SpiceWorld 2025 Sponsorships

Level Up Your IT Game

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In Person Events Influence the Tech Buyer's Journey

Awareness & Discovery

64%

of IT professionals attend events to discover new products and solutions

Engagement & Education

79%

of B2B buyers find in-person events valuable for educational purposes

Decision

I did purchase from 2 vendors because of SpiceWorld 2023"



- SpiceWorld Attendee, PassRusher

"SpiceWorld is by far the most useful IT Conference I attend.

This was my third year attending the SpiceWorld Conference and each year it gets better. As I've grown in my role and taken over the IT Department at my firm, I've found the time I get at SpiceWorld to meet other IT Pro's and meet with vendors to see the latest offerings are invaluable."

- 2023 SpiceWorld Attendee

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Source: Spiceworks State of IT 2024

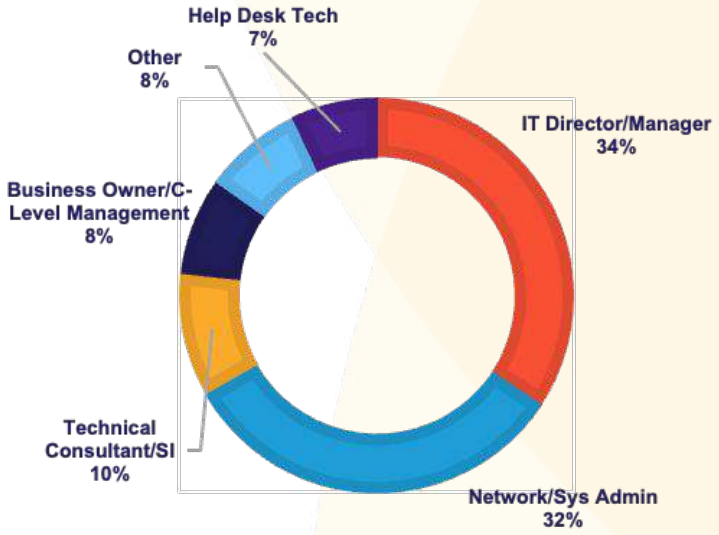
SpiceWorld 2025: Projected Audience

Access 700+ IT buyers In-Person

Based on 2023's in-person event

Company size (# of employees)



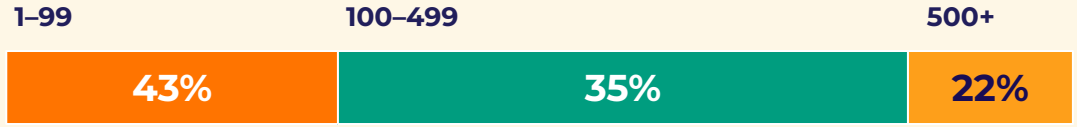


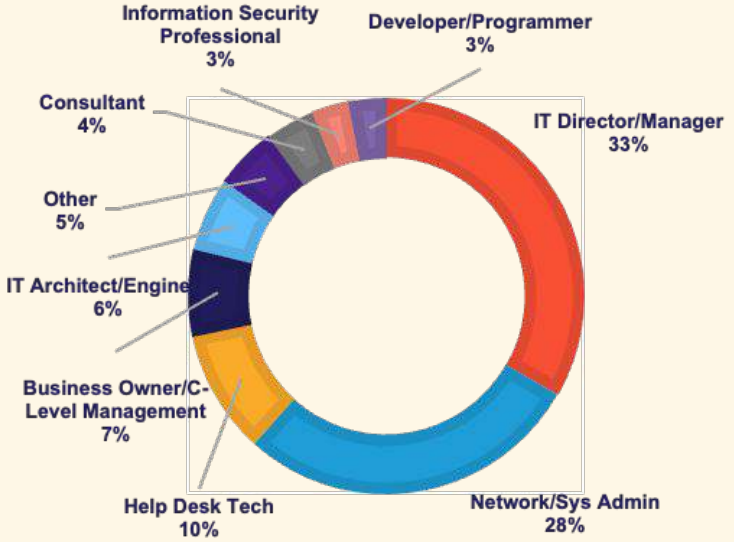
IT Services	13%
Manufacturing	11%
Healthcare	9%
Nonprofit	9%
Education	8%
Government	7%
Financial Services	6%
Retail/Wholesale	4%
Energy/Power/Utilities	4%
Construction	3%
Consulting	3%
Insurance	2%
Engineering	2%
Transportation	2%
Telecommunications	2%
Entertainment/Media	1%
Real Estate	1%
Software	1%
Food/Beverage	1%
Hospitality/Travel	1%
Agriculture	1%
Legal	1%
Automotive	1%
Other	6%

