



MSPGeekCon

A Conference for MSPs by MSPs

# ONE TEAM ONE MISSION

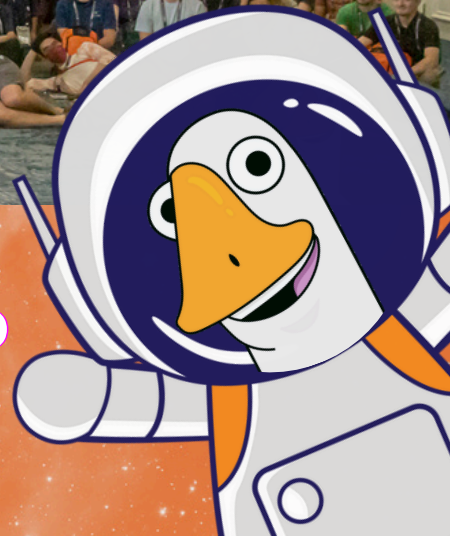
MAY 4-6, 2025

ROSEN PLAZA | ORLANDO



2025

Sponsorship  
Prospectus





# MSPGeekCon

Join us as we **embark** on the third leg of our journey - bringing together MSPs, MSP vendors, consultants, and others that **empower** small business, foster productivity, and **drive innovation**.

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## COME **GROW** WITH US

MSPGeek is a free MSP community which helps support all types of Managed IT Service Providers and includes technical influencers, evaluators, and decision makers.

