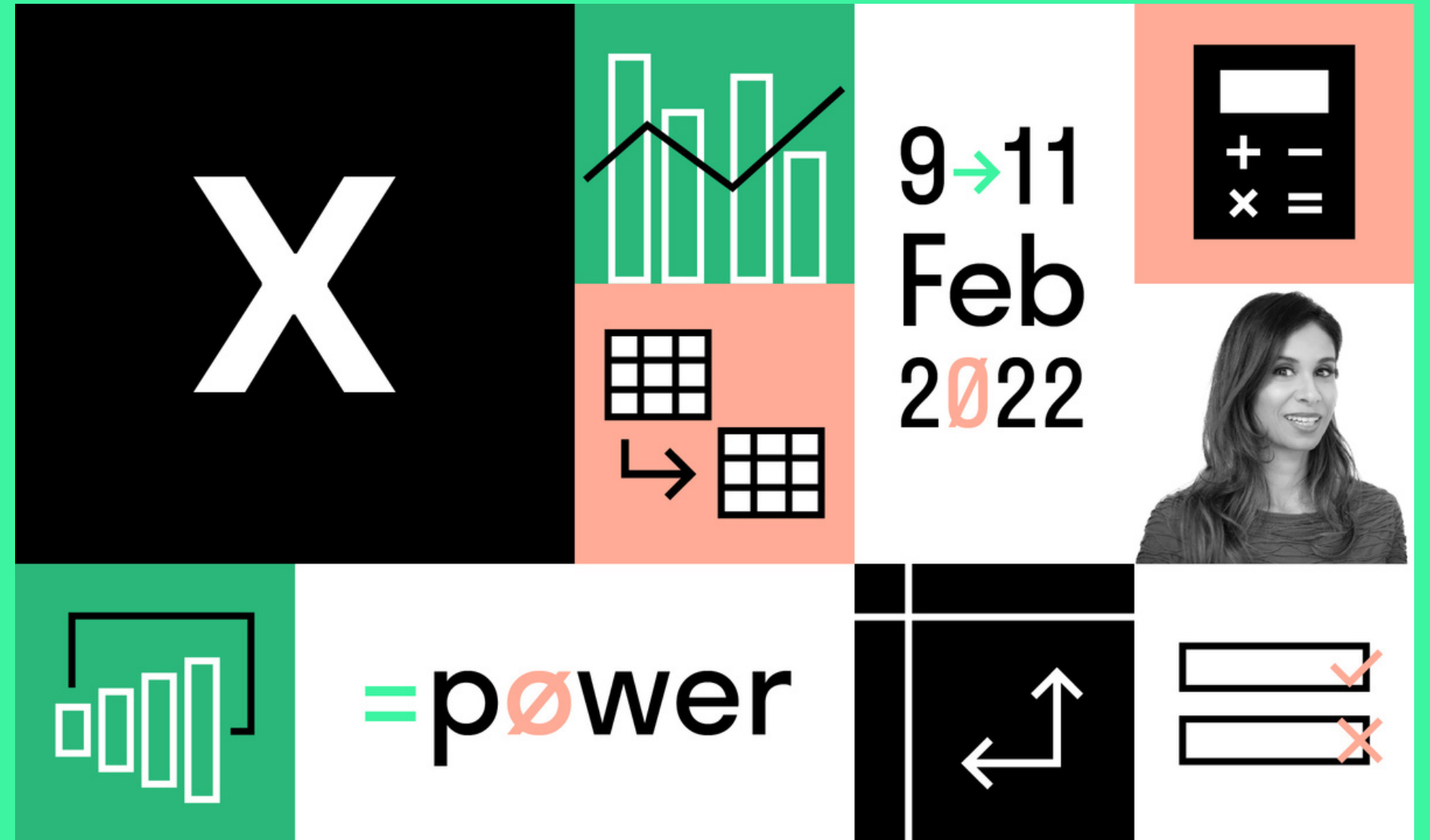


Global Excel
=Sum(it)

The Power to Excel

Event Partner Brochure



9→11 February 2022

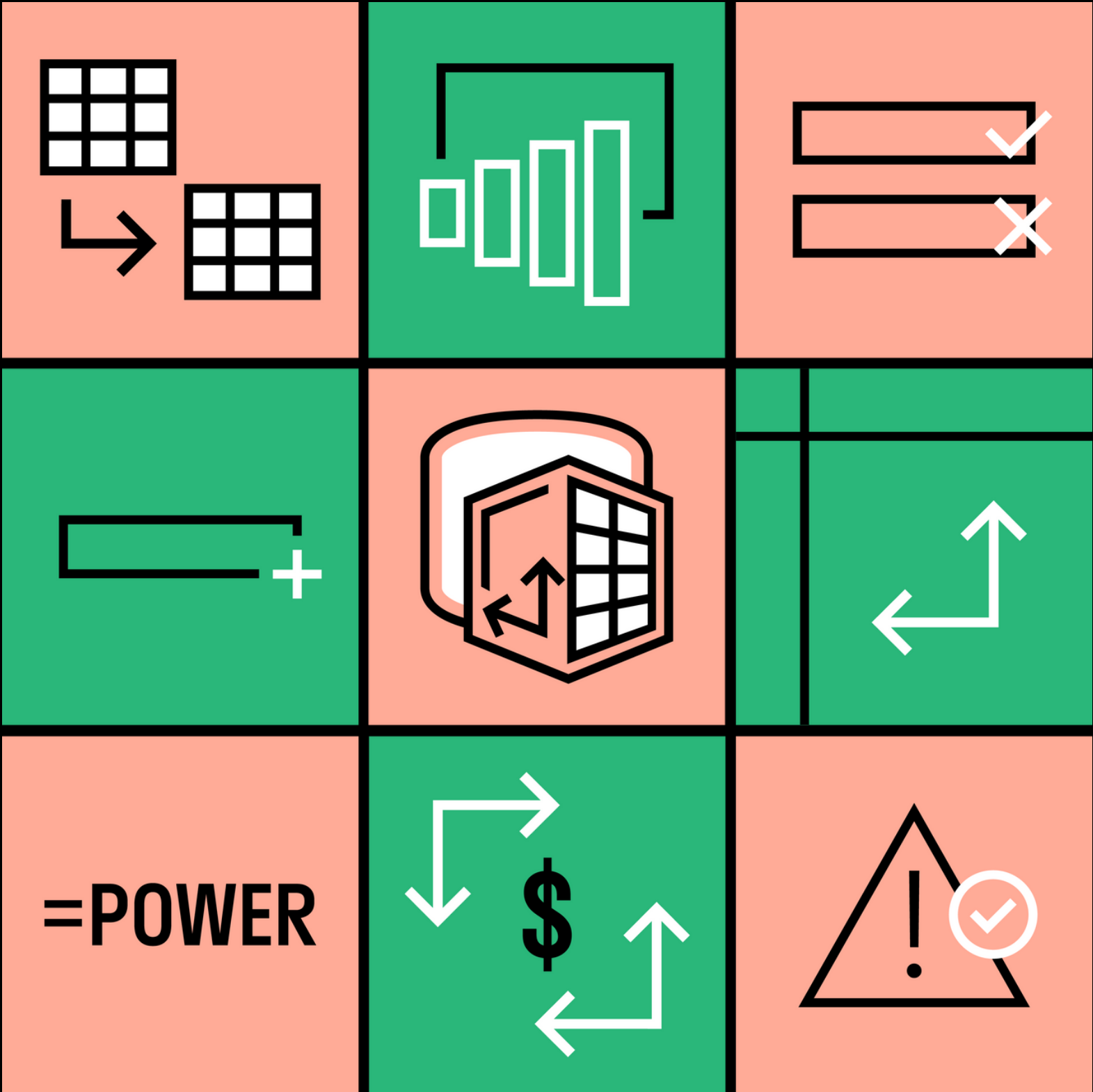
In collaboration with
Leila Gharani

Streamed on
hopin

Crafted by
DATEL

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The Team

We are a global team, made up of international Event Producers, Microsoft Excel experts and virtual experience developers. We are here to help you stand out!



