

WORLD2024

LAS VEGAS, NV | APRIL 29 - MAY 2



MicroStrategy

MICROSTRATEGY

WORLD

APRIL 29 - MAY 2 LAS VEGAS

Get hands-on with AI

Build personalized bots that automate tasks, streamline processes, and enhance user experiences.

Watch visionary keynotes

Big stage = Big announcements. Industry leaders share invaluable insights on artificial intelligence, the ethics of AI, and 'what's next' in AI-powered analytics.

Expand your network

Meet passionate developers, analysts, architects, and CXOs. Make invaluable real-world connections that can drive your career forward.

Get (re)certified

Level up your team with fast-track courses in AI and analytics. Get (or renew) your analyst and architect certifications for 2024.

Learn (new) best practices

Hear from our customers how they are leveraging AI and gain insights into their real-world applications.

Vegas-style analytics party

What happens in Vegas... It's going to be an awesome night filled with neon lights, world-class dining, and best-in-class entertainment galore.

THE LOCATION

If you thought Universal Studios in Orlando was fun, just wait to see what we have in store for you at our Vegas conference party. Neon lights, world-class dining, and best-in-class entertainment galore.

This is one Vegas party we guarantee you'll remember.



THE VENUE

For MicroStrategy World 2024, we're heading to the newest property on the strip – Resorts World Las Vegas.

As the first integrated resort built in over a decade, Resorts World seamlessly blends the technology and luxury appeal of an urban contemporary resort with the traditions and time-honored details of the international Resorts World brand.



MICROSTRATEGY WORLD EXPERIENCE

Analytics &
Innovation
Keynotes



Customer &
Product
Sessions



Bitcoin for
Corporations
Event



Education
Courses &
Certifications

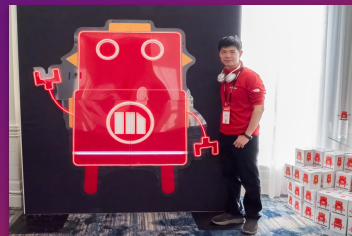
Special Events

MICROSTRATEGY WORLD EXPERIENCE

Welcome Reception



Conference Parties



Unique Venues



Awesome Swag



Unlimited Networking



WORLD PARTNERS

MicroStrategy World 2023 was sponsored by leaders in analytics, AI, Bitcoin, and beyond:



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SPONSORSHIP OPPORTUNITIES



MicroStrategy



TITANIUM (1 available) **SOLD OUT**

\$175,000

EVENT PASSES

- 20 free passes
- 30 passes at 50% discount to invite network

STAGE PRESENCE & SESSIONS

- 2 45-minute speaking sessions, panels, or workshops in relevant track
- Complete attendee list including full name, title, company, country, and email for sponsor hosted sessions, panels, or workshops
- On-stage segment during keynote

ON-SITE PRESENCE

- Tier 1 premium activation OR 20x10 turnkey booth in prime location and 2 lead retrieval devices
- Private meeting room (Monday-Thursday)
- Logo on check-in kiosk and conference signage
- Logo on digital signage in conference party location
- Logo on LED Globe

DIGITAL PRESENCE

- Logo on event website, mobile app, and email promotions
- Dedicated social media promotion (Twitter/LinkedIn)

NETWORKING

- MicroStrategy will assist with introductions to speakers and industry leaders
- Partial attendee list with title, company, and country





PLATINUM (2 available)

\$95,000

EVENT PASSES

- 10 free passes
- 20 passes at 50% discount to invite network

ON-SITE PRESENCE

- Tier 1 premium activation OR 20x10 turnkey booth and 2 lead retrieval devices
- Private meeting room (Monday-Thursday)
- Company call-out during keynote
- Logo on select conference signage
- Logo on digital signage in conference party location

SESSIONS

- 1 45-minute speaking session, panel, or workshop in relevant track
- Complete attendee list including full name, title, company, country, and email for sponsor hosted session, panel, or workshop

DIGITAL PRESENCE

- Logo on event website and mobile app
- Dedicated social media promotion (Twitter/LinkedIn)