**10,000+** Members in real-time chat.

**10+** Years building the premiere community for MSPs.

**21,000+** Members in online forums.

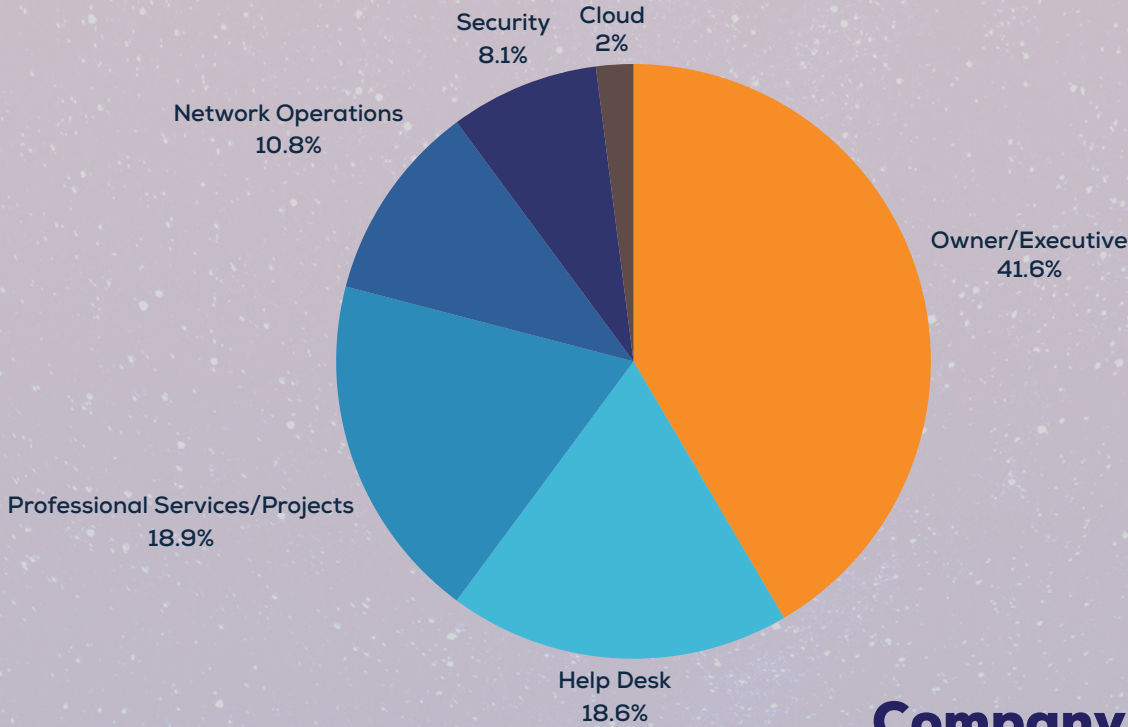


**84% of members** stated that they are more likely to buy from vendors engaged in the community.

# 2024 Attendee Breakdown

## 296 MSP ATTENDEES

### Department Breakout | Job Roles

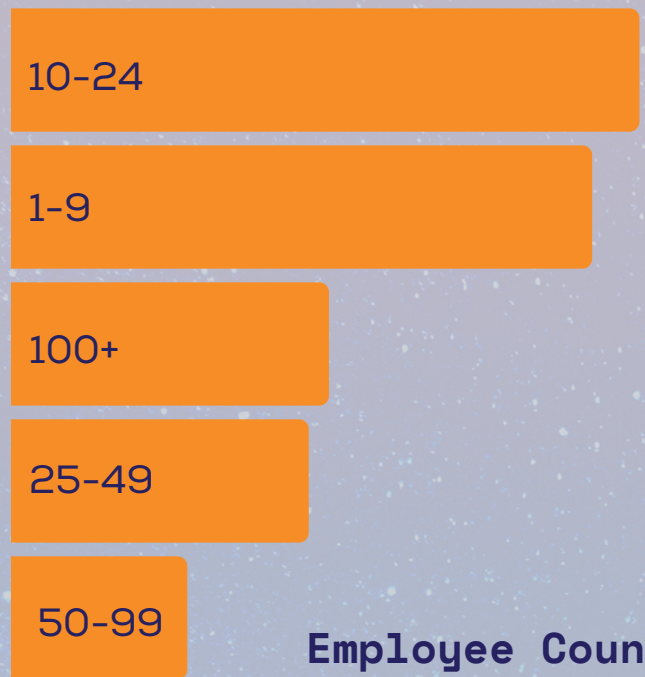


“I would rank MSPGC as 100x more valuable than typical conferences. I’d actually say it’s the best MSP conference I’ve been to.”

Megan Killion, MKC Agency



### Company Size



Employee Count

# Vendor Testimonials

Attending MSPGeekCon was an outstanding experience for us as a vendor. The technical discussions with skilled technicians and decision-makers allowed us to delve into real challenges in a collaborative, education-first environment—without the usual sales pitch atmosphere. The sense of community was exceptional; we built genuine connections with MSPs, enjoyed excellent networking opportunities, amazing food, and the great location only added to the overall experience.

**Tim Golden**  
CEO and Founder



Having been heavily involved with the MSPGeek community, it was a no-brainer when it came to sponsoring MSPGeekCon. The community is where we've turned for years (even before building ImmyBot) to connect, learn, educate, and grow together. The conference is an extension of the online community where you get to hear directly from the people actually using your product. MSPGeekCon gave us the time to educate our end users while learning from them how to improve our offering. The open exchange of ideas has been invaluable for ImmyBot.

**Tara Rummer**  
Director of Community Engagement





# MSPGeekCon

## Collaborate to Elevate

### Building the MSP Space Together

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At MSPGeekCon, we're dedicated to building a stronger and connected MSP ecosystem. By sponsoring this event, you're actively participating in the growth and success of the MSP community. Table sponsorship and community pre-day opportunities help facilitate meaningful conversations, enabling you to listen and learn based on real-world feedback. Strengthen your presence within the MSP community and enable collaboration and shared insights by engaging in one of these community-focused sponsorships.

**COMMUNITY  
ENGAGEMENT TABLES**

**\$500**

Sponsor a table where attendees, as well as PM's, can connect with other professionals in a collaborative setting. This is an opportunity to engage in real conversations, gather valuable feedback, and show your investment in the community.

