What is the Microsoft AI Tour?

The Microsoft AI Tour brings Microsoft, partners, and customers together in priority markets worldwide to accelerate pipeline through high-impact, in-person experiences that help customers make confident, informed technology solution decisions.

As a preview of what's taking shape for next year, this one-day event series will travel to more than 30 global cities optimized for total addressable market and customer concentrations, engaging qualified audiences through a consistent, repeatable experience.

Sponsors can showcase thought leadership alongside Microsoft through integrated demos, experiential activations, breakout sessions, and executive-level engagement.



Preview of sponsorship benefits

Engage decision makers at scale across the globe with a target audience mix of approximately 60% decision makers.

Strengthen your alignment with Microsoft by positioning your brand as part of an integrated ecosystem driving real customer transformation.

Amplify your thought leadership and customer solutions through hands-on activations and experiences designed to build credibility, trust, and adoption confidence.

Build relationships with qualified audiences supported by dedicated Hub hours for meaningful sponsor-attendee interaction.

An early look at what's new



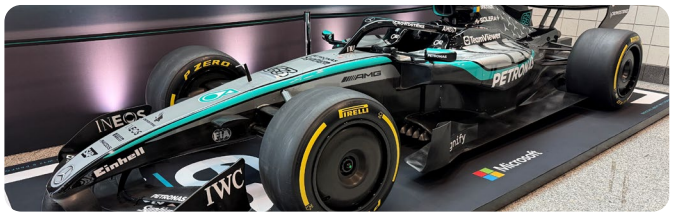
Increased audience size

Total attendance is projected to exceed this year's. At the majority of stops, expected attendance is more than 1,000, and 11 stops expect 3,000+.



Repeatable, scalable engagements

Consistent formats and standards across stops to support multi-city sponsorship strategies.



Strategic alignment with Formula 1

Select stops align with Formula 1 race weekends, featuring Microsoft's partnership with the Mercedes-AMG PETRONAS F1 team to elevate storytelling and market visibility.



Enhanced sponsor environments

Improved turnkey booths with stronger branding, visibility, and storage, along with the return of dedicated Hub hours to deliver higher on-site ROI.

Start these next steps now

Jumpstart how you show up at Microsoft AI Tour locations worldwide. To participate as a sponsor, Partners must be active in the Microsoft AI Cloud partner program.

Contact our team at sponsor@microsoft.com

Complete this form to receive more information

Microsoft AI Tour Preview

2026-2027 sponsorship opportunities

Event locations subject to change

Planning of next year's Microsoft AI Tour is in final stages. The below is a representative list of event locations and market-based pricing for your planning purposes.



Americas

City	Pricing
Atlanta	$5,000-$90,000
Chicago	$10,000-$120,000
Houston	$10,000-$120,000
Mexico City	$5,000-$90,000
Miami	$35,000-$80,000
Montreal	$5,000-$65,000
New York City	$15,000-$180,000
Philadelphia	$5,000-$65,000
São Paulo	$5,000-$90,000
Seattle	$10,000-$120,000
Toronto	$10,000-$120,000

EMEA

City	Pricing
Brussels	$5,000-$65,000
Cologne	$15,000-$180,000
Copenhagen	$5,000-$90,000
Dubai	$5,000-$90,000
Johannesburg	$5,000-$65,000
London	$15,000-$180,000
Madrid	$5,000-$65,000
Milan	$5,000-$90,000
Paris	$15,000-$180,000
Riyadh	$5,000-$90,000
Stockholm	$5,000-$65,000
Tel Aviv	$5,000-$65,000
Utrecht	$10,000-$120,000
Zurich	$10,000-$120,000

Asia

City	Pricing
Bengaluru	$5,000-$90,000
Jakarta	$5,000-$65,000
Mumbai	$5,000-$90,000
Osaka	$5,000-$65,000
Seoul	$10,000-$120,000
Shanghai	$5,000-$90,000
Singapore	$5,000-$90,000
Sydney	$15,000-$180,000
Taipei	$5,000-$65,000
Tokyo	$15,000-$180,000

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