DATEL PRODUCTIONS

We develop, design, produce & promote award-winning events that inspire people to grow professionally. We blend captivating experts, inspiring perspectives, and bold ideas to craft learning experiences that elevate professionals to masters. We are DATEL. A full-service event production company with a strong capability to build, grow and manage meaningful event brands.



LEILA GHARANI

Leila Gharani is a Microsoft MVP. She runs her own Excel site at www.XelPlus.com and has an active YouTube channel with many engaging, high quality videos and over 1 million subscribers. Most of the videos are Excel tips and tricks based on questions and suggestions she gets from the Excel online community and professionals.



Event Mission

For the 2nd year in a row, we're enlisting the industry's most prolific Microsoft Excel experts for a 3 day extravaganza guaranteed to leave you with fresh data, insights and inspirations to make 2022 the year your business excels to new heights.

Hosted By 25x Microsoft MVP Bob Umlas and featuring **Event Ambassador Leila Gharani**, it's an opportunity to claim your spot among the Excel Greats. We invite you to expand your network, create lifelong business relationships and have a great time, while doing it.

Here's a sneak peek of our 2022 Tracks...



TRACK 1

Data Analysis and Visualisation



TRACK 2

Power Query, Power Pivot and Power BI



TRACK 3

Finance & Accounting



TRACK 4

Productivity, Efficiency and Automation

Want your company to be positioned as an authority and excellent solution provider within the Microsoft Excel growing user community?

The Event

A three-day virtual event, dedicated to supporting the growth and development of the Microsoft Excel industry globally.

- ✓ Live Speaker Sessions - 4 tracks
- ✓ Expo Show
- ✓ Masterclasses
- ✓ Expert Battles and Panel Discussions
- ✓ Networking
- ✓ Career & Development Breakout Rooms

3K+
Attendees

80+
Countries

3
Live Days



Event Audience

Connect and mingle with our unique community of over 3,000+ every day Microsoft Excel users, analysts, consultants, project managers and senior decision-makers.

Following a prolonged period of social distancing and pent-up demand, our event audience is excited and eager to grow themselves and move their careers forward.

And they're all in the same space, ready to interact with your brand.



By Country

Top markets: UK, US, Australia, Canada, India, New Zealand, France, Singapore, South Africa, Nigeria, Germany (+70 more countries).



By Occupation

Top Roles: Finance Professionals, Data Analysts, Bankers, Investors, Company Founders and CEOs, Accountants, Project Managers, Consultants.



Psychographics

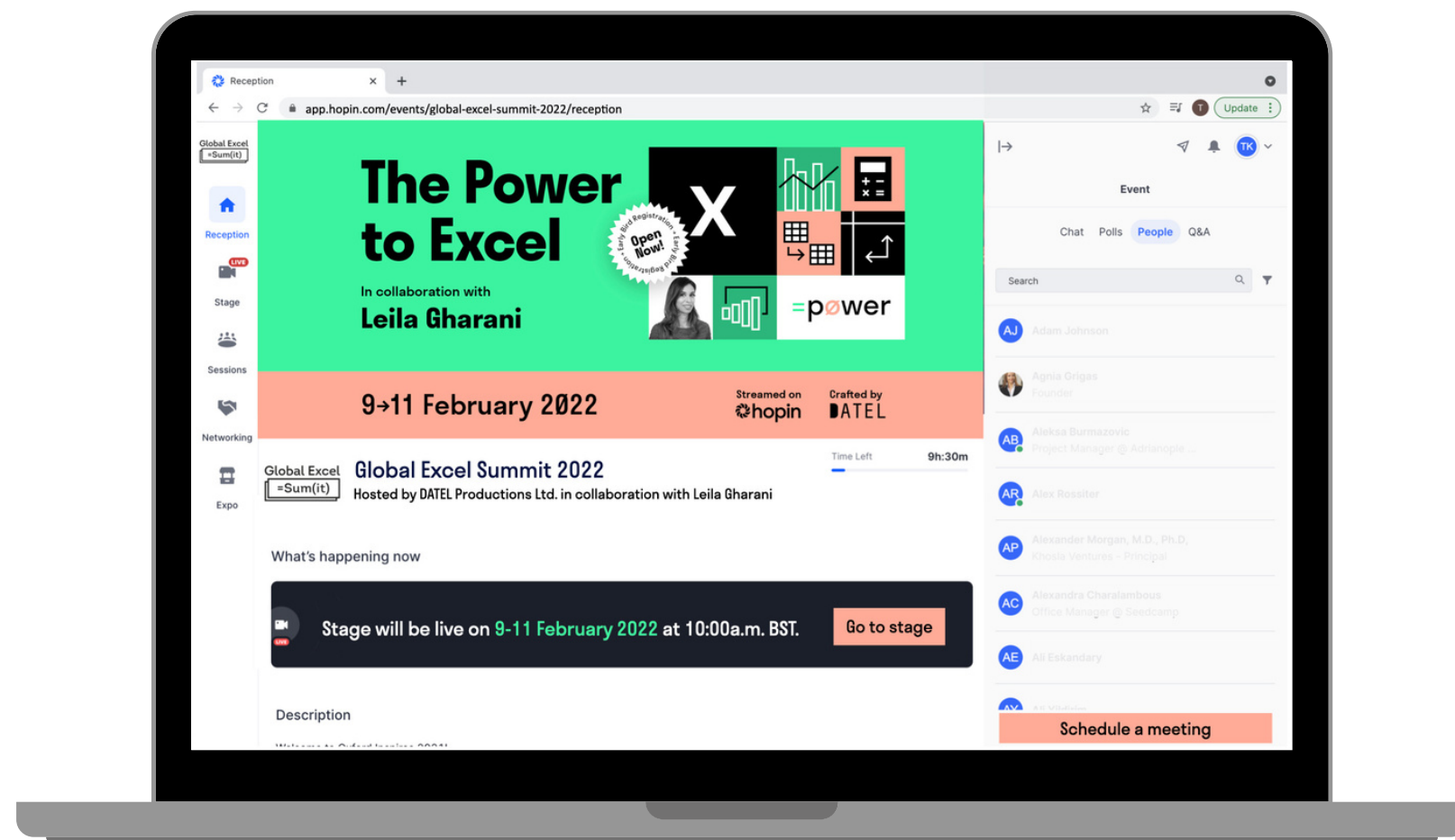
Main characteristics: Goal oriented and motivated to succeed; Influencers and decision makers.; Driving change and leading by example.