*Included in Fanatic Sponsorship, available a la carte for all others.*

**COMMUNITY TICKET  
SPONSORSHIP**

**\$3750**

Sponsor blocks of 10 tickets to support MSP professionals in attending the event. By enabling their participation, you foster education and growth within the community while demonstrating your dedication to empowering the next generation of MSP leaders. *Vendors may distribute tickets at their discretion.*

**COMMUNITY  
PRE-DAY**

**Contact Us**

Get more time with the community by hosting a with a Community Pre-Day focused on MSP education. This offering requires submission and approval of a topic by MSPGeek. May be required to provide Food & Beverage (this is a pass through cost from the hotel).

# Sponsorship Opportunities

Sponsorship Opportunity	Fanatic	Enthusiast	Advocate†
Limited Number	5	25	5
Price	\$25,000	\$12,000	\$3,500
Booth Space*	20'x20'	10'x10'	10'x10'
Dedicated Networking Time			
Employee Passes, Including Meals & Entertainment	6	4	2
<b>Marketing and Branding</b>			
Sponsor Logo on Event Website			
Approved Blog Post on Main Website			
Sponsor Logo on Thank You Session Slides			
Sponsor Logo on Event Signage			
Mobile Application Notification			
During Event 90/30s Commercial Promos	90 secs	30 secs	

\*Includes standard table, pipe and drape, and an exclusive trashcan

† Please see section 9.14 for eligibility requirements

<b>A La Carte Opportunities</b>	<b>Pricing</b>	<b>Available</b>	<b>Selected</b>
Lanyards	\$7,000	1	
Room Key Branding and Sleeve	\$7,500	1	
Room Drop + App Notification	\$5,500	1	
Charging Top Table. Location determined by MSPGeek	\$4,500	1	
Seat Drop (Monday or Tuesday)	\$3,000	1	
Additional Staff Passes (limit of 3)	\$1,000	1	
Branded Gaming/Relaxation Room (entire event)	\$7,500	1	
Branded Coffee & Soft Drink Station (during breaks)	\$7,500	1 / day	
Custom Marketing Signage	Contact Us		
Booth Sponsored Drinks (alcohol or coffee during booth time)	Contact Us		
10-pack of Attendee Tickets for Giveaway	\$3,750	TBD	
Monday Night Event at 3NINE Club (details to follow)†	\$7,500+	2	
Dedicated Meeting Space	Contact Us		
Branded WiFi SSID Throughout Event	\$15,000	1	
Community Tables (see description above)	\$500	TBD	

\*All items are on a first come, first served basis. Final decisions made by MSPGeek

† Please reach out for more details and cost structure.



# Terms and Conditions

This Agreement is between MSPGeek, Inc. (“MSPGeek”) as organizer of MSPGeekCon (the “Event”) and [REDACTED] (“Sponsor”) for the sponsorship and/or exhibit space according to the sponsorship details above and upon any and all rules and regulations MSPGeek deems necessary or desirable for the success of the Event. MSPGeek makes no representations or warranties regarding the number of attendees or the specific attendees for the Event. MSPGeek reserves the right to change the name of the Event, the exhibit hours of the Event and official Event suppliers upon notice to Sponsor.

## 1 - CANCELLATION

1. By MSPGeek. If MSPGeek, in its sole discretion, changes the event date or event location, or cancels the Event for any reason, MSPGeek will provide reasonable advance notice to Sponsor/Exhibitor in advance of such change or cancellation. Sponsor/Exhibitor shall have no further liability to pay fees under this Agreement if MSPGeek cancels the Event. If MSPGeek provides notice of a change in venue or date, vendor may cancel this agreement if it provides notice to MSPGeek within five (5) days of receipt of notice. If Sponsor/Exhibitor does not notify MSPGeek within 5 days, this Agreement shall be deemed to be amended to contain the rescheduled date and/or venue as the Event Date.

