



BRANSON, MISSOURI, USA | OCTOBER 4-6, 2026  
[WWW.COLLABSUMMIT.ORG](http://WWW.COLLABSUMMIT.ORG)

SPONSORSHIP PROSPECTUS

## A Personal Note: Why We Build NACS

From our Founder, Mark Rackley

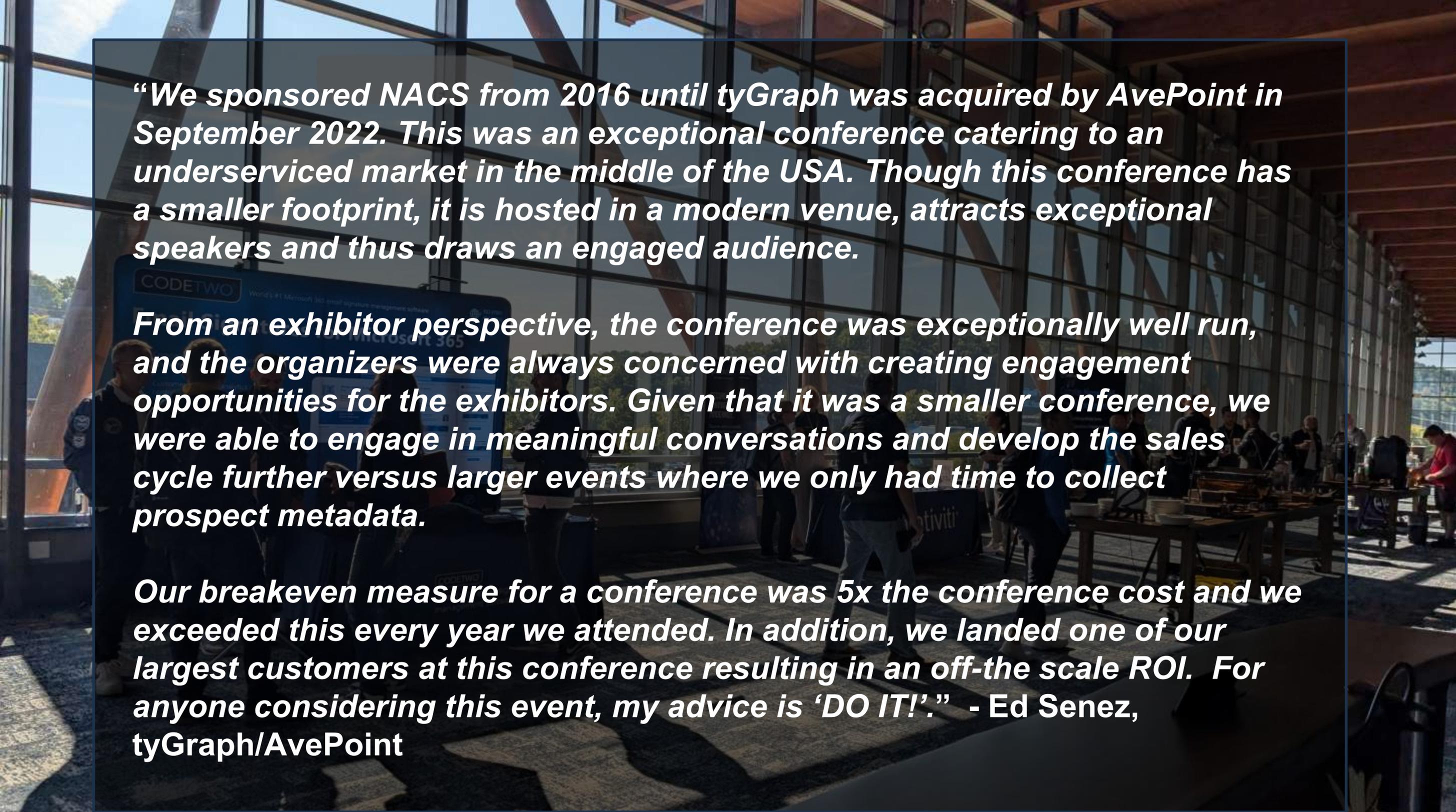
When we started this event back in 2009 as a small meetup in the Ozarks, we had one goal: to bring the world's best technology minds to a community that often gets overlooked by the big coastal shows. Nearly 17 years later, that mission hasn't changed.