Objectives

Top reasons to attend: Staying on top of the latest news and trends; Finding new solution providers; Gaining competitive advantage in the industry.

A Premium Virtual Event Platform



Hopin is a virtual venue with multiple interactive areas that are optimized for connecting and engaging users. Attendees can move in and out of rooms just like an in-person event and enjoy the content and connections we have created for them.

The results? High show-up rates, low drop-off rates, and highly engaged attendees, speakers, sponsors and exhibitors.

Some of the businesses that use Hopin to host their virtual events.



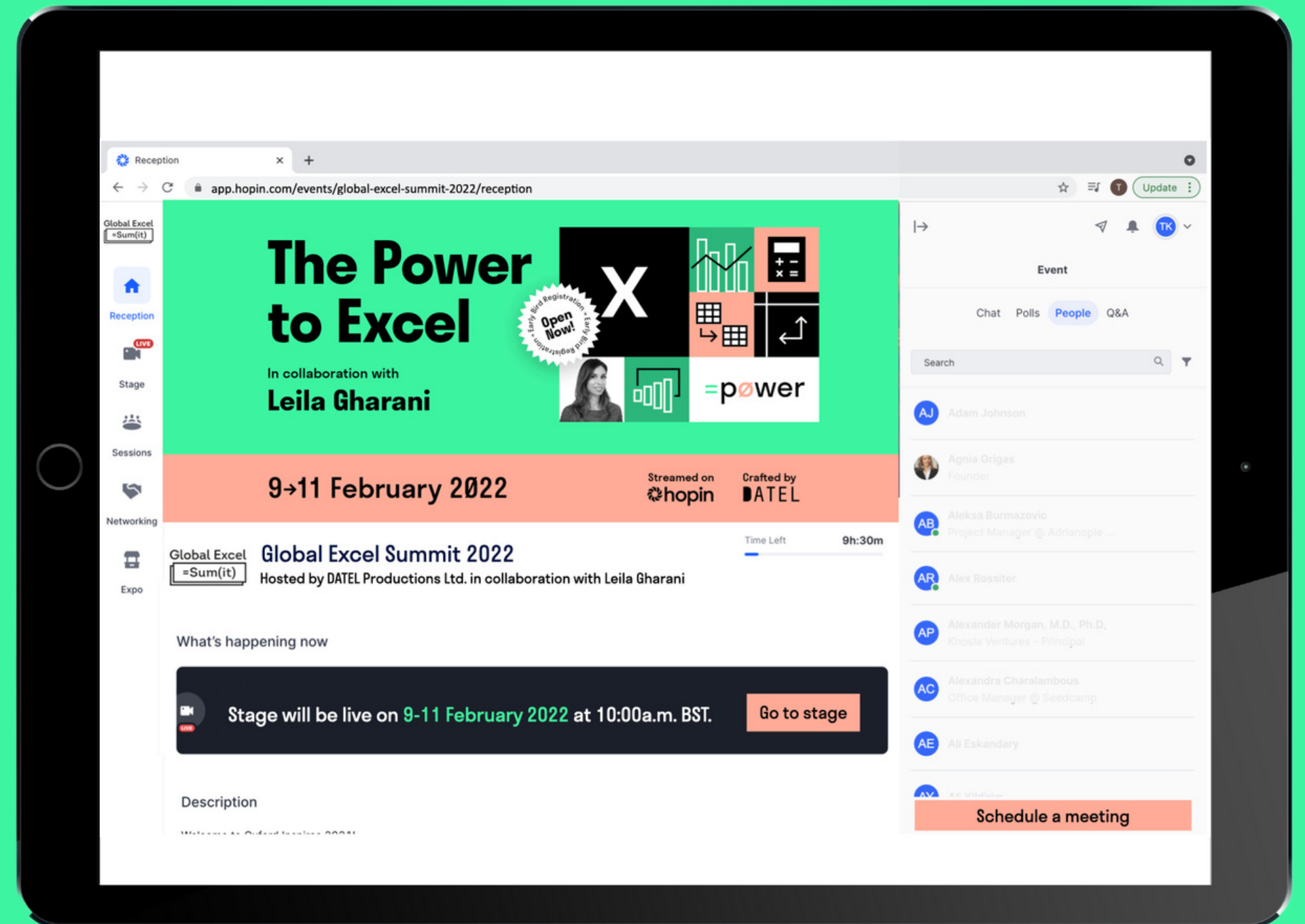
HOW ABOUT A QUICK SNEEK PEEK...?



The Reception

Welcome guests in our unique event branded reception area. As a Sponsor, you will be listed in our Sponsor directory so your brand is visible and easily recognised as people scroll down to read more about:

- ✓ What's LIVE in any moment
- ✓ Agenda
- ✓ Speakers
- ✓ Sponsors
- ✓ Event Chat, Polls, People List, Q&A

