

# APAC MICROSOFT FABRIC+ MICROSOFT SQL

COMMUNITY CONFERENCE

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# SPONSORSHIP PROSPECTUS

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**6-9 APRIL 2027**

ICC SYDNEY · AUSTRALIA

FABRICSQLCONF.COM

PARTNER WITH THE APAC DATA COMMUNITY

# THE FIRST MAJOR MICROSOFT DATA EVENT BUILT FOR APAC

APAC Microsoft Fabric & Microsoft SQL Community Conference is the first major Microsoft data community event dedicated to the Asia-Pacific region. A practitioner-led conference for data engineers, analysts, BI developers, SQL professionals and data architects from Australia, New Zealand, Southeast Asia, Japan, and India.

## WORKSHOPS DAY

6 APRIL 2027

Full-day pre-conference workshops. Come with a real problem, leave with something deployable by Monday. Expert-led, hands-on deep dives across Fabric and SQL tracks.

## CONFERENCE + EXPO

7-9 APRIL 2027

Practitioner sessions, case studies, and keynotes from Microsoft PMs and engineers, plus an expo floor connecting the APAC data community.

**1500+**

EXPECTED ATTENDEES

**4**

DAYS

**100+**

WORKSHOPS & SESSIONS



# COMPARE THE TIERS

|                                                             | DIAMOND          | PLATINUM         | GOLD             | SILVER          |
|-------------------------------------------------------------|------------------|------------------|------------------|-----------------|
|                                                             | A\$60,000        | A\$38,000        | A\$26,000        | A\$14,000       |
| PREMIUM BENEFITS                                            |                  |                  |                  |                 |
| 60-minute technical speaking session (limited availability) | 1                | 1                | –                | –               |
| Evening reception sponsor (logo on signage)                 | ✓                | ✓                | –                | –               |
| EXHIBIT SPACE                                               |                  |                  |                  |                 |
| Booth space                                                 | 36m <sup>2</sup> | 12m <sup>2</sup> | 12m <sup>2</sup> | 6m <sup>2</sup> |
| Branded backdrop                                            | 10m              | 6m               | 3m               | 3m              |
| Tables & chairs                                             | 4 + 8            | 2 + 4            | 2 + 4            | 1 + 2           |
| Power & Wi-Fi                                               | ✓                | ✓                | ✓                | ✓               |
| Lead retrieval                                              | ✓                | ✓                | ✓                | ✓               |
| EVENT PASSES                                                |                  |                  |                  |                 |
| Conference passes                                           | 8                | 4                | 4                | 2               |
| Discounted partner tickets                                  | Unlimited        | Unlimited        | Unlimited        | Unlimited       |
| BRANDING & PROMOTION                                        |                  |                  |                  |                 |
| Tiered logo visibility                                      | Diamond          | Platinum         | Gold             | Silver          |
| Logo on badge                                               | ✓                | ✓                | ✓                | ✓               |
| Logo on conference banner                                   | ✓                | ✓                | ✓                | ✓               |
| Logo + description on website                               | ✓                | ✓                | ✓                | ✓               |
| In-person prize draw, run by:                               | Sponsor          | Sponsor          | MC               | MC              |
| Logo on attendee party signage                              | ✓                | –                | –                | –               |
| Swag insert in attendee bag                                 | ✓                | –                | –                | –               |

# ADD-ON MARKETING OPPORTUNITIES

Available alongside any sponsorship tier.

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## ESCALATOR GRAPHIC

**1 AVAILABLE · A\$30,000**

Reach attendees on the prominent escalator banks to and from the Expo Hall, for high-end visibility from every angle.

Graphics designed by sponsor, subject to approval.

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## T-SHIRT SPONSOR

**1 AVAILABLE · A\$30,000**

Every attendee receives an official event T-shirt. As exclusive T-shirt sponsor, your logo is on every sleeve for lasting exposure.

Artwork subject to approval.

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## COFFEE BAR

**MULTIPLE AVAILABLE · A\$25,000**

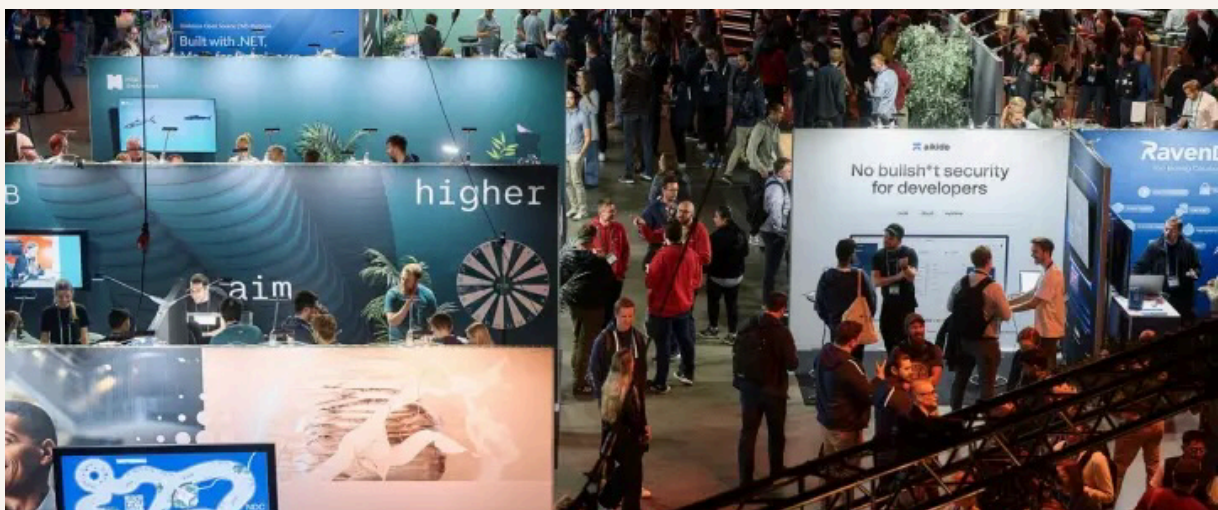
Drive booth traffic with an in-booth coffee bar: a barista serving high-end coffee, full-service setup at your booth, and the option to provide branded cups.

## SWAG INSERT

**MULTIPLE AVAILABLE · A\$10,000**

Send your branded merchandise home with every attendee — one branded item in the official conference bag. Notebooks, pens, gym towels and water bottles all work well.

Item subject to approval.



CONTACT US

# LET'S FIND THE RIGHT PACKAGE FOR YOUR TEAM

Tiers can be tailored, and add-ons combined.



**HEATHER FABELA**

SPONSOR LEAD

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