At NACS, we don't just 'book speakers.' We bring in the same Microsoft MVPs, Regional Directors, and industry experts you'd see on the main stages in Vegas or Orlando. But here's the difference: **In Branson, those experts don't disappear into a green room.**

They are in the hallways. They are at the lunch tables. They are at the Attendee Party.

As a sponsor, you aren't just another logo on a backdrop. You are part of this community. You'll have the rare opportunity to not only pitch to decision-makers but to build actual relationships with the influencers and speakers who are shaping the future of the Microsoft ecosystem.

We aren't a corporate machine; we are a non-profit, community-led labor of love. We keep it small on purpose so that every conversation matters. I invite you to join us and see why our sponsors tell us this is the most 'human' event on their calendar.



***“We sponsored NACS from 2016 until tyGraph was acquired by AvePoint in September 2022. This was an exceptional conference catering to an underserviced market in the middle of the USA. Though this conference has a smaller footprint, it is hosted in a modern venue, attracts exceptional speakers and thus draws an engaged audience.***

***From an exhibitor perspective, the conference was exceptionally well run, and the organizers were always concerned with creating engagement opportunities for the exhibitors. Given that it was a smaller conference, we were able to engage in meaningful conversations and develop the sales cycle further versus larger events where we only had time to collect prospect metadata.***

***Our breakeven measure for a conference was 5x the conference cost and we exceeded this every year we attended. In addition, we landed one of our largest customers at this conference resulting in an off-the scale ROI. For anyone considering this event, my advice is ‘DO IT!’” - Ed Senez, tyGraph/AvePoint***

# TABLE OF CONTENTS

Overview

Event Details

The Branson Advantage

Audience Profile

Why Sponsor?