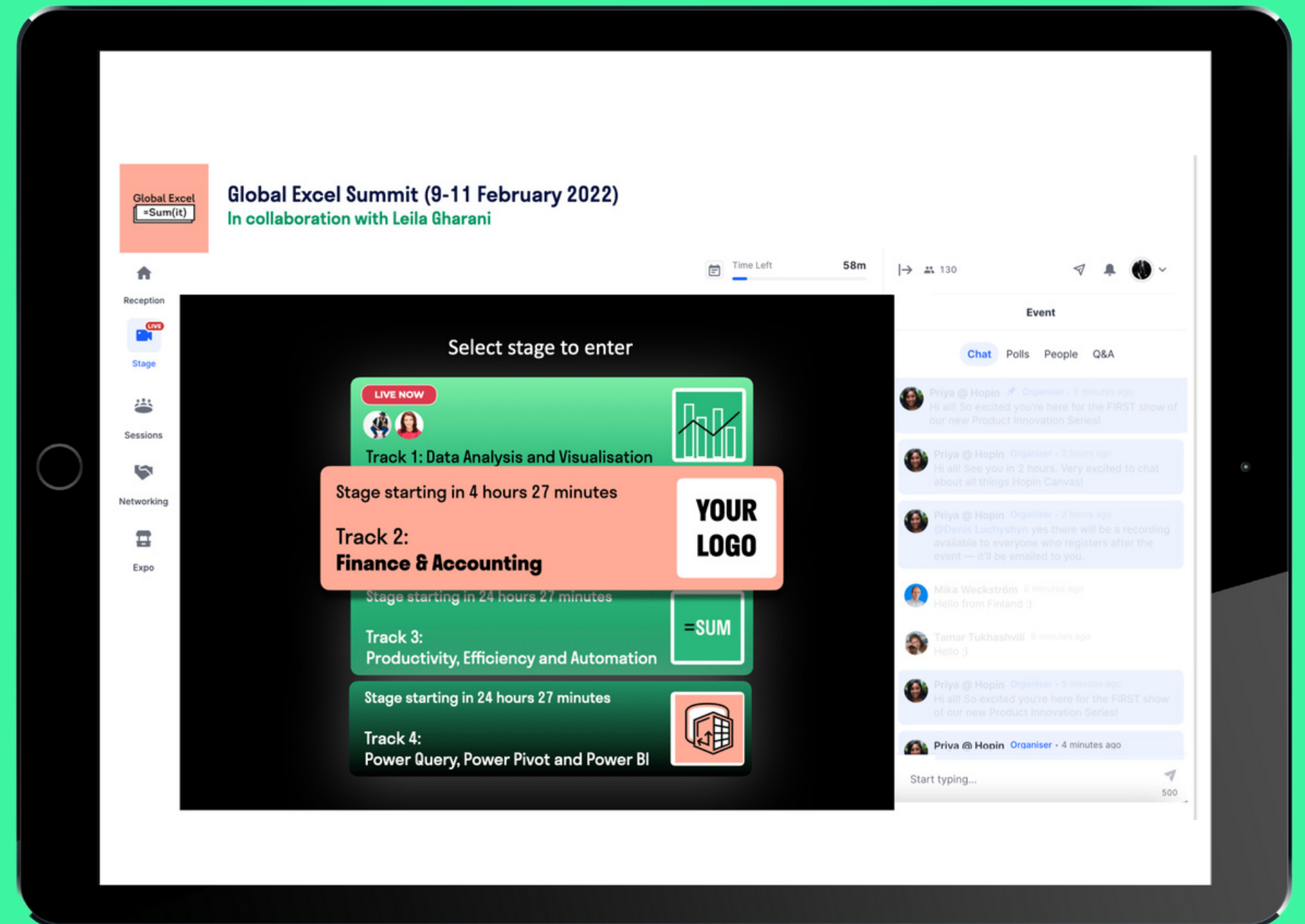


Main Stage

Our star-studded list of speakers has the know-how necessary to pivot your perspective on the path toward faster results, enhanced efficiency, greater progress, and an overarching “smarter, not harder” approach.

Join them and over 3,000+ attendees for 4 tracks of in-depth speeches, product demos and live Q&A sessions.

As a Sponsor, you will be able to brand one of our Main Stage tracks. Be part of someone's journey towards becoming an extraordinary Microsoft Excel user.

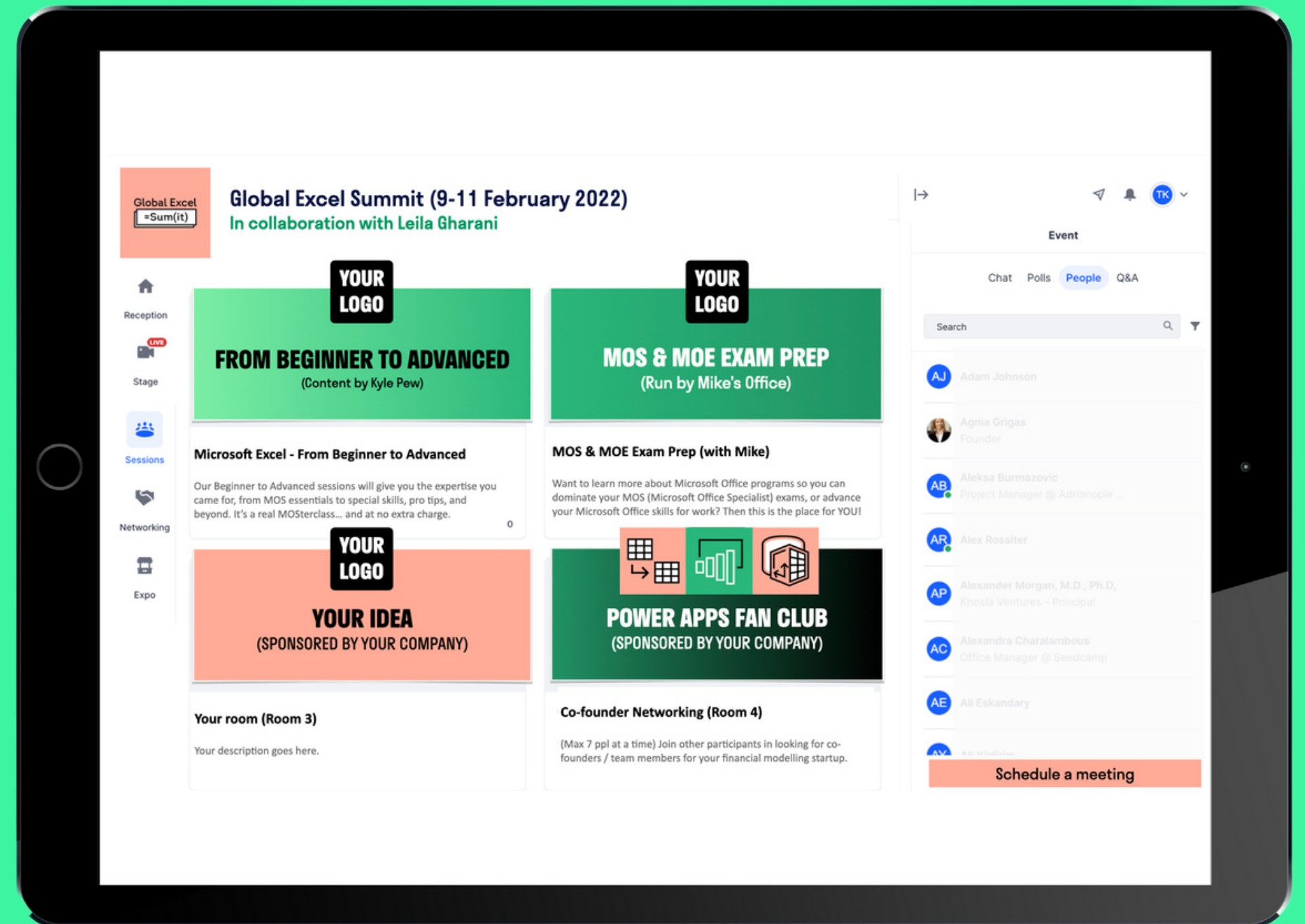


The Lounge

The Lounge area is where we create breakout room environments so that sponsors, exhibitors and attendees can:

- ✓ Gather around virtual roundtables and collaborate on the ideas that interest you.
- ✓ Talk about jobs, careers and certification.
- ✓ Create group sessions themselves.

As a Sponsor, you will be able to brand a Lounge room with your name / logo and background image.