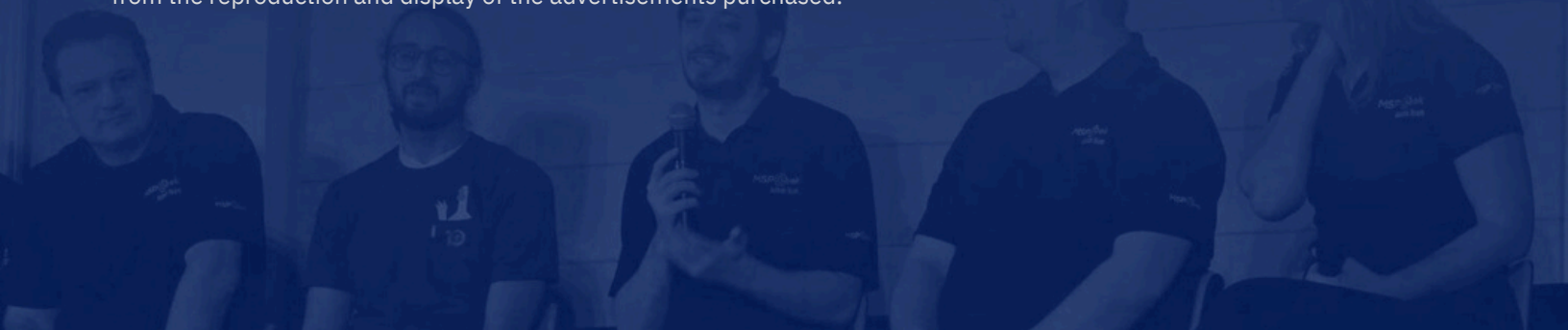
2. By Sponsor/Exhibitor. This Agreement is non-cancelable by Sponsor/Exhibitor, except as provided herein or as agreed by MSPGeek in writing. Any requests for cancelation or other modification of this Agreement, including reduction in Sponsor’s/Exhibitor’s fees, must be submitted to MSPGeek in writing and may be accepted at the sole discretion of MSPGeek.

## 2 - INSURANCE

Sponsor/Exhibitor agrees to maintain Comprehensive General Liability insurance covering Sponsor’s/ Exhibitor’s participation in the which covers personal property damage and bodily injury coverage with limits of at least \$1,000,000 for each occurrence. Such insurance shall name MSPGeek as an additional insured. Sponsor/Exhibitor will provide evidence of such insurance upon written request of MSPGeek.

## 3 - LIABILITY OF SPONSOR

Sponsor/Exhibitor is solely responsible for its own booth materials and products, and for insuring its property from all loss or damage. Each Sponsor is responsible for all costs incurred by such Sponsor in connection with the event. This includes, but is not limited to, such services as electrical, internet, phone, catering, and décor over and above that provided in the exhibit space. Sponsor/Exhibitor assumes all risks and accepts sole responsibility of any injury (including but not limited to, personal injury, disability, and death), illness, damage, loss of claims, liability, or expense, of any kind that Sponsor/Exhibitor or its invitees may experience of incur arising out of participation in/or attendance at the Event. MSPGeek shall bear no responsibility for the safety of Sponsor/Exhibitor, its personnel, employees, agents or representatives or their personal property. Sponsor/Exhibitor shall not make any claim against MSPGeek for loss, theft, damage, or destruction of property or injury, including death, to itself, its employees, agents, or representatives, unless caused by the sole negligence or willful misconduct of MSPGeek. Sponsor/Exhibitor agrees to indemnify, defend, and hold harmless MSPGeek from any and all liability arising under this paragraph 3 and for the content of its advertisements purchased hereunder (including text, illustrations, sketches, trademarks, representations, maps, labels, or other copyrighted matter) and booth materials and products, and for the unauthorized use of any trademark or copyrighted material or any person’s name or photograph arising from the reproduction and display of the advertisements purchased.





