

# FABCON | SQLCON

**ATLANTA27**

MARCH 8 - 12, 2027

## SPONSORSHIP PROSPECTUS

[fabriccon.com](http://fabriccon.com)

## SPONSORSHIP & EXHIBITOR OPPORTUNITIES

### Flagship Sponsorship (Keynote & Attendee Party Sponsor) \$112,950 3 Sponsorships Available

#### Exhibit Space & Leads

- 40' x 40' booth footprint
- (4) 500-watt power drops + WIFI
- Mandatory 40' x 40' booth build-out
- 5 Lead Retrieval Licenses
  - Additional licenses or devices available to purchase at \$149 each
- Company Title list sent T-1 month and T-2 weeks

#### Event Passes

- (6) 3-Day Conference Gold Passes
  - Access to sessions Wednesday-Friday
  - Additional Gold passes available for \$1,465
- (7) Expo-ONLY Passes
  - Access to Expo & Keynote ONLY, NO sessions
  - Additional expo only passes available for \$750

#### Digital Presence

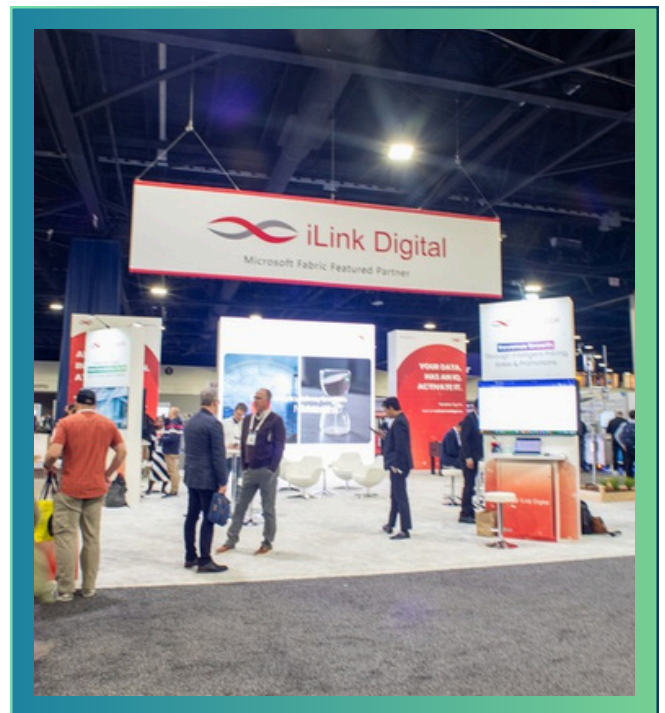
- Prime Placement Logo & listing on website + app
- Logo + URL in pre & post conference email footers
- 1 scheduled social post to FABCON/SQLCON social platforms completed by FABCON marketing team

#### Onsite Brand Impressions

- Logo on State Farm Arena ribbons during pre-show
- Recognition at official conference attendee party; in-app + website
- Representation on conference center digital signage loop in Building C Lobby
- Logo on 2 column clings

#### Engagement Moments

- Keynote brand moment
  - 90-second professional video to be played during the final 10 minutes of the keynote pre-show
- Sponsor of official conference attendee party
- Dedicated activation space inside the official conference attendee party (activation is sponsor's responsibility)
- 1-hour technical session slot (content approval required)
- Sponsor lounge/meeting room (Wed-Fri) - selection based on order of sponsorship confirmation & payment
- 5 VIP reserved seating at the Keynote



## Diamond Sponsorship (Welcome Reception Sponsor) \$72,950 3 Sponsorships Available

### Exhibit Space & Leads

- 20' x 20' booth footprint
- (4) 500-watt power drops + WIFI
- Mandatory 20' x 20' booth build-out
- 5 Lead Retrieval Licenses
  - Additional licenses or devices available to purchase at \$149 each
- Company Title list sent T-1 month and T-2 weeks

### Event Passes

- (5) 3-Day Conference Gold Passes
  - Access to sessions Wednesday-Friday
  - Additional Gold passes available for \$1,465
- (6) Expo-ONLY Passes
  - Access to Expo & Keynote ONLY, NO sessions
  - Additional expo only passes available for \$750

### Digital Presence

- Logo & listing on website + app
- Logo + URL in pre & post conference email footers
- 1 scheduled social post to FABCON/SQLCON social platforms completed by FABCON marketing team

### Onsite Brand Impressions

- Sponsor of Wednesday Welcome Reception: in-app, website, and onsite digital signage
- Representation on conference center digital signage loop in Building C Lobby
- Logo on 2 column clings

### Engagement Moments

- 1-hour technical session slot (content approval required)
- 5 VIP reserved seating at the Keynote