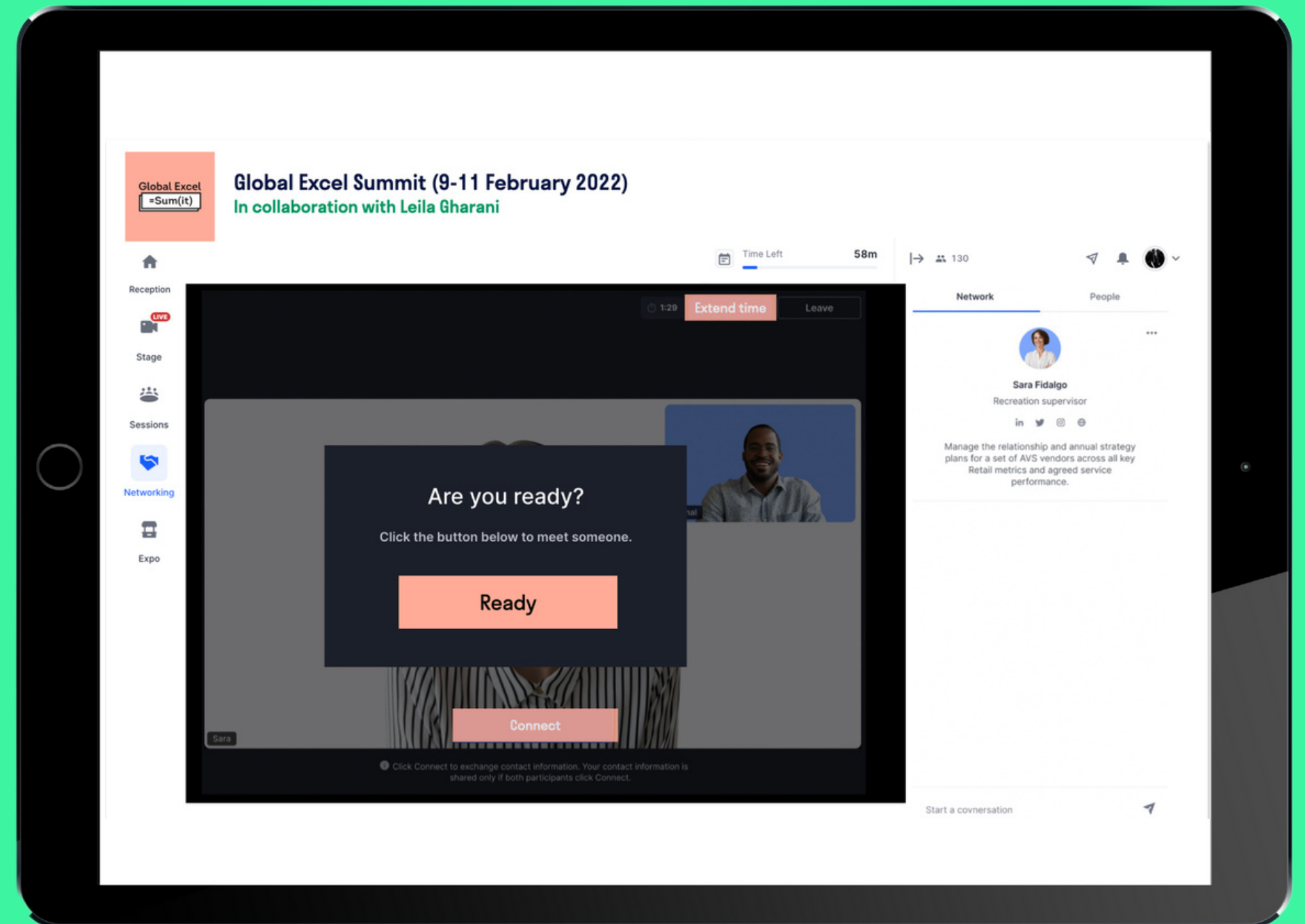


Networking Features

Discover new connections over one-on-one video chat in the Networking area.

Networking lets you connect just like you would at an in-person event. Hopin's connection discovery tool pairs people up, based on specific pre-determined tags.

Are you ready to connect with hundreds of Excel-thusiasts & global thought-Leaders?

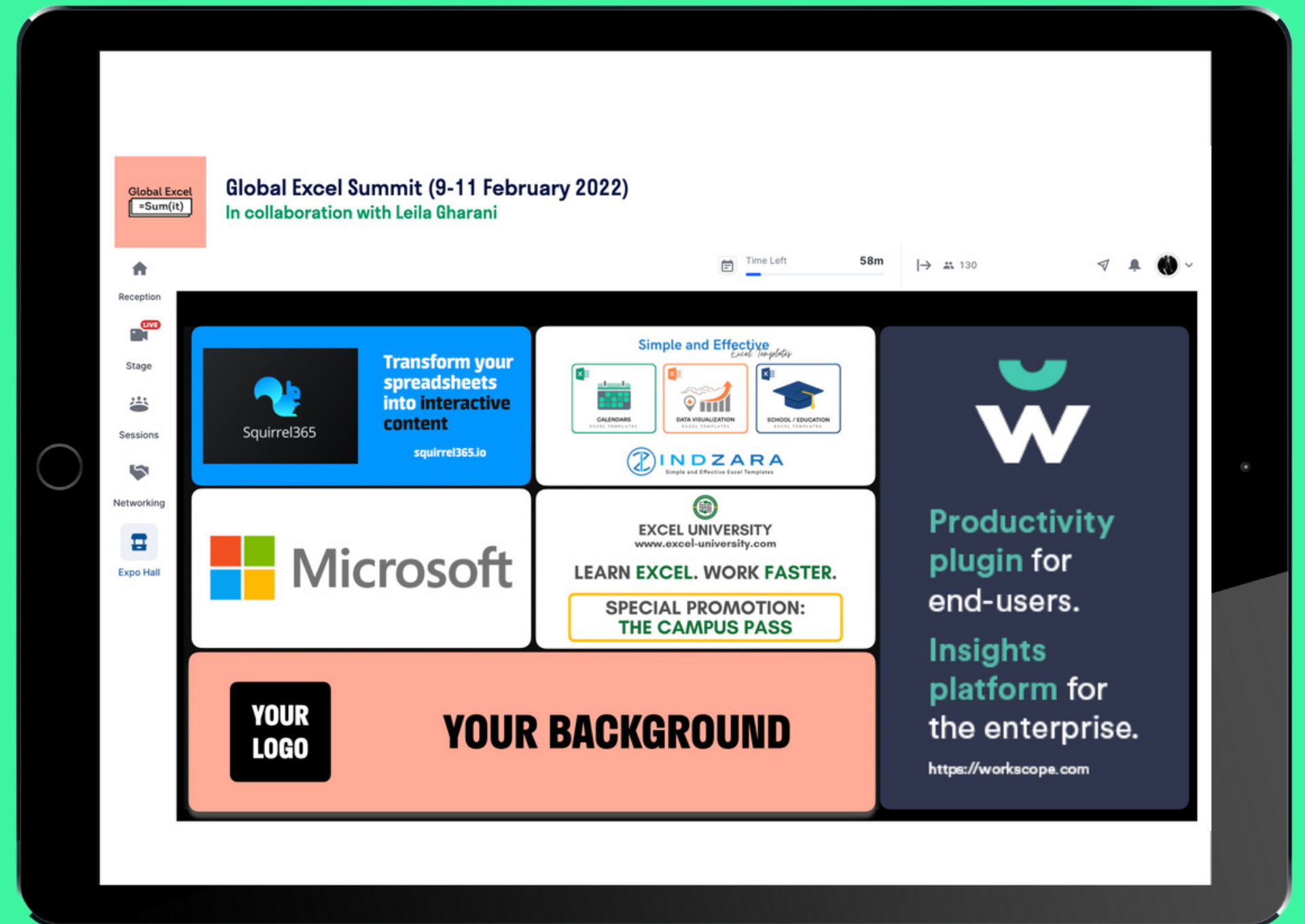


The Expo

The Expo area is our virtual vendor booth exhibition hall, where you can engage with attendees and generate leads.

