

mcim

Stronger Together

Sponsorship Opportunities

November 4–5, 2026 · Lansdowne Resort · Leesburg, Virginia

The Opportunity

Why partner with MCIM at Stronger Together

YOUR AUDIENCE

Stronger Together is MCIM's inaugural customer conference — a two-day working forum for the senior operations leaders and executives who run the world's most critical data center facilities. This is not a trade show floor. There are no badge scanners and no exhibit hall. What you get instead is something far more valuable: direct, sustained access to approximately 40 senior decision-makers in an intimate, resort setting where real relationships are built.

WHY THIS EVENT MATTERS FOR PARTNERS

As a company whose solutions work alongside MCIM in the data center, you understand the operational reality these leaders face every day. Stronger Together is where they step away from the floor to think strategically about how they run their facilities — and the technology and partners they rely on to do it. Your presence here isn't about brand impressions. It's about being in the room when those conversations happen.

WHO ATTENDS

- **Senior Operations Leaders**
VPs and Directors of Data Center Operations, Facilities, and Critical Infrastructure
- **Chief Engineers & Site Managers**
The people who own uptime, reliability, and operational execution day to day
- **C-Suite & Executive Leadership**
COOs, CTOs, and SVPs who set strategy and approve technology investments
- **Portfolio & Regional Leaders**
Leaders managing operations across multiple sites and geographies

~40

Senior attendees

2 Days

Of programming

100%

Decision-makers

Event Format

Two days of substance at a world-class venue

THE FORMAT

Stronger Together is held at Lansdowne Resort in Leesburg, Virginia, immediately following DCD>Connect Virginia — one of the industry's premier data center events. Attendees who are already in the DC metro area for DCD can extend their trip by two days for a fundamentally different experience: small-group working sessions, peer roundtables, hands-on platform training, and structured networking in a resort setting.

AGENDA OVERVIEW

Wednesday, November 4 — Arrival & Welcome Dinner

- Attendees arrive and check in at Lansdowne Resort
- Welcome cocktail reception — an informal networking hour for attendees, sponsors, and MCIM leadership
- Seated dinner with opening remarks from MCIM executive leadership

Thursday, November 5 — Full Day of Sessions

- Keynote sessions on the forces reshaping data center operations
- Education track sessions: peer roundtables, hands-on workshops, product deep dives
- Working lunch with continued networking and informal conversation
- Afternoon breakout sessions with track selection for customers and prospects
- Closing session with key takeaways and forward look

WHY SPONSORS MATTER

This event succeeds when the right partners are in the room alongside the right operators. Sponsor participation is limited by design — we are offering a total of six sponsorship positions across three tiers. Every sponsor is a company whose solutions are part of the data center operations ecosystem, and whose presence adds genuine value to the conversation. This is not about selling booth space. It's about curating the right voices around the table.

Sponsorship Tiers

Three tiers designed around access, content, and experience

	GOLD \$15,000	SILVER \$10,000	EXPERIENCE \$5,000
Available positions	1	2	3
Attendee tickets for sponsor reps	4	2	1
Prominent event signage	✓		
Standard event signage		✓	
Meal / reception signage			✓
Main-session speaking slot (5 min)	✓		
Welcome toast at meal / reception			✓
Co-lead education track session	✓	✓	
Logo on pre-event email sequence	✓		
Logo on event landing page	✓		
Logo on printed event program	✓	✓	
Insert in attendee welcome packet	✓	✓	
Attendee list (post-event)	✓		
Named in opening remarks	✓	✓	
Dedicated pre-event social post	✓	✓	
Social media mention (during event)	✓	✓	✓
Logo in post-event thank-you email	✓	✓	
Logo in post-event recap content	✓		
Branded napkins / cocktail items			✓
First right of refusal (Year 2)	✓		

Experience Sponsors choose one of three moments: Dinner (Nov 4), Lunch (Nov 5), or Cocktail Reception (Nov 4).

