



**MicroStrategy®**



**WORLD 2025**

Sponsorship  
Opportunities

Unlock unparalleled  
exposure and connect  
with industry leaders  
by sponsoring  
MicroStrategy  
World 2025.

Explore our sponsorship  
prospectus now



## Showcase Your Brand at the Forefront of AI and BI Innovation

Sponsoring MicroStrategy World 2025 in Orlando is an unparalleled opportunity to showcase your brand at the forefront of AI and BI innovation. This premier conference attracts industry leaders, visionaries, and decision-makers eager to explore the latest trends and technologies.

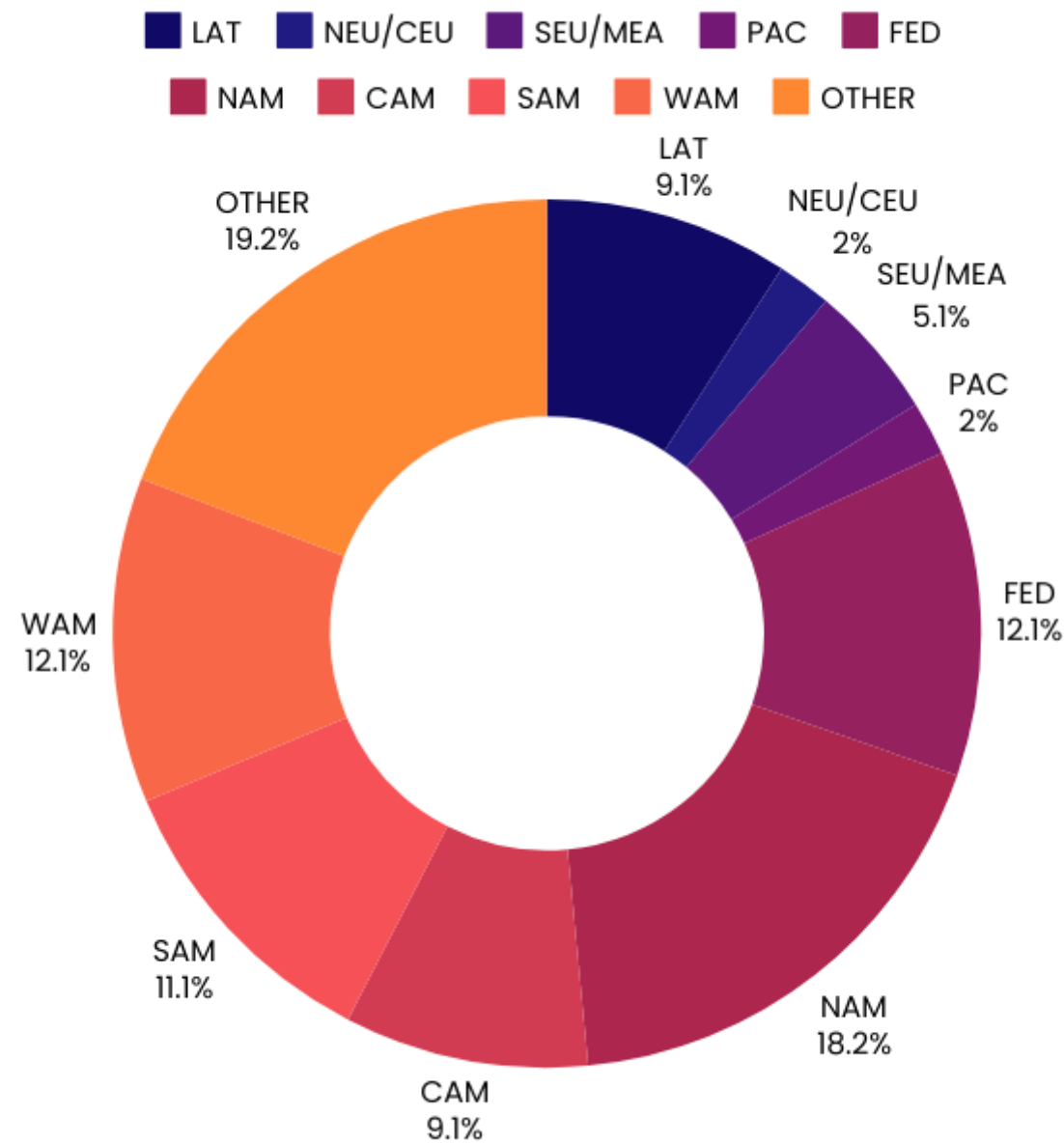
## Gain Unmatched Visibility and Connect with Industry Leaders

By partnering with us, you'll gain unmatched visibility, connect with a highly engaged audience, and position your company as a key player in the rapidly evolving landscape of artificial intelligence and business intelligence. Join us in shaping the future and driving transformative change.

