



CLOUD **FOUNDRY**  
SUMMIT **EUROPE 2017**

October 11-12, 2017 | Basel, Switzerland

# Sponsorship Prospectus





CLOUD FOUNDRY  
SUMMIT EUROPE 2017

# Cloud Foundry Summit Europe is the premier event for enterprise app developers. Want to focus on innovation and streamline your development pipeline?

Cloud Foundry Summit Europe 2017 will make you an expert in microservices and continuous delivery in your language or framework of choice. Fast-track yourself and your business with the quickest way to deliver apps.

---

## Why Sponsor Cloud Foundry Summit Europe?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of technical pioneers defining the new application delivery platform for cloud and the enterprise.

Cloud Foundry Summit Europe 2016 brought together more than 700 attendees from 32 countries and showcased information from innovators and technical leaders at companies including Comcast, Kaiser Permanente, Allstate, The Gap and more. Join Cloud Foundry Summit Europe 2017 for even more incredible community building, cross-company collaboration and cutting-edge training.

By sponsoring this event, you will join other prominent and previous industry sponsors such as Altoros, Dell EMC, HPE, IBM, Pivotal, SAP and Swisscom in supporting the growth and innovation of Cloud Foundry, the fast-growing industry-standard platform for building the next generation of enterprise applications.



CLOUD FOUNDRY  
SUMMIT EUROPE 2017

# PLATINUM SPONSORSHIP

NON-MEMBER

\$130,000

MEMBER

\$110,000

4 AVAILABLE

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).

## Pre-Summit:

- Sponsor Designation in Press Releases
- Recognition as platinum sponsor in body of release: recognition in Pre-Event Email Marketing
- 3 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: logo on event website with click through to company website
- Event Press and Analyst List: contact list shared two weeks prior to event from your own outreach

---

## Onsite:

- Track Sponsorship: create your own track tailored to the developer community specific to your organization. Track can be designed to embrace a developer community centered around any language, framework, architectural style, or product related to the Cloud Foundry ecosystem
  - Program Co-Chair for 1 track
  - 10 minute Introduction to the track
  - 30 minute session within the track
  - Sponsor is expected to drive at least 100 developer attendees
- Demo Theater: 20 minute demo
- Analyst Event: a two-hour invite-only event catered to the analyst community that includes a formal presentation (from Cloud Foundry Foundation Executive Director Abby Kearns) and a panel of vendor customers (up to two customers per vendor) on background
- Collateral Giveaway at Registration
- 2 Passes to Executive Networking Event
- Keynote Stage Sponsor Recognition
- Executive Meeting Room: Bookable for (1) 2-hour meeting or (2) 1-hour meeting
- Sponsor Video Playing on Looped Screens (up to 1 minute, no audio: 3x frequency)
- Mobile App Branding
- 1 Lead Retrieval Device
- Exhibit Booth: 10'x6' space includes backwall, counter, stools, and wifi
- Recognition on Event Signage: logo on conference signage

---

## Post-Summit:

- Sponsor Message in Attendee Post-Conference email: 100 word max
- Pre or Post-Conference Email Blast: one time use of opt-in list to be sent by Cloud Foundry

---

## Conference Passes:

- 20 Event Attendee Passes: full access passes for sponsor employees
- 40 Developer Passes: distributed to external developers (non-platinum sponsor employees only)
- Unlimited 20% discounted conference passes



# GOLD SPONSORSHIP

NON-MEMBER

\$52,500

MEMBER

\$45,000

8 AVAILABLE

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).

