SpiceWorld 2025 Sponsorships

Intelligence + Tech = The IT Evolution



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



SpiceWorld 2025: Projected Audience

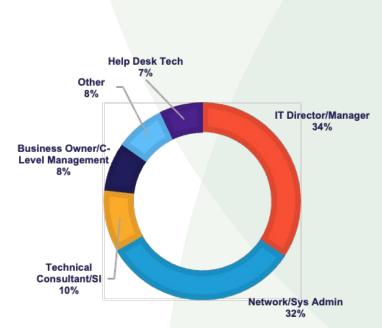
Access 600+ IT buyers In-Person

Breakouts based on 2024's in-person event

Company size (# of employees)

1–99 100–499 500+

31% 40% 29%



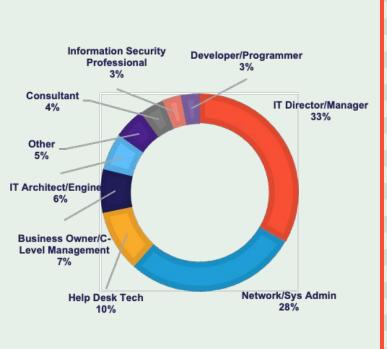


Exposure to Millions of IT buyers online

Through promotion, pre-event activations and session syndication

Company size (# of employees)

1–99	100–499	500+
43%	35%	22%



IT Services	169
Education	120
Manufacturing	99
Healthcare	89
Nonprofit	79
Government	79
Financial Services	59
Consulting	40
Retail/Wholesale	30
Software	30
Construction	39
Food/Bev/Hospitality/Travel	29
Engineering	29
Energy/Power/Utilities	29
Telecommunications	29
Legal	29
Transportation	19
Entertainment/Media	19
Real Estate	19
Insurance	19
Agriculture	19
Automotive	19
Marketing	19
Aerospace	19
Other	69





"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



SpiceWorld is the highly anticipated annual destination for IT professionals to convene together where they look to deepen their expertise, expand their knowledge, and connect with the people, tools and solutions shaping the future of tech.

BUILD AUTHENTIC RELATIONSHIPS THROUGH ————

Access to Highly Engaged Audience of IT Pros

1-to-1 Engagement with IT Decision Makers

Opportunities to Showcase Brand, Technology and Products

Thought Leadership Positioning via Speaking Opportunities and Content

On-Site Experiential Activations that Drive Impact



In an era defined by rapid innovation and digital disruption, SpiceWorld 2025 explores what it means to evolve in IT. This year's theme spotlights the powerful synergy between emerging technologies like Al and the enduring value of human insight.

Al is everywhere - but not everything. While Artificial Intelligence continues to dominate headlines and investment, it's critical to acknowledge the unique and irreplaceable value of Human Intelligence. SpiceWorld 2025 puts that front and center.

November 11-13, 2025





Put Your Brand at the Center of the Most Relevant Tech Conversations

AI & Emerging Tech

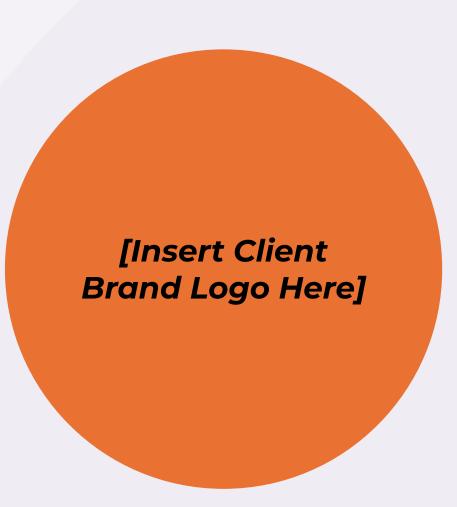
Advance your understanding of AI and learn how to maximize use of the most powerful AI tools of today and tomorrow.

Cloud & Infrastructure

See where the next stages of digital transformation will take place and the technologies that will lead the charge.