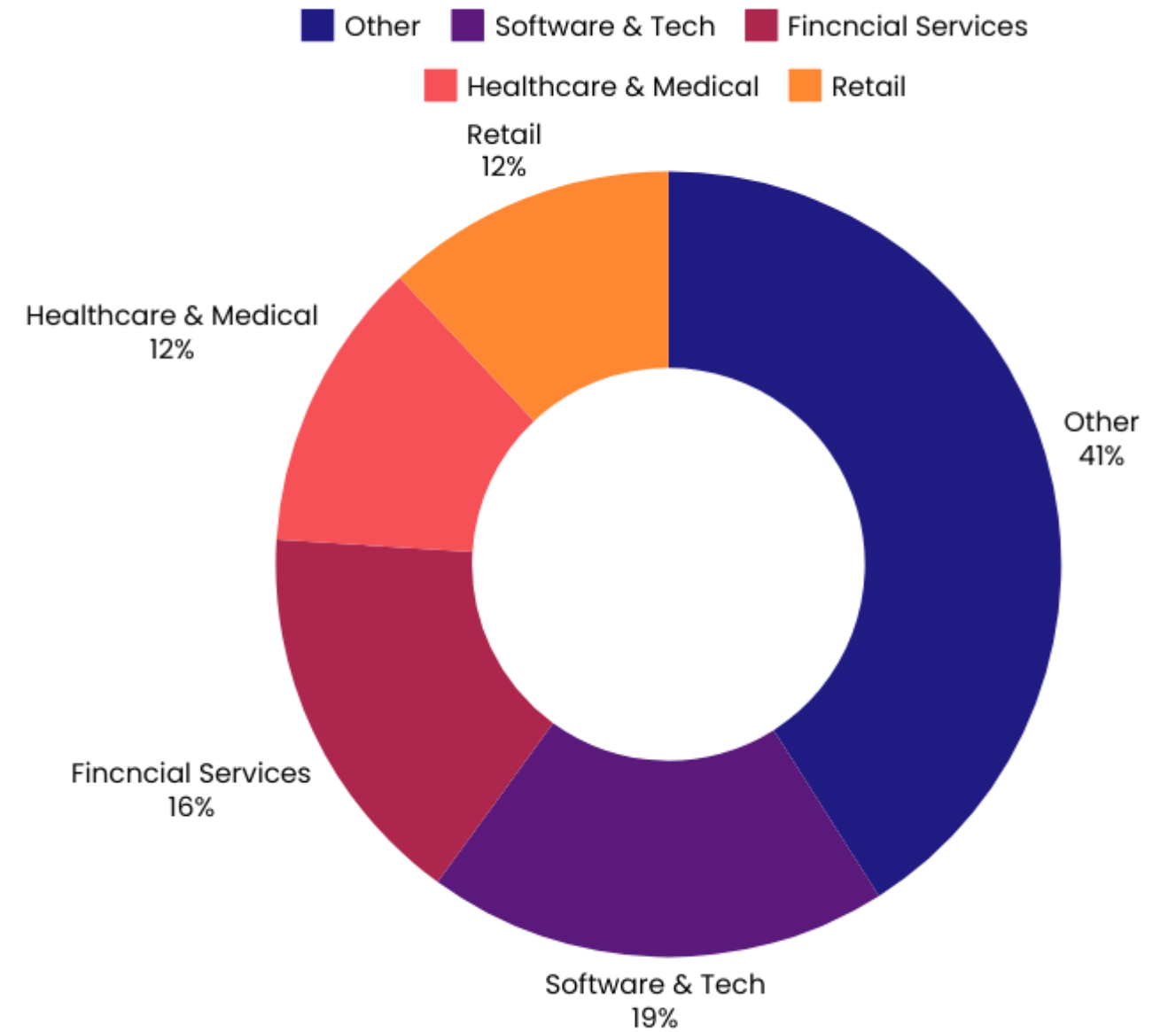
# MicroStrategy World 2024 Recap

1,638  
Registrants

1,499  
Attendees



Attendees by origin



Attendees by industry

**MicroStrategy**

# WORLD 2025

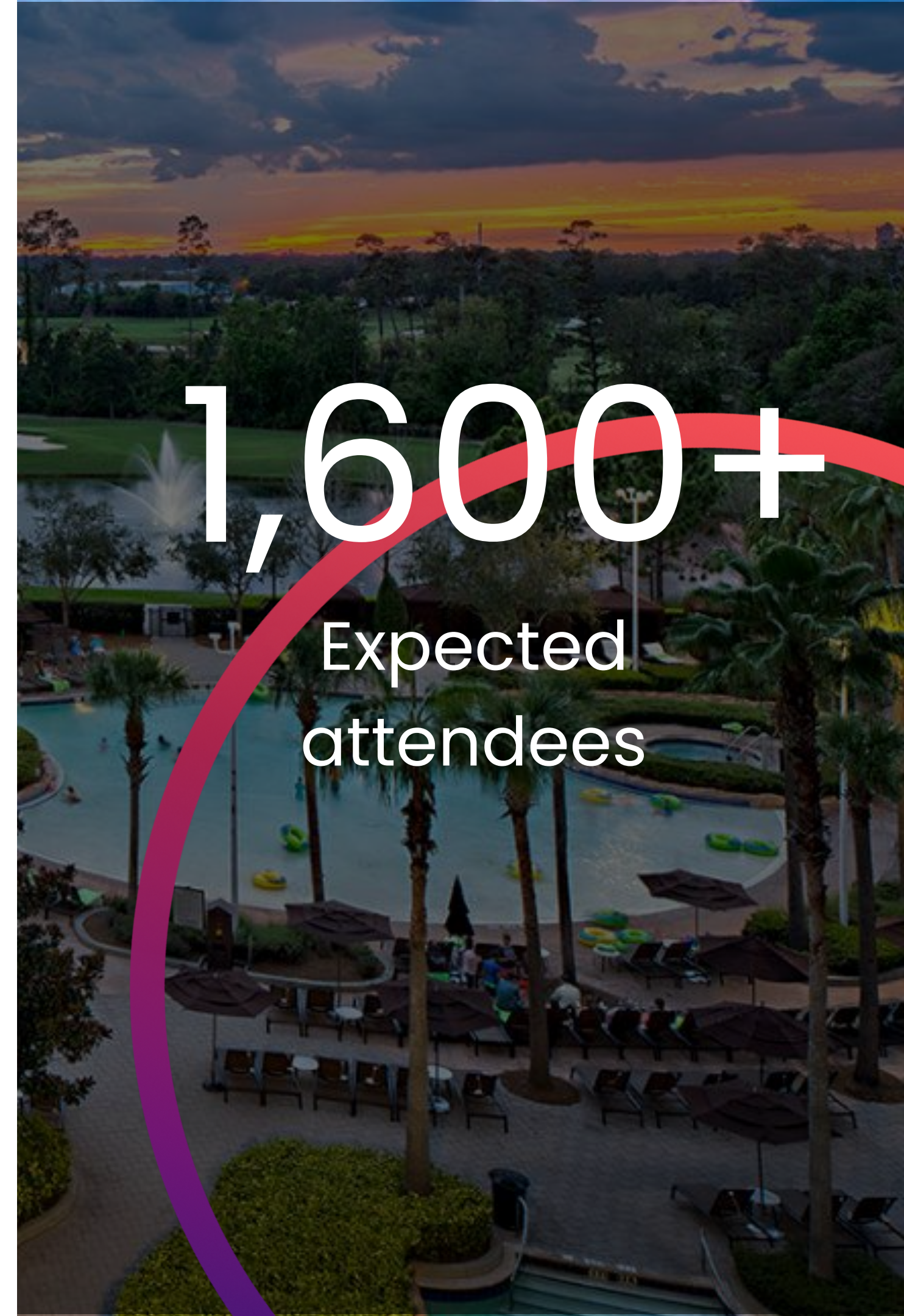
May 5 - 8, 2025 | Orlando, Florida

Signia by Hilton and Waldorf Astoria at Bonnet Creek

- Visionary keynotes
- Educational workshops
- Product sessions
- Customer & partner presentations
- Infinite networking opportunities
- Bitcoin for Corporations

1,600+

Expected  
attendees



# Benefits for Sponsors

## Enhanced Brand Visibility

Gain prominent exposure to a global audience of AI and BI professionals, showcasing your brand at a premier industry event.

