

FABCON

Microsoft Fabric
COMMUNITY CONFERENCE

SPONSORSHIP PROSPECTUS

fabriccon.com

ATLANTA26
MARCH 16-20, 2026



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

State Farm Arena Sponsor (Opening Keynotes) \$94,000

Premium Benefits

- Keynote Branding
 - (1) 90-second professional video to be displayed on rotation on the main stage screen in the attendee seating area of the morning keynote during walk-in
 - Logo displayed on ribbon screens around the State Farm Arena during walk-in
 - VIP Seating (5) in the Keynote held at the State Farm Arena
- (1) technical breakout session (*session will compete with other sessions and content must be approved by content chairs*)
- Customer Meeting room/lounge Wednesday – Thursday to host receptions, client meetings etc. (1 meeting room per company)
- Sponsor of Evening Attendee Party at Georgia Aquarium on Thursday

Exhibit Space

- A 20' x 20' booth in the Expo Hall
- includes (4) 6' tables and (4) 500-watt power drops
- Lead Retrieval available to all booth staff via WHOVA event app

Event Passes

- (6) 3-Day Conference Gold Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$1,365)
- (7) Expo-Only Booth Staff Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$660)

Branding and Promotion

- (2) sponsor announcements in WHOVA
- Prime Placement Logo & 200-word description on the Microsoft Fabric Community Conference website
- (2) Press Releases/Announcements posted on the Microsoft Fabric Community Conference website
- Promotion in pre-conference email campaign and social media post about sponsorship
- Pre-event standalone social post and customizable social media spotlight during the event
- Promotion in Pre and Post-Conference Emails: Included Logo, 50-word text, and link
- Company Logo displayed at Attendee Party
- In-person sponsor giveaways promoted to FABCON attendees
- Company Name on attendee bag
- 8ft meter board in the State Farm Arena for your company to represent itself during the keynotes, and will be displayed at the attendee party
- Company Logo rotating on video board in Conference Center
- Company Logo on (2) window clings in the Conference Center
- Company Logo on (2) column clings

DIAMOND \$65,000

Premium Benefits

- (1) 1-hour technical speaking session (*content must be technical and will compete with other sessions*)
- (1) Customer meeting room/ lounge
- Opening Wednesday Evening Reception Sponsor - Includes logo on signage

Branding and Promotion

- (1) Press Release/Announcement posted on Conference website
- Promotion in Pre- and Post-Conference Emails: Included Logo, 50 word text, and link
- Logo Displayed on Rotating Video Board
- Logo on One Window cling
- Logo on (1) Column Cling
- Sponsor name on attendee bag
- Logo at Attendee Party
- Branded Photo Booth Backdrop at Attendee Party & Registration
- Logo and 200-word company description listed on conference website and attendee app (when contract is signed)
- In-person sponsor giveaways promoted to FABCON attendees

Exhibit Space

- 20' x 20' Exhibit Space, including (4) 6Ft Tables and (4) 500-watt power drops
- Lead Retrieval available to all booth staff via WHOVA event app

Event Passes

- (5) 3-Day Conference Gold Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$1,365)
- (7) Expo-Only Booth Staff Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$660)

PLATINUM \$42,000

Premium Benefits

- (1) 1-hour technical speaking session (*content must be technical and will compete with other sessions*)
- Opening Wednesday Evening Reception Sponsor - Includes logo on signage

Branding and Promotion

- (1) Press Release/Announcement posted on the Microsoft Fabric Community Conference website
- Promotion in Pre- and Post-Conference Emails: Included Logo, 50 word text, and link
- Logo on (1) Column Cling
- Logo and 200-word company description listed on conference website and WHOVA app (when contract is signed)
- Sponsor logo on (1) window cling

Exhibit Space

- 10' x 20' Exhibit space including (2) 6' tables with two chairs and (4) 500-watt power drops
- Lead Retrieval available to all booth staff via WHOVA event app

Event Passes

- (4) 3-Day Conference Gold Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$1,365)
- (5) Expo-Only Booth Staff Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$660)