Human Intelligence

Develop soft skills and other human-centered skills like EQ, communication, leadership, and adaptability to advance your career.



Software & OS

Learn the capabilities needed to navigate today's most important platforms and applications.

Organizational Intelligence

Become empowered to make the case for investment, manage budgets, and measure success through ROI and TCO.

Security

Advance the skills and knowledge needed to manage risk in an increasingly complicated and dangerous digital environment.



Beyond the Event: Full Lifecycle Engagement that Drives Impact



PRE EVENT

Build Awareness

Brand Promotion through Owned & Paid Media Channels to Drive IT Pro Awareness & Registration

Sponsor Attribution on SpiceWorld Website

Additional Promotion across Spiceworks including Editorial, Community,
Newsletters, and External Social Channels



DURING EVENT

Drive Engagement

1:1 Access to IT Decision Makers on Show Floor

Thought Leadership via Breakout Sessions or Panels (Tier-Based)

Redesigned, Interactive Expo Kiosks with Improved Branding & Design Support

Passport-to-Prizes Gamification to Drive Booth Traffic

Real-Time, High-Touch Sponsorship Moments that Extend Impact of Brand Engagement



POST EVENT

Extend Impact

Delivery of Attendee Data from Badge Scans

Syndicated Content from Speaking Sessions for Continued Lead Gen

Continued Exposure & Audience Building via Spiceworks Community and Channels

Post-Event Insights & Performance Analytics

Digital and Community Re-Engagement Campaigns to Nurture Leads & Interest (Incremental Spend)



Sponsorship Moments

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



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!

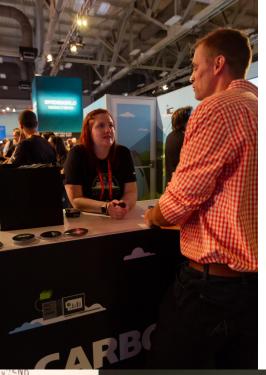












Drive Demand





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

ExpoSponsorships

High-Visibility Footprint for Brand Immersive Experience

Showcase your brand at SpiceWorld over three action-packed days through high-touch, 1-to-1 interactions with your target audience via thought leadership, lead generation and speaking opportunities.

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 branding moment
- Unique attendee engagement opportunities
- ... and more!













Kiosk Sponsorships

High-Visibility Footprint for Brand Immersive Experience

Build direct relationships with tech buyers with a highly visible presence on the SpiceWorld conference floor.

Bronze+ and Silver+ kiosks enable up-close interactions between your brand and tech buyers seeking to learn more about your technology and offerings.

Share industry insights, how your technology can help tech buyers solve key challenges or the 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	3	10
2025 Pricing	\$160,000	\$90,000	\$70,000	\$30,000
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 (On-Demand)	300 Registrations (On-Demand)	200 Registrations (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		





Kiosk Sponsorships

	Silver+	Bronze+
Total QTY	7	3
2025 Pricing	\$35,000	\$23,000
Exhibit Space	Kiosk Exhibit Space	Kiosk Exhibit Space
Breakout Session	60 min Breakout	30 min Tech Talk
Session Recording	X	×
Session Syndication	150 Registrations (On-Demand)	150 Registrations (On-Demand)
Passport to Prizes Program	X	×
Badge Scanners	1	1
Full Conference Passes	2	2
Promotion on SpiceWorld Website	Logo, Link to Sponsor Website	Logo, Link to Sponsor Website
Featured in Sponsor Spotlight Email to Registrants		







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





New in 2025!

Breakout Sessions

Share your industry knowledge with attendees and speak to how your product or service can crack the code on complicated issues IT buyers face.

- 30 or 60 minute sessions available.
- Time includes 5-minute set up before presentation and 5-minute breakdown
- One (1) full conference pass for your speaker
- Session included as part of agenda
- Be sure to include time for Q&A!