Core Topics

Venue

Exhibition Packages

Layout

Marketing Opportunities

Key Dates

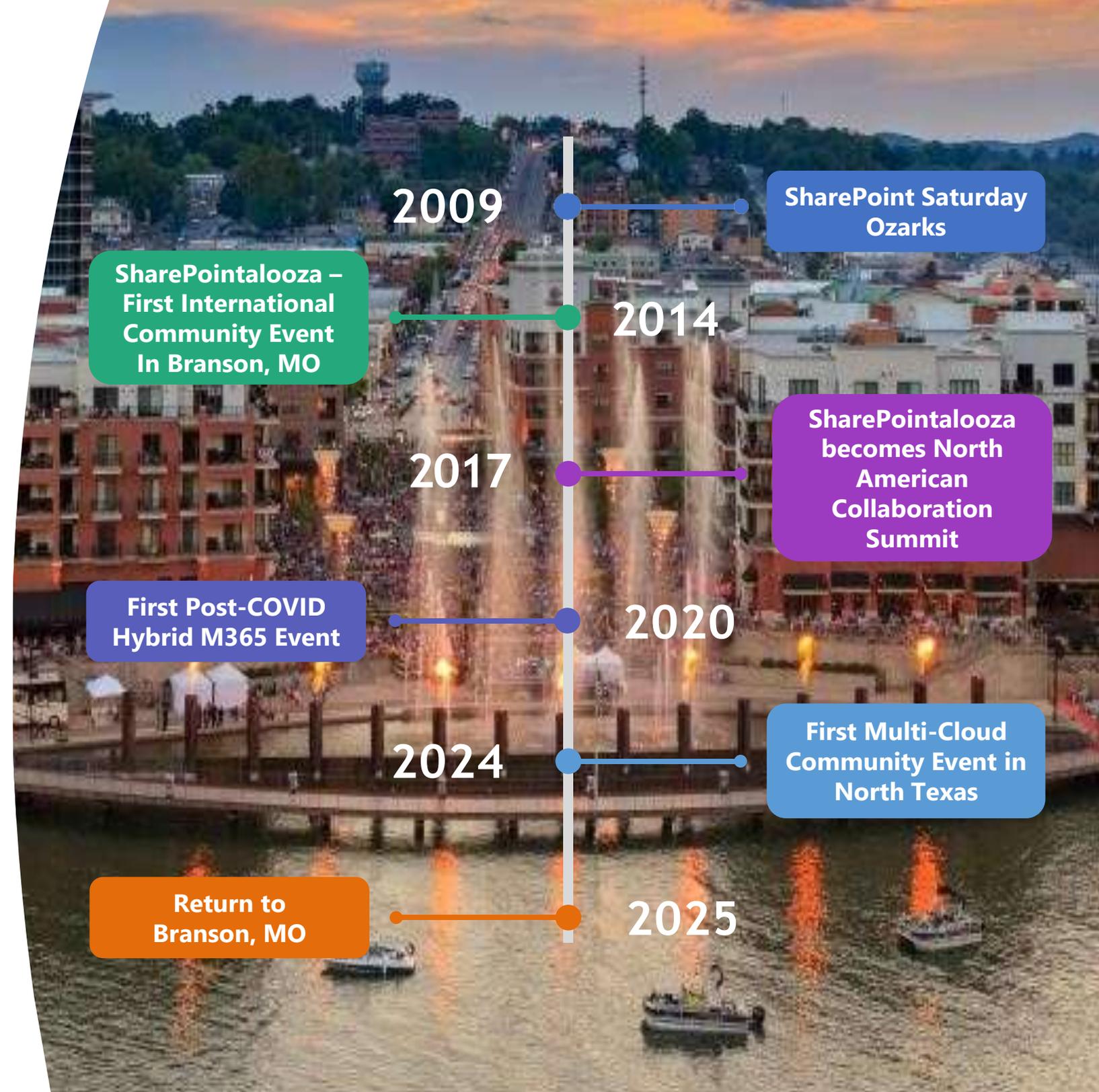


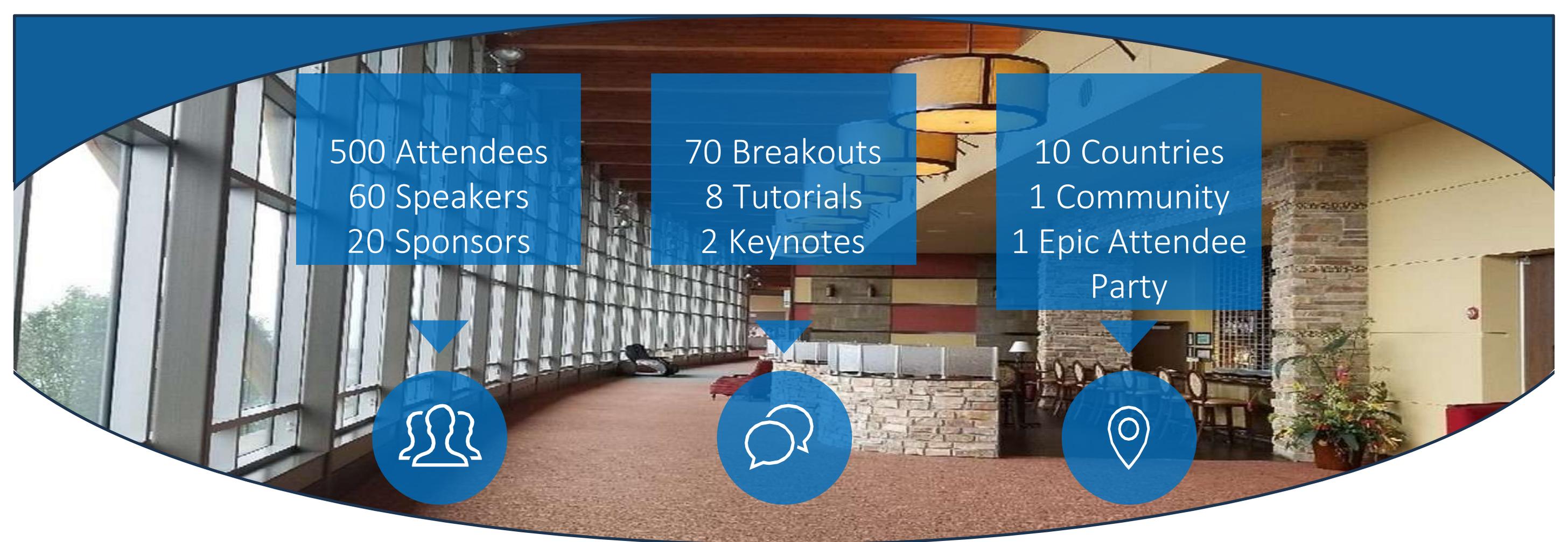
# OVERVIEW

From our humble beginnings back in 2009 as a small community meetup in the Ozarks to a multinational conference hosting hundreds of attendees from across the world, we have always had a singular mission – deliver the best content, from the best speakers, to the greatest technology community on the planet.

