



October 13–17, 2024
San Antonio, Texas
Henry B. Gonzalez Convention Center

Months' worth of Microsoft
business applications training and
education delivered in 5-days by
Expert Users, Microsoft Leaders,
MVPs and Partners!

Sponsorship Prospectus



TRAINING

500+ Dynamics/D365/Power
Platform & AI Sessions

ACADEMY

30+ Deep Dive/Hands-On
Classes with CPE Credits

TECH MEDIC

Live In-Person Help Desks for
ERP, CRM & Power Platform

EXPO FLOOR

228+ Partners

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SPRING



An AI-first event to define the opportunities, impact and outcomes possible with Microsoft Copilot for mid-market & enterprise companies

SUMMER



The first Microsoft Biz Apps Partner event of the fiscal year for consultants, systems integrators & ISVs focused on scale & dazzling customers

FALL



The largest independent innovation, education and training event for Microsoft business applications created for users, by users



Monthly regional single day events to deliver a micro-version of the Summit NA education & training experience for Biz Apps users, partners and Microsoft



Always on Microsoft Biz Apps community learning website for tips, tricks, tutorials & how to's created for users, by users featuring the UG AI assistant

Who: 5500 Microsoft business application users, including Dynamics, D365, Power Platform, CE/CRM and Copilot; many also use M365

What: 600+ innovation, education & training sessions, show floor of 240+ partners, tech-medic help desks, 30+ Academy classes & multiple receptions

Where: Henry B. Gonzalez Convention Center | San Antonio, TX

When: October 13-17, including:

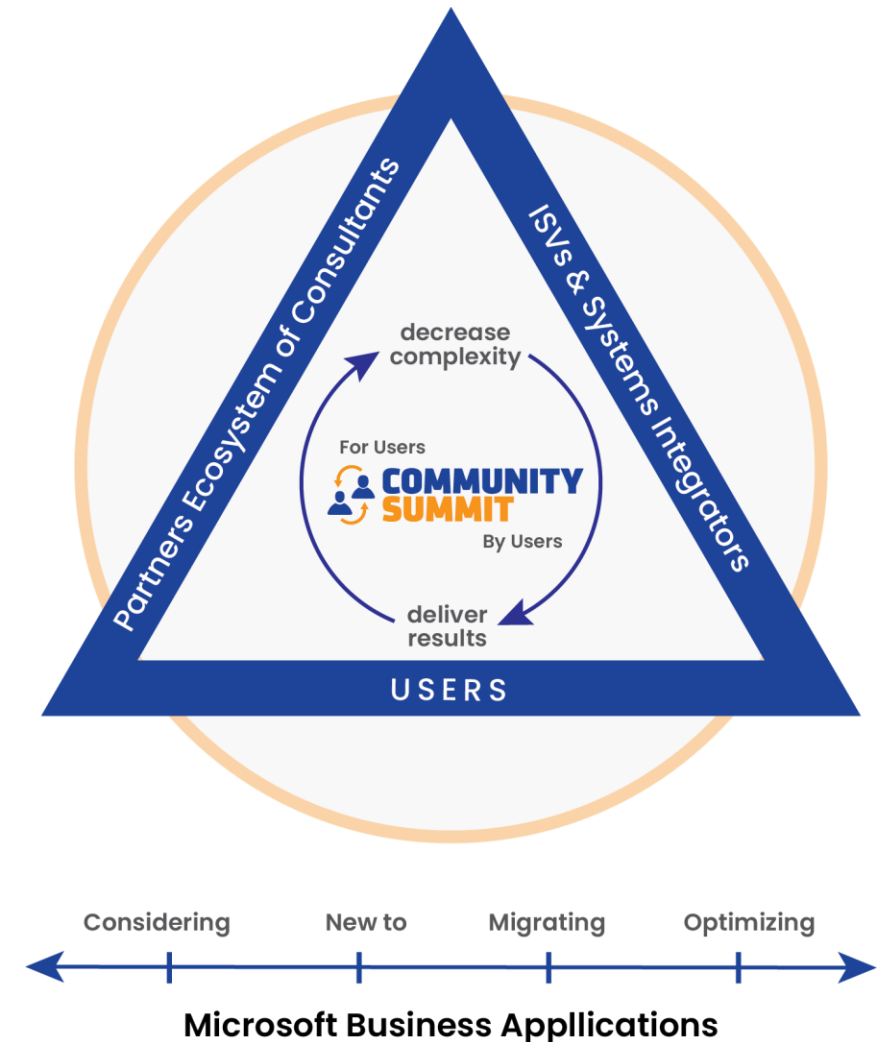
- 10/13: Copilot & Partner Pre-conferences, Academy Classes (10/12 & 10/13)
- 10/14: Keynote, Education Sessions, Show Floor, Summit Reception
- 10/15: General & Education Sessions, Show Floor, Awards
- 10/16: Education Sessions, Demo Center, Riverwalk Concert & Reception
- 10/17: Education Sessions, Academy Classes



Attendees exploring the show floor & discovering partners & solutions!

Depending on where a company is on its digital transformation journey defines who and when someone engages through Summit North America:

- **Considering:** When an organization is considering their digital transformation/business modernization strategy on Microsoft business applications, CXOs and other business leaders attend the event to understand the solutions, steps, and roadmap.
- **New to:** After the decision is made to move to a D365 ERP platform and other business apps, executives and finance, IT and operations users attend the event for training and education on implementation, best practices, tutorials, and tips.
- **Migrating:** As companies define an on-premises to cloud migration, executives and IT professionals attend the event to discover lessons learned, data migration strategy and execution, cybersecurity, compliance and more.
- **Optimizing:** With the two-time a year new release of features in Microsoft business applications in the cloud (and those still on-premises), IT management and finance/business users attend the event to ensure they are trained on how to leverage these for their business and get the most out of their investments.