## Thought Leadership

Position your company as a thought leader by participating in panel discussions, workshops, and keynote presentations.

## Product Showcase

Highlight your latest products and solutions in front of an engaged audience eager to explore cutting-edge technologies and trends.

## Networking Opportunities

Connect with industry leaders, decision-makers, and potential clients through exclusive networking events and sessions.

## Lead Generation

Capture high-quality leads from a targeted audience actively seeking innovative solutions and partnerships.



# Sponsorship Packages

# Titanium Sponsor

1 available • \$ 175,000

## Speaking Opportunities

- On-stage segment (panel or presentation) during Keynote
- On-stage segment during Partner Forum
- One (1) speaking session, panel, or workshop

## Event Passes

- 20 full conference passes
- 30 passes at 50% discount

## Digital Presence

- Logo on event website, mobile app, and email promotions
- Two (2) dedicated social media promotion

## Lead Generation

- Full attendee list from sponsored activation
- Partial registration list (company, title) 6 weeks before event
- Access to registrants via web/mobile app 4 weeks before event
- Full list (company, first name, last name, title, email) of session attendees for sponsored session
- Pre-scheduled meetings MicroStrategy executive team
- Invitation for two (2) to exclusive speaker reception

## Onsite Presence

- Tier 1 premium activation
- Private meeting room (Mon-Thu)
- Logo on check-in kiosk and select conference signage
- One (1) logo slide during keynote
- Reserved seating at Partner Forum
- Reserved seating at Keynotes

# Platinum Sponsor

3 available • \$ 95,000

## Speaking Opportunities

- One (1) speaking session, panel, or workshop

## Event Passes

- 10 full conference passes
- 20 passes at 50% discount

## Digital Presence

- Logo on event website, mobile app, and email promotions
- One (1) dedicated social media promotion

## Lead Generation

- Two (2) lead retrieval devices for activation
- Partial registration list (company, title) 6 weeks before event
- Access to registrants via web/mobile app 4 weeks before event
- Full list (company, first name, last name, title, email) of session attendees for sponsored session

## Onsite Presence

- Tier 2 activation
- Private meeting room (Mon-Thu)
- Logo on select conference signage
- Shared logo slide during keynote (max. 3 logos)
- Reserved seating at the Partner Forum



# Gold Sponsor

10 available • \$ 55,000

## Speaking Opportunities

- One (1) speaking session, panel, or workshop

## Event Passes

- 6 full conference passes
- 10 passes at 50% discount

## Digital Presence

- Logo on event website and mobile app

## Lead Generation

- One (1) lead retrieval device for turnkey booth
- Partial registration list (company, title) 6 weeks before event
- Access to registrants via web/mobile app 4 weeks before event
- Full list (company, first name, last name, title, email) of session attendees for sponsored session

## Onsite Presence

- Co - branded swag selection AND 10x10 turnkey booth
- Logo on select conference signage
- Shared logo slide during keynote (max. 10 logos)

# Silver Sponsor

15 available • \$ 15,000

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## Event Passes

- 2 full conference passes
- 4 passes at 50% discount to

## Onsite & Digital Presence

- Turnkey station incl. fully customizable backlit signage, monitor, table, 2 stools, and fully customizable graphics
- Logo on select conference signage
- Shared logo slide during keynote
- Logo on event website and mobile app

## Lead Generation

- One (1) lead retrieval device
- Access to all registrants via the web/mobile app 4 weeks before event

# Logo Sponsor

20 available • \$ 5,000

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## Event Passes

- 2 full conference passes
- 2 passes at 50% discount

## Onsite & Digital Presence

- Logo on select conference signage
- Logo on event website and mobile app
- Shared logo slide during keynote