Exposure to Millions of IT buyers online

Through promotion, pre-event activations and session syndication

Company size (# of employees)





IT Services	16%
Education	12%
Manufacturing	9%
Healthcare	8%
Nonprofit	7%
Government	7%
Financial Services	5%
Consulting	4%
Retail/Wholesale	3%
Software	3%
Construction	3%
Food/Bev/Hospitality/Travel	2%
Engineering	2%
Energy/Power/Utilities	2%
Telecommunications	2%
Legal	2%
Transportation	1%
Entertainment/Media	1%
Real Estate	1%
Insurance	1%
Agriculture	1%
Automotive	1%
Marketing	1%
Aerospace	1%
Other	6%

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“It’s only fitting, that we show up at the ‘must attend’ conference for IT professionals”

“What makes SpiceWorld so special is the community that attends. Everyone is so welcoming, you'll make some really valuable connections with IT pros and vendors alike.”

- Former SpiceWorld Sponsors

Put your brand at the center of **THE MOST** relevant tech conversations

AI & Emerging Tech

Cloud & Infrastructure

Security

Software & Tools

IT Careers & Leadership



Pre Event

Align your brand with analyst-driven content in the Spiceworks community leading up to SpiceWorld

@ SpiceWorld

Join the action live with an in-person sponsorship on the expo floor

Participate in a keynote panel discussion in one of the 6 major conference themes

Post Event

Continue the conversation with brand alignment in the Spiceworks community and digital activations spanning from Brand to Demand

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Sponsorship Moments

In-person sponsorship options,
speaking sessions, and creative customizations

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Not Your Average IT Conference

In-person sponsorship moments, speaking sessions, and creative customizations that align to all of your marketing goals. Think beyond the booth!



Drive Demand



Thought Leadership

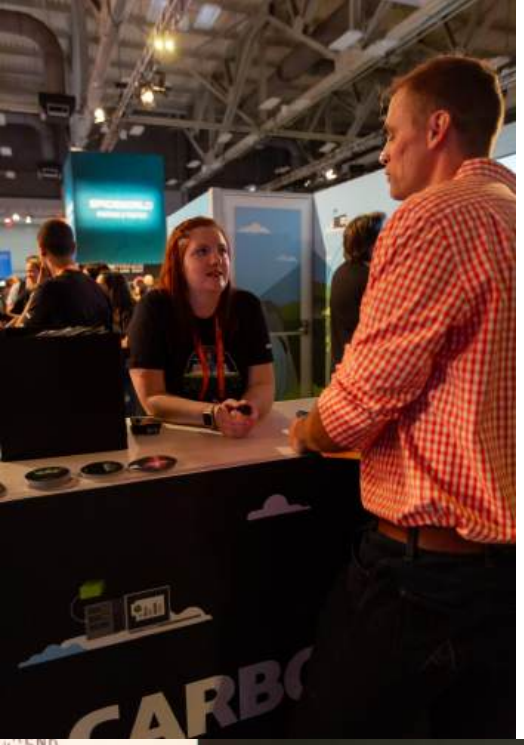


Branding & Awareness



Insights Driven Content

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Drive Demand





Connect with tech buyers who are gathering information, evaluating options, and seeking relationships with vendors, to make informed purchase decisions

Expo Sponsorships

SpiceWorld 2025 is more than just a tech conference; it's an IT celebration where online connections transform into real-life relationships.