Energy & Utilities
VP Supply Chain



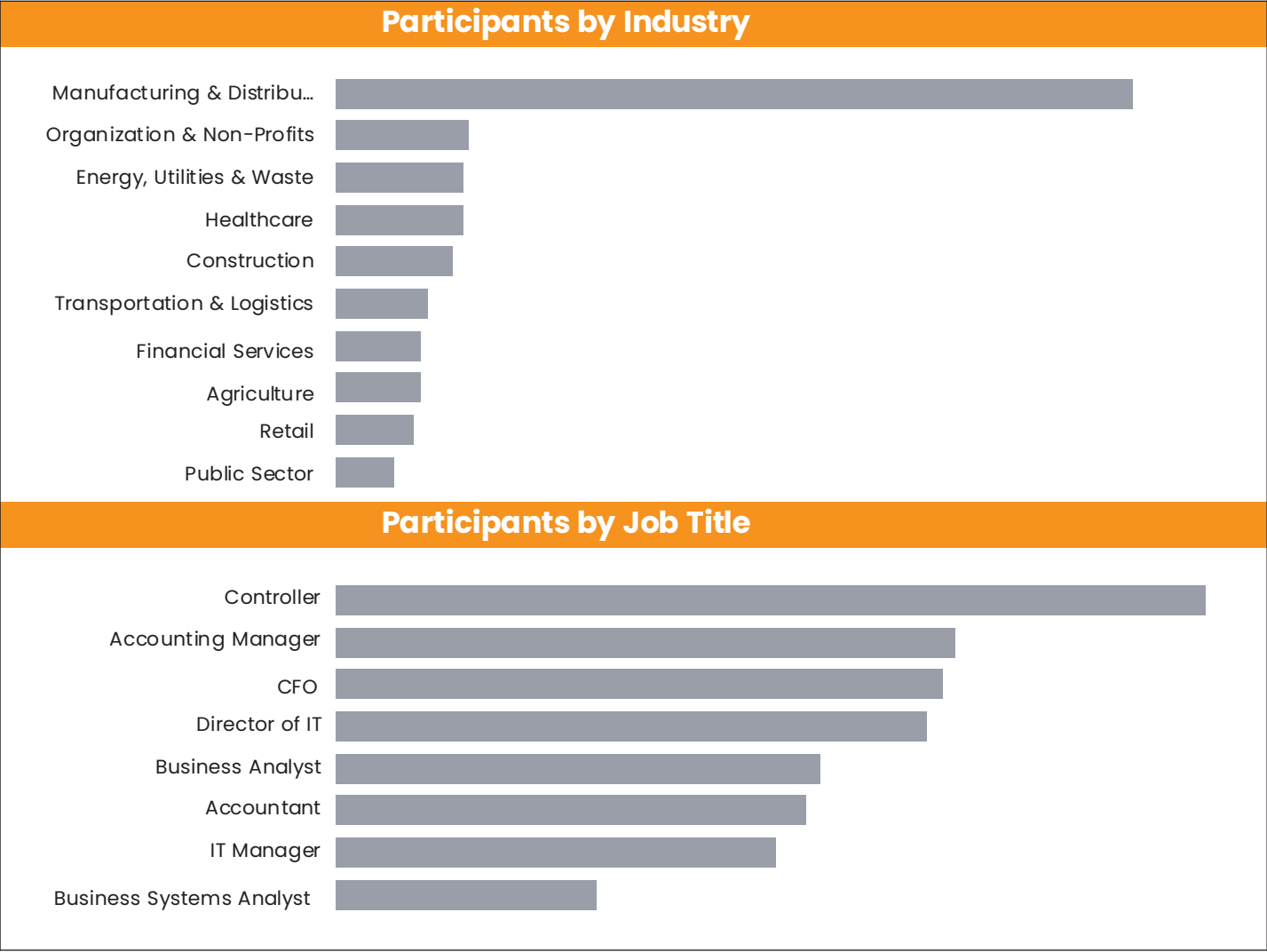
Manufacturing
X2 Business Analyst



Agriculture
X2 Finance, IT Mgmt.



Retail
X2 IT Director



Financial Services
Vice President of IT



Higher Education
Senior Application Software Engineer



Manufacturing
X3 IT Director.



Manufacturing
X7, IT Finance, Dev

"As a CFO of a mid-size business, I do not have the time or budget to bring in people to train my accounting, FP&A and business analysts on the ERP running our business, Summit gives me and my team the ability to get it done fast and for a great deal."