In 2025 we returned to our roots in the Ozarks to continue the best community-focused conference in the country serving an eager, untapped market.

**North American Collaboration Summit 2026** *Where the Future Takes Shape*





500 Attendees  
60 Speakers  
20 Sponsors



70 Breakouts  
8 Tutorials  
2 Keynotes



10 Countries  
1 Community  
1 Epic Attendee  
Party



## EVENT DETAILS

Branson Convention Center  
200 East Main Street, Branson, Missouri, 65616, USA  
October 4 - 6 , 2026

# THE BRANSON ADVANTAGE: QUALITY OVER QUANTITY

Why 500 of the “Right” People Beat 5,000 “Random” Leads

## The Regional Monopoly

NACS is the only major technology event in the Ozarks & Midwest region. For many of our attendees, this is the only conference they attend all year. If you aren't here, you aren't reaching this market

## High-Density Decision Making

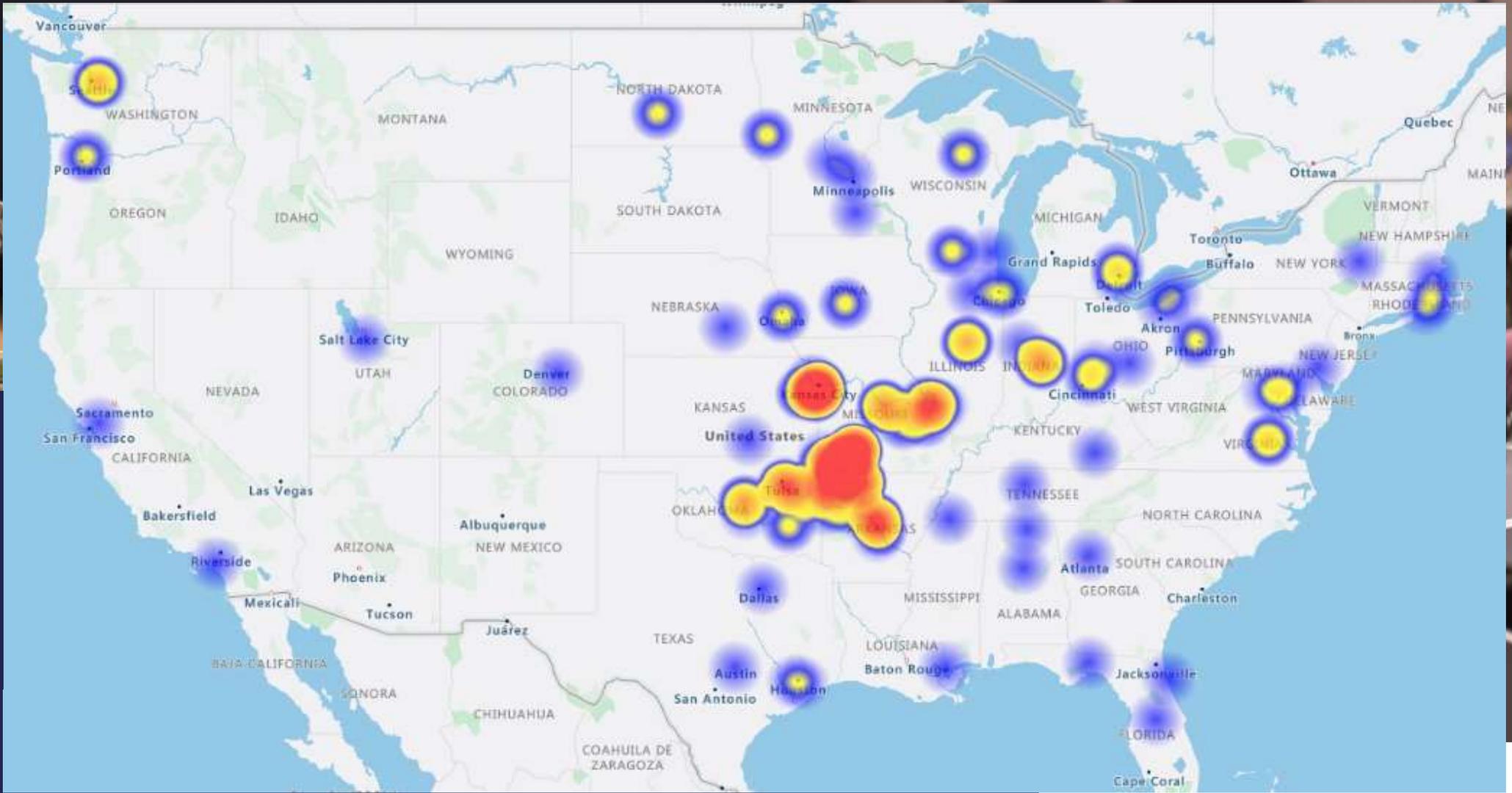
Unlike massive coastal "mega-shows" where decision-makers are hidden in VIP lounges, our leaders are on the floor. With **17% Executives and 35% Decision-Makers**, over half of the room has the authority to move the needle for your business.

