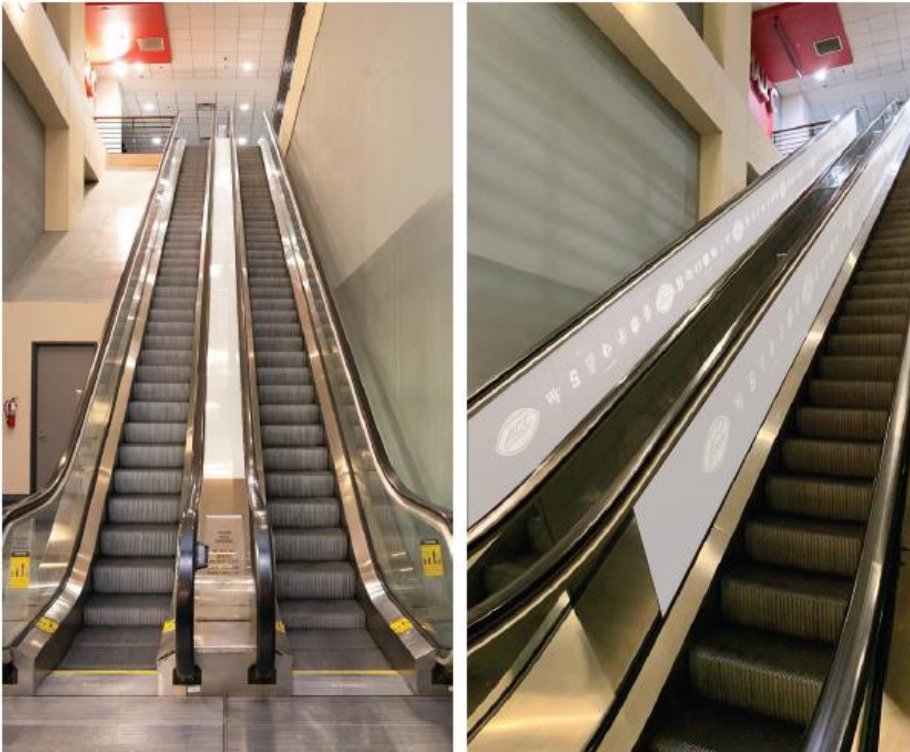
Aisle Signs \$10,000

- Sponsor designed artwork on dedicated space hanging below each aisle sign.
- Minimum of 20 aisle signs to be seen throughout the entire show floor for maximum exposure to every attendee.
- 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.



Escalator Wraps

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



Branding & Awareness



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



Note Pads
\$10,000



Hand Sanitizer
\$7,000



Lip Balm
\$7,000



Conference Bag
\$15,000



Conference Bag
\$25,000



Phone Sanitizer w/ Screen Cleaner
\$15,000



Lanyards
\$20,000

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** (4 breaks)
- **Wednesday, October 18** (2 breaks)
- **Thursday, October 19** (2 breaks)
- **Friday, October 20** (2 breaks)

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, and signage promoting the service
- Visual and verbal recognition at Keynote by CEO of Dynamic Communities ("Keynote Breakfast sponsored by Company Name" with logo and booth number)



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



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



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



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](#)

Race Car Driving Simulator



Race Car Driving Simulators (2 of 8 available) – \$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")

Pit Crew Challenge

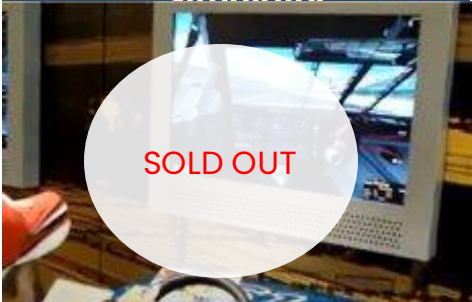


Pit Crew Challenge (1) – \$15,000

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 Simulator



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

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
- 1 exclusive email introducing you and your company as the official sponsor of your category
- 1 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:

- 1 exclusive email introducing you and your company as the official sponsor of your category
- 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:

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





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.

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.

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.

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.

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 Station – \$8,000 (3 of 4 available)

Drive traffic to your booth by hosting a food station. They will be available during show floor hours. Stations 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



Welcome Reception on Expo Floor – \$25,000

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



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)