Chief Financial Officer
Healthcare Organization
2X Summit Attendee

Main Goals in 2023



Attendees Top 3 Priorities in 2023



"I am bringing our IT, dev and finance team to Summit because we are connecting the dots between OT and IT, and we need automation, analytics & BI to make that happen. And we are going to the AI preconference, as it seems like this comes together in Power Platform"

Chief Financial Officer
Manufacturing
3X Summit Attendee

Bulk Tickets for Your Customers

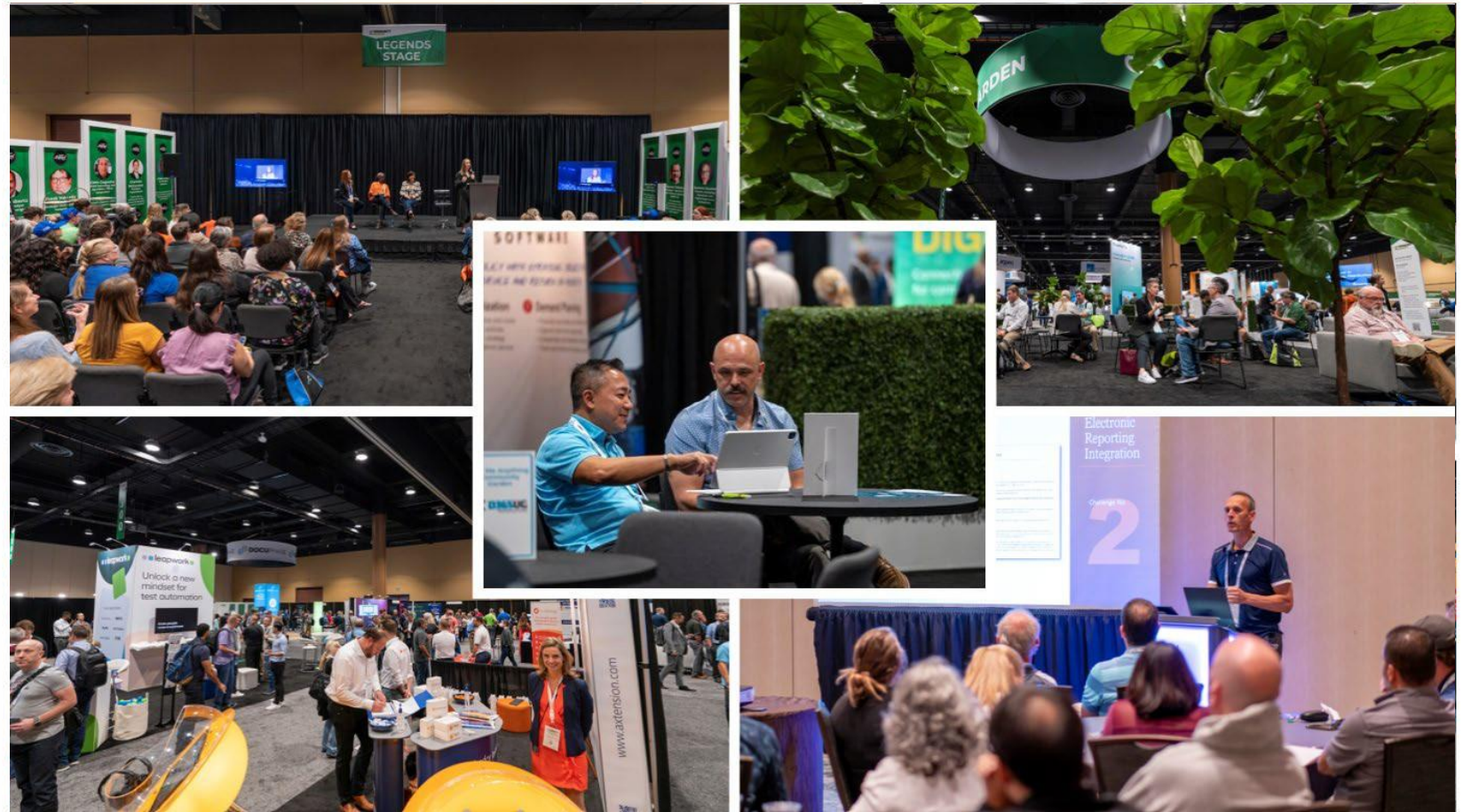
Package tickets to Community Summit for your customers by purchasing discounted bulk tickets ahead of time and providing registration codes throughout the year as a gift to your customer at zero cost for them.

*Cannot be re-sold

**Non-transferable (only for 2024 Summit)

***Ticket prices will increase after May 31, 2024

Contact Sales for a discount for 10 or more tickets.



Sponsorship Levels



SILVER	GOLD	GOLD UPGRADE	PLATINUM	PLATINUM UPGRADE	PREMIER
10x6 booth	10x10 booth	10x20 booth	10x20 booth	20x20 booth	30x30 booth
2 exhibitor badges	3 exhibitor badges	4 exhibitor badges	5 exhibitor badges	6 exhibitor badges	7 exhibitor badges
Standard area carpet	Standard booth carpet	Standard booth carpet	Standard booth carpet	Standard booth carpet	Standard booth carpet
(1) 5 amp electrical & basic internet	(1) 5 amp electrical & basic internet	(1) 5 amp electrical & basic internet	(2) 5 amp electrical & basic internet	(2) 5 amp electrical & basic internet	(3) 5 amp electrical & basic internet
(1) pop-up banner (33 7/16" W x 88 5/8" H)	Pipe & drape backwall; 3' side railings; wastebasket	Pipe & drape backwall; 3' side railings; wastebasket	Pipe & drape backwall; 3' side railings; wastebasket	wastebasket	(1) 3-Min Pre-Summit Video
(1) black display table (6' L x 2' W x 3 1/2' H)	Paper booth sign	Paper booth sign	Paper booth sign	\$1000 furniture credit	Recognition on Summit NA website homepage
(2) black diamond padded stools; wastebasket	\$250 furniture credit	\$500 furniture credit	\$750 furniture credit	Featured Exhibitor listing in mobile app & directory	\$1200 furniture credit
Listing in mobile app & directory	Listing in mobile app & directory	Listing in mobile app & directory	Featured on Summit NA Sponsor page	Featured on Summit NA Sponsor page	Featured Exhibitor listing in mobile app & directory
Featured on Summit NA Sponsor page	Featured on Summit NA Sponsor page	Featured on Summit NA Sponsor page	10% discount code for customer invitations	10% discount code for customer invitations	Featured on Summit NA Sponsor page
10% discount code for customer invitations	10% discount code for customer invitations	10% discount code for customer invitations	1X Social media posts featuring @ mention	2X Social media posts featuring @ mention	10% discount code for customer invitations
			Option to purchase a Partner Solution Showcase (\$6,500) *Limited to 1 per partner	Option to purchase a Partner Solution Showcase (\$6,500) *Limited to 1 per partner	3X Social media posts featuring @ mention
					10-Min Legends Stage presentation in Expo Hall
					(1) 50-Min Partner Solution Showcase
\$7,500	\$12,000	\$17,000	\$21,000	\$28,000	\$35,000



