

Lync
Conference
2014

February 17-20
Aria, Las Vegas

A dark grey world map is centered in the background, overlaid with a network of white lines and dots representing global connectivity. The text is overlaid on this background.

Sponsor &
Exhibitor
Opportunities

Event Overview

Microsoft Lync Conference 2014 Event Details

Event Dates: Monday, February 17, 2014 – Thursday, February 20, 2014

Location: Aria Hotel, Las Vegas, NV USA

Projected Attendance: 1500 - 1800 business and IT professionals

Conference Website: www.lyncconf.com

Conference Description

Microsoft Lync Conference 2014 is our second comprehensive event dedicated exclusively to Microsoft Lync and supporting solutions. Please join us and other technology professionals, technology decision makers, administrators, developers, and other Lync enthusiasts from all over the globe for three days of networking, access to Lync engineers and communities, and the most in-depth information on Lync you'll ever find.

Lync Conference will focus on technical and business education, Lync community engagement and development, and showcasing the solutions of our Partners. The event will include Keynotes, Breakout Sessions, Community Sessions, a large Partner Exhibition Hall as well as many social gatherings and networking opportunities.

Who will Attend?

Microsoft Lync Conference 2014 will attract Lync Partners and customers including IT professionals, administrators, developers, and decision makers from around the world. Members of the Microsoft Lync Team will be there as well, including representatives from our engineering, sales, services, and marketing departments.

Exhibit Hall Overview

Partner Opportunities

Microsoft Lync Conference 2014 presents a unique opportunity to showcase your company's brand and your product's value to key decision makers. We understand that technology marketing budgets continue to be limited; however, in order for your business to sustain and thrive, it is critical that you keep in front of existing customers and recruit new ones, which requires a financial investment. A single conference is a more cost effective method for delivering your marketing message to a broader, qualified audience of IT professionals, developers, and technical decision makers.

Tentative Exhibit Hall Hours

The Exhibit Hall and Meal Hall will be in separate halls. This will allow for more dedicated time to engage with attendees and showcase your products and solutions. With the following schedule, the Exhibit Hall will be open 24 total hours over the course of the 3 days of the conference.

Day	Schedule	Hours
Monday, February 17	Welcome Reception: 6:00pm - 9:00pm	3
Tuesday, February 18	10:00am - 5:00pm	7
Wednesday, February 19	10:00am - 5:00pm	7
Thursday, February 20	10:00am - 5:00pm	7
		Total Hours 24

**Exhibit Hall Hours Subject to Change*

Sponsorship & Exhibition Information

	Date/Deadline
Sponsor Sales Open	Tuesday, Sept. 3, 2013. Contract to be sent upon confirmation of sponsorship level
General Exhibitor Registration Opens (Open to all Microsoft Partners)	Tuesday, Sept. 10, 2013
Payment Due	Due two (2) weeks after contract signing. Payment must be received in full prior to booth selection, or you may be subject to forfeit your booth.
Booth Selection Opens (Queue location based on package price & registration date)	Scheduled for November 2013
Attendee Registration	Scheduled for September 2013
Exhibitor & MPO Cancellation Policy	If applicable, submit written notification of cancellation to lynexpo@microsoft.com . Cancellations submitted more than 30 days prior to the event's first day may be eligible for a refund. If exhibitor submits cancellation within 30 days of the event's start date, the exhibitor will be responsible for 100% of the exhibitor and MPO fee.
Sponsor Cancellation Policy	If applicable, submit written notification of cancelation to lynexpo@microsoft.com . Should the Sponsor cancel, Sponsor is liable for: a) 50% of the Sponsor Fee if cancellation is made 181 days or more prior to the first day of the event, or b) 75% of the Sponsor Fee if cancellation is made 91-180 days prior to the first day of the event, or c) 100% of the Sponsor Fee if cancellation is made less than 90 days prior to the first day of the event.
*contract to contain more details about the cancellation policy	

	Contact/Link
Sponsorship Sales Manager: For questions regarding sponsorship opportunities.	Chrissy Harris lynexpo@microsoft.com +1.360.253.2972
Exhibitor Logistics Manager: For questions regarding exhibition opportunities, registration instructions, deliverables, deadlines, event rules and regulations, logistics materials, etc.	Chrissy Harris lynexpo@microsoft.com +1.360.253.2972
Conference Registration & Hotel: For information on conference registration or hotel.	Lync Registration Team lynconf@microsoft.com +1.360.253.2971 +1.800. 528.1668 Toll Free (US & Canada only)