NETWORKING

- MicroStrategy will assist with introductions to speakers and industry leaders
- Partial attendee list with title, company, and country



GOLD (7 available)

\$55,000

EVENT PASSES

- 6 free passes
- 10 passes at 50% discount to invite network

ON-SITE PRESENCE

- Tier 2 activation OR 10x10 turnkey booth and 1 lead retrieval device
- Shared meeting room (Monday-Thursday)
- Logo on select conference signage
- Company call-out during keynote

SESSIONS

- 1 45-minute speaking session, panel, or workshop in relevant track
- Complete attendee list including full name, title, company, country, and email for sponsor hosted session, panel, or workshop

DIGITAL PRESENCE

- Logo on event website and mobile app

NETWORKING

- MicroStrategy will assist with introductions to speakers and industry leaders
- Partial attendee list with title, company, and country



SILVER (16 available)

\$15,000

EVENT PASSES

- 2 free passes
- 4 passes at 50% discount to invite network

ON-SITE & DIGITAL PRESENCE

- Turnkey pedestal including 2 stools, electricity, small storage, and graphics
- 1 lead retrieval device
- Logo on select conference signage
- Company call-out during keynote
- Logo on event website and mobile app

NETWORKING

- MicroStrategy will assist with introductions to speakers and industry leaders

LOGO (17 available)

\$5,000

EVENT PASSES

- 2 free passes
- 2 passes at 50% discount to invite network

ON-SITE & DIGITAL PRESENCE

- Logo on select conference signage
- Logo on event website and mobile app
- Company call-out during keynote

SPONSOR PACKAGES OVERVIEW

	TITANIUM 1 available SOLD OUT	PLATINUM 2 available	GOLD 7 available	SILVER 16 available	LOGO 17 available
Investment	\$175,000	\$95,000	\$55,000	\$15,000	\$5,000
On-Site Experience	20x10 Booth OR Tier 1 Activation	20x10 Booth OR Tier 1 Activation	10x10 Booth OR Tier 2 Activation	Pedestal Booth	
On-Stage Keynote Segment	.				
45-Minute Session, Panel or Workshop	2	1	1		
Meeting Room	.	.	Shared		
Conference Pass	20	10	6	2	2
50% Discount Passes	30	20	10	4	2
Lead Retrieval Devices	2	2	1	1	
Logo on Email Promotion	.				
Logo on Event Website & Mobile App
Logo on Conference Signage
Logo on Registration Kiosk	.				
Logo on Digital Signage in Conference Party	.	.			
Logo on Globe	.				
Company Call-out During Keynote	.	.	.	Shared	Shared
Dedicated Social Media Promotion	.	.			
Partial Attendee List	.	.	.		
Complete Sponsor Session Attendee List	.	.	.		

TIER 1 ACTIVATIONS

Wi-Fi Sponsor **SOLD** \$25,000

Keep onsite meeting attendees connected as the official event Wi-Fi sponsor. Your organization will provide complimentary wireless internet access in all meeting rooms, the exhibit hall, and public spaces. Includes custom Wi-Fi password and customized splash screen.

Women's Networking Event \$20,000

Amplify your brand's commitment to diversity and inclusion, while positioning you as a thought leader in the field. In addition to sponsoring this event, a female leader from your organization can serve as the panel moderator or speaker.

Bitcoin for Corporations VIP Reception **SOLD** \$20,000

Elevate your company's profile in the cutting-edge fields of cryptocurrency and blockchain, offering exclusive access to industry leaders and decision-makers for networking and business development opportunities.

Custom Lounge in Meetings Center \$20,000

Elevate your brand as a key industry facilitator and enhancing your reputation among decision-makers and influencers by creating a unique space where attendees can gather to network, relax, and recharge.

Hydration Sponsor \$20,000

Keep attendees hydrated throughout the meeting by sponsoring our hydration stations. Not only will your organization be recognized through branding at various hydration stations, but you will also reduce our carbon footprint by providing branded re-usable water bottles to attendees.

