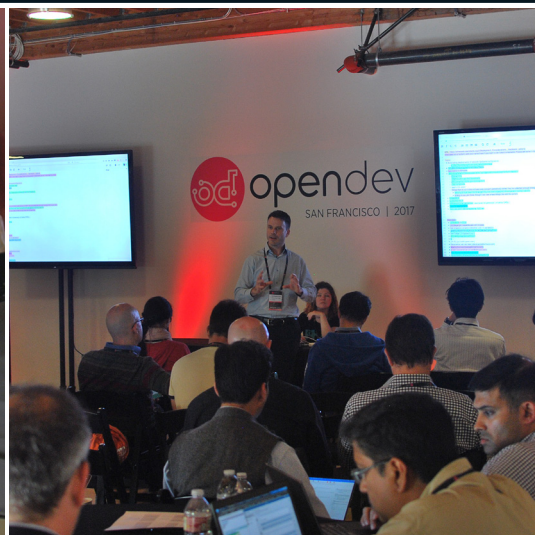**OPENDEV + PROJECT TEAMS GATHERING**

Sponsorship Prospectus

VANCOUVER CONVENTION CENTRE - EAST BUILDING
JUNE 8-11, 2020 • VANCOUVER, BC

THE FYI

OpenDev + PTG is a collaborative event organized by the OSF (OpenStack Foundation) gathering developers, system architects, and operators to address common open source infrastructure challenges.

WHAT TO EXPECT

Each day will be broken into three parts:

- Short kickoff with all attendees to set the goals for the day or discuss the outcomes of the previous day. Think of this like a mini-keynote, challenging your thoughts around the topic areas before you head into real collaborative sessions.

- **OpenDev**: Morning discussions covering projects like Airship, Ansible, Ceph, Kata Containers, Kubernetes, OpenStack, StarlingX, Zuul, and more centered around one of four different tracks:
  - » **Hardware Automation**
  - » **Large-scale Usage of Open Source Infrastructure Software**
  - » **Containers in Production**
  - » **Key Challenges for Open Source in 2020**

- **PTG:** Afternoon working sessions for project teams and SIGs to continue the morning's discussions.

WHY SHOULD YOU AND YOUR ORGANIZATION PARTICIPATE?

Together, the discussions held at OpenDev + PTG are critical to the open source advancements addressing current challenges around hardware automation, scale, containers, and the overall open source ecosystem. If you want to influence the direction and future of open infrastructure, join the community and participate in this event.

OpenDev is structured to have an impact on future development and integration efforts, achieved by collaboratively produced deliverables to share back with the industry and open source communities. The event will include discussion oriented sessions around a particular topic to explore a problem within a topic area, share common architectures, and collaborate around potential solutions.

The conversations will continue into the afternoon with the **Project Teams Gathering (PTG)**. This is when the morning's practices will be explored by project teams and SIGs who will have dedicated space to get work done in a productive setting. This event maximizes the ability of contributors to work through their project objectives in an environment that is focused towards work and productivity. Getting all team members together throughout the year allows them to build the amount of shared understanding and trust that is necessary to successfully cooperate and achieve team objectives over the next six months. The PTG events are critically important to the software development process.

WHO SHOULD PARTICIPATE?

- Developers, operators, system architects, and product managers who are **actively building and operating open source infrastructure**, and
- Organizations who want to shape the future of:
  - Hardware Automation
  - Large-scale Usage of Open Source Infrastructure Software
  - Containers in Production
  - Key Challenges for Open Source in 2020
- This event will have a maximum of 800 attendees.

HOW TO SPONSOR

Sponsoring these events will greatly help ensure the continued growth and success of open infrastructure projects

All sponsorship opportunites can be found in this prospectus. If your organization is interested in participating and supporting the open infrastructure community, please contact Kendall Waters Perez at kendall@openstack.org

Please note - all $ prices in this document are listed in US Dollars.

