



Sponsorship Prospectus

Dear Prospective Sponsor,

Thank you for your interest in the OpenStack Design Summit & Conference in San Francisco from April 16-20, 2012. As a global open source community, we look toward our valued community members to assist in supporting OpenStack in a variety of ways including our twice-yearly global Conference & Design Summit events for developers, users and the business ecosystem.

Below you will find the various sponsorship packages for our Spring 2012 events where we anticipate 800 attendees gathering for five days of all things OpenStack.

Thank you for your support and I look forward to seeing you this April in San Francisco.

Sincerely,

Stefano Maffulli
OpenStack Community Manager

APRIL 16-20





Headline Sponsor

Package Price: \$75,000

Sorry! The Headline Sponsor Package is now sold out.

Pre-event Promotion

- Headline sponsor designation on the OpenStack Conference website, pre- and post-event
- Sponsor will have access to pre-registered press list prior to the Conference
- Sponsor will have the opportunity to send one promotion email to opt-in registrants

On-Site Promotion

- Sponsor will have one general session keynote during the Conference
- Sponsor will have access to the press room for meetings and to display promotional materials
- Sponsor will have one chair drop during general session*
- Sponsor will have one hotel guest room drop at the Hyatt Regency*
- On-stage recognition as Headline sponsor, logo displayed during general sessions
- Headline sponsor designation on all OpenStack Conference and Design Summit sponsor signage at registration and in the hallways, including one single-sided meterboard with sponsor graphics
- First access to a la carte marketing opportunities to reserve desired dates and exclusive sponsorship options:
 - Opportunity to sponsor an official evening event
 - Opportunity to sponsor the developer's lounge for a day
- Headline sponsor designation on the Conference t-shirt given away to all attendees
- ~~Sponsor will be given 6' tabletop space with two chairs to demonstrate/discuss their solutions~~ **SOLD OUT**
- Sponsor will be allowed one giveaway in Conference registration bag given away to all attendees*

Conference Passes



Headline sponsors will receive 6 complimentary full access passes to the OpenStack Conference a \$3,000 value.

Process

As there are only 3 of these packages available, the sponsorship will be sold on a first come, first served basis.

Headline sponsors will have first access (on a first come, first served basis among Headline sponsors with an executed contract) to a la carte marketing opportunities and exclusive sponsorship options (ie. lanyard sponsorship, developer lounge sponsorship, evening events) until Friday, February 3.

Premier Sponsor

Package Price: \$35,000 (6 available)

Pre-Event Promotion

- Premier sponsor designation on the OpenStack Conference website, pre- and post-event
- Sponsor will have access to pre-registered press list prior to the Conference
- Sponsor will have the opportunity to send one promotion email to opt-in registrants

On-Site Promotion

- Sponsor will have one speaking session during the Conference tracks
- Sponsor will have access to the press room for meetings and to display promotional materials
- Sponsor will have one chair drop during general session*
- Premier sponsor designation on the Conference t-shirt given away to all attendees
- Premier sponsor designation on all OpenStack Conference and Design Summit sponsor signage at registration and in the hallways
- ~~Sponsor will be given 6' tabletop space with two chairs to demonstrate/discuss their solutions~~ **SOLD OUT**
- Sponsor will be allowed one giveaway in Conference registration bag given away to all attendees*

Conference Passes

Premier sponsors will receive 3 complimentary full access passes to the OpenStack Conference, a \$1,500 value.

Process

As there are only 6 packages available, the Premier sponsorship will be sold on a first come first served basis for executed agreements.

Premier sponsors will have access to a la carte marketing opportunities and exclusive sponsorship options (ie. lanyard sponsorship, developer lounge sponsorship, evening events) starting Monday, February 6.



Event Sponsor

Package Price: \$10,000

Pre-Event Promotion

- Event sponsor designation on the OpenStack Conference website, pre- and post-event

On-Site Promotion

- Event sponsor designation on the OpenStack Conference and Design Summit general sponsor signage at registration and in the hallways
- ~~Sponsor will be given 6' tabletop space with two chairs to demonstrate/discuss their solutions~~ **SOLD OUT**
- Sponsor will be allowed one giveaway in Conference registration bag given away to all attendees*

Conference Passes

Event sponsors will receive 1 complimentary full access pass to the OpenStack Conference, a \$500 value.

Startup Sponsor

Package Price: \$5,000

****Parameters -- In business less than 2 years and less than 5 million revenue**

Pre-Event Promotion

- Startup sponsor designation on the OpenStack Conference website, pre- and post-event

On-Site Promotion

- Startup sponsor designation on the OpenStack Conference and Design Summit general sponsor signage at registration and in the hallways
- ~~Sponsor will be given 6' tabletop space with two chairs to demonstrate/discuss their solutions~~ **SOLD OUT**
- Sponsor will be allowed one giveaway in Conference registration bag given away to all attendees*

Conference Passes

Startup sponsors will receive 1 complimentary full access pass to the OpenStack Conference, a \$500 value.

A La Carte Sponsorships

Conference Badge Lanyard \$12,500 SOLD**

- Brand the lanyard for an estimated 800+ attendees
- One opportunity available; first come, first serve

Reserve & Promote Official Evening Event \$2,500**

- Secure official party slot on Conference agenda
- Pre-event promotion via conference emails/website/etc.
- + sponsor manages and directly pays costs for the event

Sponsor the Lounge for a Day \$10,000**

- Make the developer lounge your own for a day!
- Branding at the door and refreshment table
- Table for collateral, giveaways, etc.
- Five dates available; first come, first serve
- + sponsor pays costs for any custom branding, giveaways, etc. beyond standard refreshments and signage

General Session Chair Drop* \$2,000

+ sponsor supplies item

Note, this item included in Headline and Premier sponsorship packages

Hotel Guest Room Drop* \$2,500

+ sponsor supplies item

Note, this item included in Headline sponsorship package

Special Programming TBA

As the Conference agenda begins to take shape, there may be special programming and workshops available for sponsor. Stay tuned for more details.

**Denotes sponsor is responsible for production of the item and meeting Conference deadlines for distribution*

***Preferential dates and exclusive a la carte sponsorship opportunities extended to Headline sponsors first, and open to all sponsorship levels starting Monday, February 6*

Key Dates & Deadlines

- Headline Sponsor Rights to Exclusive Sponsorship Opportunities Expires -- **February 3**
- High Res Logo Due -- **February 28** (EPS file, via email)
- Keynote & Session Abstracts, Speaker Bios Due -- **February 28**
- Shipments for Event: Chair Drop, Giveaway for Bags, etc.
 - Ship to arrive **April 12 & 13**
 - Attn: Jaime Waltman, Hyatt Regency San Francisco
 - Please mark the outside of your box with company and item description