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 (1) 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 & Engagement





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

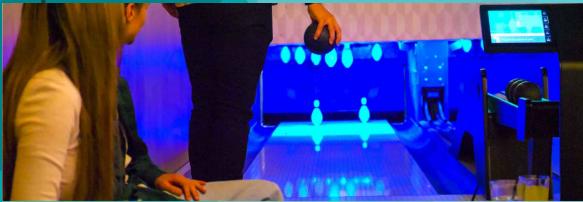
Create memorable brand experiences allowing them to learn about your brand firsthand, and gain valuable insights.













Night 0 SpiceWorld Pre-Game

Host an Informal Welcome for Early Arrivals

Many attendees arrive in Austin the day before SpiceWorld officially begins. **Night 0** is our chance to casually welcome this early crowd with a relaxed, social gathering designed for networking, connection, and fun.

Think local Austin vibes - games, drinks, and good conversation. No agenda. Just a great way to connect and ease into the week with fellow IT pros to kick off SpiceWorld. Venue TBD in partnership together.

This is a limited sponsor-hosted opportunity for added brand visibility in a relaxed, high-touch setting.





Day 1 SpiceBuddies Boot Camp

Help New Attendees Make the Most of SpiceWorld

SpiceBuddies are passionate community ambassadors who help first-time attendees feel welcome, informed, and oriented from day one. This casual lunch session gives new SpiceHeads a chance to ask questions, make connections, and feel confident navigating the SpiceWorld environment.

Sponsoring this hour-long onboarding experience puts your brand at the center of the community - introducing you to new attendees early and positioning you as a trusted partner from the very beginning.

- Branding seen throughout space include signage and table tents
- Logo on all signage
- Balloons in your brand colors
- Opportunity to provide brand swag
- Brand mention in mobile push notification prior to the start of lunch







Night 1 Welcome Reception

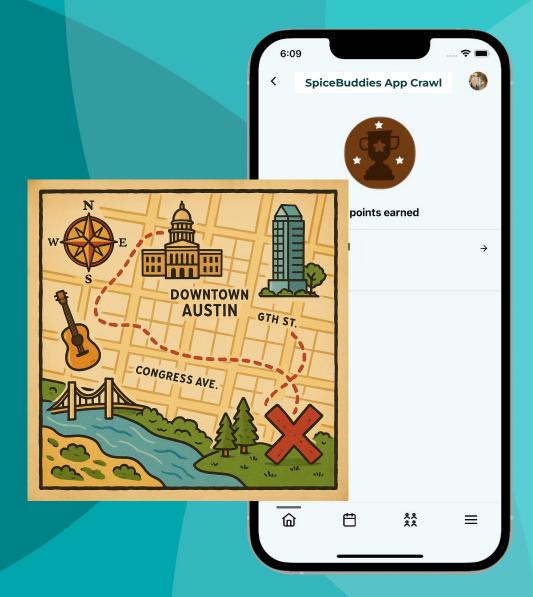
The Official Start of the SpiceWorld Experience

Held on the Expo floor, the Welcome Reception sets the tone for the days ahead with live music, an open bar, and appetizers in a high-energy, social atmosphere. It's where connections begin, conversations spark, and a sponsor has the opportunity to meet attendees face-to-face in a vibrant, relaxed setting.

Position your brand at the heart of the action.

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





Night 2 SpiceBuddies App Crawl

Our Exclusive Interactive Evening Activation with Built-In Brand Engagement

Hosted by the legendary SpiceBuddies - SpiceWorks' most trusted community leaders - this interactive bar crawl blends community connection with built-in brand visibility, all guided through the SpiceWorld app.

Using a digital "treasure map" within the app to explore four (4) sponsor-hosted venues across downtown Austin, stopping at each for small bites, drinks, swag, and surprises.

Each location is sponsored by a different partner, with the opportunity to distribute branded giveaways or custom premiums alongside exclusive SpiceWorld-branded items.

Create meaningful touchpoints that build brand affinity in a fun and highly engaging experience.

- 1 vendor host per location (4x sponsorships total)
- Sponsor branding, premium giveaways

















Night 3 SpiceWorld Closing Party

Be the Brand that Brings the Community Together One Last Time

As one of the most celebrated events of SpiceWorld, the Closing Party brings attendees together to wrap up the week in style. With your branding woven throughout, you'll be remembered as the name behind the night everyone talks about.

