



Microsoft Ignite 2025

Sponsor directory and showcase page
resource guide



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Introduction

Welcome to the [Digital venue resource guide](#) for Microsoft Ignite!

As a Sponsor, you have a unique opportunity to amplify your presence both in-person and globally. With over 17,000 attendees in San Francisco and an additional 200,000 registered digitally, our Sponsor Directory Listing and Sponsor Showcase Page allow you to extend your reach with compelling content—ranging from hero videos and customer case studies to detailed demos and invitations to meet with your teams in San Francisco.

This guide not only enhances your on-site visibility but also provides a robust digital footprint, generating valuable leads and offering immediate access for our global audience. We hope that you will leverage this resource to maximize your impact and connect with a broader audience like never before.

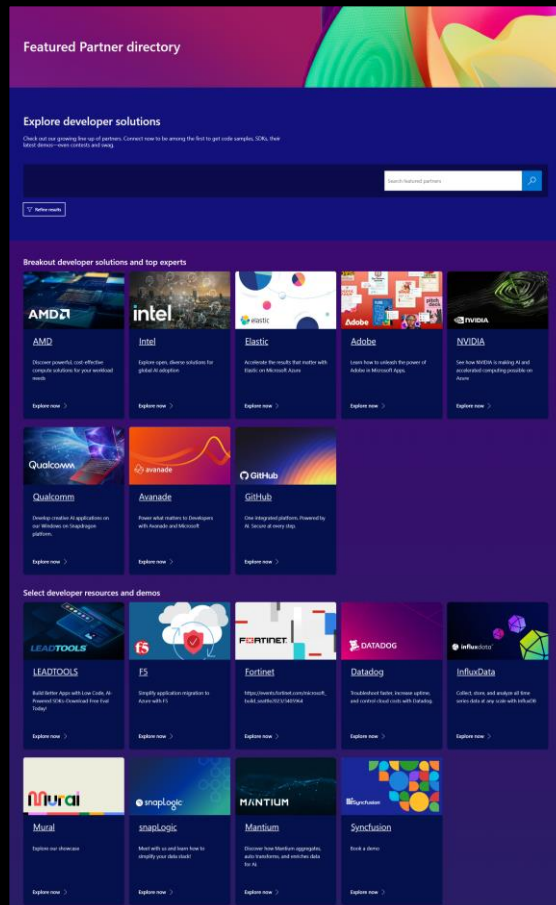


Sponsor directory listing (T-8 weeks)
vs.
Digital showcase page (T-3 weeks)

Sponsor Directory listing vs. Showcase Page

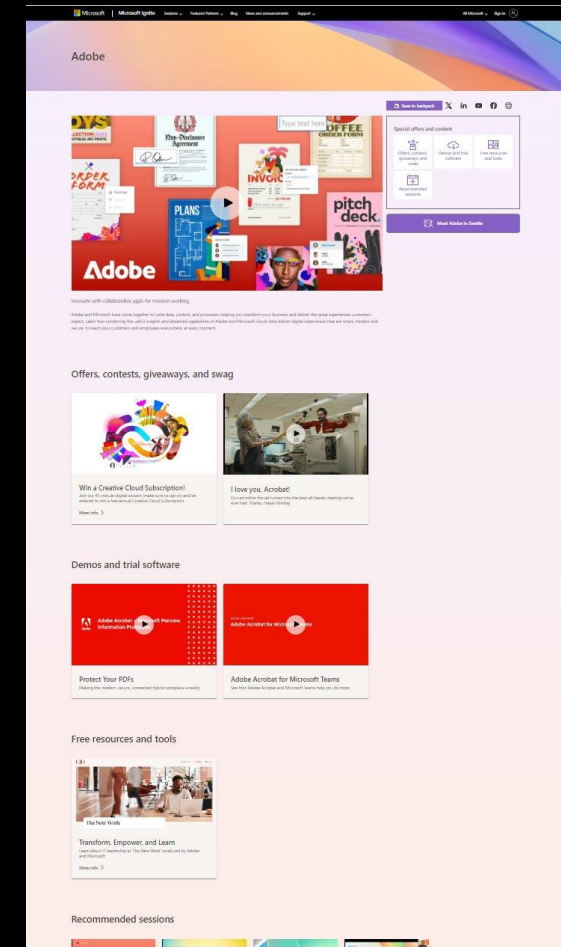
Sponsor Directory Listing

- Sponsor landing page on the Microsoft Ignite event website; contains the full listing of all Sponsors
- Sponsor tiles displayed in order of sponsorship package level
- Attendees can select to visit a 'learn more' landing page of your choosing from here