GOLD \$30,200

Branding and Promotion

- Logo and 150-word company description listed on conference website and WHOVA app (when contract is signed)
- (1) Press Release/Announcement posted on the Microsoft Fabric Community Conference website

Exhibit Space

- 10' x 20' Exhibit space including (2) 6' tables with two chairs and (4) 500-watt power drops
- Lead Retrieval available to all booth staff via WHOVA event app

Event Passes

- (2) 3-Day Conference Gold Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$1,365)
- (3) Expo-Only Booth Staff Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$660)

SILVER \$16,900

- 10' x 20' exhibit space with pipe and drape - includes (1) 6' table with two chairs and (2) 500-watt power drops
- Lead Retrieval available to all booth staff via WHOVA event app
- (2) 3-Day Conference Gold Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$1,365)
- (3) Expo-Only Booth Staff Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$660)
- Logo and 150-word company description listed on conference website and WHOVA attendee app (when contract is signed).

EXHIBITOR \$7,900

- 10' x 10' exhibit space with pipe and drape - includes (1) 6' table with two chairs and (2) 500-watt power drops
- Lead Retrieval available to all booth staff via WHOVA event app
- (1) 3-Day Conference Gold Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$1,365)
- (2) Expo-Only Booth Staff Passes
 - (additional passes for employees only may be purchased at a discounted rate of \$660)
- Logo and 100-word company description listed on conference website and WHOVA attendee app (when contract is signed).

SPONSORSHIP BENEFITS AT-A-GLANCE

	ARENA	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
	\$94,000	\$65,000	\$42,000	\$30,200	\$16,900	\$7,900
Premium Benefits						
90-second professional pre Keynote video	✓					
Logo displayed on ribbon screens around the State Farm Arena during walk-in	✓					
VIP Seating in the Keynote held at the State Farm Arena	5					
Technical Breakout Sessions	✓	✓	✓			
Sponsor Lounge	✓	✓				
Sponsor of Attendee Party	✓					
Exhibit Space						
Booth Space	20' x 20'	20' x 20'	10' x 20'	10' x 20'	10' x 20'	10'x10'
Electricity - 500-watt power drops	4	4	4	4	2	2
Wifi	✓	✓	✓	✓	✓	✓
Lead Retrival	✓	✓	✓	✓	✓	✓
Event Passes						
3-Day Gold Conference Passes	6	5	4	2	1	1
Opportunity to Purchase discounted additional Conference Passes	✓	✓	✓	✓	✓	✓
Expo- Only Booth Staff Passes	7	7	5	3	3	2
Opportunity to Purchase discounted additional Expo-Only passes	✓	✓	✓	✓	✓	✓

SPONSORSHIP BENEFITS AT-A-GLANCE

	ARENA	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
	\$94,000	\$65,000	\$42,000	\$30,200	\$16,900	\$7,900
Branding and Promotion						
Announcement in WHOVA App	2					
Company Logo and description on the FABCON website	Prime Placement 200 Words	200 Words	200 Words	150 Words	150 Words	100 Words
Press Releases/ Announcements posted on the FABCON website	2	1	1	1		
Promotion in pre-conference email campaign and social media post about sponsorship	✓	✓	✓	✓		
Pre-event standalone social post and customizable social media spotlight during the event	✓					
Promotion in Pre and Post-Conference Emails: Including Logo, 50-word text, And web link	✓	✓				
Company Logo displayed at Attendee Party	✓	✓				
Company Name on attendee bag	✓	✓				
8ft meter board in the State Farm Arena For your company to represent itself during the keynotes, and will be displayed at the attendee party	✓					
Company Logo rotating on video board in Conference Center	✓	✓				
Company Logo on Window Clings	2	1	1			
Company Logo on Column Clings	2	1	1			

PROMOTIONAL MARKETING OPPORTUNITIES

Escalator Graphic

1 Available | \$21,000

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

Sponsorship benefits:

- Branding on one escalator bank
- Graphics to be designed by sponsor with FABCON approval.

Lanyard Sponsor

1 Available | \$30,000

Your company name will be displayed on attendee lanyard, in black or white

Available to Gold Level sponsors and above.