Join us to showcase your brand over two action-packed days with Sponsorship tiers available at every level to fit your marketing goals.

Package Options include:

- Thought leadership and technical Speaking sessions
- On-site branding moments
- Pre-event brand exposure
- Unique Attendee Engagement opportunities
- … and *more!*













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Kiosk Sponsorships

Join hundreds of tech buyers on the show floor AND in our new Emerging Tech Pavilion to showcase your brand and build relationships with attendees.

With Bronze+ and Silver+ kiosks, also share industry insights, or how your technology can help tech buyers solve key challenges or what new tech you have on the horizon in an **included speaking session**!



Bronze+ and **Silver+** expo spaces include:

- Space along the front wall of the Expo Hall (high traffic area)
- 42” monitor and back wall branding
- Storage Cabinet for SWAG.
- Header sign with brand name/logo

Expo Sponsorships

	Diamond	Platinum	Gold	Silver
Total QTY	**2**	**2**	**4**	**8**
2025 Pricing	**$160,000**	**$92,000**	**$70,000**	**$30,000**
2024 Rate Card Pricing	$140,000	$80,000	$60,000	$25,000
Exhibit Space	20 x 20 Exhibit Space: • (2) 6ft tables	15 x 20 Exhibit Space: • (2) 6ft tables	10 x 20 Exhibit Space: • (1) 6ft table	10 x 10 Exhibit Space: • (1) 6ft table
Breakout Session	60 min Breakout	60 min breakout	★ **30 min Tech Talk**	
★ **Session Recording**	x	x	x	
★ **Session Syndication**	500 Registrations (live and on-demand)	300 Registrations (live and on-demand)	200 Registrations (live and on-demand)	
Passport to Prizes Program	x	x	x	x
Badge Scanners	4	3	1	1
Full Conference Passes	10	8	6	4
Promotion on SpiceWorld Website	Logo, link to sponsor website, & description	Logo, link to sponsor website, & description	Logo, link to sponsor website	Logo, link to sponsor website
Featured in Sponsor Spotlight Email to Registrants	Logo + 100-word description	Logo		

★ ***New in 2025!***

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Kiosk Sponsorships

	Silver+	Bronze+	★ Emerging Tech Pavilion
Total QTY	**7**	**3**	**8**
2025 Pricing	**$35,000**	**$23,000**	**$7,500**
2024 Rate Card Pricing	$30,000	$20,000	New!
Exhibit Space	Kiosk Exhibit Space	Kiosk Exhibit Space	Kiosk Exhibit Space
Breakout Session	60 min Breakout	30 min Tech Talk	
★ **Session Recording**	x	x	
★ **Session Syndication**	150 Registrations (live and on-demand)	150 Registrations (live and on-demand)	
Passport to Prizes Program	x	x	x
Badge Scanners	1	1	1
Full Conference Passes	2	2	1
Promotion on SpiceWorld Website	Logo, link to sponsor website	Logo, link to sponsor website	Logo, link to sponsor website
Featured in Sponsor Spotlight Email to Registrants			

★ ***New in 2025!***

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Thought Leadership





Share insights, best practices, and innovative ideas while fostering trust and credibility with your target audience. Position your brand as a trusted leader in the industry.

In-Person Speaking Sessions

Share thought leadership and tech know-how with IT buyers



Tech Talk Theater

Share how your technology can help tech buyers solve a key challenge or what new tech you have on the horizon. Hint: IT buyers love live demos.

- 30 minutes includes 5-minute set up before presentation and 5-minute breakdown
- One full conference pass for your speaker
- Session included as part of agenda
- Be sure to include time for Q&A!

Session Recordings

Now included with ALL Sponsored Sessions!

Let our professional video team record your session at SpiceWorld so it can live on as a digital asset long after the conference is over.