Sponsor Showcase Page

- Your customizable digital showcase page highlighting your company
- This page features your Hero video, offers to attendees, giveaways and contests, demos and trial software, news and announcements, free resources and tools, your sessions, and a Meet us in San Francisco section.





Sponsor directory listing

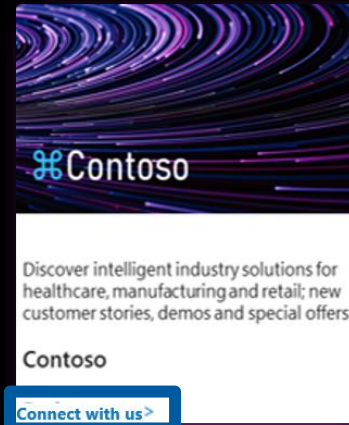
Sponsor Directory Listing: 'Connect with us' vs. 'Explore now'

'Connect with us' launch September 23 (T-8 weeks)

Audience can begin viewing your company listing tile image in the sponsor directory.

This is a **unique opportunity** for Sponsors to **build connections** with the Microsoft Ignite audience **pre-event**.

Attendees will not be able to click into your showcase page at this time. Instead, you will have a **'Connect with us'** URL that will take attendees to a microsite or form you create, so attendees can engage with you, pre-event.

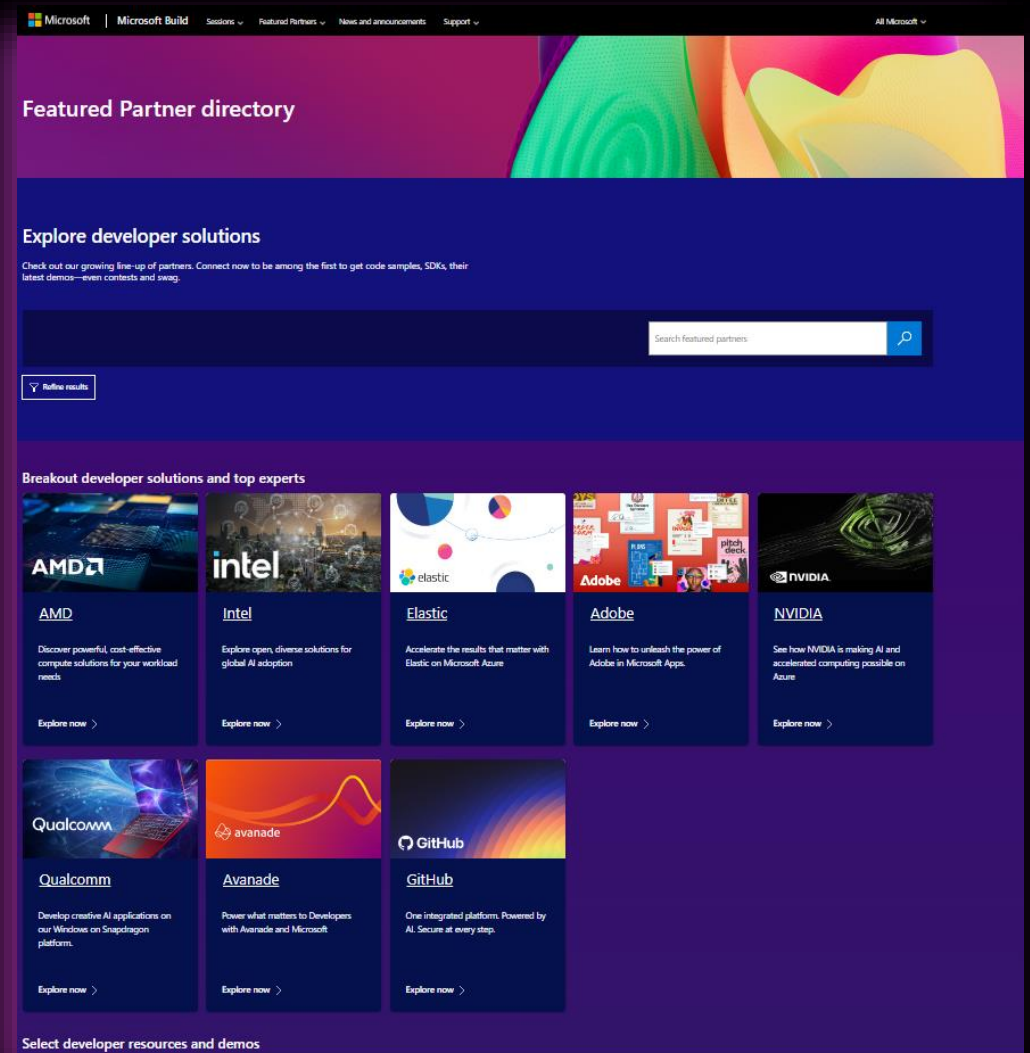
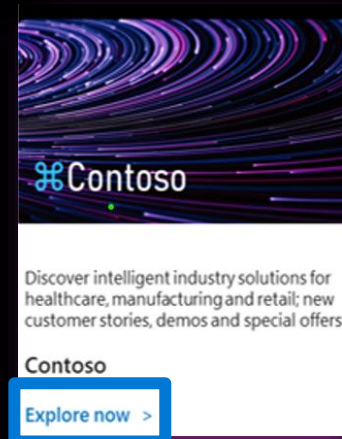