# Terms and Conditions (cont'd)

## 4 - FORCE MAJEURE

“Event of Force Majeure” means any strike, lockout, labor dispute, embargo, flood, earthquake, storm, dust storm, lightning, weather, pandemic, epidemic, fire, act of God, war, national emergency, civil disturbance or disobedience, riot, sabotage, terrorism, restraint by governmental order, government or property restrictions, decisions and regulations, insurrections or any other occurrence beyond the reasonable control of the party in question that may affect performance of services under this Agreement. MSPGeek shall not be held liable for any delay or default in performing hereunder due to the occurrence of an Event of Force Majeure, and Sponsor/Exhibitor does hereby release MSPGeek from any claim for damages arising therefrom.

## 5 - LIMITATION OF LIABILITY

EXCEPT FOR LIABILITY ARISING OUT OF PARAGRAPH 3, EACH PARTY’S ENTIRE LIABILITY TO THE OTHER PARTY ARISING OUT OF OR RELATING TO THIS AGREEMENT SHALL BE LIMITED TO THE TOTAL SPONSORSHIP COST PAID OR PAYABLE HEREUNDER. IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER PARTY FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL, RELIANCE, OR INDIRECT DAMAGES ARISING OUT OF OR RELATING TO THIS AGREEMENT, THE EVENT, ITS CANCELTION, OR ANY CHANGES IN LOCATION, DATE, OR OTHERWISE, WHETHER SUCH CLAIM IS BASED IN CONTRACT OR TORT, AND WHETHER OR NOT SAID PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. MSPGEEK MAKES NO REPRESENTATION OR WARRANTIES TO THE SPONSOR/EXHIBITOR INCLUDING, WITHOUT LIMITATION, THE NUMBER OF PEOPLE WHO WILL ATTEND THE EVENT, OR WHETHER THE EVENT IS AN EFFECTIVE METHOD OF MARKETING FOR SPONSOR/EXHIBITOR.

## 6 - MISCELLANEOUS

This Agreement represents a one-time-only commitment between MSPGeek and Sponsor/Exhibitor. This Agreement constitutes the entire agreement with respect to the subject matter hereof and may not be modified except in writing signed by both parties. This Agreement shall be governed by and constructed under the laws of the State of Washington.

## 7 - NO TRANSFER OF AGREEMENT

This Agreement is not assignable or otherwise transferable by Sponsor/Exhibitor to any third party.

## 8 - EXHIBIT SPACE ALLOCATION

If applicable, MSPGeek will assign Sponsor an exhibit space (“Space”) at MSPGeek’s sole discretion. MSPGeek reserves the right, in its sole discretion, to change the location, size, layout, and arrangement and display restrictions of the Space. Sponsor purchases only the right to exhibit and market within the confines of the Space. Distribution of marketing materials outside the Space is strictly prohibited. Sponsor also agrees to abide by any terms or requirements of the venue or exhibit space. MSPGeek reserves the right, but not the obligation to review and approve all Sponsor materials to be displayed, distributed or used by Sponsor in connection with its Sponsorship of the Event (“Sponsor Materials”). Upon request, Sponsor agrees to provide any such Sponsor Materials for MSPGeek’s prior review and written approval.



# Terms and Conditions (cont'd)

## 9 - BOOTH SPACE AND RULES & REGULATIONS

Sponsor/Exhibitor agrees to abide by all rules and regulations governing the Event, which are promulgated by MSPGeek. Sponsor/Exhibitor may showcase more than one product or solution. MSPGeek will select Sponsors/ Exhibitors based on the product's relevance to the Event content and the interests of MSPGeek's partners and customers. MSPGeek shall reserve the right to reject a potential sponsor for any reason or no reason at all. Sponsorships are not confirmed until full payment has been received.