# Sponsorship Opportunities Overview

	Titanium (1 available)	Platinum (3 available)	Gold (10 available)	Silver (20 available)	Logo (20 available)
Investment	\$ 175,000	\$ 95,000	\$55,000	\$ 15,000	\$ 5,000
On-Site Presence	Tier 1 Activation	Tier 2 Activation	Co-branded Swag AND 10x10	Turnkey Station	
Session, Panel, or Workshop	1	1	1		
Meeting Room	✓	✓			
Full Conference Pass	20	10	6	2	2
Passes at 50%	30	20	10	4	2
Lead Retrieval Device	✓	2	1	1	
Logo on Email Promotion	✓	✓			
Logo on Event Website & Mobile App	✓	✓	✓	✓	✓
Logo on Select Conference Signage	✓	✓	✓	✓	✓
Logo on Check-in Kiosk	✓				
Logo on Dedicated Keynote Slide	✓	Shared (max. of 3 logos)	Shared (max. of 10 logos)	Shared	Shared
Dedicated Social Media Promotion	2	1			
Sponsor Session Attendee List	✓	✓	✓		

# Tier 1 Activation

1 Available

## Custom Lounge in Collaboration Center

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



## Activation Information

- **Location:** Collaboration Center, centrally located in conference space
- **Logistics:** 3-day activation, during Collaboration Center hours
- **Branding:** Branded tabletops; branded pillows; logo on select signage
- **Lead Retrieval:** Full list (company, first name, last name, title, email) of attendees in Collaboration Center
- **Set-Up:** Sofas and charging coffee tables
- **Advertising:** Promotion via digital signage with opening hours and company logo
- **Optional:** Sponsor may bring 2 roll-up banners for additional branding

*Picture above for illustration purposes only. Onsite activation may differ.*

# Tier 1 Activation

1 Available

## Women' Networking Event

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 will welcome and introduce the speakers.

## Activation Information

- **Location:** Room TBD
- **Logistics:** Tuesday 12-2 PM; 100-150 attendees; Sponsor can introduce all panelists and moderators
- **Branding:** Customized slide to include during event welcome (MicroStrategy to approve)
- **Scanning:** Full list (company, first name, last name, title, email) of attendees of this special event
- **Advertising:** Promotion via digital signage
- **Optional:** Sponsor may bring 2 roll-up banners for additional branding



*Picture above for illustration purposes only. Onsite activation may differ.*

# Tier 2 Activation

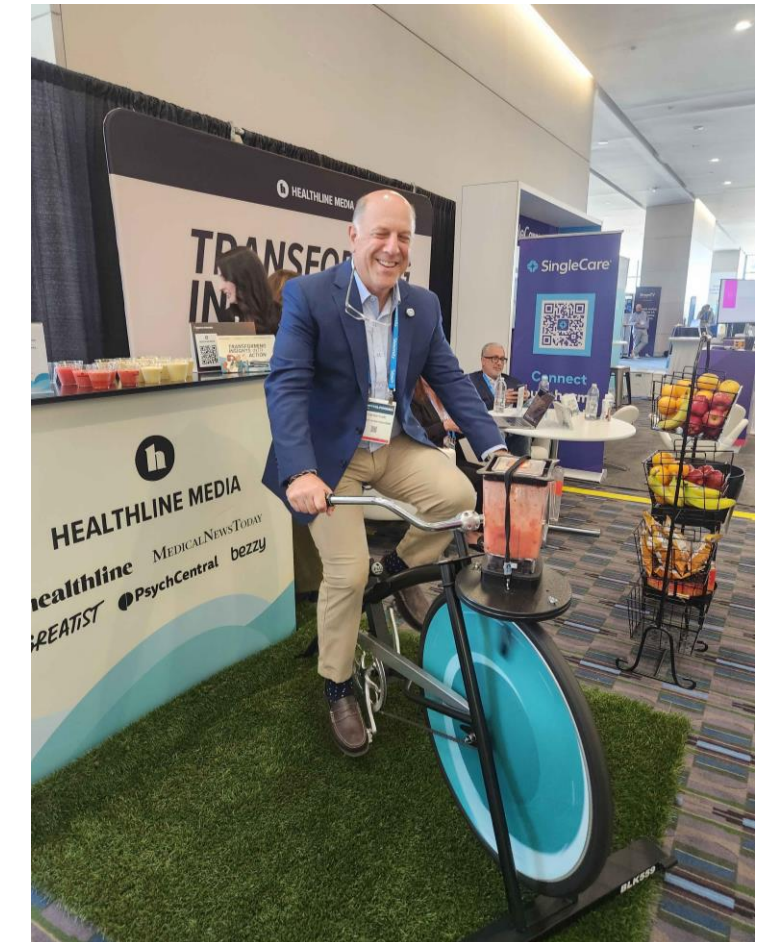
1 Available

## Blender Bike Smoothie Bar (2 Bikes)

This engaging and memorable attraction features your branding prominently. Attendees will pedal their way to a delicious and healthy smoothie in under 30 seconds – a fun way to energize their experience while you generate leads and showcase your brand.