As the exclusive sponsor, you impact or receive the following:

- SpiceWorld team to determine party theme, giveaway items, activations, menu, band/entertainment, branding, signage, lighting, etc...
- **Table** with option to hand out swag and collect leads (Sponsor must staff table. Badge scanner included).
- **Branded swag item** to be placed as centerpieces on tables throughout the party (Item to be determined and sourced by SpiceWorld team based on party theme.)
- **Trivia Card** developed by the SpiceWorld team to drive traffic to your table
- Specialty drink named after sponsor. Logo included on specialty drink menu and signage
- **Branded cups** with sponsor's one-color logo, in one print location, to be used for specialty drink
- Giveaway/Contest with awards given away from the main stage
- Special thanks at the party
- **Brand mention** in mobile push notification at the start of the party
- Logo on signage throughout the party
- Three (3) conference passes to SpiceWorld

Tech Nostalgia: Experiential Sponsorships that Connect

From vintage video games to iconic tech relics, these hands-on experiences invite attendees to reconnect with the past - and your brand



Give attendees a chance to unwind between sessions and relive their childhood with classic arcade games in a sponsor-branded retro gaming lounge.

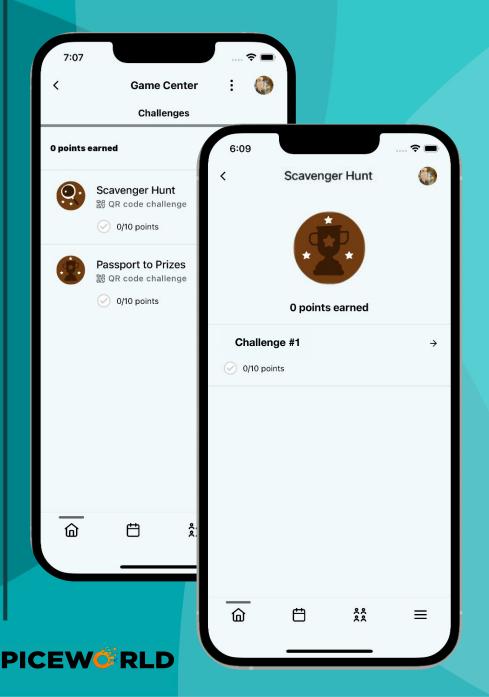
- Your logo at the entrance to and inside the arcade
- Opportunity to place additional branding/materials/gifts inside the arcade





Celebrate the history of innovation with a hands-on exhibit of iconic tech devices from the past 50 - 100 years. SpiceWorld attendees interact with, reminisce, and explore your brand's connection to the evolution of IT through an immersive experience.

- Opportunity to help define focus of museum's curation
- Bring and showcase your brand's own old tech devices for attendees to interact with
- Logo placement at the entrance and throughout exhibit
- Additional branding and promotional materials can be integrated into experience



SpiceWorld Scavenger Hunt

Drive Brand Affinity and Recall with a Fun and Highly Engaging Experience

Sold!

Take IT buyers on a mobile app adventure with a scavenger hunt at SpiceWorld.

Sponsorship Features:

- Sponsor & SWZD Content team will collaborate to create up to 5 tasks
- Scavenger hunt integrated within the SpiceWorld Mobile app
- Custom banner driving attendees to play from mobile app homepage
- Sponsor must provide a grand prize (\$300 minimum) to be announced and received at Sponsor's booth
- SpiceWorld team will randomly select Grand Prize winner from participants who completed the Scavenger Hunt







Avatar/Caricature Sponsorship + LinkedIn Contest

Capture the Moment and Create Social Momentum

Engage IT buyers with a fun, high-traffic activation where professional artists - powered by AI - create custom branded digital avatars. This lighthearted experience gives attendees a personalized takeaway - and keeps your brand top of mind long after the event.