## Pre-Summit:

- Recognition in Pre-Event Email Marketing
- 2 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: logo on event website with click through to company website
- Event Press and Analyst List: contact list shared two weeks prior to event from your own outreach

---

## Onsite:

- Speaking Opportunity: 5 minute lightning talk in a breakout session
- Demo Theater: 20 minute demo
- Keynote Stage Sponsor Recognition
- Executive Meeting Room: bookable for (1) 1-hour meeting
- Sponsor Video Playing on Looped Screens (up to 1 minute, no audio: 2x frequency)
- Mobile App Branding
- Exhibit Booth: 10'x6' space includes backwall, counter, stools and wifi
- Recognition on Event Signage: logo on conference signage

---

## Post-Summit:

- Sponsor Message in Attendee Post-Conference email: 75 word max
- Pre or Post-Conference Email Blast: one time use of opt-in list to be sent by Cloud Foundry

---

## Conference Passes:

- 15 Event Attendee Passes: full access passes for sponsor employees
- 7 Developer Passes: distributed to external developers (non-gold sponsor company employees)
- Unlimited 20% discounted conference passes



CLOUD FOUNDRY  
SUMMIT EUROPE 2017

# SILVER SPONSORSHIP

NON-MEMBER

\$25,500

MEMBER

\$20,000

5 AVAILABLE

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).

## Pre-Summit:

- Recognition in Pre-Event Email Marketing
- 1 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: logo on event website with click through to company website
- Event Press and Analyst List: contact list shared two weeks prior to event from your own outreach

---

## Onsite:

- Sponsor Video Playing on Looped Screens (up to 1 minute, no audio: 1x frequency)
- Mobile App Branding
- Exhibit Booth: 5'x5' space includes backwall, counter, stools, and wifi
- Recognition on Event Signage: logo on conference signage

---

## Post-Summit:

- Sponsor Message in Attendee Post-Conference email: 50 word max

---

## Conference Passes:

- 10 Event Attendee Passes: full access passes for sponsor employees
- 5 Developer Passes: distributed to external developers (non-silver sponsor company employees)
- Unlimited 20% discounted conference passes



CLOUD FOUNDRY  
SUMMIT EUROPE 2017

# BRONZE SPONSORSHIP

NON-MEMBER

\$12,000

MEMBER

\$9,000

8 AVAILABLE

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).

## Pre-Summit:

- Recognition on Event Website: logo on event website with click through to company website
- 

## Onsite:

- Exhibit Booth: 5'x5' space with counter, stools, and wifi
  - Recognition on Event Signage: logo on conference signage
- 

## Conference Passes:

- 3 Event Attendee Passes: full access passes for sponsor employees
- 3 Developer Passes: distributed to external developers (non-bronze sponsor company employees)
- Unlimited 20% discounted conference passes



CLOUD FOUNDRY  
SUMMIT EUROPE 2017

# STARTUP SPONSORSHIP

NON-MEMBER

\$7,500

MEMBER

\$5,000

6 AVAILABLE

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).

## Pre-Summit:

- Recognition on Event Website: logo on event website with click through to company website
- 

## Onsite:

- Exhibit Booth: 5'x5' space with counter, stools, and wifi
  - Recognition on Event Signage: logo on conference signage
- 

## Conference Passes:

- 3 Event Attendee Passes: full access passes for sponsor employees
- 3 Developer Passes: distributed to external developers (non-startup sponsor company employees)
- Unlimited 20% discounted conference passes



CLOUD FOUNDRY  
SUMMIT EUROPE 2017

Sponsor both Silicon Valley & Europe 2017 Summits and receive a **3% discount** off of Europe sponsorship if you sign your contracts by **May 5, 2017**.

*Discount applies to both member and non-member pricing.*

## Sponsorship At-A-Glance

To secure your sponsorship, please contact Scott Monson at [smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).