Copilot AI Preconference

\$6,000

The why, where and how Generative AI via Copilot from Microsoft should be applied to drive business results for the entire community to get an understanding on what Copilot can and cannot do.

- State of Microsoft AI Copilot
- Use cases of Microsoft Copilot with D365 and Power Platform
- How to & Tutorial sessions putting Copilot to work
- Practical ideas and understanding that can be applied to your job/company

Deliverables:

- 10 x 6 Table, Beige Tablecloth, 2 Chairs
- 2 Exhibitor Copilot Preconference Passes
- 5-minute Innovation Profile speaking session on stage
- Logo branding on the website
- Logo inclusion in email marketing with other sponsors
- Social posts with @mention of company with other sponsors

Biz Apps Partner Workshop

\$6,500 if Summit sponsor | \$8,000 if not sponsor

This serves to deliver access, knowledge and insights for Systems Integrators, Consultants, and ISVs in the Microsoft Business Applications Partner Ecosystem, to help scale their Microsoft practice, drive profitable revenue, and dazzle customers.

Deliverables:

- 10 x 6 Table, Beige Tablecloth, 2 Chairs
- 2 Exhibitor Biz Apps Partner Workshop Passes
- Invite up to 2 partners to attend for free as your guests
- Logo branding on the website
- Logo inclusion in email marketing with other sponsors
- Social posts with @mention of company with other sponsors

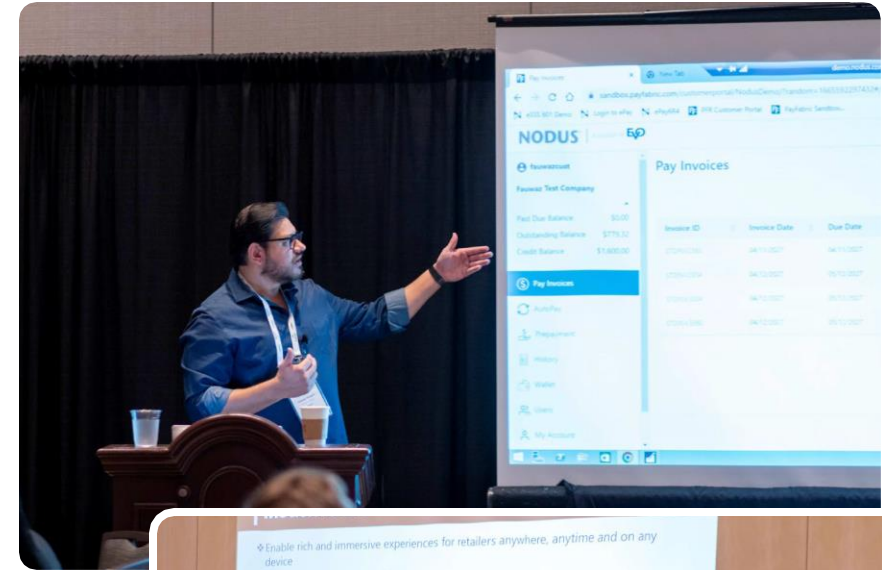
Partner Solution Showcase

\$6,500

(Limited quantity – 1 session per sponsor)

This presentation is a sponsored presentation and therefore not monitored by DCI staff. You are welcome to make a sales pitch, present educational information, or any other activity you think will attract attendees to your room.

- You are welcome to provide any printed material, marketing or otherwise. This will be your responsibility to bring with you.
- Since this session is sponsored, you are also welcome to scan for leads in this session only. We suggest bringing the lead scanner or app that you will be using on the show floor to scan for leads. It will be your responsibility to bring a scanning device and provide an individual to do the scanning.
- These sessions are NOT recorded. Recordings are available for an added fee.




Official Category Sponsor \$12,000

Be recognized as the leader in your category. If you don't see your company's category below, ask us about customizing your category name!

Program includes:


- Signage with "Official [Category] Sponsor of Community Summit North America" in a common space
- 3' x 8' Category sponsor booth extender next to the product floor tiles
- 2 Part Email Campaign (if purchased after 5/1/2024: 1 Email)
- 1 Inclusive Email specific to your targeted Summit audience
- 2 Social Media Posts
- Branding and promotion on the SummitNA.com website featuring your logo and acknowledgement as the Official Category Sponsor

 October 15-20, 2023
Charlotte, NC **CATEGORY SPONSOR**
Thank you for your support!

Hello Pam,

Driven by experts who take on our clients' goals as their own, Summit creates cloud solutions tailored to the needs of growing businesses. We enable real-time remote access to critical applications - helping you cut server costs and keeping your security rock solid. Our dedicated, personable team has your back covered when the unpredictable happens.