'Explore now' launch October 28 (T-3 weeks)

Sponsor directory refresh will allow attendees to visit your sponsor showcase page.

Showcase page is now live and lead generation will begin.

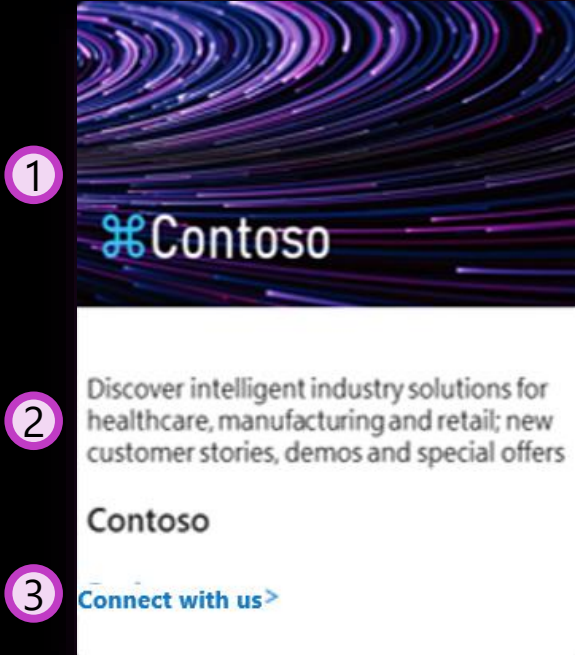
The **'Connect with us'** hyperlink will refresh to **'Explore now.'** Your microsite or form URL will automatically switch out to your showcase page.



Sponsor Directory Listing

The Sponsor Directory will launch on **September 23 (T-8 weeks)** and will refresh on **October 28 (T-3 weeks)**. The 'Connect with us' URL will automatically switch to 'Explore now' starting October 28 and will link out to your sponsor showcase page. Attendees will now be able to discover your news, offers, resources, and content.

