

APAC MICROSOFT FABRIC+ MICROSOFT SQL

COMMUNITY CONFERENCE



SPONSORSHIP PROSPECTUS

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	36m²	12m²	12m²	6m²
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.

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.

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.

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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