Build booths with pre-recorded video, live streaming, customizable CTA buttons and dedicated chatrooms.

As a Sponsor / Exhibitor, you will get full control of your booth with our self-serve dashboard.



THE PACKAGES



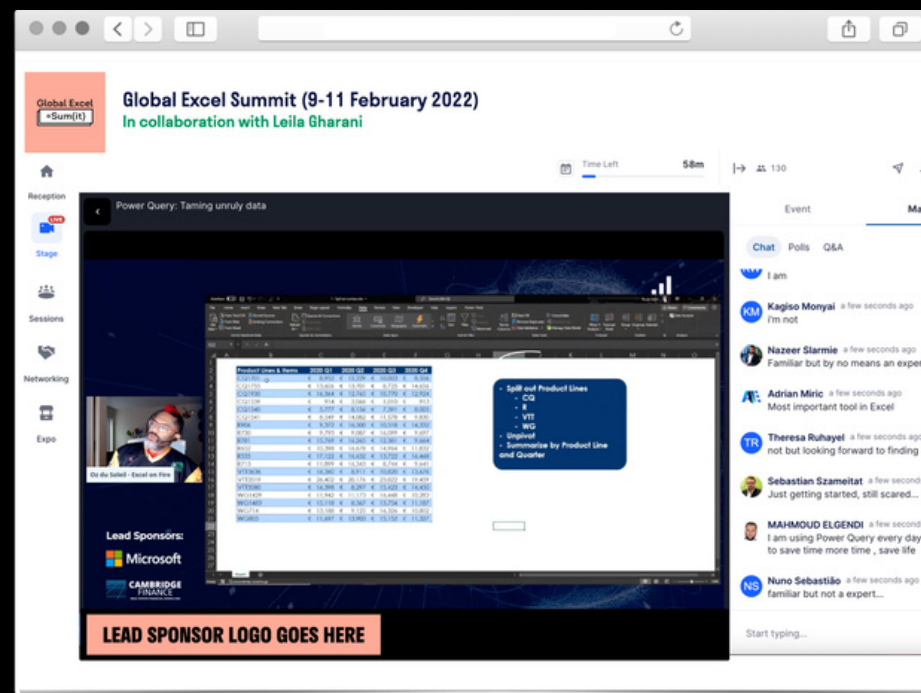
Package Comparison

Join the global Microsoft Excel community and get premium exposure to over 3,000+ event attendees for your company.

Our exhibitors and sponsors are valued members of our community and it's our top priority to ensure we offer the perfect solution that helps you deliver the best results, regardless of what your objectives are.

Talk to us today and we will help you find the most suitable package for you and your business.

—		✓
—	✓	
—		✓
—		✓
—		✓
—	✓	



Lead Sponsor

\$10,000

⚠ Only 1 Lead Sponsor spot

Includes (10) Professional tickets (worth \$2,050)

Put your company in the Global Excel Summit 2022 spotlight, so that attendees come hunting you down for business. Your brand will be visible and embedded throughout the entire virtual experience prior, during and after the event.

PRE-EVENT

Premium Website Listing

- ✓ Sponsor Logo Listing - Your company logo and description, added to our event website with a backlink to a company web page.
- ✓ Speaker's Page Listing - Company representative, listed next to the world's best Microsoft Excel experts.

Social Media / E-mail Marketing

- ✓ 4x Dedicated Social Media Posts:
 - 1 Event participation announcement
 - 1 Speaker + 1 Exhibitor announcement
 - 1 company post re-share
- ✓ Pre-Event E-mails - Inclusion in all pre-event e-mail Newsletters, sent to over 3,000+ recipients.

DURING THE EVENT

Reception Area

- ✓ Logo - Your company logo, listed in the Reception area with a backlink to a web page of your choice.
- ✓ Event Chat / Q&A - Opportunity to pin up to 3 Sponsor message(s) / create 2 polls during break times of the event.

Main Stage / Lounge Areas

- ✓ Main Stage Break Adroll - Pre-recorded video content, playing on loop, prior to Opening Keynote across all 4 tracks.
- ✓ Main Stage Branding - Your company logo, visible at all times across all live sessions.
- ✓ Breakout Room Sponsor - Custom branding (Logo + Background Image) on a selected breakout room.

Premium Expo Booth

- ✓ Expo Booth - Build a booth with pre-recorded or live video, customizable CTA buttons, and dedicated chatrooms.
- ✓ Premium Placement - As a Lead Sponsor, you will get the biggest size / top position booth inside the Expo Hall.

Speaker Slot

- ✓ 30-45mins Product Demo Slot - Company representative will get the opening 15mins speaking slot on Day 3.
- ✓ Schedule Directory Listing - Your session, company name and speaker, listed in the Reception area.

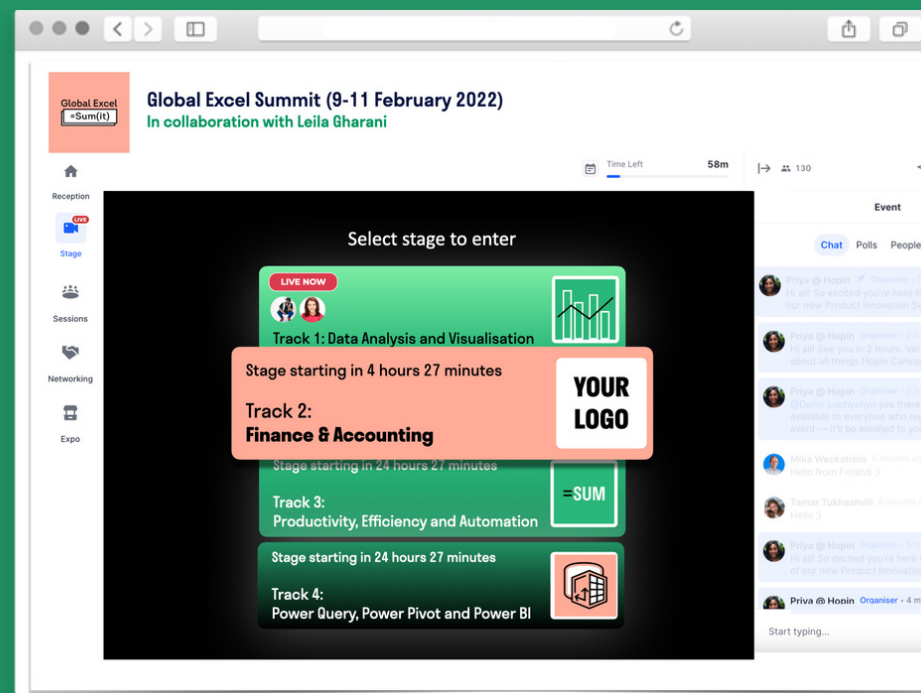
POST EVENT

Event Highlights

- ✓ Highlights of your event participation / presentation will be shared across all of our social media pages.
- ✓ Access to Lead Details - Access to all of the event data analytics from your Exhibitor Booth.