Item	Action requested	Specifications
1 Company listing tile image	Upload an engaging image with company logo in the bottom left corner.	<ul style="list-style-type: none">- Pixel size 540 x 304- Ratio 16:9- Logo size should match Contoso example tile
2 Call-to-action caption	Provide a caption with a clear call-to-action to the Microsoft Ignite audience, encouraging interest and connection pre-event.	<ul style="list-style-type: none">- 75-characters max, including spaces
3 'Connect with us' landing page URL	Provide 'Connect with us' landing page URL to an external microsite or a form utilized to capture attendee contact details.	<ul style="list-style-type: none">- URL link to microsite or form

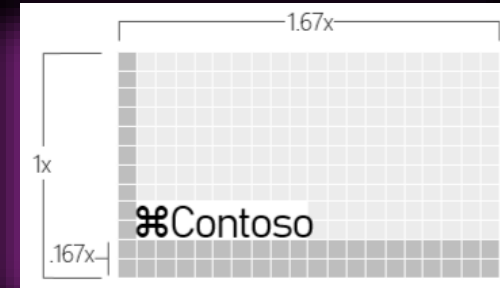


*All assets and deliverables must be submitted through the [Microsoft Ignite Exhibitor Resource Center \(ERC\)](#)

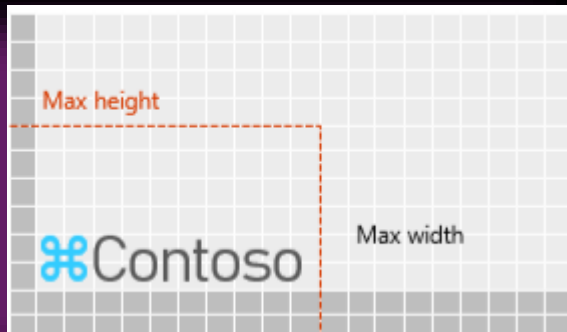
Directory Listing: tile image specifications



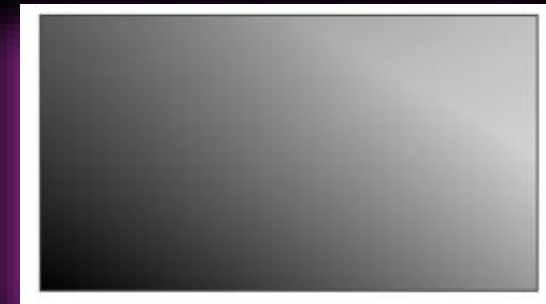
- Image must be a single .JPG file that includes your logo superimposed over the image of your choosing.
- Image may be abstract, photo, or illustration but copy is not permitted in the image other than the logotype.



- To make your logo stand out, standard clear space on the bottom and left is suggested.
- Example: clear space bottom .167x, clear space left .083x
- Total pixel size: 540 x 304



- Logo must not exceed maximum height or width, regardless of horizontal square, or vertical orientation.
- Example shown: 14% of total usable space; ideal proportion with image.



- To improve logo contrast, an image overlay is recommended.
- Shape with gradient, linear diagonal (BLK). Direction: bottom left to top right:
 - Position 0% with 0% transparency
 - Position 75% with 90% transparency



Sponsor showcase page

Showcase page: Overview

Showcase page components	What is this?
1 Offer center and socials	This area at the top drives engagement and exploration to the rest of your page. Selecting one of the tiles within your offer center will take the attendee directly to that section.
2 Hero section	The hero section is your first point of engagement with an attendee visiting your page. This is your opportunity to tell your story and engage this Microsoft Ignite audience, so they continue exploring your content.
3 Blade sections	Blade sections correlate with the offer center tiles at the top of your page. You have (5) five customizable sections that are designed to target individual audience needs.
4 Tiles	Tiles are the content items within a blade section. You have the option to provide content for up to 6 tiles, but it is not required. Any sections not completed will not appear on your page.
5 Recommended sessions	Section will pull from session catalog and will only populate if you have sessions.



Showcase page: Hero section

Hero section, located at the top of your page, is the prime opportunity to **tell your story** and engage the audience so they to want to **explore your content**.

Got a session, exciting offer, or product announcement? Consider leveraging the hero section to promote. Don't forget to follow all video guidelines for content, accessibility, and co-branding.

Creating an effective 30 second to 3-minute video requires careful planning and execution. We have provided some tips and recommendations to assist in your preparation.

Together, Microsoft and Veritas are Transforming Cloud Native Data Management



Accelerate Your Cloud Business with Veritas and Microsoft

Microsoft and Veritas have a 25 year partnership of delivering integrated solutions that enhance value for customers. Veritas solutions deliver comprehensive data protection, multi-cloud data management, storage optimization, compliance readiness, and workload portability for Microsoft Azure. Hear from Veritas and Microsoft leaders about future priorities and how to expand your business.