Cloud Migration Sponsor



CONNECT WITH US AT COMMUNITY SUMMIT NORTH AMERICA:

- **Stop at Booth #2202 on the Expo Floor** -Talk to us about enhancing your remote accessibility, improving access to data, and controlling costs as your business grows.
- **Join our session:**
 - [Unlocking the Power of Remote Work: How VDI Can Take Your Business to New Heights](#)

Date: Thursday, October 19
Time: 8:30 AM - 9:30 AM EST
Location: E222

[Talk to Summit Hosting](#)

- **ERP Circle of Excellence Lounge & Video Podcast**
Check out the video mini-series of 8 video podcasts that walk you through the steps to improve ERP Success. Then when you are at Summit NA head over to the ERP Circle of Excellence Lounge to experience community (not a sales pitch):
 - Hang out with speakers and ERP experts like [Peter Joekel](#), [Kenny Mullican](#), and [Wayne Sadin](#).
 - Get free advice and guidance on your implementation.
 - Learn about cool tools that simplify the ERP process.

Thank you to our 2023 Category Sponsors for supporting this community!


Tax compliance done right

Need help with tax automation and compliance? Connect with Avalara at booth 903.

Need help with cloud migration?
Connect with Summit Hosting at Booth 2202.





Need help with AP automation?
Connect with DocLink by Altec at Booth 1015.

Sample Categories

- | | |
|---|--|
| <input type="checkbox"/> Customize your category name! | <input type="checkbox"/> eCommerce |
| <input checked="" type="checkbox"/> AP or AR Automation | <input checked="" type="checkbox"/> Sales or Marketing AI Automation |
| <input type="checkbox"/> AI & SCM or MFG | <input type="checkbox"/> Cybersecurity |
| <input type="checkbox"/> Audits, Accounting or Compliance | <input checked="" type="checkbox"/> Tax Automation & Compliance |
| <input type="checkbox"/> Cloud Migration or Security | <input type="checkbox"/> SCM or CPG or MFG |
| <input checked="" type="checkbox"/> CPM or Data Management or Reporting | <input type="checkbox"/> Public Sector or Gov |

User Group Hubs

\$12,000

Comfortable seating located near the corresponding User Group Tech Medic (Tech Medics draw specific UG members looking to get answers to the biggest questions they have).

Program includes:

- Signage near Tech Medic
- Hubs include seating and a charging station
- 1 exclusive email introducing you and your company as the official sponsor of your category
- Multiple inclusive emails that will promote you as the Hub sponsor
- Branding and promotion on the SummitNA.com website featuring your logo and acknowledgment as the Official Hub Sponsor



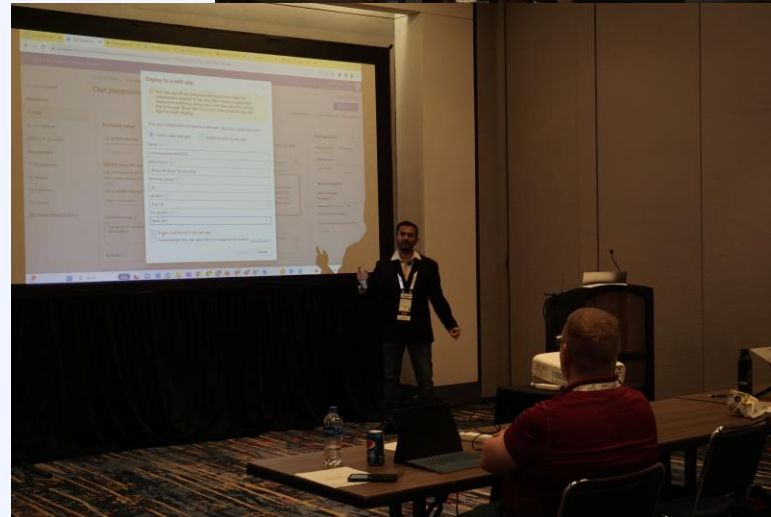
Select your Hub

- ☒ BC/NAV
- ☐ CE/CRM
- ☐ F&O
- ☒ GP
- ☒ Power Platform

Academy Convenience Underwriter

\$15,000

- Signage with “Academy Conveniences underwritten by “Company Name”
- Coffee break underwriter during Academy
- Lunch underwriter during Academy
- Notebook/Pen with Academy underwritten by “Company Logo”
- Inclusive email mentions promoting Academy Underwriter
- Company name included in website, agenda, social media promoting Academy