1. Sponsor/Exhibitor may not sublease all or any part of its booth space, or showcase, offer for sale, or advertise articles not manufactured or sold by the Sponsor/Exhibitor, except where such articles are necessary for the proper and ordinary operation of Sponsor's/Exhibitor's display, in which case the identification or the other party shall be limited to the manufacturer's normal nameplate. Sponsor/Exhibitor may not permit non-participating company representatives to operate from the booth.
2. MSPGeek retains the exclusive right to organize and revise the booth floor plan and/or move Sponsor/Exhibitor to another location.
3. Sponsor/Exhibitor may not host or sponsor any activity within 3 days prior to, during, or up to 3 days after the Event, including, but not limited to, receptions, seminars, symposiums, and press receptions, whether such activities are held at the Event Site or elsewhere, within 20 miles of the event, unless such activity is part of a sponsorship agreement with MSPGeek.
4. Product Literature, sponsor brought gifts, and merchandise from sponsors may be distributed only inside the booth space. No product literature, sponsor brought gifts, or merchandise from sponsors may be placed in hotel rooms or common areas.
5. No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations, may be used in the booth space.
6. No noisy, obstructive, or objectionable work will be permitted in the booth area. No confetti, glitter, or similar products may be used in the exhibit space. MSPGeek shall have the sole discretion in determining what is noisy, obstructive, or objectionable.
7. Electrical usage must conform to regulations as prescribed by the Event Site. Any exception to these regulations must be approved in writing by MSPGeek and the Event Site.
8. Staffing. Each booth must be staffed by a representative for the full duration of the Event. Each sponsorship package includes a set number of Event and Expo Only passes. Sponsors/Exhibitors may purchase additional passes if needed and sponsor representatives may not share passes.

All Sponsor staff, hired talent or outsourced vendors who will be participating in or attending any part of the Event must have an appropriate Event badge. Any Sponsor invitee attending the Event, who is not an employee of the Sponsor, must be pre-approved by MSPGeek. All Sponsor staff, including but not limited to any models, booth staff or talent, must be dressed appropriately and in a conservative manner.

9. MSPGeek is not responsible for shipping and/or receiving of exhibit materials. To the extent that MSPGeek incurs additional shipping and/or receiving expenses for exhibit materials the Sponsor shall be responsible for such costs and will be invoiced by MSPGeek.

# Terms and Conditions (cont'd)

10. A la carte options will be limited per sponsor so that no one sponsor can obtain all available options.

11. Sponsor/Exhibitor Activity. MSPGeek reserves the right to disallow any Sponsor/Exhibitor activity which, in MSPGeek sole judgment, impairs the value of the showcase to MSPGeek partner and customer attendees.

12. Amendment or Addition to Rules. MSPGeek may, upon reasonable notice to Sponsor/Exhibitor, amend or add rules, and all amendments and additions made shall be binding on the Sponsor/Exhibitor.

13. Failure to Comply with MSPGeek's rules and regulations may result in MSPGeek's replacement, removal, rearrangement, or redecoration of any booth space, at Sponsor's/Exhibitor's expense.

14. The "Advocate" tier of sponsorship shall be exclusively reserved for startup companies, subject to MSPGeek's approval. To qualify for this tier, a company must meet at least two of the following three criteria at the time of the event: (1) annualized revenue not exceeding \$500,000 USD, (2) employing fewer than 10 full-time workers (employees or contractors), and (3) having operated as a business for less than three years. MSPGeek and MSPGeekCon reserves the right to rely on the company's self-certification for determining eligibility for the "Advocate" tier sponsorship. Companies that have not previously participated in any sponsorship tier will be given priority for this sponsorship level.

15. Exhibitors shall solely display and promote products and services of the specific entity that has entered into the sponsorship agreement for MSPGeekCon. No promotion or exhibition of products or services from affiliated, subsidiary, or parent companies shall be permitted, unless explicitly authorized in writing by MSPGeek.

16. Event shall not be liable for any errors in listings or descriptions or for omissions. Sponsor's items and personnel appearing during the Event may be included in Event photographs and used for Event promotional purposes.