\$15,000

1 available · 4 attendee tickets

VISIBILITY & BRAND PRESENCE

- Prominent logo placement on all event signage throughout Lansdowne Resort
- Logo featured on the event landing page and registration confirmation
- Logo included in all pre-event email communications — from save-the-date through final reminder (4–6 touchpoints reaching 200+ invitees)
- Logo on the printed event program distributed to every attendee
- Named recognition in the opening remarks by MCIM executive leadership
- Dedicated pre-event social media post recognizing the partnership
- Social media recognition during event coverage

CONTENT & ACCESS

- 5-minute speaking slot during the main session — an opportunity to address all attendees on a topic aligned with the event's operational focus
- Co-lead an education track session alongside MCIM — a 45–60 minute working session where your team contributes domain expertise to the conversation (topic jointly developed with MCIM)
- Branded insert (one-pager, case study, or product brief) included in every attendee's welcome packet

POST-EVENT VALUE

- Full attendee list provided after the event — names, titles, companies, and contact information for all registered attendees
- Logo included in the post-event thank-you email sent to all attendees
- Logo and mention in any post-event recap content (blog post, social summary, highlight reel)
- First right of refusal for Gold sponsorship at next year's Stronger Together event

\$10,000

2 available · 2 attendee tickets each

VISIBILITY & BRAND PRESENCE

- Logo placement on event signage throughout the venue
- Logo on the printed event program distributed to every attendee
- Named recognition during opening remarks by MCIM leadership
- Dedicated pre-event social media post recognizing the partnership
- Social media recognition during event coverage

CONTENT & ACCESS

- Co-lead an education track session alongside MCIM — a 45–60 minute working session where your team contributes domain expertise (topic jointly developed with MCIM)
- Branded insert (one-pager, case study, or product brief) included in every attendee's welcome packet

POST-EVENT VALUE

- Logo included in the post-event thank-you email sent to all attendees
- Social media mention in post-event recap coverage

EXPERIENCE SPONSORS

\$5,000 each

3 available (1 each) · 1 attendee ticket each

Experience Sponsors put their name on a signature moment of the event. Rather than general branding, you own the experience that attendees remember — the first drink of the evening, the meal where the best conversations happen, or the lunch where ideas from the morning sessions start to crystallize.

Cocktail Reception

Tuesday Evening

- "Presented by [Partner]" framing for the reception
- Branded signage displayed throughout the reception area
- Brief welcome as attendees arrive (1–2 minutes)
- Branded napkins and cocktail accessories
- Social media mention during event coverage

Dinner

Tuesday Evening

- "Presented by [Partner]" framing for the dinner
- Branded signage displayed throughout the dinner venue
- Welcome toast before the meal (1–2 minutes)
- Branded napkins at every setting
- Social media mention during event coverage

Lunch

Wednesday Midday

- "Presented by [Partner]" framing for lunch
- Branded signage displayed throughout the lunch area
- Brief welcome before the meal (1–2 minutes)
- Branded napkins and table signage
- Social media mention during event coverage

EXPERIENCE SPONSOR GUIDELINES

The welcome moment at each meal or reception is a brief, warm thank-you — not a product pitch. Think of it as hosting: you're welcoming the room to an experience you've made possible. MCIM will work with each Experience Sponsor to ensure the tone is consistent with the event's peer-focused, operator-first positioning. All signage and branded materials are produced in coordination with MCIM's event team to maintain visual consistency with the Stronger Together design language.

Next Steps

How to confirm your sponsorship

TO SECURE YOUR SPONSORSHIP

Sponsorship positions are limited and assigned on a first-confirmed basis. If you're interested in partnering with MCIM at Stronger Together, the process is straightforward:

1 Select your tier

Review the sponsorship levels in this prospectus and identify the tier that best fits your goals.

2 Connect with us

Reach out to your MCIM contact or email the address below to express interest and confirm availability.

3 Align on content

For Gold and Silver sponsors, we'll schedule a brief planning call to develop your education track session topic and align on messaging.

4 Confirm and execute

Once confirmed, MCIM's event team will coordinate all logistics — signage production, welcome packet inserts, social media scheduling, and day-of details.

TIMELINE

We encourage early commitment to ensure your team has adequate time for content development and pre-event promotion. Sponsorship commitments confirmed before August 15, 2026 will receive the fullest promotional cycle, including inclusion in early email communications and social campaigns.

CONTACT

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