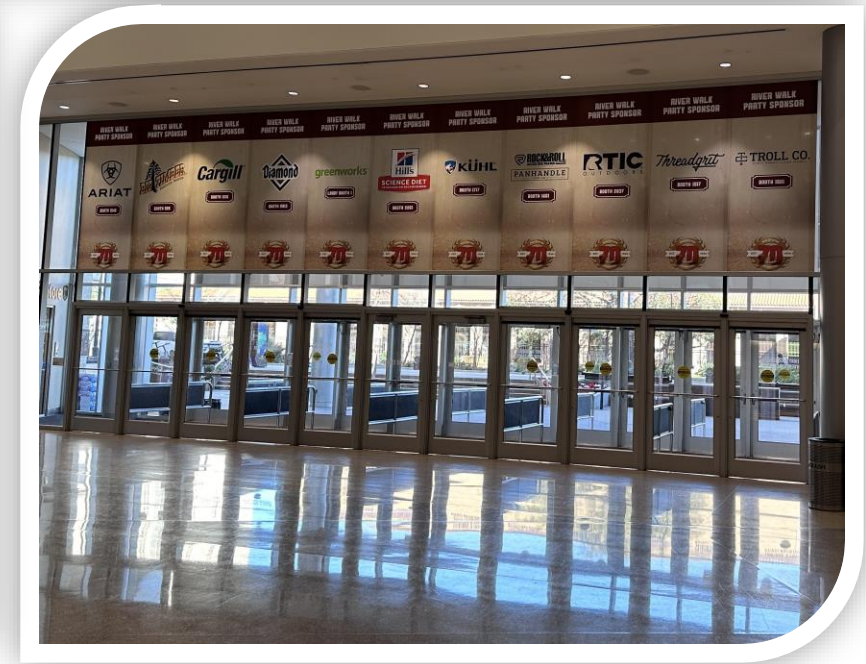


Window Clings

\$3,500

Attendees will use these doors to enter and exit Summit throughout the day and have your brand top of mind. Signs face the interior main lobby which will house registration, the escalators to education, and be the main access to the tradeshow floor.

- (1) Window cling signage facing the inside of conference venue toward the registration lobby.
- Sponsor to provide 2 separate artwork files for part 2 and 1 of the window cling.
- Dimensions: A-K(2): 47 ¼" W x 113 ½" H; A-K(1): 47 ¼" W x 22" H





Commercial – General Session

\$4,000 (6 spots available per session)

Advertise what you do best in front of your target audience (GP, BC/NAV F&O/AX, or CE/CRM & Power)

- 90 second fully produced commercial provided by your company to be played **before and after** your choice of User Group General Session



Commercial – Keynote

\$6,000 (6 spots available)

Peak interests of ALL attendees as they wait for the Keynote to begin or linger after.

- 90 second fully produced commercial provided by your company to be played **before and after** the opening Keynote

User Group Reception

\$8,000 Exclusive per UG

*Co-sponsorships available

Reception after the "New to Summit Session" hosted by each User Group.

- Recognition on our website, in pre- and post-show communications
- Branded signage throughout the reception area
- Inclusive Email
- Inclusion on Social Media Post
- Push Notification

- ☐ BC/NAV
- ☐ F&O
- ☐ GP
- ☐ Power Platform/CE/CRM



Public Sector Lunch Sponsorship

\$5,500 Exclusive

\$2,500 each (if 3 sponsors)

*Exclusive or Multi-sponsor option

- Logo on signage at Public Sector Day
- Recognition in pre- and post-show communications
- Inclusive Email for Public Sector Day
- Social Media recognition



Hello Rebecca,

Don't miss the Public Sector Day Experience at Summit in Charlotte on Monday, October 16th, from 9 AM to 5 PM! It's not just another event – it's a thrilling opportunity for government and non-profit agencies. Dive into the world of D365 Finance, tailored specifically for the public sector, explore financial reporting, and discover how unique processes like fund accounting, encumbrances, and grant management are managed in product and by other entities like you.

But that's not all! We'll also delve into the exciting realm of Power Platform, showcasing real-world examples of how it can solve your unique needs. Check out the detailed agenda for Public Sector Day here: [Public Sector Experience Agenda](#)

This isn't just about learning; it's a chance to connect with your fellow government and non-profit peers. Build lasting relationships during this event and continue networking throughout the week.

The best part? **Attendance is free for conference attendees.** However, please RSVP for Public Sector Day to help us plan accordingly for room size and to provide lunch to all registered attendees. Get ready for an information-packed day that covers a wide range of topics. Join us for a day of innovation, knowledge, and collaboration! [RSVP Now for Public Sector Day!](#)

[RSVP NOW](#)

Thank you to our Public Sector Day Sponsors!



Summitland

\$1,000

The official prize and giveaway digital game for Summit attendees. Summitland was created to help attendees navigate the Expo Hall and learn about sponsors and giveaways that await! This year Summitland has been gamified through our mobile app. In years past, sponsors had to deal with cumbersome paper leads, but now through the mobile app, Summitland will be available to all user-attendees through the app where they can pre-play their booth visits. Attendees enter the giveaway drawings by visiting sponsor's booths and using the mobile app to provide their entry and contact details (Name, Company Name, Email, Product) during Expo hours.

Sponsors announce the winner of their giveaway prior to the closing of the expo show floor. Event management will announce the winners and prizes will be given away at the Legends Theater. Please make sure there is someone from your team present or coordinate with us in advance.

Summitland Game through mobile app

- Company Name, Logo, Company Description, Booth Number and name of prize that your company will give away
- Giveaway is provided by company and the value must be between \$100-\$500 and must be distributed on-site at Community Summit

Expo Drink Tickets

\$750

The perfect ice breaker for conversations on and off the expo floor. Invite a potential client to continue discussions by the bar or at your booth. Or say thank you to your team and share a drink together. You'll receive a stack of 50 tickets. In addition, all attendees receive two drink tickets at registration. These will be a mix of all drink ticket sponsors

- 50 Tickets with your company's name, logo, and booth number
- Drink tickets may be used at bars in the Expo Hall used during show hours



Demo Zone: Wednesday 1pm–4:30pm

\$4,900 per tabletop, product demo & recording

At 2024 Summit NA, the show floor is open Monday and Tuesday, leaving Wednesday afternoon available to create new opportunities for users and partners to engage. Introducing the “**Demo Zone**” where users can take a break from education classes to see product demonstrations, connect with partners and discover solutions. This is NOT a show floor extension, but instead a cool, fresh new spot for the community to connect around the products that fill voids in our Dynamics & D365 environments.