Paint by Numbers Mural \$20,000

Offering a unique blend of creativity and visibility, this activation allows your brand to engage attendees in a memorable, hands-on experience while also serving as a vivid, lasting backdrop for social media shares and discussions.

VR Experience \$20,000

Offer an immersive, interactive engagement that not only captivates attendees but also showcases your commitment to innovation, setting you apart from competitors and creating memorable connections.

Bitcoin for Corporations Live Stream \$15,000

Amplify brand visibility to a targeted global audience, often comprised of industry leaders and potential customers, while associating your company with thought leadership and innovation in the field.

TIER 2 ACTIVATIONS

Wellness Sponsorship **\$15,000**
Get attendees moving before sessions start for the day. Sponsor a yoga session, meditation, chair massages, or wellness activity of your choice.

360-Degree Photo Booth **\$15,000**
A fun and engaging way for attendees to interact with your brand, while generating shareable content that extends your reach and visibility.

Hotel Keycards & Sleeves **SOLD** **\$15,000**
Attendees will keep your branding in hand on their hotel keycards. As the keycard sponsor your company's logo will be seen frequently as attendees travel to and from their hotel rooms.

Phone Charging Station **\$15,000**
This is a practical service that attendees will frequently use, positioning your brand as both thoughtful and indispensable while capturing focused attention from a captive audience.

Conference T-Shirts **\$15,000**
Transform attendees into brand ambassadors who visibly endorse your company, extending your reach not just during the event but also in the broader community.

Name Badge Lanyards **SOLD** **\$10,000**
Provides constant brand visibility throughout the event, as attendees wear your logo around their necks, thereby creating a lasting impression among a targeted industry audience.

ADDITIONAL BRANDING OPPORTUNITIES

Tuesday Night World Party **\$150,000**
The party no one will miss. Sponsorship includes digital and print signage through the venue, DJ call outs, premium VIP section, branded cocktails, and more.

Monday Night Welcome Reception **\$100,000**
Kick off the World event with your brand at the forefront. Sponsorship includes digital signage, branded cocktails, and more.

Backpack **\$100,000**
A functional and lasting item that carries your brand beyond the event, turning participants into walking billboards.

Reusable Tote Bag **\$8,000**
A sustainable and practical gift that attendees will use long after the event, demonstrating your commitment to environmental responsibility.

Attendee Highlights Email **\$5,000**
Daily email highlighting the previous day's events and what to look forward to in the day ahead. Be recognized as the sponsor with your logo and company highlighted in each email.

Lead Gen Email **\$5,000**
Top off your meeting and lead generation goals with a targeted email to all registered attendees. We will send one email on your company's behalf. Content must be approved.

CONFERENCE CENTER DIGITAL ACTIVATIONS

MicroStrategy World and Resorts World Las Vegas offers unprecedented technology and innovation to showcase your brand using integrated LED signage.

Conference Center LED Walls **\$10,000**

Logo placement in prime location next to agenda and floorplan

Jasmine Ballroom LED Wall Corners **\$5,000**

Logo placement in front of Bitcoin for Corporations event

Lily Ballroom LED Columns **\$5,000**

Logo placement in front of meetings center and track session rooms

Lily Meeting Room LED Wall Corners **\$5,000**

Logo placement in front of track session rooms

Lotus Ballroom LED Wall Corners **\$5,000**

Logo placement in front of track session rooms

Orchid Ballroom LED Wall Corner **\$5,000**

Logo placement in front of registration and track session rooms



PROPERTY DIGITAL ACTIVATIONS

West Tower 100,000 SF LED screen; 15 second spot per 10-minute loop	\$30,000
East Tower 19,200 SF LED screen; 15 second spot per 10-minute loop	\$12,500
Zouk Tower 17,290 SF LED screens; 15 second spot per 10-minute loop	\$16,000
Las Vegas Boulevard Digital Welcome Gantry 25% SOV of branding	\$20,000
District Screen 15 second spot per 10-minute loop	\$10,000
The Globe 15 second spot per 10-minute loop	\$15,000
Boring Tunnel Screens 15 second spot per 5-minute loop	\$7,500
Slot Toppers, Slot End Caps, Escalator Screens 50+ screens located throughout casino; 15 second spot per 10-minute loop	\$10,000