- SWZD to record your breakout or tech demo session during SpiceWorld
- Production and editing included



Branding & Awareness





THE platform for showcasing products , services and solutions to a highly engaged audience.

Create memorable brand experiences allowing them to learn about your brand firsthand, and gain valuable insights.









Night 1 Welcome Reception

There's no better way to kick off SpiceWorld than with an ice-cold drink. Sponsor the welcome reception on Day 1 that officially opens up the expo floor or the Nigh 2 Happy Hour that celebrates the first full day of learning and networking!

- Branded napkins at all reception areas during happy hour
- Logo on all reception signage
- Branded koozies with your logo available
- Balloons in your brand colors
- Opportunity for the sponsor to provide swag
- Brand mention in mobile push notification at the start of the happy hour

Registration Sponsorship

Help welcome attendees to SpiceWorld at the registration desk and help IT buyers keep their badges close with a branded lanyard.

- Branded Check In Screen
- Branded conference badge lanyard
- SpiceWorld Team to design and produce designs
- Provides great brand visibility for photos ops!





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Shuttle Sponsorship

Drive IT! Tech buyers need to get from point A to point B, right? Give them a lift to and from the SpiceWorld conference and Party as the official shuttle sponsor.

- Logo included on all shuttle sponsorship signage: at the shuttle stops and on the shuttle schedule (printed and digital)
- Logo and mention in all shuttle schedule promotions
- Logo on SpiceWorld branded bus window clings
- Logo on branded headrests



Digital Branding & Awareness

Digital agendas, reminders, and recaps to integrate your brand with the primary conference apps and communications



Spiceworld Mobile App

Sponsor the mobile app and stay top-of-mind as IT buyers check the agenda and view maps of the event.

- Logo on SpiceWorld mobile app splash screen
- Rotating ad inside mobile app promotes your SpiceWorld presence
- Logo on all signage mentioning the mobile app and mention in all app promotions (i.e., email, social posts, and community posts)



Everyday Recap Email

Get in front of IT buyers that registered for the in-person event by being featured in our event day recap emails, sent to registrants at the end of each event day

- Up to one sponsor per day
- Great time to showcase your speaking session, in-booth demos, or products



Mobile Push Notifications

IT buyers will check the conference agenda and view maps throughout the event – sponsor a quick notification to get their attention!

- One push notification sent through the SW24 mobile app on one day of the event
- Sponsor to work with SpiceWorld Team to create copy
- Great way to promote a session, in-booth giveaway, or demo

Re-fuel & Re-Charge

Integrate your brand's presence into key break stations at SpiceWorld 2025



Charging Stations Sponsorship

Keep IT buyers and their devices powered up throughout the event by sponsoring the charging stations located throughout the event.

- Logo on all charging stations located throughout the expo hall



Massage Station Sponsorship

Be the official sponsor of the SpiceWorld massage station – where attendees can get a quick shoulder massage and relax from those day-to-day IT challenges.

- Logo on all massage sponsorship signage
- Opportunity for sponsor to provide branded t-shirts for the massage therapists to wear



Energy and Snacks

Be the brand that keeps IT buyers fueled up for the conference by sponsoring the afternoon snack breaks, coffee shops, and drink stations.

- Sponsor the coffee locations around event
- Your logo on tabletop signage in coffee locations
- Logo on coffee sleeves and napkins
- Branding on signage at snack table