17. Due to legal liability for all food and beverage served on the premises, as well as contract restrictions, the hotel requires that only food and beverage purchased from the hotel be served on hotel property.

## 10 - PAYMENT TERMS

The Sponsor/Exhibitor agrees to pay the Sponsorship Fees in accordance with the amounts and payment terms set out in this agreement. A non-refundable deposit of 50% of the requested sponsorship is due no later than 30 days after submitting this agreement. Unless otherwise agreed by the parties and stated in this agreement, the remainder of the Sponsorship Fees shall be paid by the Sponsor/Exhibitor no later than 120 days before the event. Time shall be of the essence regarding payment of Fees. Sponsor/Exhibitor acknowledges that MSPGeek, Inc. is entering into non-refundable agreements of its own based on this documentation and has no flexibility to cancel commitments once made. Consequently, Sponsor/Exhibitor agrees that this is a binding, non-refundable, non-cancelable Agreement. Instructions for payment will be indicated on all invoices which will be issued to the Sponsor/Exhibitor by MSPGeek, Inc electronically. In the event of Bank transfer payments, all bank charges payable on transfers will be borne by the Sponsor/Exhibitor. If any amounts payable under this Agreement are not paid to MSPGeek, Inc. by their due date for payment, then the spot and sponsorship opportunities are forfeit and any fees or payments will not be refunded.



# Terms and Conditions (cont'd)

## 11 - SCOPE AND RESTRICTIONS OF USE OF OUR EVENT SERVICES APPLICATION

MSPGeek grants you a limited, non-exclusive, non-transferable, non- sublicensable, revocable license to access and use the Services, known as “Whova”, for your legitimate business purposes, including any graphics, text, instructions, images, audio files and/or other sounds, videos, and other materials you may view on, access through, or are otherwise related to the Services (collectively, the “Content”). You may use the Services to collect information of those individuals willing to provide their information to you, or to access publicly available content inside the Services. Except as otherwise provided in these Terms of Use, the Content may not be copied, downloaded, or stored in a retrieval system for any other purpose, nor may it be redistributed, reused, or modified for any purpose, without the express written permission of MSPGeek. You agree not to:

- Collect or record information from the Services using an automated software tool, manual methods, or any other method;
- Use automated means to access the Services, or gain unauthorized access to the Services, or to any account or computer system connected to the Services;
- Obtain, or attempt to obtain, access to areas of the Site, or our systems that are not intended for access by you;
- “Flood” the Services with requests or otherwise overburden, disrupt, or harm the Services or our systems;
- Restrict or inhibit other users from accessing or using the Services;
- Modify or delete any copyright, trademark, or other proprietary rights notices that appear on the Site or in the Content;
- Access or use the Services or Content for any unlawful purpose or otherwise beyond the scope of the rights granted herein; or
- Broadcast, post, message or communicate through the Services any external information gathering system without the express written permission of MSPGeek, and the disclaimer on such a communication that the information collected will be used for sales and marketing purposes, as well as who their information is being sent to.
- Share login or access to the services with any party

It is understood the Sponsor will use Whova to collect prospect data - by using this tool to collect prospect information Sponsor agrees to comply with and fulfill its obligations under all applicable privacy and data protection/security laws and regulations, including the CAN-SPAM Act of 2003, the California Consumer Privacy Act ("CCPA"), and Canada's Anti-Spam Legislation ("CASL" and collectively, the "Anti-Spam laws").

## 12 - NO ENDORSEMENT

Sponsor will not state or imply that its products or services are endorsed by MSPGeek or its Affiliates or subsidiary companies and no approval by MSPGeek of any of Sponsor’s content or participation in the Event will be deemed an endorsement.

## 13 - PRIVACY POLICY

MSPGeek has a responsibility to protect the privacy of our attendees. Generally, we do not distribute attendee information from the Event conference to sponsors. The one and only exception to this is those who opt in to share their information upon visiting your booth and accept a scan of their badge.