ENGAGE

Meet and collaborate with attendees face to face.
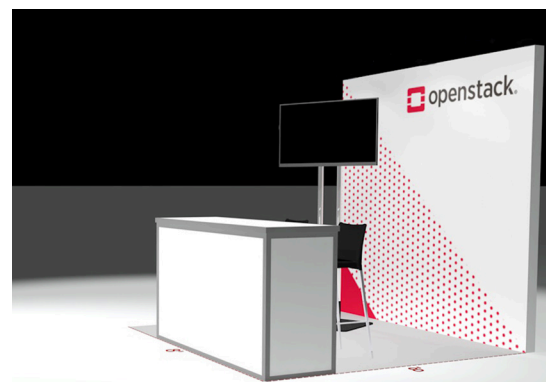
HEADLINE BOOTH (3 AVAILABLE)
$50,000

PRE-EVENT PROMOTION

- Headline sponsor logo designation on the OpenDev+PTG website, pre- and post-event
- Opportunity to submit a 100-word paragraph for inclusion in a preview email sent to all registered attendees

ON-SITE PROMOTION

- **One 5 minute presentation on the main stage during one of the morning keynote sessions on Monday, Tuesday, or Wednesday. All keynote speakers that are included as part of a sponsorship package will be mutually agreed upon by the Sponsor and the Foundation.**
- One 8 ft x 8 ft (2.4m x 2.4m) turnkey booth. Each headline booth will feature:
    - 8 ft x 8 ft (2.4m x 2.4m) backdrop with your company logo or custom design
    - 46 Inch (117 Centimeter) HD capable LCD monitor with stand
    - 4 ft (1.2 m) counter and 2 chairs
    - 15 amps of power and wireless internet
    - Ability to select booth location in order of your sponsorship agreement being confirmed.
- Headline sponsor designation on all OpenDev+PTG sponsor signage at registration, hallways and keynote sessions.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the venue.
- Booths will be open Monday - Wednesday.

EVENT PASSES

Headline sponsors will receive 12 Full Access passes. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Deadline to redeem all registration codes is May 29, 2020.

PREMIER BOOTH
$25,000

PRE-EVENT PROMOTION

- Premier sponsor logo designation on the OpenDev+PTG website, pre- and post-event

ON-SITE PROMOTION

- One 6 ft x 6 ft (1.8m x 1.8m) turnkey booth. Each premier booth will feature:
    - 4 ft x 8 ft (1.2m x 2.4m) wentex banner with your company logo or custom design
    - 2 ft (0.6 m) counter and 2 chairs
    - 10 amps of power and wireless internet
    - Ability to select booth location in order of your sponsorship agreement being confirmed.
- Premier sponsor designation on all OpenDev+PTG sponsor signage at registration, hallways and keynote sessions.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the venue.
- Booths will be open Monday - Wednesday.

EVENT PASSES

Premier sponsors will receive 8 Full Access passes. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Deadline to redeem all registration codes is May 29, 2020.

SPOTLIGHT BOOTH
$12,500

PRE-EVENT PROMOTION

- Spotlight sponsor logo designation on the OpenDev+PTG website, pre- and post-event

ON-SITE PROMOTION

- One 5 ft x 5 ft (1.5m x 1.5m) turnkey booth. Each spotlight booth will feature:
  - Highboy table and 2 chairs
  - 5 amps of power and wireless internet
  - Opportunity to bring one 4ft x 8ft (1.2m x 2.4m) quickscreen (Sponsor must provide the quickscreen. The OpenStack Foundation will not be providing one for Spotlight level booths)
  - Ability to select booth location in order of your sponsorship agreement being confirmed.
- Spotlight sponsor designation on all OpenDev+PTG sponsor signage at registration, hallways and keynote sessions.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the venue.
- Booths will be open Monday - Wednesday.

EVENT PASSES
Spotlight sponsors will receive 4 Full Access passes. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Deadline to redeem all registration codes is May 29, 2020.

SOCIAL HOUR / NETWORKING EVENING EVENT SPONSOR (MULTIPLE AVAILABLE)
$15,000

- Have your brand front and center at a networking event that takes place during the event week.
- Event details to be determined closer to the event
- Sponsor will receive:
  - Short 3 minute welcome address at the beginning of the networking event
  - Pre-event promotion on website and event schedule
  - Email and social media promotion
  - Print signage at networking event

COMMUNITY LOUNGE (3 AVAILABLE)
$20,000

Lounges will provide a place for attendees to relax, enjoy a snack, host a quick face-to-face meeting or simply catch up on email. Lounge sponsors are encouraged to be creative with the space to help achieve their sponsorship goals. The lounge will be located in a high traffic area in the venue and can be branded alongside a particular vertical that's strategic to your company, such as one of the OpenDev tracks - Hardware Automation, Large-scale Usage of Open Source Infrastructure Software, Containers in Production, or Key Challenges for Open Source in 2020.

