Cloud & AI
Summit

The Midwest's Premier Microsoft Cloud & AI Conference

The Cloud and AI Summit is a premier community-driven technology conference in St. Louis, Missouri, focused on Microsoft Cloud and AI technologies. With nearly 1,000 attendees expected for 2026, this event brings together practitioners, architects, and decision makers who are actively building with and investing in Microsoft Azure, AI services, Power Platform, and the broader Microsoft technology ecosystem.

For 2026, we anticipate over 50 speakers presenting over 100 sessions, each 1.5 hours in length, covering a wide variety of Cloud and AI technologies.

DATE	VENUE	LOCATION	EXPECTED
Sept 30 – Oct 2, 2026	**Ameristar Casino & Convention Center**	**St. Charles, Missouri**	**1,000+ Attendees**

DEV UP 2025 BY THE NUMBERS

800+	155+	90+	20+
Onsite Attendees	Sessions Delivered	Unique Speakers	Microsoft Speakers

25 Exhibitor Spots Available

Starting at $6,500 • Limited Availability

Brilliance Convention Center

A PREMIER CONFERENCE DESTINATION AT THE AMERISTAR CASINO RESORT SPA

The Cloud & AI Summit 2026 will be hosted at the Brilliance Convention Center, located within the Ameristar Casino Resort Spa in St. Charles, Missouri. This facility hosted its first event in September 2025, making it one of the newest convention centers in the region. Designed from the ground up with the latest technology and modern amenities, it offers the perfect environment for a world-class technical conference.

Over 60,000 Square Feet of State-of-the-Art Event Space

Seamlessly connects to Ameristar's existing conference facilities for expanded capacity

Brilliance Ballroom

24,000 sq ft main space with modern AV and seating for 1,000+

Breakout Rooms

Multiple flexible rooms of various sizes for sessions and workshops

High-Speed WiFi

Enterprise-grade connectivity for demos, live coding, and collaboration

Modern AV Equipment

State-of-the-art projection and sound in every session room

8 On-Site Restaurants

Fine dining to casual options — no need to leave the venue

130,000 Sq Ft Casino

Slots, table games, and Fanatics Sportsbook for evening entertainment

Free Parking

Complimentary self-parking with convenient access to all areas

400-Suite Hotel

AAA Four Diamond all-suite hotel connected directly to the venue

Spa & Fitness

7,000 sq ft spa, fitness center, indoor/outdoor pool with hot tubs

Ameristar Casino Resort Spa

1 Ameristar Blvd, St. Charles, MO 63301

Just 20 minutes from St. Louis Lambert International Airport (STL)

Stay On-Site

AAA Four Diamond all-suite hotel directly connected. Free parking for all attendees.

Builders and Buyers.
One Powerful Room.

Our audience spans the full technical spectrum — from the practitioners who architect and build to the executives who greenlight and purchase. Sponsors get access to both under one roof.

62%
Technical Practitioners

Developers / Engineers — 52.4%

Architects — 9.2%

- Actively building on Azure, AI, and cloud-native stacks
- Evaluate tools on technical merit and peer recommendations
- Strong influence in vendor selection and tooling decisions
- Seeking hands-on learning and deep technical sessions

24%
Leadership & Decision-Makers

Executives / C-Suite — 13%

Managers / Team Leads — 11%

- 23% of total attendees are verified decision-makers
- Control cloud infrastructure and technology budgets
- Evaluate platform and vendor partnerships
- Focused on ROI, team capabilities, and competitive edge

33.5%	27.2%	12.2%	11.7%
Enterprise	Small Biz / Startup	Services / Consulting	Gov / Education

Seven Tracks. 100+ Sessions.

Align your brand with the content track most relevant to your product. Track sponsors get dedicated branding and direct access to the attendees in your market.

Pro Code	**Low Code**	**Cloud Operations**
.NET, C#, TypeScript, APIs	Power Platform, Copilot Studio	Azure, Infrastructure, Cost Mgmt

AI	**Data & Analytics**	**Security**
Azure OpenAI, AI Foundry, Copilots	Fabric, SQL, Power BI, Synapse	Identity, Compliance, Zero Trust

DevOps
GitHub Actions, CI/CD, IaC

Get On the Floor

Every exhibitor gets a prime spot in our exhibit hall with direct access to 800+ attendees. Choose the package that fits your goals and budget.

Premium Exhibitor   BEST VALUE

$10,000
Limited to 15 spots

- ✓ 8' exhibit table with power and WiFi
- ✓ 4 free conference passes
- ✓ 20% discount for up to 5 additional staff
- ✓ Listed on all signage and website
- ✓ Included in all marketing materials
- ✓ Priority booth placement selection

Standard Exhibitor

$6,500
Limited to 10 spots

- ✓ 8' exhibit table with power and WiFi
- ✓ 4 free conference passes
- ✓ 20% discount for up to 5 additional staff
- ✓ Listed on all signage and website
- ✓ Included in all marketing materials

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Amplify Your Presence

Go beyond the booth with exclusive branding opportunities. These high-visibility add-ons put your brand in front of attendees throughout the event.

Sponsored Session

$10,000   Limit 3

ONSITE EXHIBITORS ONLY

Deliver a branded session to a captive audience. Showcase your product, share a case study, or present thought leadership.

Attendee Party

$12,500   Limit 2

ONSITE EXHIBITORS ONLY

Sponsor the Thursday evening networking event with food, drinks, and entertainment. Maximum brand exposure.

Conference Shirt

$8,000   Limit 1

Your logo on every attendee's conference shirt. Walking brand visibility for months after the event.

Social Hour

$7,500   Limit 1

ONSITE EXHIBITORS ONLY

Sponsor branded drink tokens for the daily social hour. Your brand front and center during networking.

Badges & Lanyards

$6,500   Limit 1

Exclusive branding on every attendee badge and lanyard. Three days of continuous visibility.

Speaker Dinner

$5,000   Limit 1

Sponsor the exclusive speaker dinner. Network directly with 50+ industry experts and thought leaders.

Presentation Deck Logo

$1,500   No Limit

Your logo on every presentation deck across all 100+ sessions. Consistent exposure throughout the event.

Exhibitor Tiers at a Glance

INCLUDED BENEFIT	PREMIUM — $10,000	STANDARD — $6,500
8' Exhibit Table with Power & WiFi	✓	✓
Free Conference Passes	4	4
20% Discount for Up to 5 Additional Staff	✓	✓
Listed on All Signage	✓	✓
Listed on Website	✓	✓
Included in Marketing Materials	✓	✓
Priority Booth Placement	✓	—
Available Spots	15	10

Not All Conferences Are Created Equal

MEGA VENDOR CONFERENCES

$25K – $100K+ sponsorship cost

Booth lost among 500+ vendors

50,000 attendees — mostly casual

60-minute surface-level sessions

Limited meaningful conversations

Generic badge scan "leads"

VS

CLOUD & AI SUMMIT

Starting at $6,500 for full exhibitor presence

High visibility among 20–25 sponsors

800+ qualified, engaged practitioners

1.5-hour deep-dive sessions

Genuine 1-on-1 sponsor-attendee time

Real pipeline from real conversations

"The intimate scale of this event meant we had real conversations with every person who stopped by our booth. We generated more qualified pipeline here than at conferences 10 times the size."

— Past Dev Up Conference Sponsor

Ready to Partner With the Future?

Spots are limited and filling fast. Let's talk about how the Cloud & AI Summit can drive real results for your business.

Become a Sponsor

Or reach out directly:
sponsors@cloudandaisummit.com

Cloud & AI Summit 2026 — A community-driven event with 18 years of heritage.