Social Amplification: Participants encouraged to post on LinkedIn with custom hashtag and sponsor attribution. Example post: "Having fun at #SpiceWorld! Thanks [@BRAND] for my new avatar."

- Al-assisted digital caricature featuring your logo
- Custom hashtag developed in collaboration with sponsor
- Optional Add-On: Contest entry for participants who upload their avatar to LinkedIn profile photo
- Branded signage at the SpiceWorld caricature booth



Welcome Backpack with Branded Item

Maximize Brand Visibility with Your Logo on the Free SpiceWorld Swag Backpack

Seen on the shoulders of every attendee from registration to closing night, the SpiceWorld backpack is picked up by attendees at registration.

Brand may include one (1) additional item or collateral in the bag, if desired (along with other materials or sponsor items)

Item can drive traffic to your booth, promote a contest, or be a fun swag item that ties into your booth's theme

Max 700 pieces total needed. Item must arrive pre-assembled. Items may be no bigger than 3x8x8 and collateral may be no larger than an 8.5x11"







Registration Sponsorship

Welcome Attendees to SpiceWorld and Stay With Them All Conference Long

As the Registration Sponsor, your brand is front and center at the moment attendees check in and throughout the entire event.

With your logo on the official SpiceWorld lanyard and check-in screens, you'll gain high exposure branding opportunities in photos, networking moments, and every hallway conversation.

Sponsorship Includes:

- Branded lanyard worn by all attendees
- Branded check-in screen
- Branded conference badge lanyard
- SpiceWorld design team to produce and manage creative





Escalator Sponsorship

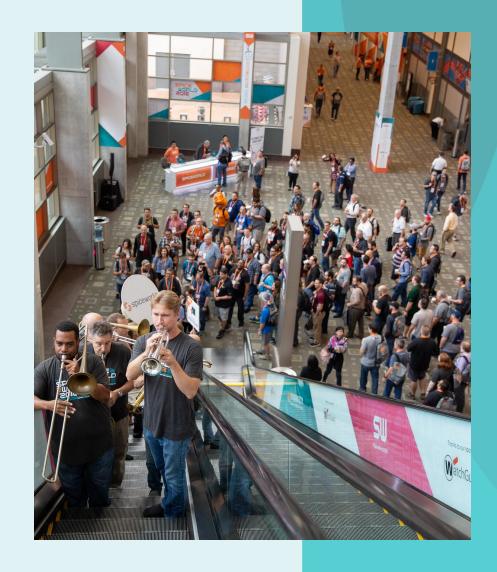
Brand the Escalators That Move SpiceWorld

Put your brand in motion - literally - by sponsoring the two high-traffic escalators connecting breakout sessions to the Expo floor.

These escalators are a key thoroughfare used by nearly every attendee throughout the day, offering repeated, high-impact visibility for your company's logo and messaging.

Sponsorship Includes:

- Branded panels along the glass sides of both escalators
- Prime placement in one of the most heavily trafficked areas of the venue
- Continuous exposure as attendees travel between sessions and the show floor





Shuttle Sponsorship

Drive the First and Last Impression

Get in front of IT decision-makers before they even step inside the conference. As the official Shuttle Sponsor, your brand is featured throughout the attendee transit experience - from shuttle stops and printed schedules to the buses themselves. It's high-frequency visibility in a captive, high-value setting.

Sponsorship Includes:

- Logo included on all shuttle sponsorship signage including shuttle stops and schedule (printed and digital)
- Logo and mention in all shuttle schedule promotions
- Logo on SpiceWorld shuttle window clings and headrests
- Recognition as the **official** shuttle sponsor throughout the event





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





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

Let Real IT Pros Tell Your Story

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

- One (1) to three (3) IT buyers recruited per video
- Creative brief and script provided
- Production and editing included



Focus Groups

Gain Insightful Feedback on Your New Product Concepts Live at SpiceWorld

In-person, group discussions with 10-12 IT Pros, facilitated by a moderator for product-related research objectives.