Hero video tips and recommendations

Define Your Key Message

Start by identifying the core message you want to convey. What is your unique value proposition? What problem does your product solve? Ensure that your message is clear, concise, and resonates with your target audience.

Keep it Concise

We recommend keeping video length to :30 – 1:30. Avoid unnecessary information and focus on the most crucial aspects of your product or service. Grab viewers' attention from the beginning and maintain their interest throughout.

Understand Your Audience

The Microsoft Ignite audience responds well to technical content and demos aligned with current trends vs. what they perceive as sales/marketing content or advertising. Make sure your video speaks directly to them.

Storytelling Matters

Craft a compelling story that engages viewers. This could be a customer success story, a journey of your product's development, or how your solution addresses a common industry challenge.

Highlight Benefits, Not Just Features

While features are important, emphasize the benefits they bring to users. How does your product make their lives easier, more productive, or more efficient? Connect with the audience's needs and aspirations.

Call to Action (CTA)

Clearly state what you want viewers to do after watching the video. Whether it's exploring your Showcase page further, entering a contest or giveaway, visiting your website, signing up for a demo or to meet your team in San Francisco, or simply requesting more information; the CTA should be compelling and easy to follow.

Showcase page: Hero section requirements

What do you need to provide for your Hero section?

Item	Requested action	Specifications
1 Hero video	Provide 30 second to 3-minute video	<ul style="list-style-type: none">- .mp4 or .mov files only- No burned in subtitles- Closed captioning option
1 Hero thumbnail	Supply a thumbnail image aligned to your video	<ul style="list-style-type: none">- JPG only- Aspect ratio 16:9- Image size minimum 1109 x 624
2 Hero video description	Provide a short, high-level hero video description	<ul style="list-style-type: none">- 75-characters max; including spaces

- We cannot approve videos with burned in subtitles due to caption placement within the video player
- Closed captioning is optional for this video submission. Microsoft events will accept .vtt files only. If no caption file is submitted, Microsoft AI will be used to auto-create.

Mural

Increase alignment in Agile with Mural and Microsoft.

1



2

Learn how Agile teams use Mural and Microsoft for seamless hybrid work.

Mural is purpose-built for the Microsoft ecosystem. More than an online whiteboard, Mural has the tools, templates, and on-demand training to make Agile work for hybrid teams. Seamless integrations with Microsoft 365 and Azure DevOps make meetings more visual, streamline Agile workflows, and keep teams aligned.

✓ Powered by Microsoft Azure
✓ M365 Certified
✓ Microsoft Partner of the Year in 2022

Showcase page: Blade sections

An extension of the offer center, use these tiles to captivate the viewer with engaging imagery and opportunity to provide more detail to clearly provide a strong and differentiated next step or call-to-action.

	Blade section	Is it customizable?
1	Online contests and giveaways	Yes, up to 6 content tiles
2	Demos and trial software	Yes, up to 6 content tiles
3	Free resources and tools	Yes, up to 6 content tiles
4	News and stories	Yes, up to 6 content tiles
5	Recommended sessions	No, auto populates from session catalog
6	Meet us in San Francisco	Yes, up to 6 content tiles

Note: If you do not upload any assets for a specific blade section, that section will not appear on your showcase page.



Showcase page: Blade section tile specifications

Each blade section will allow for up to 6 tiles within that section. Each Sponsor has the choice to **1. upload of either a short compelling video** or **2. an image accompanied by a redirect URL**, for each tile. The purpose of the blade tiles are to effectively engage viewers and drive them to dive deeper into your content.