	PLATINUM 4 AVAILABLE	GOLD 8 AVAILABLE	SILVER 5 AVAILABLE	BRONZE 8 AVAILABLE	STARTUP* 6 AVAILABLE
<b>Track Sponsorship</b>	•				
<b>Analyst Event</b>	•				
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by Cloud Foundry	•				
<b>Sponsor Designation in Press Releases</b> Recognition as Platinum sponsor in body of release	•				
<b>Collateral Giveaway at Registration</b>	•				
<b>Passes to Executive Networking Event</b>	2				
<b>Lead Retrieval Devices</b>	1				
<b>Speaking Opportunity:</b> Sponsor to work directly with Cloud Foundry on sign off for content of session	(30) minute session within the track	(5) Minute Lightning Talk in a Breakout Session			
<b>Keynote Stage Sponsor Recognition</b>	•	•			
<b>Executive Meeting Room</b>	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event	Bookable for (1) 1-hour meeting			
<b>Demo Theater:</b> Located in the Foundry	(20) Minute Demo	(20) Minute Demo			
<b>Sponsor Video Playing on Looped Screens</b> (up to 1 minute, no audio)	3x Frequency	2x Frequency	1x Frequency		
<b>Recognition in Pre-Event Email Marketing</b>	•	•	•		
<b>Social Media Mentions from @CloudFoundry</b>	3 Posts	2 Posts	1 Post		
<b>Event Press and Analyst List:</b> Contact list shared two weeks prior to event for your own outreach	•	•	•		
<b>Mobile App Branding</b>	•	•	•		
<b>Exhibit Booth:</b> The Foundry is the hub of the event, providing excellent mindshare for sponsors*	10' x 6' space includes backwall, counter, stools, and wifi	10'x 6' space includes backwall, counter, stools and wifi	5'x5" space includes backwall, counter, stools, and wifi	5'x5' space with 4' counter, stools, and wifi	5'x5' space with 4' counter, stools, and wifi
<b>Recognition on Event Website:</b> Logo on event website with click through to company website	•	•	•	•	•
<b>Recognition on Event Signage:</b> Logo on conference signage	•	•	•	•	•
<b>Sponsor Message in Attendee Post-Conference Email</b>	100 word max	75 word max	50 word max		
<b>Event Attendee Passes:</b> Full access passes for Sponsor employees	20	15	10	3	3
<b>Developer Passes:</b> Distributed to external developers (non-sponsor company employees only)	40	7	5	3	3
<b>Discounted Conference Passes:</b> Unlimited at 20% discount	•	•	•	•	•
<b>Non-Member Sponsorship Cost</b>	<b>\$130,000</b>	<b>\$52,500</b>	<b>\$25,500</b>	<b>\$12,000</b>	<b>\$7,500</b>
<b>Member Sponsorship Cost</b>	<b>\$110,000</b>	<b>\$45,000</b>	<b>\$20,000</b>	<b>\$9,000</b>	<b>\$5,000</b>

\*In business less than 3 years, less than \$3M in revenue and less than 50 employees

Cloud Foundry reserves the right to increase/decrease the number of available sponsorships due to changes in space availability.





# ADDITIONAL MARKETING OPPORTUNITIES

(1) ATTENDEE PASS  
INCLUDED WITH EACH ADD-ON  
MARKETING OPPORTUNITY

*We are happy to discuss  
customized opportunities.  
Please contact us to discuss.*

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).



## Fun Run **\$1,500 • 1 OPPORTUNITY**

Show your active side by supporting attendees to stay healthy on site with a fun run. This sponsorship includes your company logo on fun run signage and logo on website.



## Coffee Cart **\$2,500 • 2 OPPORTUNITIES**

Includes recognition on signage at the coffee cart for 1 day.



## Cross Promotion of Community Events **\$2,500 • 1 OPPORTUNITY**

Organizing an evening event for attendees? Cloud Foundry would be happy to help promote your event to our attendees.

Sponsor Receives:

- Listing on the event website's "Events" page
- Inclusion in (1) pre-show email
- Event listed as an add-on opportunity in registration
- At least (1) social promotion via @CloudFoundry



## Breakout Session Recording **\$5,000 • 1 OPPORTUNITY**

Extend your presence long after the live event concludes with the session recording sponsorship.

Sponsor Receives:

- Sponsor logo on all breakout session recordings
- Recognition on conference website



## Breakfasts & Breaks Sponsor **\$5,000 • 2 OPPORTUNITIES**

Signage on all breakfast and break stations in common areas.



