

CLOUD  
FOUNDRY  
— —  
S U M M I T 2 0 1 9



# BUILDING THE FUTURE

THE HAGUE, NETHERLANDS | SEPTEMBER 11-12

SPONSORSHIP PROSPECTUS

# CLOUD FOUNDRY SUMMIT EUROPE IS FOR DEVELOPERS BUILDING THE CLOUD-NATIVE FUTURE.

From startups to the Fortune 500, Cloud Foundry is used by businesses around the globe to automate, scale and manage cloud apps throughout their lifecycle. Smart business knows the future is cloud-native – and their development teams are building that future using Cloud Foundry technologies.

Cloud Foundry Summit Europe 2019 will make you an expert in microservices and continuous delivery in your language or framework of choice. Whether you're a contributor or committer building the platform, or you're using the platform to attain your business goals, Cloud Foundry Summit is where developers, operators, CIOs and other IT professionals go to share best practices and innovate together.

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## **Why Sponsor Cloud Foundry Summit Europe?**

Sponsoring Cloud Foundry Summit demonstrates your organization's commitment to building the future of digital business. Join this cutting-edge community in the Hague to gain valuable mindshare of an elite audience of technical pioneers.

By sponsoring this event, you will join other prominent and previous industry sponsors such as AWS, Fidelity International, Google, Microsoft, IBM, Pivotal, SUSE, Swisscom and VMware in supporting the growth and innovation of Cloud Foundry, the industry-standard platform for building the next generation of enterprise applications.

Cloud Foundry Summit Europe 2018 brought together more than 900 attendees from 32 countries and showcased stories from innovators and technical leaders at companies including AirFrance-KLM, Boeing, Comic Relief, Daimler, Siemens, Volkswagen and more. These companies are building for the future -- are you?

## DIAMOND SPONSORSHIP

**NON-MEMBER**

\$130,000

**MEMBER**

\$110,000

**2 AVAILABLE  
SOLD OUT**

To secure your sponsorship,  
please contact Kimberly Andrews  
at [sponsor@cloudfoundry.org](mailto:sponsor@cloudfoundry.org).

### Pre-Summit:

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

### Onsite:

- Track Sponsorship: Tracks are designed specifically for the developer community. Sponsor selects a track topic from a pre-determined program.
  - 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 150 developer attendees
- Keynote Stage Presence: 10 minute presentation with Abby Kearns or Chip Childers for a customer/end user
- 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' x 6' 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, Partner, & Customer Passes: Distributed to external, non-sponsor company employees
- Unlimited 20% discounted conference passes

## PLATINUM SPONSORSHIP

**NON-MEMBER**

\$126,000

**MEMBER**

\$106,000

**2 AVAILABLE**

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

### Onsite:

- Keynote Stage Presence: 10 minute presentation with Abby Kearns or Chip Childers for a customer/end user
- 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' x 6' 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, Partner, & Customer Passes: Distributed to external, non-sponsor company employees
- Unlimited 20% discounted conference passes

## **GOLD SPONSORSHIP**

**NON-MEMBER**

\$52,500

**MEMBER**

\$45,000

**10 AVAILABLE**

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### Pre-Summit:

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

- Speaking Opportunity: 5 minute lightning talk in a breakout session
  - Demo Theater: 20 minute demo
  - Keynote Stage Sponsor Recognition
  - Meeting Room: Bookable for (1) 1-hour meeting
  - Sponsor Video Playing on Looped (up to 1 minute, no audio): 2x frequency
  - Mobile App Branding
  - Exhibit Booth: 10' x 6' space includes backwall, counter, stools and wifi
  - Recognition on Event Signage: Logo on conference signage
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### 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
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### Conference Passes:

- 15 Event Attendee Passes: Full access passes for sponsor employees
- 7 Developer, Partner, & Customer Passes: Distributed to external, non-sponsor company employees
- Unlimited 20% discounted conference passes

## SILVER SPONSORSHIP

NON-MEMBER

\$25,500

MEMBER

\$20,000

**8 AVAILABLE**

**4 AVAILABLE**

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please contact Kimberly Andrews  
at [sponsor@cloudfoundry.org](mailto:sponsor@cloudfoundry.org).

### Pre-Summit:

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

### Onsite:

- Sponsor Video Playing on Looped Screens (up to 1 minute, no audio): 1x Frequency
  - Mobile App Branding
  - Exhibit Booth: 5' x 5' 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, Partner, & Customer Passes: Distributed to external, non-sponsor company employees
- Unlimited 20% discounted conference passes

## BRONZE SPONSORSHIP

NON-MEMBER

\$12,000

MEMBER

\$9,000

**8 AVAILABLE  
SOLD OUT**

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at [sponsor@cloudfoundry.org](mailto:sponsor@cloudfoundry.org).