1

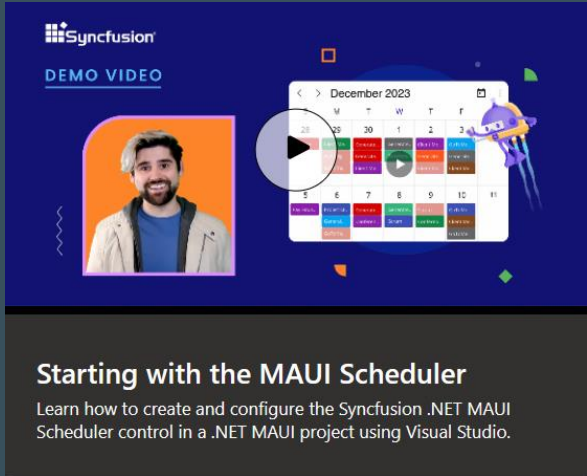
Video tile requirements	Specifications
Title	36-characters max, including spaces
Description	120-character max, including spaces
Video file	:30 to 5-minute (.mp4, 1920X1080, 16:9)
Thumbnail image	JPG or JPEG only, Aspect Ratio:16:9, 496 x 279 pixels

2

Thumbnail tile requirements	Specifications
Title	36-characters max, including spaces
Description	120-character max, including spaces
URL	URL link related to tile content, https://
Thumbnail image	JPG or JPEG only, Aspect Ratio:16:9, 496 x 279 pixels

1

Video tile example



2

Thumbnail tile example



Showcase page: Hero video production specifications

We ask that you and/or your agencies deliver each video according to the specifications displayed in the table to the right.

If you are not working with an agency or production partner, we can connect you with Microsoft Studios to discuss how best to deliver, based on your preferred tools and agency expertise.

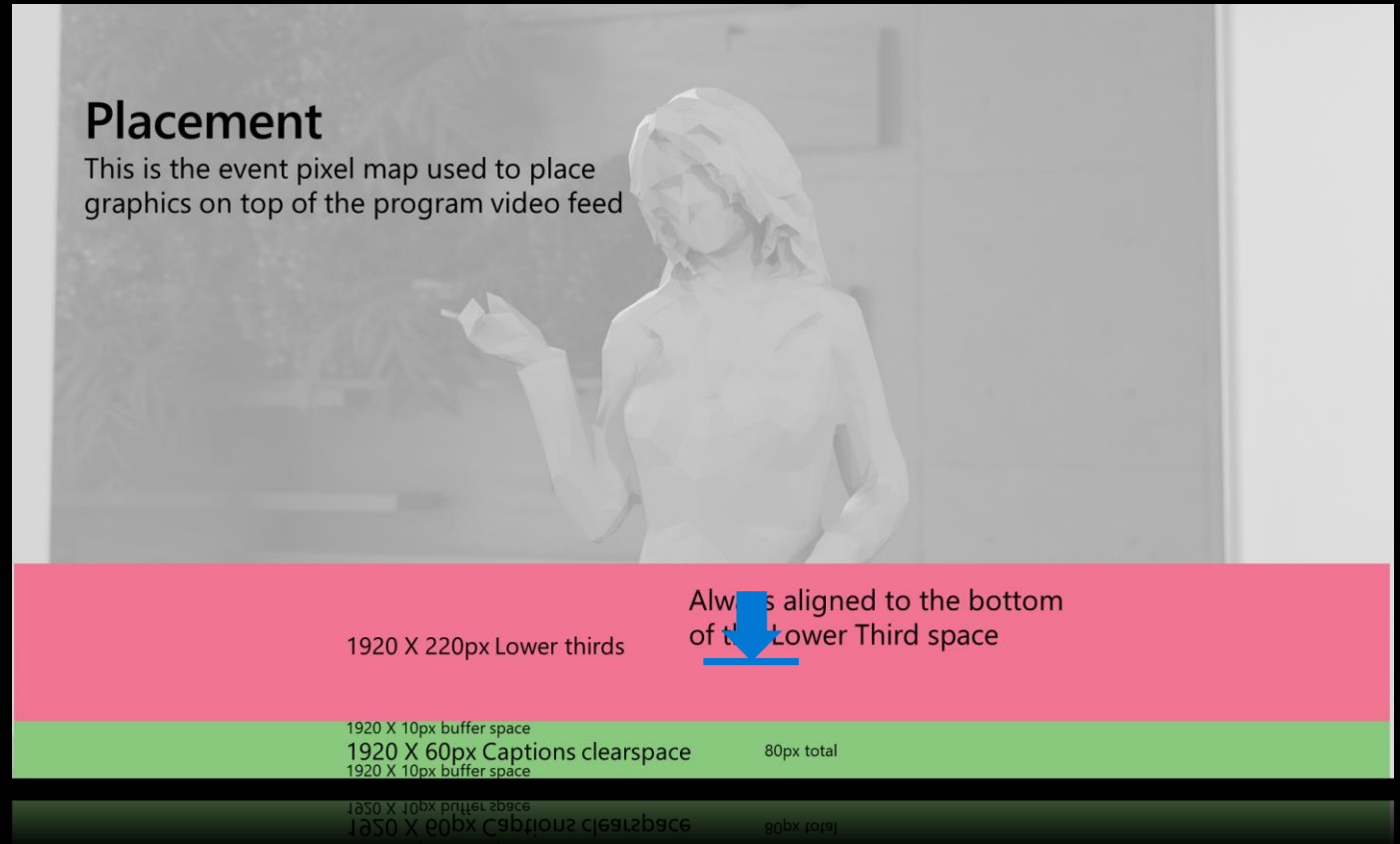
Item	Specifications
Format	MP4, MOV
Bit rate	15Mbps
Frame size	1920 x 1080
Frame rate	29.97 Frames per second
Aspect ratio	16:9 (1.77:1)
Audio format	384 kbps 48 kHz Stereo AAC
Audio configuration	-16db LKFS/LUFS (ITU-R BS.1770-3)
Channel assignments	<ul style="list-style-type: none">▪ No peaks over -10dBTP (True Peak)▪ Long-term measured over full duration of video▪ Channel 1– Stereo Mix Left▪ Channel 2– Stereo Mix Right