Industry Recognition

- ✓ Post Event E-mail - Inclusion in our post-event wrap up e-mail, sent to over 3,000+ recipients.
- ✓ Sponsor Directory Listing - We will keep your Sponsor listing on our website for 6-8 months after the end of the event.



Track Sponsor

\$5,000

⚠️ (1) Sponsor per Track

Only 2 spots remaining

Includes (5) Premium tickets (worth \$1,025)

Put your company center stage in front of our 3,000+ every day Microsoft Excel users. Your company will own a specific track, related to your industry. This will provide you with major brand exposure and lead potential through the entire virtual experience.

PRE-EVENT

Website Listing

- ✓ Sponsor Logo Listing - Your company logo and description, added to our event website with a backlink to a company web page.
- ✓ Speaker's Page Listing - Company representative, listed next to the world's best Microsoft Excel experts.

Social Media / E-mail Marketing

- ✓ 2x Dedicated Social Media Posts:
 - Track sponsorship announcement
 - Speaker announcement
- ✓ Pre-Event E-mail - Inclusion in all pre-event e-mail Newsletters, sent to over 3,000+ recipients.

DURING THE EVENT

Reception Area

- ✓ Logo - Your company logo, listed in the Reception area with a backlink to a web page of your choice.
- ✓ Event Chat / Q&A - Opportunity to pin 1 Sponsor message(s) / create 1 poll during break times of your track sessions.

Main Stage / Lounge Areas

- ✓ Main Stage Break Adroll - Pre-recorded video content, playing during all break times of your particular track.
- ✓ Breakout Room Sponsor - Custom branding (Logo + Background Image) on a selected breakout room.

Premium Expo Booth

- ✓ Expo Booth - Build a booth with pre-recorded or live video, customizable CTA buttons, and dedicated chatrooms.
- ✓ Premium Placement - As a Track Sponsor, you will get a big size booth inside the Expo Hall.

Speaker Slot

- ✓ 30-45mins Product Demo Slot - Company representative will get a 15mins speaking slot on Day 3 of the event.
- ✓ Schedule Directory Listing - Your session, company name and speaker, listed in the Reception area.

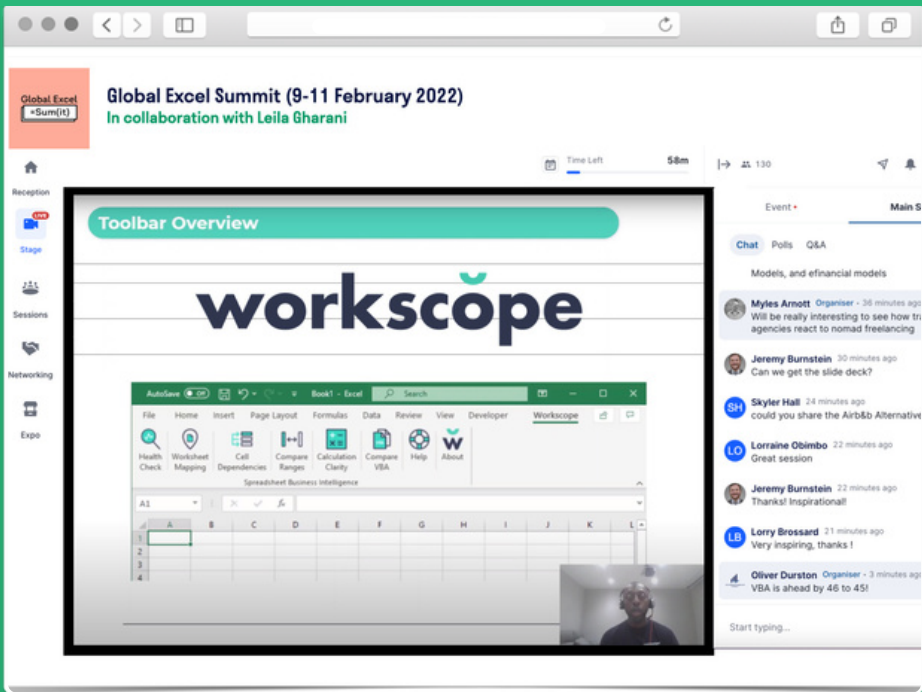
POST EVENT

Event Highlights

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- ✓ Access to Lead Details - Access to all of the event data analytics from your Exhibitor Booth.

Industry Recognition

- ✓ Post Event E-mail - Inclusion in our post-event wrap up e-mail, sent to over 3,000+ recipients.
- ✓ Sponsor Directory Listing - We will keep your Sponsor listing on our website for 6-8 months after the end of the event.



Speaking Sponsor

\$1,500

⚠ 4 Spots available in total

Includes (3) Economy tickets (worth \$615)

Want your company to be positioned as a leading solution provider in the global Excel industry? You will have the opportunity to have your founder, Marketing Director or other team member provide a product demo in front of our 3,000+ audience.

PRE-EVENT

Website Listing

- ✓ Sponsor Logo Listing - Your company logo and description, added to our event website with a backlink to a company web page.
- ✓ Speaker's Page Listing - Company representative, listed next to the world's best Microsoft Excel experts.

Social Media Promotion

- ✓ Dedicated Speaker Post - Dedicated Speaker announcement post across all of our social media pages (5K+ followers).

DURING THE EVENT

Main Stage Speaker Slot

- ✓ 15-30mins Slot - Company representative will have 15mins speaking slot to showcase your company's expertise in the industry.
- ✓ Schedule Directory Listing - Your session, company name and speaker, listed in the Reception area.

Reception Area

- ✓ Logo - Your company logo, listed in the Reception area with a backlink to a web page of your choice.

Lounge Area

- ✓ Breakout Room Sponsor - Custom branding (Logo + Background Image) on a selected breakout room.

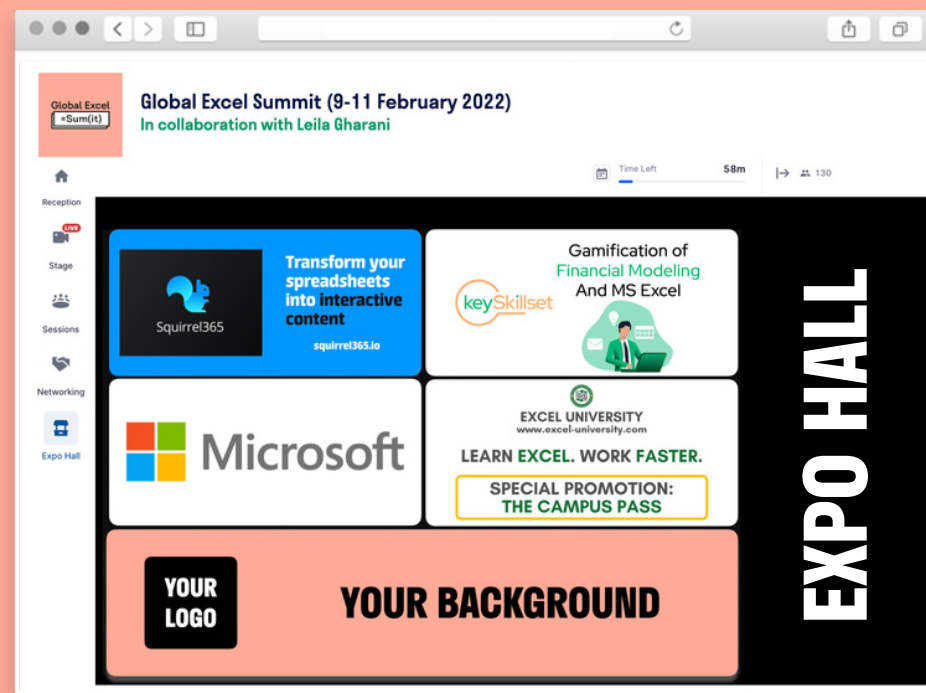
Expo Booth

- ✓ Expo Booth - Build a booth with pre-recorded or live video, customizable CTA buttons, and dedicated chatrooms.