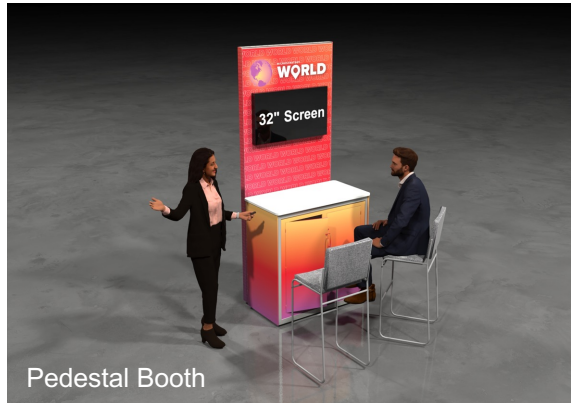
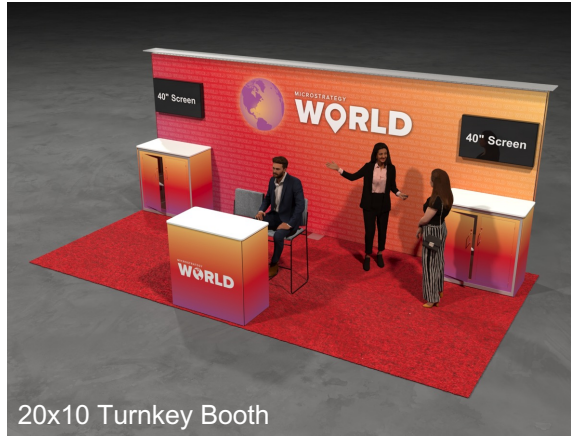
EXHIBITOR BOOTHS

Booth Assignments

Secure your position on the exhibit floor today. To help ensure the health and safety of exhibitors, attendees, speakers and staff, there are a limited number of booth spaces available at MicroStrategy World. Review the exhibit hall layout and submit your exhibit contract form along with your three preferred booth locations. We will make every effort to accommodate one of your top choices, as well as requests for additional space. We reserve the right to determine final booth assignments. Assignments will be based on contract execution date. Submit your contract immediately to hold your place in the queue.

Booth Hours

Exhibitors will be required to have booth staff on site during the dedicated expo hours. During dedicated hours there will be breaks, receptions, meals, and activities. Expo hours and required times will be provided in March.



Turnkey & Pedestal Booths include:

- Backwall with customizable front graphic
- Counter(s) with front and side graphics
- (2) high chairs
- Carpet (20x10 and 10x10 only)
- TV(s) as shown per tier
- Cleaning & power drop
- Waste basket
- Conference Wifi

 Silver Booth

CVENT – Lead Retrieval





CUSTOM PACKAGES

At MicroStrategy World 2024, we understand that every sponsor has unique objectives and requirements. That's why we are committed to partnering with you to create a custom sponsorship package tailored specifically to meet your needs. Whether you're looking to maximize brand exposure, connect with key decision-makers, or showcase your latest innovations, we'll work closely with you to design a sponsorship experience that delivers measurable results and maximizes your ROI. With a variety of options ranging from exclusive networking receptions to digital branding, we're confident we can create a package that aligns perfectly with your strategic goals.



TEAM

Our dedicated team is ready to provide unparalleled support and collaboration as you partner with us for MicroStrategy World 2024, ensuring a seamless and impactful experience tailored to your specific goals.



Alex Rice
Global Alliances Senior Manager
alrice@microstrategy.com



Victoria Rafael
Marketing Coordinator
vr Rafael@microstrategy.com



Complete the [Event Sponsorship Application](#) and email it to Alex Rice alrice@microstrategy.com.

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WWW.MICROSTRATEGY.COM/WORLD



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