On Demand Accessibility: *Required (Close Captions (.vtt))

Be sure to visit the [Sponsor Accessibility Guide](#). Online media must include captions for people who are Deaf or Hard of Hearing. Whenever possible, an audio described version of the video should also be created for people who are blind or have low vision. If your video has no dialog or narration that would indicate what it's about, or if it is related to accessibility, it should include audio descriptions. For more information about captions and audio description services please contact Microsoft Production Studios Accessibility Experts: encoding@microsoft.com

Showcase page: Hero video placement specifications

- If you are utilizing lower thirds within any of your video content, please be aware of the pixel map example to the right and avoid placing your content noted in **green**.
- This **green** space is where accessibility captions will appear.
- **pink** lower thirds sVideos utilizing text on screen should solely be placed within the section to the right.
- Reserve the **green** section to the right for accessibility captions and/or subtitles **only**.



Media specifications – all (overview)

Sponsor Directory	
Sponsor directory tile image	Aspect Ratio: 16:9, 540x304 pixels, JPG or JPEG only (PNG not compatible) No copy, only company logo in lower left-hand corner
Sponsor directory caption	75-character limit
Showcase details page (Your dedicated page)	
Hero section “page headline”	75-character limit (including spaces)
Hero section video	H.264 (MP4, MOV) , 15Mbps, 1920x1080 or higher; 16:9 aspect ratio, 29.97fps, Stereo audio 48kHz Captions: .vtt format. Videos cannot be accepted with subtitles burned in and should adhere to the pixel map Please reference details related to space required for captions, lower thirds and social media ticker
Hero section “video thumbnail”	JPG or JPEG only (PNG not compatible), Aspect Ratio: 16:9, Image Size minimum: 1109 x 624 pixels
Hero section “video description”	162-character limit (including spaces)
Hero section “about your company”	400-character limit (including spaces)
Video files – Blades	H.264 (MP4, MOV) , 15Mbps, 1920x1080 or higher; 16:9 aspect ratio, 29.97fps, Stereo audio 48kHz Captions: .vtt format. <u>Videos cannot be accepted with subtitles burned in.</u> Please reference details related to space required for captions and lower thirds
Blade thumbnail image	JPG or JPEG only (PNG not compatible), Aspect Ratio: 16:9, Image Size minimum: 496 x 279 pixels
Blade title	36-character limit (including spaces)
Blade description	120-character limit (including spaces)



Questions?

Reach out to your Sponsor Success manager or email:
SponsorsSupport@microsoft.com