FLUKE®

XCELERATE 26
CONFERENCE

SPONSORSHIP PACKAGE

MARCH 9-11, 2026
AUSTIN, TEXAS

Reliability Reimagined.
Connection, Intelligence & Resilience

XCELERATE 26

Event *Overview*

Xcelerate is the premier gathering for maintenance, reliability, and operations professionals focused on keeping the world running. Join thousands of peers to explore the future of asset performance, share real-world insights, and drive measurable improvement across your operations.

MARCH 9, 2026

PRE-CONFERENCE

Kick off Xcelerate 2026 with exclusive pre-conference workshops and networking at the Welcome Reception and Sponsor Dinner to maximize your event experience. Connect early with industry leaders and set the stage for meaningful engagement throughout the week.

THOUGHT LEADERSHIP

Showcase your expertise and vision during our dedicated thought leadership track, featuring influential speakers and actionable insights. Elevate your brand by leading conversations that shape the future of the industry.

MARCH 10-11, 2026

MAIN CONFERENCE

Experience the heart of Xcelerate 2026 with dynamic keynotes, interactive panels, and hands-on exhibits. Discover the latest innovations, forge new partnerships, and Xcelerate your brand's impact in a collaborative environment.

LOCATION:

Hyatt Regency, Austin Texas
208 Barton Springs Rd,
Austin, TX 78704

85+
SESSIONS

500+
ATTENDEES

43%
DECISION MAKERS

2 MILLION+
SOCIAL IMPRESSIONS

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Benefits
OF SPONSORSHIP

BRAND ELEVATION
Elevate your brand at Xcelerate with premium visibility and exclusive branding opportunities designed to engage a high-value, decision-making audience.

LEAD GENERATION
Connect directly with decision-makers and industry influencers. Leverage attendee lists, engage in the new dedicated networking space, and build relationships with Fluke leadership and fellow partners.

THOUGHT LEADERSHIP
Share your expertise through sessions, workshops, and panels at Main Conference or Thought Leadership Day. Shape conversations and inspire action.

COMMUNITY BUILDING
Cultivate lasting connections with peers, partners, and prospects through intentional, experience-driven engagement.

XCELERATE CASE STUDIES

NETWORKING
Learn how Madison utilized Xcelerate to share insights with maintenance experts and team members she rarely had a chance to connect with.

EDUCATION
Learn how Xceleate sessions gave Chad powerful insights on how to revolutionize his maintenance team.

PARTNERSHIP
Learn how Augmentir partnered with Fluke for Xcelerate 2025, gaining brand visibility with maintenance leaders and meaninful conversations with enterprise decision makers

XCELERATE

Moments

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Relive the energy, excitement, and connections from past years.

Discover what you could experience by partnering with Xcelerate:

Watch the Xcelerate 2025 Highlight video.

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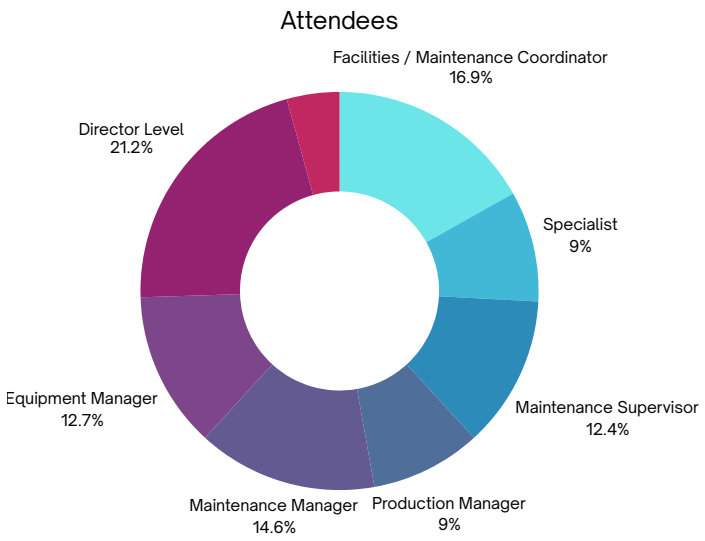
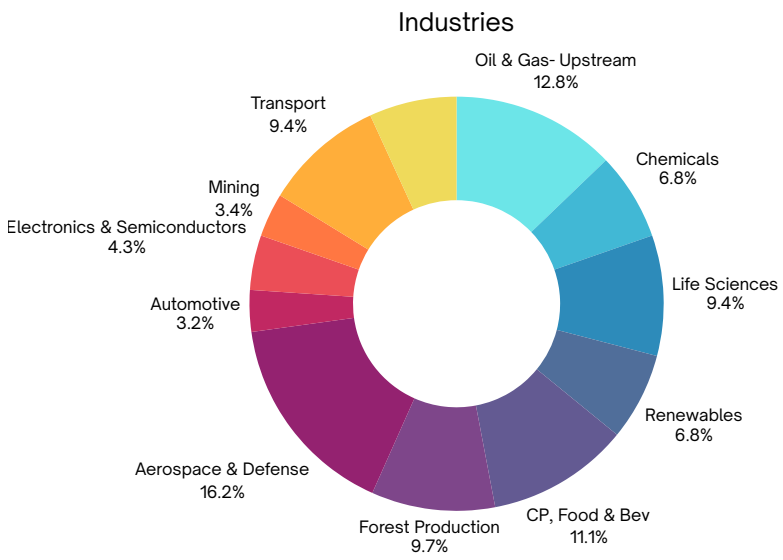
Demographics