Sponsorship Packages

Sponsorship Packages	Platinum	Gold	Silver	Bronze	Evening Event
Quantity Available	4	10	20	30	1
Price	\$75,000	\$40,000	\$15,000	\$8,000	\$30,000
Marketing Opportunities					
Pre-Show Email Newsletter	✓				✓
Post-Show Email Newsletter	✓				
Conference Inclusion					
Breakout Session	✓	*	*		*
Expo Theater Session	✓	✓	✓		
Full Conference Passes	5	3	2	1	3
Exhibit Hall Only Passes	6	4	2	1	2
Representation at Keynotes	✓	✓			✓
Private Meeting Room	✓				
Social Media	✓				
Onsite Recognition Signage	✓	✓	✓		✓
Exhibit Hall					
Exhibit Booth	20x20	10x20	10x10	Kiosk	10x20
Online Advertising via www.lyncconf.com					
Sponsor Logo and Profile	✓	✓	✓	✓	✓
Branded Web Button	✓	✓	✓	✓	✓
Onsite Collateral					
Conference Mini Guide	✓	✓	✓	✓	✓
Bag Insert	✓	✓			✓
Additional Marketing Opportunities					
Special Inclusions	Sponsor logo on lanyards, water bottles, T-shirt or bag.				Napkins, Beverage, Drinking Glass and Collateral

* Available for purchase

There is a Diamond Sponsorship package available that has already been allocated by the Lync Partner team.

Platinum Sponsor Package \$75,000 – Quantity 4

The Microsoft Lync Conference 2014 Platinum Sponsorship Package offers maximum exposure for your company.

This extends across all aspects of the event, including an educational session, exhibition, marketing, advertising and access to key industry experts and decision makers.

Package Includes:

MARKETING OPPORTUNITIES

Pre & Post-Show Email Newsletter: Company logo included along with Sponsor recognition and Hot-Link to company website.

CONFERENCE INCLUSION

Breakout Session: Opportunity to present a breakout session. No marketing material allowed. Contingent upon review and approval by content manager upon receipt of session title and abstract.

Expo Theater Session: Opportunity to choose three (3) time slots for Expo Theater Sessions. Theater Sessions held within the Exhibit Hall during exhibit hall hours. Specific time slots to be announced. The length of the session is subject to change.

Five (5) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all evening events.

Six (6) Exhibit Hall Only Passes: Includes meals in the exhibitor lounge and access to the exhibit hall.

Representation at Keynotes: Sponsor to provide a single slide that will be rotating on the main screen during the keynote walk in (non-exclusive and approved by content team).

Private Meeting Room: Located in the Exhibit Hall includes: One (1) 8' table, six (6) chairs and one (1) 1,000 watt electrical outlet. Meeting rooms may not be used as a substitute for access storage.

Social Media: Each Platinum Sponsor to be exposed through social media outlets. More details to follow.

Onsite Recognition Signage: Sponsor logo will be included on signage throughout the venue during the conference.

EXHIBIT HALL

Platinum Exhibit Space: One (1) 20x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet connectivity, electricity, unpadded carpet, two (2) chairs and one (1) 8' x 30" table.

ONLINE ADVERTISING VIA www.lyncconf.com

Sponsor Logo and Hot-Link: Placed on the front page of the conference website homepage. Also includes sponsor logo, company profile and Hot-Link on the sponsor page.

Lync Conference Branded Web Button: For promoting participation at Lync Conference 2014 on Sponsor's website or email signatures.

ONSITE COLLATERAL

Conference Mini Guide: Sponsor logo printed prominently on the front page and opportunity to submit one (1) full page (3.8" x 4.4"), color advertisement. Company name and booth location will appear in the Conference Guide.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8½" x 11" single or double sided flyer, CD/DVD or thin flat stackable item).

Attendee Badge Lanyard, T-shirt, Water Bottle, or Bag: Sponsor logo/name placed on one of the items listed that will be given to all attendees. First come, first choice for item.