## Activation Information

- **Location:** Central Foyer Space
- **Logistics:** 3-day activation | 2 hours on Monday during Welcome Reception; 4 hours on Tuesday and Wednesday
- **Branding:** Wheel customization; Branded bar station; Customized backdrop with messaging
- **Scanning:** Two (2) lead retrieval devices
- **Furniture:** One (1) highboy & two (2) highchairs
- **Advertising:** Promotion via digital signage with opening hours and company logo
- **Optional:** Sponsor may provide branded aprons, napkins, or cups, and bring 1 roll-up banner



*Picture above for illustration purposes only. Onsite activation may differ.*

# Tier 2 Activation

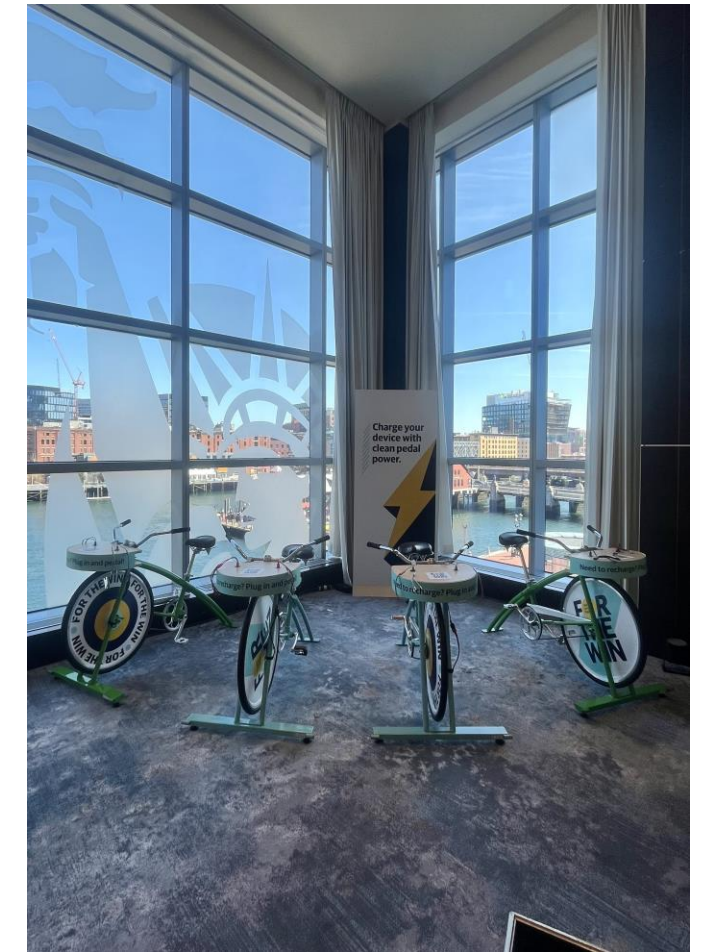
1 Available

## Device Charging Bikes (4 Bikes)

Raise the bar with electricity. Create some positive energy with this electrifying activation. 4 bikes – fully branded with your company colors and logo – ready to charge the attendee's devices while getting some workout done during session breaks.

## Activation Information

- **Location:** Conference Space
- **Logistics:** 3-day activation | 2 hours on Monday during Welcome Reception; 4 hours on Tuesday and Wednesday
- **Branding:** Wheel customization; Device Desk branding; Customized backdrop with messaging
- **Scanning:** Two (2) lead retrieval devices
- **Furniture:** One (1) highboy & two (2) highchairs
- **Advertising:** Promotion via digital signage with opening hours and company logo
- **Optional:** Sponsor may bring up to 2 roll-up banners for additional space branding



*Picture above for illustration purposes only. Onsite activation may differ.*

# Tier 2 Activation

1 Available

## 360-Degree Photo Booth

Create an engaging experience for attendees while promoting your brand. Custom props encourage fun and shareable photos, extending your reach and visibility beyond the event. A perfect way to leave a lasting impression and boost social media presence.