## No "Card Stampers" or Swag Hunters

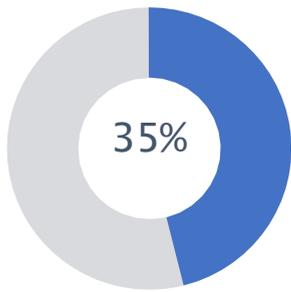
We've built a reputation for being practical, not "marketing hype". Our attendees are practitioners and influencers looking for real-world solutions to complex problems, not just a free t-shirt or a scanned badge

## Real Access, Not Just Lead Scanning

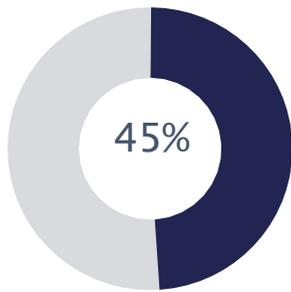
Because we limit our event to just 20 sponsors, you aren't competing with a sea of 500 other vendors. From the workshop lunches to our legendary Attendee Party, you get actual "face time" to build relationships that a spreadsheet of email addresses can't replace.



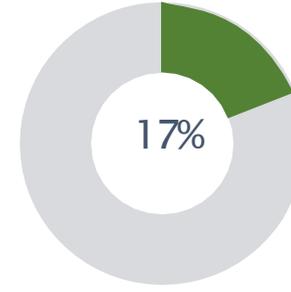
# AUDIENCE HEAT MAP AND PROFILE



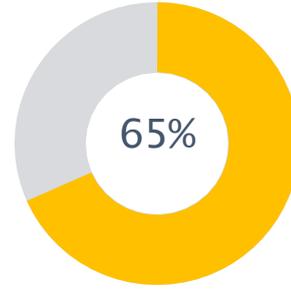
DECISION MAKERS



INFLUENCERS



EXECUTIVES



PRACTITIONERS

# WHY SPONSOR?

NACS harkens back to the early days of conferences when attendees were excited and engaged, sponsors could find qualified leads, and everyone was excited for next year!