Attendees & Industries

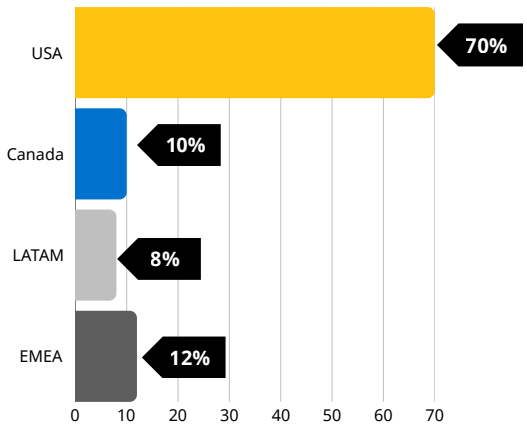
BY ATTENDEES:



BY INDUSTRIES:



BY COUNTRY:



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2026 Sponsorship Pricing & Benefits	Platinum	Gold	Silver
Price	$20,000	$10,000	$5,000
Availability	2	5	5
1 Sponsor Table by the Reliability Lab	✓	✓	✓
One 20-amp Electrical Connection	✓	✓	✓
Complimentary Conference Registrations	4	2	1
Linked Logo Placement in Event App	✓	✓	✓
Logo on Printed Sponsor Signage	✓	✓	✓
Logo on Landing Page of Event App	✓		
Thank you on General Session Main Stage	✓	✓	✓
Xcelerate Attendee List (Opt-in Only)	✓	✓	✓
Ad in General Session Housekeeping Slides	Full Slide	½ Slide	
Speakership Opportunity (Main Conference)	✓	✓	
Monday Evening Sponsor Dinner Seats	4	2	1
Pre-Event Feature in Xcelerate Newsletter	✓		
Post-Event Feature in Xcelerate Newsletter	✓		
Thought Leadership Speakership Opportunity	✓		

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Exhibitor* SCHEDULE

	Sunday, March 8	Monday, March 9	Tuesday, March 10	Wednesday, March 11
Move In	12 Noon - 5:00pm			
Exhibit		7:00 a.m. - 7:30 p.m.**	7:00 a.m. - 4:00 p.m.	7:00 a.m. - 2:30 p.m.
Move Out				2:30 p.m. - 7:00 p.m.

*The Exhibitor Schedule may be adjusted slightly based on the final timed conference agenda.
**The Sponsor Dinner will be Monday, March 9, 2026 at 7:00 p.m.

SPONSORSHIP EXPERIENCE

Xcelerate does not offer traditional exhibit booths. Instead, each Sponsor is provided with a 6' table, two chairs, and access to electrical power.

*To help maximize engagement, Sponsors will receive a timed agenda outlining key high-traffic moments, (e.g. Welcome Reception and breaks), when attendees heavily congregate in the Sponsor area. Sponsor tables do not need to be staffed continuously, as event security will be present throughout the program. We strongly recommend incorporating a QR code or another interactive element at your table to capture attendee interest when your team is not present, such as during General Sessions or Breakout Sessions.

**The Sponsor dinner will begin at 7:00 p.m. on Monday, March 9, 2026.

Ready to accelerate your impact? Secure your Sponsorship Today!

Contact us to review your partnership or to schedule a briefing call.

LEX DAVIES
Global Event Manager
Lex.davies@fluke.com

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https://reliability.fluke.com/xcelerate/