Additional Offerings:

Welcome Reception: Opportunity to sponsor the Welcome Reception. First right of refusal to first interested Platinum Sponsor. Cost \$15,000

Must confirm by Tuesday, Sept. 17, 2014.

Napkins: Partner logo printed on napkins.

Signature Beverage: Opportunity to name a drink after your company. Signage with logo will be placed at each bar.

Signage: One (1) sign with logo provided for the Welcome Reception.

Collateral: Ability to stage or hand out company marketing material or giveaways.

Sponsor Logo and Hot-Link: Included on the activities page.

Conference Mini Guide: Logo will appear on full page welcome reception ad.

Gold Sponsor Package \$40,000 – Quantity 10

The Microsoft Lync Conference 2014 Gold Sponsorship Package offers a high level of exposure for your company.

This extends across all aspects of the event, including an educational session, exhibition, marketing, advertising and access to key industry experts and decision makers.

Package Includes: CONFERENCE INCLUSION

Breakout Session: Opportunity to purchase a breakout session. No marketing material allowed. Contingent upon review and approval by content manager upon receipt of session title and abstract. Cost: \$10,000.

Expo Theater Session: Opportunity to choose two (2) time slots for Expo Theater Sessions. Theater Sessions held within the Exhibit Hall during exhibit hall hours. Specific time slots to be announced. The length of the session is subject to change.

Three (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all evening events.

Four (4) Exhibit Hall Only Pass: Includes meals in the exhibitor lounge and access to the exhibit hall.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in (non-exclusive).

Onsite Recognition Signage: Sponsor logo will be included on signage throughout the venue during the conference.

EXHIBIT HALL

Gold Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with hard wired internet connectivity, electricity, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

ONLINE ADVERTISING VIA www.lyncconf.com

Sponsor Logo and Hot-Link: Includes sponsor logo, company profile and Hot-Link on the sponsor page.

Lync Conference Branded Web Button: For promoting participation at Lync Conference 2014 on Sponsor's website or email signatures.

ONSITE COLLATERAL

Conference Mini Guide: Opportunity to submit one (1) full page (3.8" x 4.4"), color advertisement. Company name and booth location will appear in the Conference Guide.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8½" x 11" single or double sided flyer, CD/DVD or thin flat stackable item).

Silver Sponsor Package \$15,000 – Quantity 20

This sponsorship is designed to help get your company message out to all those that will be attending the Microsoft Lync Conference 2014!

Package Includes:

CONFERENCE INCLUSION

Breakout Session: Opportunity to purchase a breakout session. No marketing material allowed. Contingent upon review and approval by content manager upon receipt of session title and abstract. Cost: \$10,000.

Expo Theater Session: Opportunity to choose one (1) time slot for Expo Theater Sessions. Theater Sessions held within the Exhibit Hall during exhibit hall hours. Specific time slots to be announced. The length of the session is subject to change.

Two (2) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all evening events.

Two (2) Exhibit Hall Only Pass: Includes meals in the exhibitor lounge and access to the exhibit hall.

Onsite Recognition Signage: Sponsor logo will be included on signage throughout the venue during the conference.

EXHIBIT HALL

Silver Exhibit Space: One (1) 10x10 exhibit booth with your choice of location. Exhibit booth comes with hard wired internet connectivity, electricity, unpadding carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table. Also includes opportunity to upgrade to a 10x20 booth for an additional \$5,000. Please contact lynexpo@microsoft.com if interested.

ONLINE ADVERTISING VIA www.lyncconf.com

Sponsor Logo and Hot-Link: Includes sponsor logo, company profile and Hot-Link on the sponsor page.

Lync Conference Branded Web Button: For promoting participation at Lync Conference 2014 on Sponsor's website or email signatures.

ONSITE COLLATERAL

Conference Mini Guide: Company name and booth location will appear in the Conference Guide.

Evening Event Sponsor \$30,000 – Quantity 1

Sponsor the event of Lync Conference 2014! This sponsorship is designed to provide your company with great exposure at the event that is sure to be the hit of the conference.

Package Includes: CONFERENCE INCLUSION

Breakout Session: Opportunity to purchase a breakout session. No marketing material allowed. Contingent upon review and approval by content manager upon receipt of session title and abstract. Cost: \$10,000.

