CLOUD FOUNDRY

SUMMIT 2019

BUILDING THE FUTURE

PHILADELPHIA, PA | APRIL 2-4

PENNSYLVANIA CONVENTION CENTER

SPONSORSHIP PROSPECTUS

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S U M M I T   2 0 1 9

Cloud Foundry Summit is home to the cloud-native open source community building for the future. 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.

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.

Sponsoring Cloud Foundry Summit demonstrates your organization's commitment to building the future of digital business. Join this cutting-edge community in Philadelphia 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, Dell EMC, Google, Microsoft, IBM and SAP 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 NA Summit 2018 brought together more than 1,500 attendees from 28 countries and showcased stories from innovators and technical leaders at companies including the United States Air Force, Zipcar, Comcast, Allstate and more. These companies are building for the future -- are you?

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SUMMIT 2019

DIAMOND SPONSORSHIP

NON-MEMBER
$178,000

MEMBER
$155,000

~~2 AVAILABLE~~
SOLD OUT

To secure your sponsorship, please contact Kimberly Andrews at **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
    - 10 minute Introduction
    - 30 minute session within the track
    - Sponsor is expected to drive at least 300 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
- Cloud Foundry Video Series: We interview you and your customers onsite to produce a range of videos that are shared across marketing channels (email, social, web, ads)
- Collateral Giveaway at Registration
- 2 Passes to Executive Networking Event
- Keynote Stage Sponsor Recognition
- Executive Meeting Room: Exclusive use for duration of event
- Sponsor Video Playing on Looped Screens (up to 1 minute, no audio): 3x frequency
- Mobile App Branding
- 2 Lead Retrieval Devices
- Exhibit Booth: 20'x20' 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:

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

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PLATINUM SPONSORSHIP

NON-MEMBER
$133,000

MEMBER
$115,000

~~2 AVAILABLE~~
1 AVAILABLE

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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:

• 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

• Cloud Foundry Video Series: We interview you and your customers onsite to produce a range of videos that are shared across marketing channels (email, social, web, ads)

• Collateral Giveaway at Registration

• 2 Passes to Executive Networking Event

• Keynote Stage Sponsor Recognition

• Executive Meeting Room: Exclusive use for duration of event

• Sponsor Video Playing on Looped Screens (up to 1 minute, no audio): 3x frequency

• Mobile App Branding

• 2 Lead Retrieval Devices

• Exhibit Booth: 20'x20' 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:

• 30 Event Attendee Passes: Full access passes for sponsor employees

• 50 Developer, Partner, & Customer Passes: Distributed to external, non-sponsor company employees

• Unlimited 20% discounted conference passes

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GOLD SPONSORSHIP

NON-MEMBER
$85,000

MEMBER
$72,500

~~10 AVAILABLE~~
8 AVAILABLE

To secure your sponsorship, please contact Kimberly Andrews at **sponsor@cloudfoundry.org**.

Pre-Summit:

- Recognition in Pre-Event Email Marketing
- 2 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:

- 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) 2-hour meeting or (2) 1-hour meetings during the event
- Sponsor Video Playing on Looped Screens (up to 1 minute, no audio): 2x frequency
- Mobile App Branding
- 2 Lead Retrieval Devices
- Exhibit Booth: 20'x10' 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:

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

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SILVER SPONSORSHIP

NON-MEMBER
$44,000

MEMBER
$36,000

~~10 AVAILABLE~~
7 AVAILABLE

To secure your sponsorship, please contact Kimberly Andrews at **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
- 1 Lead Retrieval Device
- Exhibit Booth: 10'x10' 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:

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

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BRONZE SPONSORSHIP

NON-MEMBER
$15,500

MEMBER
$10,500

~~10 AVAILABLE~~
SOLD OUT

To secure your sponsorship, please contact Kimberly Andrews at **sponsor@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:

• 5 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

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STARTUP SPONSORSHIP

NON-MEMBER
$10,300

MEMBER
$7,750

UNLIMITED

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

To secure your sponsorship, please contact Kimberly Andrews at **sponsor@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:

- 5 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

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SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact Kimberly Andrews at sponsor@cloudfoundry.org.