NACS sponsors rave about the quality of our attendees every single year. Additionally, sponsors love that NACS is practical, not all marketing hype, and doesn't feel like a "tradeshow".

**Stop competing with 500 other vendors in Vegas. In Branson, you own the room. We are the only event of this caliber in the region, meaning our attendees aren't 'conference hoppers', they are the local IT leaders and executives you won't find anywhere else.**

This is your opportunity to truly engage and get your products in front of attendees who truly want to learn and aren't just wanting a card stamped.



## EXPOSURE

Promote your company to executives, business leaders, subject matter experts, and technology enthusiasts



## ENGAGEMENT

Present your brand, showcase your products & services, amplify your message



## LEAD GENERATION

Network with key decision makers and potential clients, communicate your knowledge & experience.

# CORE TOPICS



MICROSOFT 365



BUSINESS INTELLIGENCE



SHAREPOINT



TEAMS



COPILOT



AZURE



VIVA



DEVOPS



FABRIC



POWER PLATFORM



ARTIFICIAL INTELLIGENCE



PURVIEW & SECURITY

# VENUE

Centrally located in the heart of Branson Landing

45 minutes from SGF Airport with connections to many major US cities

Modern, spacious conference center attached to conference hotel

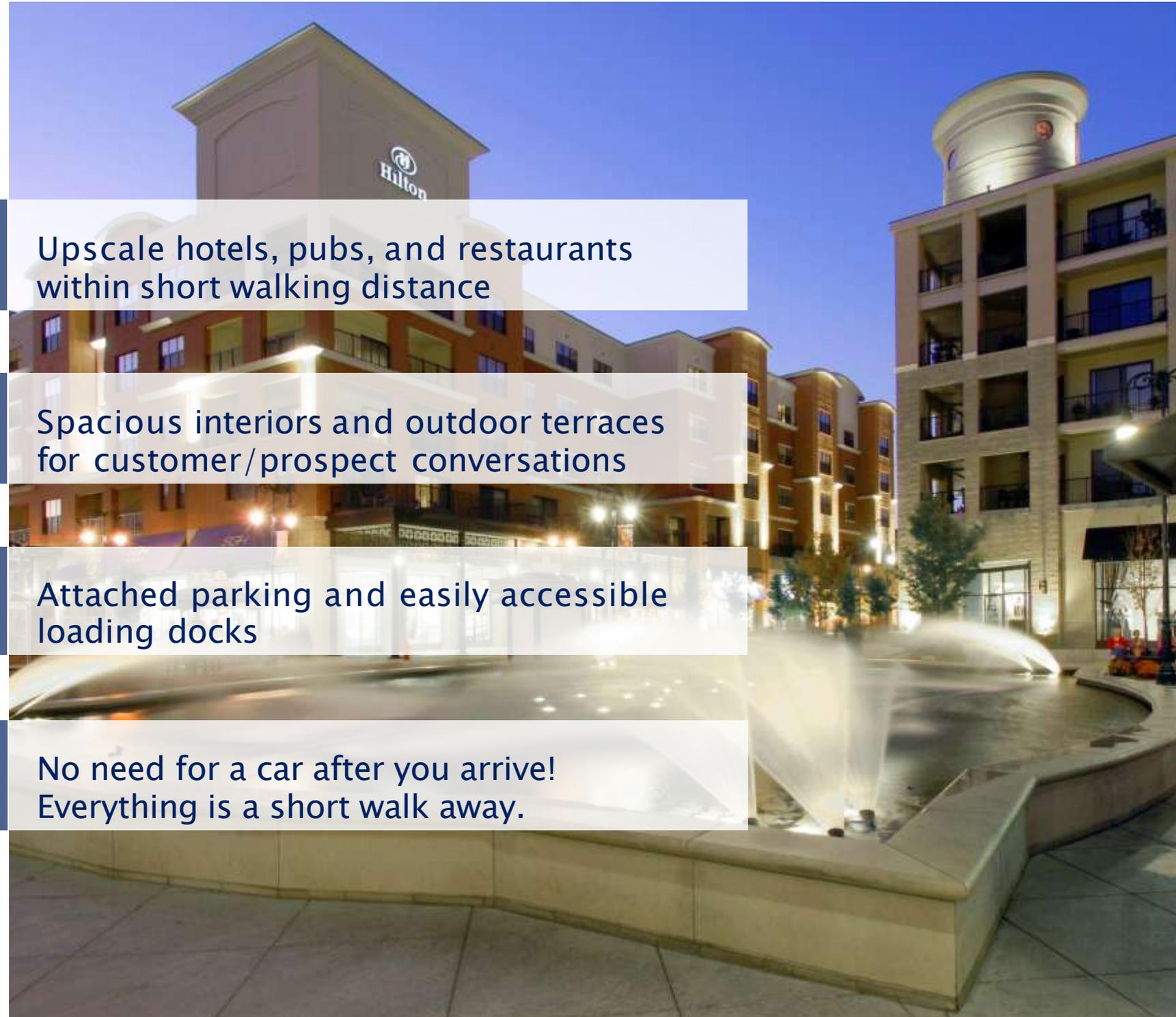
Surrounded by beautiful views and a thriving entertainment district