## Platinum Sponsorship \$51,950 | 24 Sponsorships Available

### Exhibit Space & Leads

- 10' x 20' booth footprint
- (4) 500-watt power drops + WIFI
- 10' x 20' turnkey booth included
  - Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket
- 5 Lead Retrieval Licenses
  - Additional licenses or devices available to purchase at \$149 each
- Company Title list sent T-1 month and T-2 weeks

### Event Passes

- (4) 3-Day Conference Gold Passes
  - Access to sessions Wednesday-Friday
  - Additional Gold passes available for \$1,465
- (5) Expo-ONLY Passes
  - Access to Expo & Keynote ONLY, NO sessions
  - Additional passes available for \$750

### Digital Presence

- Logo & listing on website + app
- 1 scheduled social post to FABCON/SQLCON social platforms completed by FABCON marketing team

### Onsite Brand Impressions

- Representation on conference center digital signage loop in Building C Lobby
- Logo on 1 column cling

### Engagement Moment

- 1-hour technical session slot (content approval required)



## Gold Sponsorship \$39,950 | 20 Sponsorships Available

### Exhibit Space & Leads

- 10' x 20' booth footprint
- (4) 500-watt power drops + WIFI
- 10' x 20' turnkey booth included
  - Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket
- 5 Lead Retrieval Licenses
  - Additional licenses or devices available to purchase for \$149
- Company Title list sent T-1 month and T-2 weeks

### Event Passes

- (3) 3-Day Conference Gold Passes
  - Access to sessions Wednesday-Friday
  - Additional Gold passes available for \$1,465
- (4) Expo-ONLY Passes
  - Access to Expo & Keynote ONLY, NO sessions
  - Additional expo only passes available for \$750

### Digital Presence

- Logo & listing on website + app

### Engagement Moment

- 20-minute Expo Theater Showcase (as available)



## Silver Sponsorship \$24,950 | 20 Sponsorships Available

### Exhibit Space & Leads

- 10' x 20' booth footprint
- (2) 500-watt power drops + WIFI
- 10' x 20' turnkey booth included
  - Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket
- 5 Lead Retrieval Licenses
  - Additional licenses or devices available to purchase for \$149
- Company Title list sent T-1 month and T-2 weeks

### Digital Presence

- Logo & listing on website + app

### Event Passes

- (2) 3-Day Conference Gold Passes
  - Access to sessions Wednesday-Friday
  - Additional Gold passes available for \$1,465
- (3) Expo-ONLY Passes
  - Access to Expo & Keynote ONLY, NO sessions
  - Additional expo only passes available for \$750



## Exhibitor Sponsorship \$12,550 | 60 Sponsorships Available

### Exhibit Space & Leads

- 10' x 10' booth footprint
- (2) 500-watt power drops + WIFI
- 10' x 10' turnkey booth included
  - Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket
- 5 Lead Retrieval Licenses
  - Additional licenses or devices available to purchase for \$149 each
- Company Title list sent T-1 month and T-2 weeks

### Digital Presence

- Logo & listing on website + app

### Event Passes

- (1) 3-Day Conference Gold Passes
  - Access to sessions Wednesday-Friday
  - Additional Gold passes available for \$1,465
- (2) Expo-ONLY Passes
  - Access to Expo & Keynote ONLY, NO sessions
  - Additional expo only passes available for \$750



## SPONSORSHIP BENEFITS AT-A-GLANCE

	FLAGSHIP	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
<b>Exhibit Space &amp; Leads</b>						
Booth Space	40' x 40' Mandatory booth build-out	20' x 20' Mandatory booth build-out	10' x 20' Turnkey booth included*	10' x 20' Turnkey booth included*	10' x 20' Turnkey booth included*	10' x 10' Turnkey booth included*
Electricity-500-watt power drops	4	4	4	4	2	2
WIFI	✓	✓	✓	✓	✓	✓
5 Lead Retrieval Licenses, additional licenses or devices at \$149 each	✓	✓	✓	✓	✓	✓
Company Title list sent T-1 month and T-2 weeks	✓	✓	✓	✓	✓	✓
<b>Event Passes</b>						
3-Day Gold Conference Passes	6	5	4	3	2	1
Purchase additional Gold Passes \$1,465	✓	✓	✓	✓	✓	✓
Expo-Only Passes	7	6	5	4	3	2
Purchase additional Expo Passes \$750	✓	✓	✓	✓	✓	✓
<b>Digital Presence</b>						
Logo & listing on the FABCON website + app	Prime Placement	✓	✓	✓	✓	✓
Logo + URL in pre & post conference email footers	✓	✓				
1 scheduled social post to FABCON/SQLCON socials completed by FABCON	✓	✓				
<b>Onsite Brand Impressions</b>						
Logo on ribbons at State Farm Arena during keynote pre-show	✓					
Recognition at official conference attendee party	✓					
Welcome Reception Sponsor; in-app, website and onsite digital signage		✓				
Logo on digital signage loop in Building C	✓	✓	✓			
Logo on column clings	2	2	1			