POST EVENT

Event Highlights

- ✓ Speaker Highlights - Snapshot of your Speaker presentation will be shared across all of our social media pages.
- ✓ Access to Lead Details - Access to all of the event data analytics from your Exhibitor Booth.
- ✓ Sponsor Directory Listing - We will keep your Sponsor listing on our website for 6-8 months after the end of the event.



Exhibitor Package

\$400

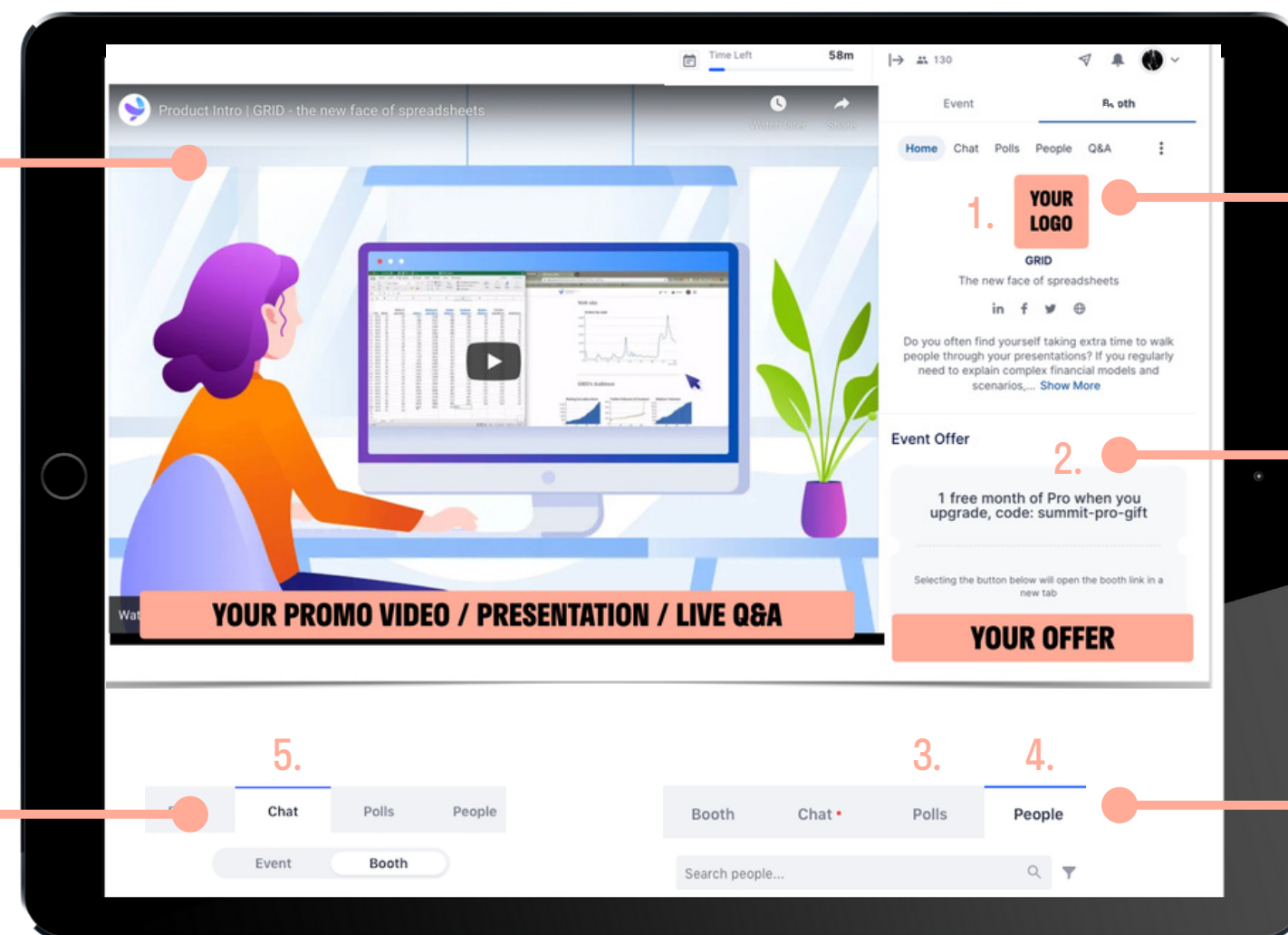
Showcase everything your brand has to offer on your Expo Booth Profile and build new business relationships with our global Microsoft Excel audience. As an Exhibitor, you will also get:

- ✓ Logo listing on our website with a backlink to a web page of your choice.
- ✓ Dedicated social media post, promoting your event participation (5K+ followers).
- ✓ 1 complimentary Premium event ticket, worth \$205.

Add your company's promotional presentation or pre-recorded video here.

Alternatively, welcome your guests with a live video session (up to 5 team members on screen).

5. Chat: Instantly respond to your chat messages.



1. Booth: Display your company logo, description and link to your social media channels.

2. Add a special offer and direct attendees to your website.

3. Poll: Create Polls and get the answers you are looking for.

4. People: Get access to everyone, visiting your booth at any particular time.

Why Join?

Interested in growing your Microsoft Excel business, increasing your global reach and making 2022 your best year yet?

This one of a kind global Microsoft Excel event is for you.

Get Access to 3,000+ Warm Leads

Increase your mailing list significantly in a single day with high quality leads. Get access to backend customer data for everyone you chat with during the event. It's time to start converting leads into customers.

Get Industry Recognition

Establish your organisation as an industry leader. Increase your visibility to reach an influential Microsoft Excel user audience. Join the Financial Modelling Podcast for an interview with Matthew Bernath prior / after the end of the event.

Tell your Product's Story

Showcase your products and services. Upload company information, videos, and any other marketing materials that grab attention. Event attendees will be able to view and download them for future reference.

Interact with a global audience

One of the most popular benefits of hosting a virtual event is that it can be accessed from ANY device, on ANY browser, at ANY time, and from ANY part of the world. Address a wider audience & start building new business relationships. Globally.

Put your Brand in the Spotlight

Take advantage of the unparalleled brand exposure opportunities we have to offer. Our visually rich, fully customisable, and highly interactive virtual platform is there to put the spotlight on you

Access to World-Class Content

All of the latest industry trends, news and Covid-19 insights delivered to your living room. Browse valuable content, network and attend live sessions to grow your knowledge. All while sipping on a cup of coffee in the comfort of your own home.

Contact us

Get in touch to get involved.

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