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Caricature Sponsorship

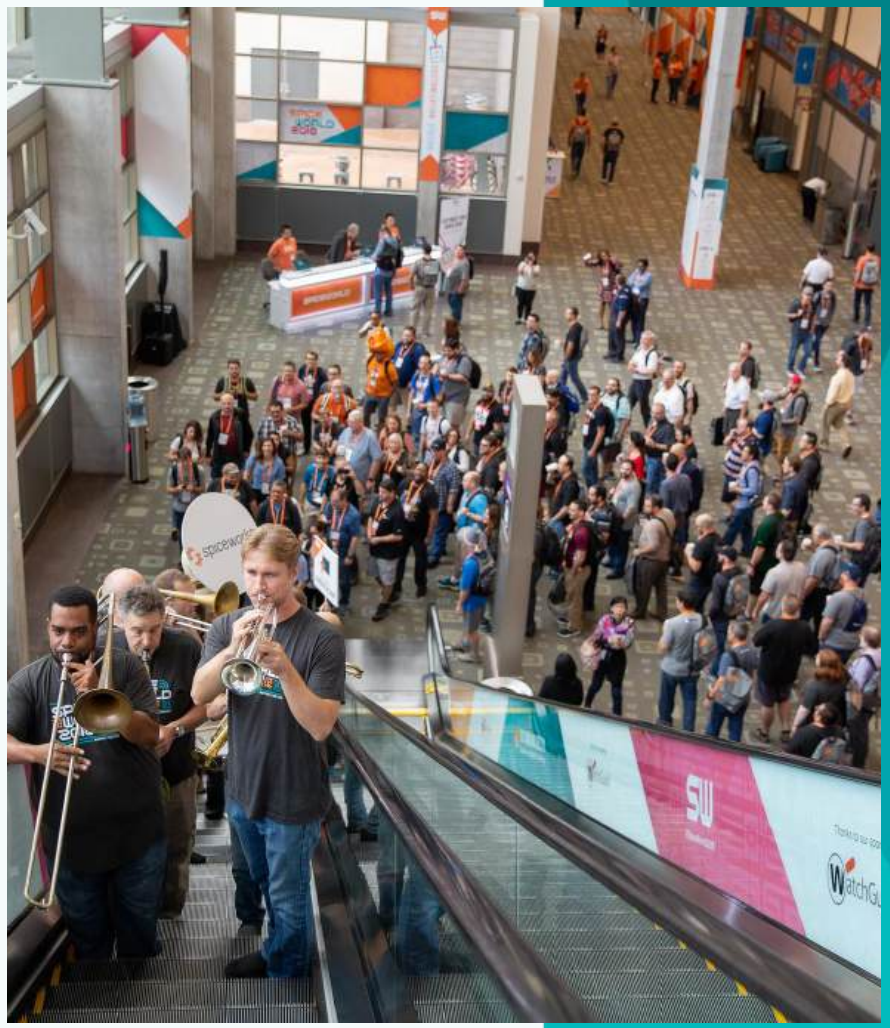
Be the brand that IT buyers remember by sponsoring the SpiceWorld caricature!

- Digital caricature featuring your logo
- Branded signage at SpiceWorld caricature booth
- Digital gaming avatar? Branded superhero costume? Let us help you get creative!
- Great opportunity to chat with IT buyers while they wait

Escalator Sponsorship

Sponsor the two main escalators attendees with use to navigate the conference floors

- Branding on the escalators from the breakout session rooms to the expo floor
- High traffic areas and main thoroughfare for conference events