What: 10-minute product demos & Tabletops

Why: Connect users looking for solutions with partners doing demos

Where: Hemis Fair Ballroom

When: Wednesday 1–4:30 pm

How: Option for users to take a break from education to check out demos

Sponsorship Program Includes:

- 10-minute demo on “Demo Zone” stage
- Demo recorded with postproduction editing (logo, name, intro) as an Mp4 asset
- High Top Table & 2 stools (Place card with company name on table)
- Black branded spandex tablecloth with logo on side and top

Promotion Impressions

- (1) Demo-Day Event Email (All-Sponsors Logos)
- (1) Inclusive Category Email (All-Sponsors in category)
- Inclusion in event communications including social media, agenda, website, and mobile app push notification.

Add on opportunities

- Sponsor allowed to bring Tall Pop-Up Banner (maximum size: W: 33” x H: 88”)
- Sponsor allowed to bring collateral with show management approval
- **Add-on Option:** \$1,000 optional add pop-up banner (artwork provided by sponsor and banner printed by Community Summit)

Select your Category

(Limit of 4 sponsors per category)

☐ Finance Automation 1:30–2:30pm (sold out)

(AR/AP/GL, Document Management, Cash Management, Workflow Management)

☐ Optimization Tools 2:30–3:30pm

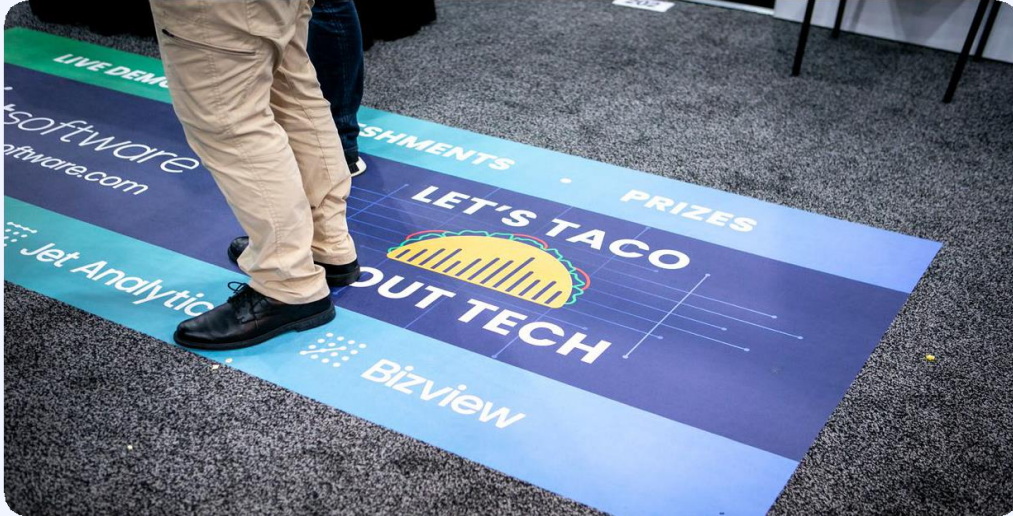
(Products that reduce complexity and automate processes inside of your ERP or CRM)

☐ Process Automation 3:30–4:30pm

(Automating Business Processes with technology like Power Platform and Copilot)

☐ Reporting 4:30–5:30pm

(Data Management, Financial Reporting, Predictive Analysis)



Booth Extender

\$3,000

- 3' H by 8' L Carpet Floor Sticker
- Full-color, custom artwork that extends your booth into the aisle for additional message visibility
- Attracts attention to User Group stickers that are included with your booth



On-Site Executive Video Interview + Pre-Show Podcast

\$4,500

- 5-minute on-site interview at the Summit news desk with corporate executive, or customer
- 5-minute pre-show podcast
- Company to provide 5 pre-planned questions
- Video production and editing
- Copy of edited interview files
- Syndication of interview on Dynamics Communities Partner Page
- Posted on LinkedIn with mention and tag



Summit Riverwalk Concert & Fiesta

Sold Out

\$40,000

- Welcome & band introduction in stage area before concert with Dynamic Communities
- Featured as sponsor with logo on Summit NA website and included in the agenda
- (2) Inclusive Emails featuring the Summit Riverwalk Concert & Fiesta
- Inclusion in event communications including social media and email marketing
- Mobile App Push notification
- Signage with "Concert brought to you by company name/company logo" throughout concert venue
- (1) Fiesta Barge



Fiesta Barge

\$12,500 (5 available)

Take your team or clients for a 15-minute ride (open for 2-hours) cruise on the river. Food and beverage sponsored by your company.

- Small white sign with company's name (no logo)
- Receive leads scanned by our staff
- Sponsor recognition on website and event communications

Activations



360 Photo Booth (Sold Out)

\$3,000 | Make it memorable with keepsake photos!

Alpacas Meet & Greet Photo Op

\$6,700 | Guests to take a photo with alpacas in front of a step and repeat with sponsor logo. Badges scanned by our staff.

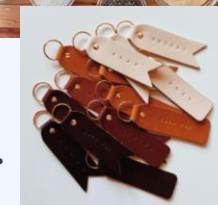
Spice Rub

\$7,200 | Guests build a spice mix and bring it home. Sponsor recognition included. Badges scanned by our staff.



Oval Keychain Leather Stamping

\$6,000 | Create a custom leather keychain! Sponsor recognition included. Badges scanned by our staff.