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.

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.

This is a prime opportunity to showcase your support and keep your brand top of mind every time attendees wear their event shirt.

Notebook Sponsor

1 Available | \$21,000

Stay top of mind with attendees long after the event ends by sponsoring the official event notebook! 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.

PROMOTIONAL MARKETING OPPORTUNITIES

Coffee Bar

2 Available per day | \$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

Capture attention, spark conversations, and leave a lasting impression — all while offering attendees a memorable experience they'll thank you for.

Attendee Party -- Designated Area at the Georgia Aquarium

2 Available | \$25,000

Make a splash with your brand at one of the most highly anticipated events of the conference — the Attendee Party at the Georgia Aquarium!

As a designated area sponsor, you'll have a unique space within the aquarium, where your brand will be prominently showcased through customized signage. Attendees will explore, network, and celebrate among breathtaking aquatic exhibits, ensuring your brand is integrated into a memorable, high-energy experience.

Sponsorship Benefits Include:

- Exclusive branded area within the Georgia Aquarium during the Attendee Party
- Prominent sponsor signage in your designated space
- Opportunity to create custom experiences or themed activations (subject to approval)

This is an extraordinary opportunity to align your brand with fun, excitement, and unforgettable moments — all against the stunning backdrop of one of Atlanta's premier attractions.

Relaxation Station

1 Available | \$15,000

Enhance the attendee experience and showcase your commitment to wellbeing by sponsoring our Relaxation Station — a dedicated oasis within the Expo Hall. This inviting space offers attendees a chance to unwind with popular amenities like chair massages and wellness activities, providing a much-needed break from the energy of the event.

Your sponsorship will directly support the health and comfort of our attendees, creating a lasting, positive association between your brand and their experience of care and mindfulness.

Sponsorship Benefits Include:

- Exclusive space within the Expo Hall
- Prominent sponsor logo displayed on Relaxation Station signage
- Opportunity for custom branding on lounge furnishings (subject to availability and FABCON approval)

Please note: Lounge location, layout, design, and activities will be determined by FABCON. Lead retrieval, direct promotions, and sales activities are not permitted within the Relaxation Station.

Push Notification

5 Available | \$10,000

Maximize your brand exposure by connecting directly with attendees through our event mobile app. Attendees regularly check the app for real-time updates and session information, giving you a prime opportunity to stand out. This includes one push notification sent to all attendees who download the app — perfect for promoting your booth, highlighting your speaking sessions, or driving traffic to your special event.

Available to Gold Level sponsors and above.

FABCON BY THE NUMBERS

6000+

Expected
attendees

2

Keynotes

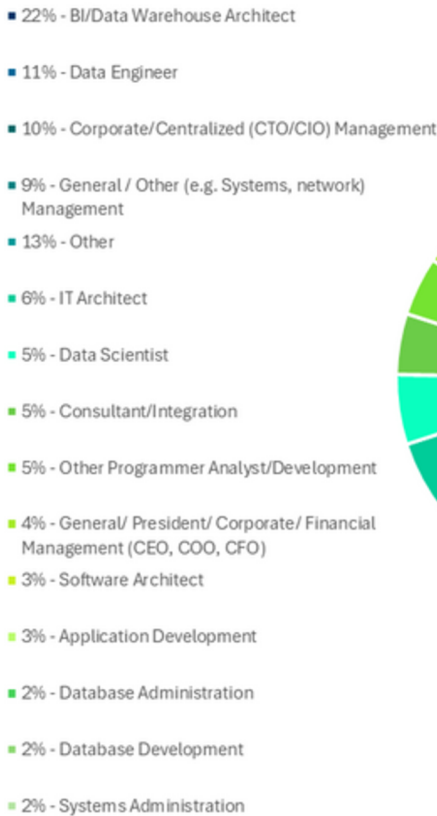
200+

Workshops
& Sessions

75+

Sponsorship
Opportunities

2025 TOP JOB ROLES AND INDUSTRIES



CONTACT US

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