Customer Driven Content



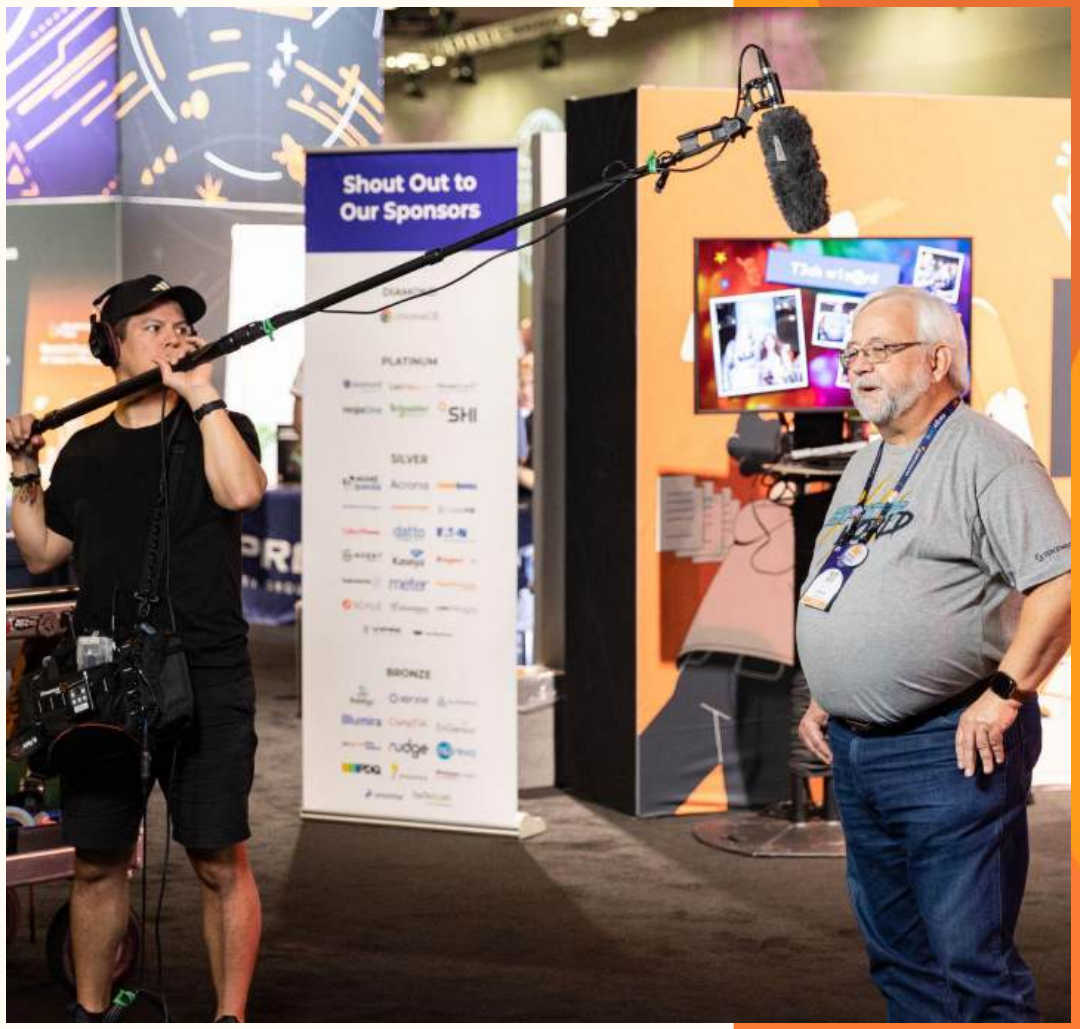


Incorporate authentic testimonials and real-world use cases to build credibility, foster trust, and drive meaningful connections with potential customers.

Tech Buyer Testimonials

Get the most out of SpiceWorld with a video asset of IT buyers sharing testimonials about your product.

- One to three IT buyers recruited per video
- Creative brief and script provided
- Production and editing included



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Sponsorship Moments

Price Breakdown

Sponsorship	Pricing
In-person Testimonials	$15,000
30 Minute Tech Theater	$15,000
Session Recording	Included with speaking session
Registration Sponsorship	$15,000
Spiceworld Mobile App	$25,000
Night 1 Welcome Reception	$40,000
Night 2 SpiceWorld Concert	$90,000
Spiceworld Closing Party	$90,000

Sponsorship	Pricing
Massage Lounge	$15,000
Caricature Station	$15,000
Vintage Arcade Lounge	$15,000
Energy & Snacks	$12,000
Charging Station Sponsorship	$12,000
Mobile Push Notifications	$8,250
Event Day Recap Email	$8,250
Escalator Sponsorship	$15,000
Shuttle Sponsorship	$15,000



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All sponsorships include on network display advertising

A sampling of tech brands that have previously sponsored SpiceWorld:



Thank You

Learn More Online at Spiceworks.com/SpiceWorld

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