### Pre-Summit:

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

### Onsite:

- Exhibit Booth: 5' x 5' 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, Partner, & Customer Passes: Distributed to external, non-sponsor company employees
- Unlimited 20% discounted conference passes

## STARTUP SPONSORSHIP

**NON-MEMBER**

\$7,500

**MEMBER**

\$5,000

**UNLIMITED**

**REQUIREMENTS**

- 50 or less employees
- Under \$3M in annual revenues
- Incorporated less than 3 years

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### 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, Partner, & Customer Passes: Distributed to external, non-sponsor company employees
- Unlimited 20% discounted conference passes



# SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact Kimberly Andrews at [sponsor@cloudfoundry.org](mailto:sponsor@cloudfoundry.org).

	<b>DIAMOND</b> 2 AVAILABLE SOLD OUT	<b>PLATINUM</b> 2 AVAILABLE	<b>GOLD</b> 8 AVAILABLE	<b>SILVER</b> 8 AVAILABLE 4 AVAILABLE	<b>BRONZE</b> 8 AVAILABLE SOLD OUT	<b>STARTUP*</b> UNLIMITED
<b>Track Sponsorship:</b> Program co-chair, (1) 10 minute introduction to the track, & (1) 30 minute session within the track	•					
<b>Analyst Event</b>	•	•				
<b>Sponsor Designation in Press Release:</b> Recognition as platinum sponsor in body of release	•	•				
<b>Collateral Giveaway at Registration</b>	•	•				
<b>Passes to Executive Networking Event</b>	2	2				
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by Cloud Foundry	•	•				
<b>Lead Retrieval Devices</b>	1	1				
<b>Speaking Opportunity:</b> Sponsor to work directly with Cloud Foundry on sign off for content of session	(10) Minute Keynote Stage Presence	(10) Minute Keynote Stage Presence	(5) Minute Lightning Talk in a Breakout Session			
<b>Keynote Stage Sponsor Recognition</b>	•	•	•			
<b>Demo Theater:</b> Located in the Foundry	(20) Minute Demo	(20) Minute Demo	(20) Minute Demo			
<b>Executive Meeting Room</b>	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event	Bookable for (1) 1-hour meeting during event			
<b>Sponsor Video Playing on Looped Screens</b> (up to 1 minute, no audio)	3x Frequency	3x Frequency	2x Frequency	1x Frequency		
<b>Sponsor Message in Attendee Post-Conference Email</b>	100 word max	100 word max	75 word max	50 word max		
<b>Recognition in Pre-Event Email Marketing</b>	•	•	•	•		
<b>Social Media Mentions from @CloudFoundry</b>	3 Posts	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	10' x 6' space includes backwall, counter, stools, and wifi	5' x 5' 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>Event Attendee Passes:</b> Full access passes for sponsor employees	20	20	15	10	3	3
<b>Developer, Partner, &amp; Customer Passes:</b> Distributed to external, non-sponsor company employees	40	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>\$126,000</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>\$106,000</b>	<b>\$45,000</b>	<b>\$20,000</b>	<b>\$9,000</b>	<b>\$5,000</b>

# END USER BIRDS OF A FEATHER

\*FOR AN END USER EXCLUSIVELY

**NON-MEMBER**

**\$29,000**

**MEMBER**

**\$24,000**

**1 AVAILABLE**

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  - 1 Social Media Mention from @CloudFoundry
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  - Recognition on Event Website: Logo on event website with click through to company website
- 

## Onsite:

- Lounge: Custom branded walls directly where all Birds of a Feather will take place throughout the event.
  - Birds of a Feather: Provide up to 4 topics to be pre-populated into the BoF schedule before we arrive onsite.
  - Mobile App Branding
  - Recognition on Event Signage: Logo on conference signage
- 

## Post-Summit:

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

## Conference Passes:

- 15 Event Attendee Passes: Full access passes for sponsor employees
- Unlimited 20% discounted conference passes

## 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.*

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

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



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

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

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

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Please contact us to discuss.*

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### 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.



### Hackathon **\$7,000 • 1 OPPORTUNITY**

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

Sponsor Receives:

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



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

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

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

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### 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



### Executive Networking Event **\$25,000 • 1 OPPORTUNITY**

Cloud Foundry will organize an off-site networking evening event focused on VIPs and executives with decision making power. The Cloud Foundry team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

Sponsor Receives:

- Branded logo napkins at event
- Sponsor logo on monitors throughout the venue
- 25 Summit Attendee Passes
- Ability for sponsor company to invite 100 attendees to the event.