## SPONSORSHIP BENEFITS AT-A-GLANCE

	FLAGSHIP	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
<b>Engagement Moments</b>						
90 second professional video to be played in the final 10 minutes of the keynote pre-show	✓					
Sponsor of Attendee Party - dedicated activation space	✓					
VIP Seating in the Keynote held at the State Farm Arena	5	5				
Speaking Session	1 Hour Technical	1 Hour Technical	1 Hour Technical	1 20 min Expo Showcase		
Sponsor Lounge	✓					

\*A standard turnkey booth is included—10' x 20' for Platinum, Gold, and Silver sponsors, and 10' x 10' for Exhibitors. Sponsors and exhibitors may opt for a custom booth build at their discretion, with all associated costs covered by the sponsor or exhibitor. Turnkey booths include backwall and counter with graphics, (2) stools, (1) wastebasket

## PROMOTIONAL MARKETING OPPORTUNITIES

### Escalator Graphic Sponsor

**1 Available | \$25,000**

Remind attendees of your company during every trip up and down the prominent escalator banks in Building C. This is a high-design opportunity with great visibility from all angles for the duration of the event.

Sponsorship benefits:

- Branding on four escalator banks
- Graphics to be designed sponsor, subject to FABCON approval.



### Lanyard Sponsor

**1 Available | \$30,000**

A lanyard sponsorship offers one of the highest-visibility branding opportunities at the event. Your logo will be prominently featured on the lanyards worn by every attendee, speaker, and staff member throughout the entire conference.

*Available to Gold Level sponsors and above.*



### T-shirt Sponsor

**1 Available | \$40,000**

All attendees will receive an official event T-shirt — a highly visible and lasting takeaway. As the exclusive sleeve sponsor, your logo will be prominently printed on the sleeve of every T-shirt, ensuring ongoing brand exposure throughout the event and beyond.

### Notebook Sponsor

**1 Available | \$20,000**

Every attendee will receive a notebook — perfect for jotting down key takeaways, meeting notes, and ideas. As the exclusive notebook sponsor, your logo will be prominently featured on the cover, ensuring your brand is visible throughout the event and whenever attendees revisit their notes.

### DE&I Luncheon Sponsor

**1 Available | \$18,000**

Includes branded napkins, branded wristbands, branded table tents, branded sign, opening remarks, lunch provided, networking with Diversity Equity & Inclusion Community. *Available to Gold Level sponsors and above.*

### Women in Technology Luncheon Sponsor

**1 Available | \$18,000**

Includes branded napkins, branded wristbands, branded table tents, branded sign, one speaker on the panel, opening remarks, lunch provided, networking with Women in Technology. *Available to Gold Level sponsors and above.*

## PROMOTIONAL MARKETING OPPORTUNITIES

### Coffee Bar

**2 Available per day Wed or Thurs | \$15,000**

Fuel attendee engagement and drive traffic to your booth with an exclusive Coffee Bar Sponsorship — available for one day (8 hours) of service!

This premium package includes:

- A professional barista serving fresh cappuccinos, espressos, lattes, and mochas
- Branded beverage cups
- A custom touch with your logo printed in edible food dye on the cappuccino foam
- Full-service setup creating an inviting, high-energy environment right at your booth



### Wi-Fi Sponsor

**1 Available | \$25,000**

Become the brand every attendee connects with—literally. As the exclusive Wi-Fi Sponsor, your company will power the connectivity that keeps the entire conference running, with your custom network name (SSID) and password seen and used by every participant.

Your logo, along with the custom SSID and password, will be printed directly on every attendee badge—putting your brand in front of thousands from the moment they check in and every time they log on. As attendees access schedules, download materials, collaborate, and stay productive, your brand remains a constant, highly visible touchpoint throughout the event.



### Charging Kiosks - Set of 3 Kiosks + Branding

**2 Available | \$15,000**

Charging station kiosks are a high-impact sponsorship opportunity, consistently attracting steady foot traffic as attendees recharge their devices and stay productive. Each unit features a 24" touchscreen display for branded videos or images, along with fully customized wraps on the kiosk and all 36 portable fast-charging power banks.

This creates multiple layers of visibility as attendees carry your branded chargers throughout the event, turning them into mobile touchpoints for your company. It's a practical, high-value way to keep attendees powered, engaged, and connected to your brand.