## Diversity Luncheon **\$5,000 • 2 OPPORTUNITIES**

Show your support of a more diverse Cloud Foundry community and for all of those community members who are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



## Industrial Strength Internet **\$5,000 • 1 OPPORTUNITY**

We will (a) name the SSID any name of your preference and (b) provide signage through the entire conference venue notatin your company as the sponsor.



# ADDITIONAL MARKETING OPPORTUNITIES (CONT'D)

(1) ATTENDEE PASS  
INCLUDED WITH EACH ADD-ON  
MARKETING OPPORTUNITY

*We are happy to discuss  
customized opportunities.  
Please contact us to discuss.*

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).



## Diversity Scholarship **\$5,000 • UNLIMITED**

Cloud Foundry's scholarship program provides support to the traditionally underrepresented and/or marginalized group in the technology and/or open source communities including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities, who may not otherwise have the opportunity to attend Cloud Foundry Summit for financial reasons. Equal access and diversity are important to Cloud Foundry, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the Diversity Scholarship.

Sponsors Receive:

- Recognition during the opening keynote
- Signage onsite at the event
- Recognition in pre-event email marketing



## Lunch Sponsor **\$5,000 • 2 OPPORTUNITIES**

Signage on all lunch stations in common areas.



## Keynote Livestream & Recording **\$5,000 • 1 OPPORTUNITY**

Extend your presence beyond attendees at the live with the keynote livestream and sponsorship.

Sponsor Receives:

- Sponsor logo on livestream registration page
- Recognition on event website
- Sponsor logo on all keynote session recordings



## Hackfest **\$5,000 • 1 OPPORTUNITY**

Show your support of the developer community and the important work they are doing in the Cloud Foundry space with the Hackfest Sponsorship.

Sponsor Receives:

- Recognition during opening keynote
- Recognition in pre-conference email marketing
- Recognition on Hackfest signage onsite



## Lanyard **\$6,000 • 1 OPPORTUNITY**

The opportunity for every attendee at the event to wear your logo.



## Attendee T-Shirts **\$7,500 • 1 OPPORTUNITY**

Showcase your logo on every attendee with the t-shirt sponsorship. Cloud Foundry creative services will provide the design and sponsor logo will be placed prominently.



# ADDITIONAL MARKETING OPPORTUNITIES (CONT'D)

(1) ATTENDEE PASS  
INCLUDED WITH EACH ADD-ON  
MARKETING OPPORTUNITY

*We are happy to discuss  
customized opportunities.  
Please contact us to discuss.*

To secure your sponsorship,  
please contact Scott Monson at  
[smonson@cloudfoundry.org](mailto:smonson@cloudfoundry.org).



## Welcome Reception & Booth Crawl

**\$7,500 • 1 OPPORTUNITY**

Cloud Foundry will organize a Welcome Reception & Booth Crawl and invite all event attendees for a fun evening to network, talk shop and meet new people. The Cloud Foundry team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

Sponsor Receives:

- Recognition on the schedule
- Signage at the reception
- Logo napkins at the bars



## Attendee Lounge **\$10,000 • 2 OPPORTUNITIES**

The lounge gives attendees the power to stay connected – both personally and with their devices. Lounges spaces are always “the place to be,” giving sponsors a unique opportunity to showcase their branding as everyone needs to recharge their devices, the participants (and anyone walking by) will see your branding.

Sponsors receive:

- Soft seating with charging plug-ins for attendees to recharge devices (and themselves)
- Prominent custom signage displayed in the lounge



## Attendee Off-Site Evening Event

**\$100,000 • 1 OPPORTUNITY OR (4) CO-SPONSORS**

Cloud Foundry will organize an off-site evening event and invite all event attendees for a fun evening to network, talk shop and meet new people. The Cloud Foundry team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

Sponsors Receive:

- Branded logo napkins at event
- Sponsor logo on a colored gobo lighting a wall (space permitting)
- Logo published on evening event signage
- Recognition on keynote stage
- Inclusion in pre-show email & social media promotion