## 14 - SURVIVAL

All provisions of this agreement which, by their nature, should survive the termination of this agreement shall survive the execution, delivery and termination of this Agreement.

# Terms and Conditions (cont'd)

## 15 - EVENT PHOTOGRAPHY AND VIDEO RECORDINGS

For marketing purposes MSPGeek is entitled to take photographs and/or make film/voice recordings of the Event and persons participating or attending the Event. Participants and staff engaged by the Participants agree to permit publication and/or distribution of the photographs and recordings for marketing and informational purposes and indemnify MSPGeek against any claims in this respect. The Participant will not receive compensation for the use of their images, likeness, appearance, and voice (now or in the future).

MSPGeek has the right and may allow third parties to copy, edit, alter, retouch, revise and otherwise change the photographs, video and sound recordings at their discretion. All rights, title, and interest in the photographs, video and sound recordings belong solely to MSPGeek. All rights, title, and interest in the photographs, video and sound recordings belong solely to MSPGeek.

No video recordings shall be taken by Sponsor without written authorization of MSPGeek, which shall not be unreasonably withheld.

## 16 - SPONSOR CONTESTS & DRAWINGS

Sponsor is solely responsible for the administration and liability for any contests or drawings during the Event. Sponsor must publish, and make available to attendees, rules for such contests/drawings that are compliant with all laws, rules and regulations pertaining to such events. The rules must be provided to MSPGeek prior to such event and contain a clear disclaimer:

“This Contest/Drawing is in no way sponsored, endorsed or administered by, or associated with, MSPGeek or its owners, managers, subsidiaries, affiliates, employees and agents.”



# Terms and Conditions (cont'd)

## 17 - GENERAL PROVISIONS

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns. If any term or provision of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. The rights and obligations of the Sponsor under this Agreement may not be transferred, assigned, sublet or otherwise disposed of without the prior written consent of MSPGeek. The parties hereto may, by mutual agreement, amend any provision of this Agreement, and any party hereto may grant consent or waive any right to which it is entitled hereunder or any condition to its obligations hereunder, provided that each such amendment, consent or waiver shall be in writing. No waiver by either party hereto at any time of any breach by the other party hereto of, or compliance with, any condition or provision of this Agreement to be performed by such other party shall be deemed a waiver of similar or dissimilar provisions or conditions at the same or any prior or subsequent time. This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the laws of the State of South Carolina, as applicable, without reference to the choice of law principles. Sponsor hereby submits to the jurisdiction of the state and federal courts in South Carolina for all proceedings arising out of or relating to this Agreement and waives any objection to the propriety or convenience of venue in such courts. This Agreement shall not create, nor shall it be represented by either party to create a partnership, joint venture, employer-employee, master-servant, principal-agent, or other relationship whatsoever between the parties hereto. Neither party hereto shall have, nor represent to have, authority or power to obligate or bind the other party hereto by contract, agreement, warranty, representation or otherwise in any manner whatsoever, without the other party's prior written consent.

I hope you'll  
join our 2025 mission  
- see you next May!

- **Goots**  
(MSPGeek Mascot)



# Sponsor Sign-Up

Fanatic

Enthusiast

Advocate

(Startup Vendors Only)

Add-on Total:

Grand Total:

## Sponsor Contact Information

Company Name:

Event Contact:

Billing Contact:

Contact Phone Number:

Billing Phone Number:

Contact Email:

Billing Email:

By signing and returning this form I am committing to the sponsorship level and add-ons (if applicable). I understand that sponsorship opportunities are not confirmed until advised in writing by the MSPGeekCon staff.

## Sponsor

Signature:

Name - Printed:

Date:

## MSPGeek, Inc.

Signature:

Name - Printed:

Date:

Please send completed agreement to [vendors@mspgeek.org](mailto:vendors@mspgeek.org), along with any questions or comments.