	DIAMOND ~~2 AVAILABLE~~ SOLD OUT	PLATINUM ~~2 AVAILABLE~~ 1 AVAILABLE	GOLD ~~10 AVAILABLE~~ 8 AVAILABLE	SILVER ~~10 AVAILABLE~~ 7 AVAILABLE	BRONZE ~~10 AVAILABLE~~ SOLD OUT	STARTUP* UNLIMITED
Track Sponsorship: Program co-chair, (1) 10 minute introduction to the track, & (1) 30 minute session within the track	•					
Analyst Event	•	•				
Sponsor Designation in Press Release: Recognition as platinum sponsor in body of release	•	•				
Cloud Foundry Video Series: We interview you and your customers onsite to produce a range of videos that are shared across marketing channels (email, social, web, ads)	•	•				
Collateral Giveaway at Registration	•	•				
Passes to Executive Networking Event	2	2				
Speaking Opportunity: 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			
Keynote Stage Sponsor Recognition	•	•	•			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Cloud Foundry	•	•	•			
Demo Theater: Located in the Foundry	(20) Minute Demo	(20) Minute Demo	(20) Minute Demo			
Executive Meeting Room	Exclusive use for duration of event	Exclusive use for duration of event	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
Sponsor Video Playing on Looped Screens (up to 1 minute, no audio)	3x Frequency	3x Frequency	2x Frequency	1x Frequency		
Sponsor Message in Attendee Post-Conference Email	100 word max	100 word max	75 word max	50 word max		
Recognition in Pre-Event Email Marketing	•	•	•	•		
Social Media Mentions from @CloudFoundry	3 Posts	3 Posts	2 Posts	1 Post		
Event Press and Analyst List: Contact list shared two weeks prior to event for your own outreach	•	•	•	•		
Mobile App Branding	•	•	•	•		
Lead Retrieval Devices	2	2	2	1		
Exhibit Booth: The Foundry is the hub of the event, providing excellent mindshare for sponsors	20'x 20' space includes backwall, counter, stools, and wifi	20'x 20' space includes backwall, counter, stools, and wifi	20'x10' space includes backwall, counter, stools and wifi	10'x10' space includes backwall, counter, stools, and wifi	5'x5' space with counter, stools, and wifi	5'x5' space with counter, stools, and wifi
Recognition on Event Website: Logo on event website with click through to company website	•	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•	•	•	•
Developer, Partner, & Customer Passes: Distributed to external, non-sponsor company employees	50	50	15	10	5	5
Event Attendee Passes: Full access passes for sponsor employees	30	30	20	15	5	5
Discounted Conference Passes: Unlimited at 20% discount	•	•	•	•	•	•
Non-Member Sponsorship Cost	$178,000	$133,000	$85,000	$44,000	$15,500	$10,300
Member Sponsorship Cost	$155,000	$115,000	$72,500	$36,000	$10,500	$7,750

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

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

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END USER BIRDS OF A FEATHER

*FOR AN END USER EXCLUSIVELY

NON-MEMBER
$48,000

MEMBER
$40,000

1 AVAILABLE

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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:

- 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:

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

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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 Kimberly Andrews at **sponsor@cloudfoundry.org**.

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.

Coffee Cart $5,000 • 2 OPPORTUNITIES

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

Conference Wifi $5,000 • 1 OPPORTUNITY

We will (a) name the SSID any name of your preference and (b) provide signage throughout the entire event venue notating your company as the sponsor.

Diversity Scholarship $5,000 • NO LONGER AVAILABLE

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

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ADDITIONAL MARKETING OPPORTUNITIES

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

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Lunch Sponsor $5,000 • 2 OPPORTUNITIES

Signage on all lunch stations in common areas.

Fun Run $5,000 • 1 OPPORTUNITY **NO LONGER AVAILABLE**

Show your active side by supporting attendees to stay healthy onsite with a fun run. This sponsorship includes your company logo on the fun run dry fit t-shirt, company logo on fun run signage and logo on website.

Hackathon $7,000 • 1 OPPORTUNITY **SOLD OUT**

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 $7,500 • 1 OPPORTUNITY **SOLD OUT**

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

Attendee T-Shirts $10,000 • 1 OPPORTUNITY
NO LONGER AVAILABLE

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.

Diversity Luncheon $10,000 • 2 OPPORTUNITIES
1 OPPORTUNITY

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.

Welcome Reception & Booth Crawl
   $10,000 • 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

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ADDITIONAL MARKETING OPPORTUNITIES

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

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Executive Networking Event
$35,000 • 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 signage throughout the venue
- 10 Summit Attendee Passes
- Ability for sponsor company to invite 100 attendees to the event

Networking App $5,000 • 1 AVAILABLE

Help foster the hallway track by sponsoring a networking app to help attendees connect with each other over their favorite subjects of interest. Sponsorship includes recognition on website, pre-event email, within the networking app, and signage.

Keynote Closed Captioning
$10,000 • NO LONGER AVAILABLE

Improve our keynote's accessibility by providing real time captioning for all keynote sessions. Sponsorship includes recognition on event website, pre-event email, and keynote stage recognition.

Spousetivities $5,000 • NO LONGER AVAILABLE

Provide some entertainment for those joining our attendees in Philadelphia! Includes recognition on website, registration page, and 5 social media posts.