### Activation Information

- **Location:** Location TBD
- **Logistics:** 3-day activation | 2 hours on Monday during Welcome Reception; 4 hours on Tuesday and Wednesday
- **Branding:** 5 sponsor branded and/ or themed props in addition to MicroStrategy themed props
- **Scanning:** Two (2) lead retrieval devices
- **Furniture:** One (1) highboy & two (2) stools
- **Advertising:** Promotion via digital signage with opening hours and company logo
- **Optional:** Sponsor may provide additional props and up to 2 roll-up banner



*Picture above for illustration purposes only. Onsite activation may differ.*



# Tier 2 Activation

1 Available

## Wellness Lounge

Get attendees moving before sessions start for the day. Sponsor a yoga session, meditation, chair massages, or wellness activity of your choice.



## Activation Information

- **Location:** Location TBD
- **Logistics:** 3-day activation | 2 hours on Monday during Welcome Reception; 4 hours on Tuesday and Wednesday
- **Branding:** Customized backdrop with messaging
- **Scanning:** Two (2) lead retrieval devices
- **Furniture:** One (1) highboy & two (2) stools
- **Advertising:** Promotion via digital signage with opening hours and company logo
- **Optional:** Sponsor may provide up to 2 roll-up banner

*Picture above for illustration purposes only. Onsite activation may differ.*

# Tier 2 Activation

1 Available

## Professional Headshots or AI Photo Booth

Elevate your presence with a Professional Headshots or AI Photo Booth experience. Perfect for attendees looking to update their professional profiles or for those who want a unique, AI-enhanced photo. A great way to add value and create shareable, high-quality content.



## Activation Information

- **Location:** Location TBD
- **Logistics:** 3-day activation | 2 hours on Monday during Welcome Reception; 4 hours on Tuesday and Wednesday
- **Branding:** Customized backdrop with messaging
- **Scanning:** Two (2) lead retrieval devices
- **Furniture:** One (1) highboy & two (2) stools
- **Advertising:** Promotion via digital signage with opening hours and company logo
- **Optional:** Sponsor may provide up to 2 roll-up banner

*Picture above for illustration purposes only. Onsite activation may differ.*

# Co-Branded Swag

Limited Availability

## Name Badge Lanyards

Provide constant brand visibility throughout the event, as attendees wear your logo around their necks, thereby creating a lasting impression among a target industry audience.

## Hotel Keycards & Sleeves

Attendees will keep your logo in hand on their hotel keycards. As the keycard and sleeve sponsor, your company's logo will be seen frequently as attendees travel to their rooms.

## World T-Shirt

Transform attendees into brand ambassadors who visibly endorse your company, extending your reach not just during the event but also in the broader community. Your logo will be prominently placed on the back of the t-shirt.

## Conference Tote

A sustainable and practical gift that attendees will use long after the event, demonstrating your commitment to environmental responsibility.

## Branded Notebook

Provide brand visibility throughout the event. Notebooks will be given out at registration. Your logo will be prominently placed on the front of the notebook.

## Branded Water Bottle

Keep our attendees hydrated throughout World by sponsoring our water bottles. Your logo will be prominently placed on one side of the water bottle. You will extend your reach and visibility when attendees take the water bottles home.

# Add-On Opportunities

Limited Availability

## MicroStrategy Session Sponsor

Associate your brand with a specific MicroStrategy product or solution. Your logo will be featured with the session in the app, and you'll have the opportunity to welcome and introduce session speakers. Gain valuable leads by receiving all attendee information from your sponsored session.

*\$15,000 per session, up to 2 sessions*

## Graphic Billboard

Make a graphical impact with an oversized billboard promoting your company or specific solutions to World attendees in a high traffic conference area.

*\$6,000 per billboard, limit 1 per sponsor*

## Demo Theater Slot

Showcase your solutions in a high-impact, 15-minute demo at our centrally located open theater. With prime timeslots immediately following the keynote and during lunch, you'll capture maximum visibility and engage with a captivated audience.

*\$7,000 per slot, limited slots available, first-come first-served*

## Charging Station

Keep attendees powered up and connected with a fully branded charging station. Your logo will be prominently displayed, providing high visibility and a valuable service.

*\$5,000 per station, limit 1 per sponsor*

# Custom Packages

At MicroStrategy, 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.

## Your Point of Contact

Our dedicated team is ready to provide unparalleled support and collaboration as you partner with us for MicroStrategy World 2025, ensuring a seamless and impactful experience tailored to your specific goals.



## Alex Rice

Director, Partner Operations

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