

# Power of the Cloud

## Microsoft Cloud

## Power User Conference

### SPONSORSHIP PACKAGE

Thank you for your interest in supporting the Power of the Cloud, Power User Conference. This conference will be held on Friday, **June 22<sup>nd</sup>, 2018**, at the Microsoft Canada Headquarters in Mississauga, Ontario.

This is a community event that is free of charge to all registered attendees and a not for profit event. Sponsorships help provide the necessary resources to facilitate the event. This is the first annual Power of the Cloud – MS Power User event that allows users to explore Office 365 & Azure capabilities from the perspective of a Power User who can use less technical advanced configuration capabilities of Microsoft Cloud services to meet their organization's business needs.

There will be three tracks – Business Process Automation, Collaboration & Content Management, Introduction to the Azure Cloud – each with 3 presentations and a workshop. The event begins at 7:30am and ends at 5:00pm. Breakfast will be available before the event begins and a full lunch is included. Coffee, tea and refreshments will be available throughout the day. This event is free to all attendees. Sponsorships help provide the necessary resources to facilitate the event.

### SPONSORSHIP BENEFITS

We are offering two sponsorship levels

#### PLATINUM LEVEL - \$2,500

The Platinum level gives each sponsor the following benefits:

- ❖ Track Sponsor – banner & materials in 1 of the track rooms during all sessions
- ❖ Table in the common area to promote your company
- ❖ Logo Included in eating areas
- ❖ 1 representative at the speaker dinner
- ❖ Full opt-in attendee marketing list
- ❖ Your marketing material provided to attendees via online OneDrive site
- ❖ Logo included speaker slide deck
- ❖ Logo included on the schedule
- ❖ Logo & company description on the website

## GOLD LEVEL - \$1,000

The Platinum level gives each sponsor the following benefits:

- ❖ Track Sponsor – banner & materials in 1 of the track rooms during all sessions
- ❖ Table in the common area to promote your company
- ❖ Logo Included in eating areas
- ❖ Your marketing material provided to attendees via online OneDrive site
- ❖ Logo included speaker slide deck
- ❖ Logo included on the schedule
- ❖ Logo & company description on the website

## SPONSORSHIP BENEFIT NOTES

### TABLE IN THE COMMON AREA TO PROMOTE YOUR COMPANY AND MEET WITH ATTENDEES AND SPEAKERS

The sponsor areas will be provided with a 5' x 2' table and 2 chairs. Standing exhibits may be placed on the floor behind or in front of your table, not beside it, and may not be placed in such a way as to impede foot traffic along the corridors.

Tables will be given out in order by date of sponsor signup sequence. So, the first to sign up will get first preference.

### ACCESS TO ATTENDEE INFORMATION (PLATINUM ONLY)

For privacy reasons, we are unable to share any information for attendees who “opted-out” of the marketing list during event registration. However, we will provide sponsors at the Platinum levels with access to the full opt-in marketing list of all attendees who have consented to have their information provided for marketing purposes.

Please note that your communications with opt-in attendees is subject to Canada’s Anti-Spam Law (CASL). You must identify yourself to attendees and mention that you have received express consent from their acceptance during signup for the Power of the Cloud event. Should they wish to unsubscribe you must inform us so we can update our records.

Full details of the legislation can be found on the Government of Canada website here:

<http://fightspam.gc.ca/eic/site/030.nsf/eng/home> and here: <http://www.crtc.gc.ca/eng/com500/infograph4.htm>

### YOUR MARKETING COLLATERAL PROVIDED TO ATTENDEES

We will be accepting electronic collateral for all sponsorship levels to be made available to each attendee via an online storage location (OneDrive). Each sponsor will be given a folder in the storage system, in which all files for a given sponsor will be placed. Limits for total file size per sponsor will be 200mb.

All sponsors may have any collateral they deem necessary on their sponsor table.

# SPONSORSHIP COMMITMENT

Please fill in this form for your sponsorship commitment, sign it, and send it to [info@powerofthecloud.net](mailto:info@powerofthecloud.net).

My organization, \_\_\_\_\_(company name), is committed the Power of the Cloud event for:

- Platinum Sponsorship
- Gold Sponsorship

Signature

Date:

Name (Please print or type):

Company:

## NEXT STEPS

As part of your approval, please supply the following:

- A web friendly graphic (GIF, JPEG or PNG format)
- A couple of short paragraphs about your organization
- Twitter handle (if applicable)
- Contact details for the invoice