EVENING EVENT INCLUSION:

Entry Wristbands: Sponsor logo printed on entry wristbands.

Napkins: Sponsor logo printed on napkins.

Drinking Glasses: Sponsor logo printed on glasses.

Signature Beverage: Opportunity to name a drink after your company.

Signage: Opportunity to provide banners to be hung at Evening Event.

Collateral: Ability to stage or hand out marketing material or giveaways.

MARKETING OPPORTUNITIES

Pre-Show Email Newsletter: Company logo included along with sponsor recognition and hot-Link to company website.

CONFERENCE INCLUSION

Three (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all evening events.

Two (2) Exhibit Hall Only Passes: Includes meals in the exhibitor lounge and access to the exhibit hall.

Ten (10) Evening Event Passes: Includes access to your sponsored evening event.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in (non-exclusive).

Onsite Recognition Signage: Sponsor logo will be included on signage throughout the venue during the conference.

EXHIBIT HALL

Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with hard wired internet connectivity, electricity, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

ONLINE ADVERTISING VIA www.lyncconf.com

Sponsor Logo and Hot-Link: Includes sponsor logo, company profile and Hot-Link on the sponsor page.

Lync Conference Branded Web Button: For promoting participation at Lync Conference 2014 on Sponsor's website or email signatures.

ONSITE COLLATERAL

Conference Mini Guide: Sponsor logo will be printed prominently on a full page ad for the Evening Event. Company name and booth location will appear in the Conference Guide.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8½" x 11" single or double sided flyer, CD/DVD or thin flat stackable item).

Bronze Sponsor Package \$8,000 – Quantity 30

This sponsorship is designed to help get your company message out to all those that will be attending the Microsoft Lync Conference 2014!

Package Includes:

CONFERENCE INCLUSION

One (1) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all evening events.

One (1) Exhibit Hall Only Pass: Includes meals in the exhibitor lounge and access to the exhibit hall.

EXHIBIT HALL

Exhibit Space: One (1) kiosk in your choice of location. Kiosk comes with 20" monitor, keyboard, mouse and graphics. Package also includes internet connectivity electricity, and unpadded carpet.

ONLINE ADVERTISING VIA www.lyncconf.com

Sponsor Logo and Hot-Link: Includes sponsor logo, company profile and Hot-Link on the sponsor page.

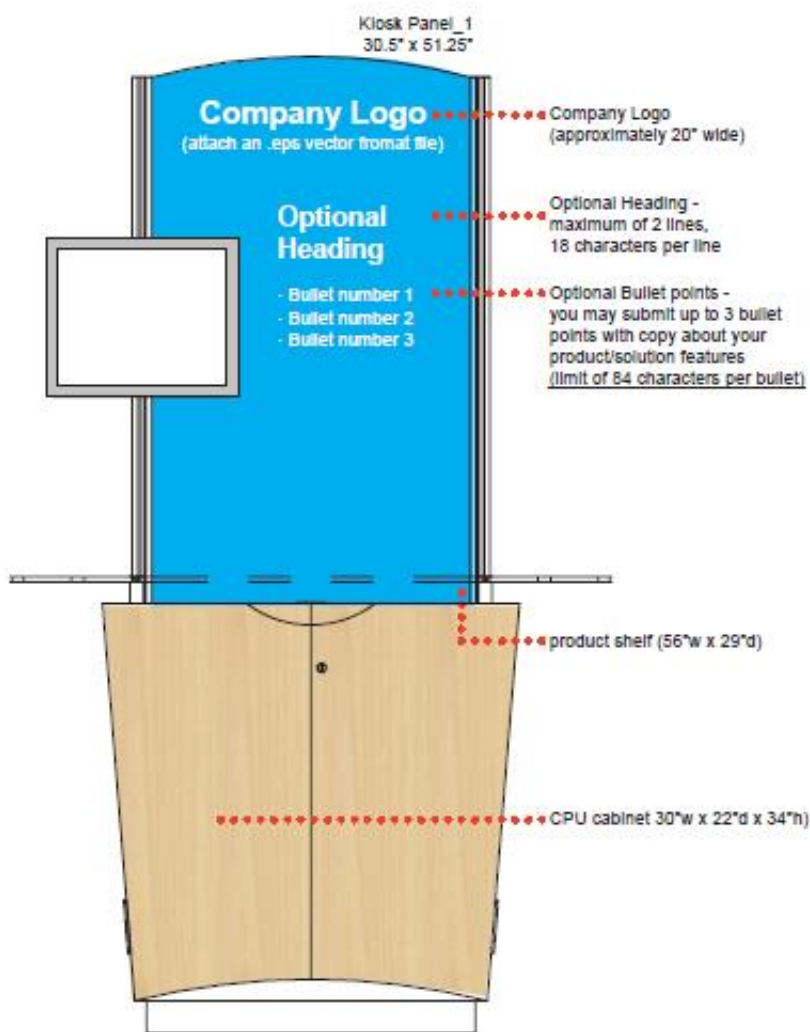
Lync Conference Branded Web Button: For promoting participation at Lync Conference 2014 on Sponsor's website or email signatures.