- Full service IT pro recruiting, discussion design, moderation, and insights report
- 2 discussions with IT pros at SpiceWorld (up to 2 hours each)
- Includes room, screen, and refreshments
- Final results in PowerPoint approx. 2 weeks after SpiceWorld (research process begins approx. 6 weeks before event)

Sponsorship Moments

Pricing

Sponsorship	Pricing
Night 0 SpiceWorld Kickoff	TBD
Day 1 Spice Buddies Boot Camp	\$15,000
Night 1 Welcome Reception	\$40,000
Night 2 Spice Buddies App Crawl (4 sponsors)	\$5,000 +Food/Drinks
Night 3 SpiceWorld Closing Party	\$90,000
30 Minute Tech Theater	\$15,000
Scavenger Hunt	\$20,000
Session Recording	Included with speaking session
Focus Groups	\$15,000
In-Person Testimonials	\$15,000
Registration Sponsorship	\$15,000

Activations Noted in Orange are 50% Off with Purchase of Expo Sponsorship Valued at \$30K or More

Sponsorship	Pricing
SpiceWorld Mobile App	\$25,000
Massage Lounge	\$15,000
Avatar/Caricature Station (+ optional LinkedIn contest)	\$15,000 (+\$5000)
Vintage Arcade Lounge	\$15,000
Tech Museum	\$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
Welcome Backpack w/ Branded Item	\$15,000



All sponsorships include on network display advertising



Exclusive Add-On Opportunity

Integrate your brand into the conversation before the event with **Road to SpiceWorld LIVE**



Road to SpiceWorld LIVE

Drive Pre-Event Buzz with Authentic Conversations and Vendor Spotlights

Count down to SpiceWorld with SpiceWorld MC, Jeff Grettler!

Join Jeff and a local IT pro in **Road to SpiceWorld LIVE** - a pre-game livestream series featuring real talk, vendor interviews, and sneak peeks into what's coming at SpiceWorld 2025. They'll share favorite SpiceWorld memories, what they're looking forward to this year, and who to keep an eye out for - building early excitement, sparking FOMO, and delivering fresh visibility for featured sponsors along the way.

Showcase what you're bringing to SpiceWorld, share why it matters, and offer exclusive incentives to viewers along the way.



Road to SpiceWorld LIVE!

- 1. Introduction & sponsor shout-out
- 2. Sponsor Spotlight (virtual guest)
- 3. *Optional* Vendor-provided promo video
- 4. Favorite SpiceWorld Memory
- 5. SpiceWorld Reheated Video
- Closing Next Steps, CTA or "Secret Code"Teaser







Road to SpiceWorld LIVE

Sponsorship Elements

- 30 Minute **live** show
- Introduction with your SME
- 10 Minute Segment with Vendor Feature
- Vendor-Provided Promo Video Integration *Optional*
- Closing "Secret Code" Vendor Promo Opportunity

Editorial Promotion

• Email, Spiceworks Community, and Social Promotions

Cross-Promotion

- Video Clip of Sponsored Segment for Your Own Usage
- 1-2 Social Video Cut-downs of Show

Please Note: Optional Vendor-Provided Promo Video Asset Due 7-10 days prior to air



Meet Your Host: Jeff Grettler

SpiceWorld MC, Brand Ambassador and Community Favorite



Jeff Grettler Head Brand Ambassador | Spiceworks

Jeff Grettler is a versatile professional with a strong background in Information Technology with 25 years of experience and a passion for working in entertainment, including credits with World Wrestling Entertainment, The Cartoon Network, and Sharp Entertainment.

Jeff has led innovative tech projects as the Global Director of IT Operations with Spiceworks while also making his mark in professional wrestling, film, television, and social media. Whether behind the scenes or in front of the camera, Jeff blends technical expertise with creative flair, bringing unique energy to every project he tackles.

More Info

- https://www.linkedin.com/in/jeffg rettler
- https://www.imdb.com/name/nm 3645819/



A sampling of tech brands that have previously sponsored SpiceWorld:











































Thank You

Learn More Online at Spiceworks.com/SpiceWorld