Sugar Skull Caricature Artists

\$4,200 | Custom caricatures in sugar skull style with logo stamped on each drawing. Badges scanned by our staff.



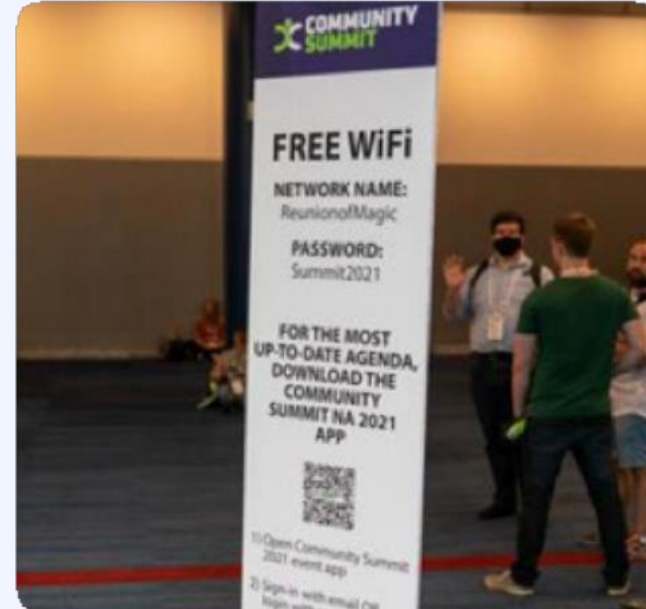


Baggage Check

\$3,000

Send attendees off right with sponsoring their baggage check on the expo floor as some attendees come from their airport or bring their luggage with them before leaving.

- Logo recognition on signage



Wi-Fi

\$15,000

When you arrive to a venue, what do you do? Connect to the Wi-Fi! Use your company name as the Wi-Fi username and a message in the password to stay top of mind with all guests.

- Customized Wi-Fi username & password for all attendees to use
- Recognition of branding throughout show site



Coffee Break Stations

\$5,000 – Tuesday, Oct. 15

\$5,000 – Wednesday, Oct. 16

- Sponsor logo included on napkins and coffee cup sleeves distributed at the station
- Signage with company name and logo
- 2 coffee breaks per day
- Recognition in inclusive email



Keynote Breakfast

\$10,000

Exclusive opportunity to sponsor a continental breakfast for all attendees and have a slide at and a mention at the Keynote.

- Seat drop for 3,000+ attendees (sponsor supplies)
- Sponsor logo on: napkins distributed at the station, coffee cup sleeves, hot food item wrap and signage promoting the service
- Visual and verbal recognition at Keynote in front of attendees by CEO of Dynamic Communities ("Keynote Breakfast sponsored by Company Name" with logo and booth number)

Your Brand in Every Attendee's Hand



Pens

\$5,000



Note Pads

\$10,000



Standard Conference Bag

\$15,000



Lanyards

\$25,000



Hand Sanitizer

\$5,000



Escalator Wraps

\$7,500 for 1 row (A,B,C, or D)

\$14,000 for 2 rows (A&B or C&D)

Exclusive (best value for brand awareness and visibility)

\$20,000 for 4 rows (A,B,C,D)

Your brand and message visible to thousands of attendees throughout the entire conference with escalators leading from classrooms to the expo hall and registration lobby.

- Each row includes
 - 1 Sticker wrap on each side of row with company artwork



[Partner & Customer Success Initiative](#)

We are thrilled you are here, because we have built this program to serve the community of partners that are trying to take full advantage of the amazing “For User, By User” Summit experience to scale your business and drive customer success. Customers want answers and help, and by inviting them to learn from their peers is an incredible value add to them and to you, and it only happens at Summit!

Partner with the most users attending who registered using their client promo code:

- Private bar & reception in your booth at the Summit Reception announced over the PA system
- Acknowledgement on the main stage prior to the Keynote

All Partners

- 10-29 users registering with promo code: \$1,000 credit for 2025 Summit
- 30 -59 users registering with promo code: \$3,000 credit for 2025 Summit
- 60-79 users registering with promo code: \$4,000 credit for 2025 Summit
- 80+ users registering with promo code: \$5,000 credit for 2025 Summit

*Promo codes will only be counted between February 17- October 1, 2024.



October 13-17, 2024
San Antonio, TX

CUSTOMER SUCCESS & AWARDS @ SUMMIT NA 2024

Bring your top customers and prospects to Community Summit North America to create a generational leap in customer success!



Customer Success Program

- Customers receive an All-Access Summit pass as part of closing a deal with your company/in an active deal
- Based on where the customer is in their Microsoft Business Applications journey, they receive an optimized agenda per attendee persona
- Partner receives a standalone meeting room on the show floor (separate from booth, but in proximity) for individual client and prospect discussions



Customer Awards Ceremony

- Ceremony Hosted at the Legends Stage on the Show Floor
- Open Bar & Appetizers for the private reception
- Co-Hosted with Summit NA and Partner, featuring fireside chat to kick off the program, followed by explanation & presentation of awards
- Award categories to be defined in collaboration with Partner
- Video & photo will be captured



Program Options

Option 1: \$49,000

- 25 All Access Passes to Summit
- 20-minute Award Ceremony
- Full Bar & Appetizers
- Three awards presented

Option 2: \$74,500

- 40 All Access Passes to Summit
- 30-minute Award Ceremony
- Full Bar & Appetizers
- Five awards presented



October 13–17, 2024
San Antonio, Texas