Digital Screen Branding



Power Bank Branding



Kiosk Custom Branding



## PROMOTIONAL MARKETING OPPORTUNITIES

### Branded Basketball Game Zone

2 Available | \$15,000

Bring high energy and nonstop engagement to the expo hall with a fully branded basketball game activation. Featuring custom hoops, game challenges, and leaderboard moments, this attraction draws steady crowds and encourages friendly competition among attendees. Your branding is displayed front and center on the backboards, court elements, and signage—ensuring every shot, photo, and cheer reinforces your company’s presence. It’s an unforgettable, high-visibility experience that drives traffic, sparks social buzz, and keeps your brand top-of-mind throughout the event.

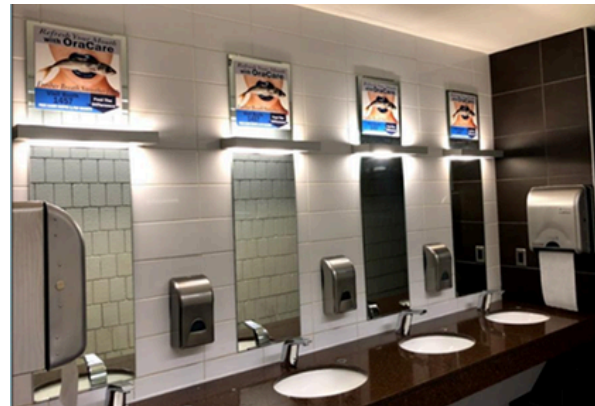


### Bathroom Clings

1 Available | \$10,000

Gain unbeatable visibility in one of the most consistently visited—and highly trafficked—areas of the conference. Your brand will appear on 80 premium clings placed across both men’s and women’s restrooms located in the busiest zones of the venue, your message will be seen again... and again... and again.

Whether attendees are taking a quick break, fixing their hair, or checking their phones, your brand will be right there with them. It’s bold, memorable, and impossible to miss with guaranteed impressions that few other activations can match.



## FABCON | SQLCON 2026 EVENT SNAPSHOT

FABCON & SQLCON is the largest co-located conference dedicated to Microsoft Fabric and SQL, bringing together tech enthusiasts, innovators, and industry leaders to explore the future of data, analytics, business intelligence, and AI integration.



**EVENT DATES:**

MARCH 16-20, 2026



**LOCATION:**

ATLANTA, GEORGIA

# 8,042

**ATTENDEES**

# 3,587

**PARTICIPATING COMPANIES**

# 252

**WORKSHOPS & SESSIONS**

# 373

**TOTAL SPEAKERS**

# 116

**SPONSORS & EXHIBITORS**

# 688

**AVERAGE EXPO SHOWCASE ATTENDANCE**

# 71%

**FIRST TIME ATTENDEE**

# 33,196

**TOTAL LEADS SCANNED**

## FABCON | SQLCON 2026 ATTENDEE HIGHLIGHTS

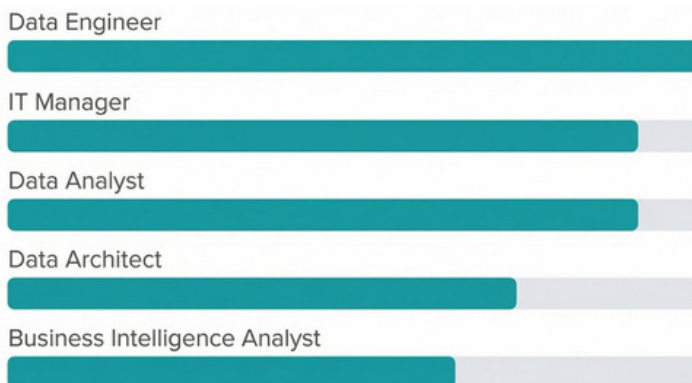
### ATTENDEE GEOGRAPHY



### MOST REPRESENTED COUNTRIES

- |                   |                 |
|-------------------|-----------------|
| 1. UNITED STATES  | 6. INDIA        |
| 2. CANADA         | 7. MEXICO       |
| 3. UNITED KINGDOM | 8. FRANCE       |
| 4. GERMANY        | 9. DENMARK      |
| 5. AUSTRALIA      | 10. NETHERLANDS |

### TOP 5 ATTENDEE JOB TITLES



### TOP 10 ATTENDEE INDUSTRIES

-  Computer/Information Technology Services
-  Healthcare/Pharmaceutical
-  Finance/Banking/Investment
-  Consulting/Professional Services – Computer Related
-  Manufacturing – Non-Computer Related
-  Insurance/Real Estate
-  Construction/Engineering/Architecture
-  Education
-  Retailer/Distributor/Wholesale – Non-Computer Related

## CONTACT US

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