Upscale hotels, pubs, and restaurants within short walking distance

Spacious interiors and outdoor terraces for customer/prospect conversations

Attached parking and easily accessible loading docks

No need for a car after you arrive! Everything is a short walk away.



# EXHIBITION PACKAGES

**\$10,000**

**DIAMOND**

Official summit sponsor  
Prime media placement  
Prime booth location  
T-shirt branding  
All attendee contacts  
Daily giveaways  
**\*Keynote presentation**

**2**

**\$6,500**

**PLATINUM**

Premium booth location  
Premium media placement  
Swag branding  
Attendee contact info  
Daily giveaways  
**Speaking Session**

**5**

**\$4,000**

**GOLD**

Preferred booth selection  
Preferred media placement  
Lead collection  
Daily giveaways  
20-minute sponsor session

**10**

**\$2,500**

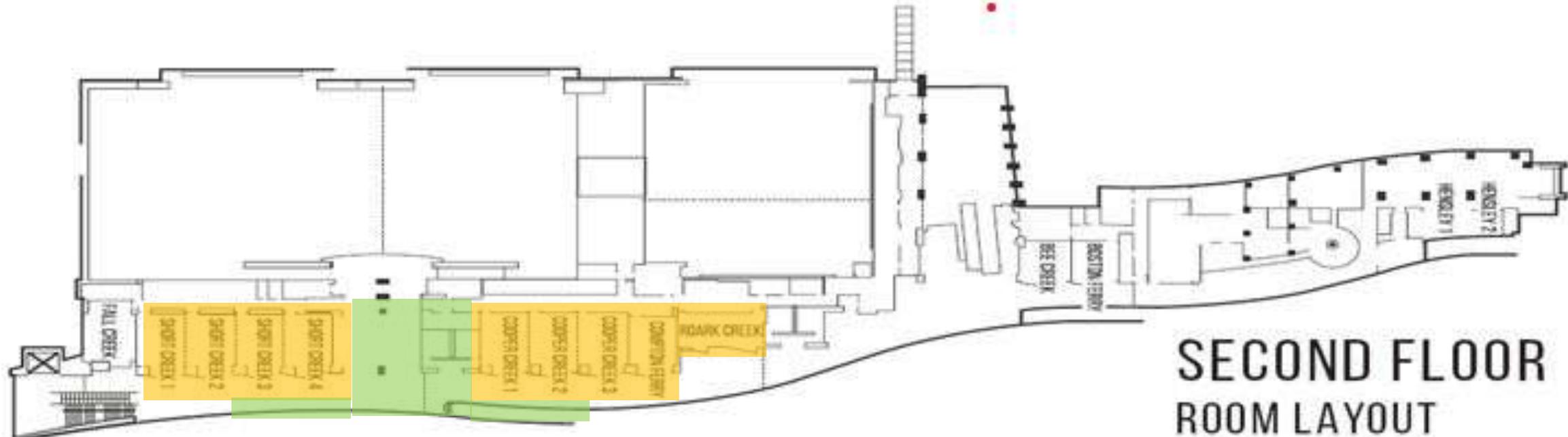
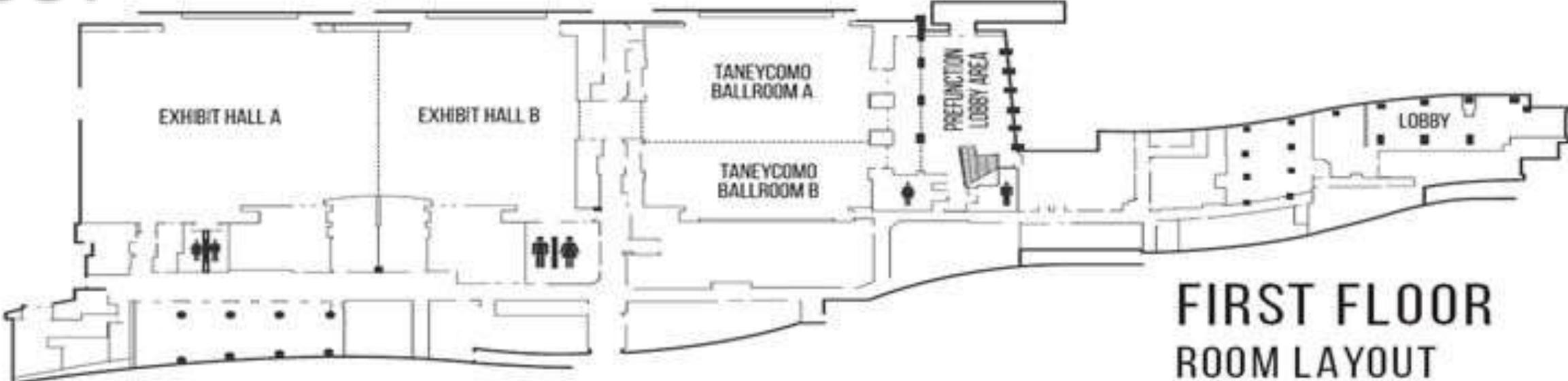
**SILVER**

Booth selection  
Media placement  
Lead collection  
Daily giveaways

**10**

\*Diamond sponsors: ***the Main Stage is Yours***. We don't hide our Diamond sponsors in a corner. It is the only time the entire conference is in one room, focused entirely on your message. You can choose between a 30 or even 60 minute presentation!

# LAYOUT



Sessions Exhibitors



# MARKETING OPPORTUNITIES

Coffee break branding	3	\$2,000
Snack break branding	3	\$2,500
<b>Speaker appreciation sponsorship</b> Mix and Mingle with our experts and MVP's from all over the world on our special night to socialize.	1	\$5,000
<b>Own the Night: The NACS Attendee Party</b> Your brand will be the hero of our legendary event and it gives you unparalleled access to network with our amazing attendees	1	\$10,000
Attendee gift bags & swag	1	\$2,500
Breakout room sponsorship	7	\$3,000
Workshop sponsorship	6	\$3,000
<b>Feed the Brains.</b> Sponsor the deep-dive workshop lunch and get 5 minutes of 'mic time' while the most dedicated attendees are fueled up and ready to listen.	1	\$5,000
Daily Attendee Grand Prize	2	\$500
Webcast/Podcast Sponsorship	1	\$1,000

## KEY DATES

- 10/4/26**    Registration  
Workshops  
Exhibitor Load-In  
Speaker Appreciation
- 10/5/26**    Registration  
Breakouts  
Attendee Party  
Giveaways
- 10/6/26**    Breakouts  
Ask the Experts  
Reception  
Giveaways  
Exhibitor Load-Out





# CONTACT INFORMATION

**Mark Rackley**

Phone/SMS: +1 870-715-9710

Email: [sponsors@collabsummit.org](mailto:sponsors@collabsummit.org)

Web: [www.collabsummit.org/resources/contact](http://www.collabsummit.org/resources/contact)