ONSITE COLLATERAL

Conference Mini Guide: Company name and booth location will appear in the Conference Guide.

Bronze Package Kiosk

Microsoft
Dual-Access Kiosk Graphics



**kiosk subject to change*

Marketing & Promotional Opportunities

Please note that "package" Marketing & Promotional Opportunities are limited to one per partner and you must purchase a sponsorship package first.

Keynote Package - \$8,000

This opportunity is for the opening keynote for Lync Conference! Get your message out to the attendees first thing on Tuesday morning.

Quantity Available: 1

Signage: One (1) sign with logo provided for the Keynote.

Collateral: Opportunity to provide collateral that will be pre-staged on all of the seats before the opening keynote (One 8 ½" x 11" single or double sided flyer, CD/DVD or thin flat stackable item).

Reserved Seating: Five (5) reserved seats for the opening keynote at front and center stage.

Representation at Keynotes: Partner logo will be rotating on dedicated slide during the keynote walk in along with other sponsors.

General Session Package - \$5,000

The General Session will take place on Wednesday from 4:30pm – 5:45pm. (time subject to change)

Quantity Available: 1

Signage: One (1) sign with logo provided for the General Session.

Collateral: Opportunity to provide collateral that will be pre-staged on all of the seats before the opening keynote (One 8 ½" x 11" single or double sided flyer, CD/DVD or thin flat stackable item).

Reserved Seating: Five (5) reserved seats for the general session at front and center stage.

MyLYNC Package - \$15,000

Quantity Available: 1

MyLYNC Website: Your company logo will be prominently displayed on this webpage recognizing you as the sponsor.

Pre-Show Email Blast: All pre-registered attendees will receive one (1) email communication specifically surrounding MyLYNC. Sponsor logo, profile and website link will be included in the email communication.

Post-Show Email Newsletter: Company logo included along with sponsor recognition and Hot-Link to company website. *(Please note that no attendee data will be released to sponsors).*

MyLYNC Package (continued)

Representation at Keynotes: Post-Event Experience slide will highlight MyLYNC and include sponsor company logo and website. In addition, sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

MyLYNC Log-in Page: Sponsor logo on page.

Conference Mini Guide: Sponsor logo and website will be on the pre-designed Post-Event Experience ad. Company name will appear in the Conference Mini Guide

Logo: Sponsor logo to be represented on Mobile App.

Conference Mini Guide Advertisement

Inside Front Cover \$5,000

Quantity Available: 1

Inside Back Cover \$3,000

Quantity Available: 1

Secure ad space for your company-specific messaging within the pages of the Lync Conference 2014 Mini Guide. The Conference Mini Guide will be included with attendee name badges and lanyards. The Conference Mini Guide is a quick reference guide that will always be at attendees' fingertips to access event information. Includes the opportunity to submit one (1) full color advertisement for your company in the Conference 2014 Mini Guide. Mini Guide specs are approximately 3.8" x 4.4", and are subject to change.

TV Commercial - \$4,000

Quantity Available: 5

TV Commercial: Opportunity to have one (1) 30 second commercial playing on hotel in-room TV Channel. Partner to produce commercial.

Breakout Session - \$10,000

Quantity Available: 12

Opportunity to present a breakout session. No marketing material allowed. Contingent upon review and approval by content manager upon receipt of session title and abstract.