All Lounge Sponsorships include:
- Basic lounge furniture
- One 46" monitor and stand (no audio). Sponsor is responsible for providing the content displayed on the monitor.
- Basic power for the monitor

Parameters for sponsored lounges:
- Sponsor understands that these Lounges are intended for the greater community
- Lounge layout must be approved by the OpenStack Foundation

ENHANCE

Boost the event with brand awareness for your organization.

OPENDEV TRACK SPONSOR

$10,000 PER TRACK

- Each room at OpenDev will house a specific Track - Hardware Automation, Large-scale Usage of Open Source Infrastructure Software, Containers in Production and, Key Challenges for Open Source in 2020. As a Track sponsor, you have the opportunity to align your company name with one of the Tracks.
- *Please note: the sponsor company will not select the content of the Track*
- Sponsorhip includes:
  - Print signage in discussion room of the selected Track
  - Recognition in pre-event emails and social media posts
  - Recognition in any post event material (whitepaper or case studies)
  - 4 event passes

DIGITAL ADVERTISING SLIDE

$1,000

- Advertising slide to be displayed on monitors throughout the event venue
- Sponsor is responsible for providing the Advertising Slide content to OSF prior to the event.
- Slide will run on a loop along with other slides and video content
- Sponsors are encouraged to use this to advertise their presence at the event if present.

SNACK SPONSOR

$10,000 PER DAY
$35,000 FOR THE WEEK

- Includes branding near snack station
- Social media promotion on day(s) of snack break
- Call out in an email blast to all attendees on day(s) of snack break
- Recognition on the event schedule
- Opportunity to create one digital advertisement slide to be displayed on monitors throughout the venue.

SWAG SPONSOR

$15,000

- Sponsor the swag item that is given out to all attendees.
- Company logo will be displayed on the swag item
- OpenStack Foundation to design swag item, but will communicate with sponsor for design approval
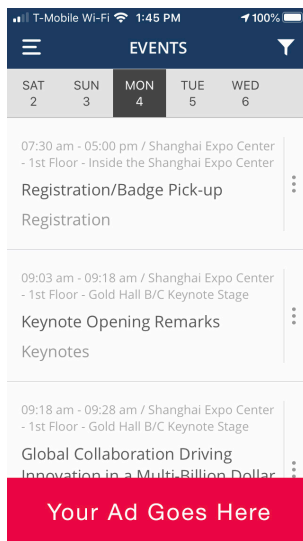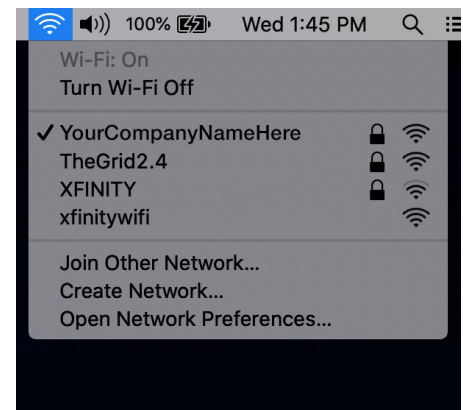- Social media mentions throughout the event week

COFFEE BREAK SPONSOR
$15,000

- Coffee Bar will be located outside the discussion rooms.
- Sponsor will receive recognition in official event schedule
- Branded disposable coffee cups with company logo
- Print signage by coffee station
- Social media promotion about sponsorship during event week

WIFI / NETWORK SPONSOR
$15,000

- *Please note: sponsor is not providing the actual network*.
- Sponsor company name to be displayed as the SSID
- Print signage with sponsor logo throughout the event venue
- Recognition from OpenStack Foundation staff on the keynote stage
- Social media mentions throughout the event week
- Inclusion in an email blast to all registered attendees during the event week
- Sponsor mention on printed handout given to every attendee

EVENT MOBILE APP SPONSOR
$10,000

- Opportunity to create a banner ad to be displayed on the official event mobile app
- Sponsor to provide graphic prior to the event
- One opportunity available; first come, first served

BRANDED BADGE LANYARD
$15,000

- Brand the lanyard for all attendees
- One opportunity available; first come, first served
- Note: Only the official lanyard sponsor is permitted to distribute lanyards at the event

FOR THE LOVE OF OPEN

Help support the community and open source.

SUPPORTING SPONSORSHIP
$6,000

- $1,000 of this sponsorship will go towards the Travel Support Program
- Supporting sponsor designation on all OpenDev+PTG sponsor website and signage at registration, hallways and keynote sessions.
- 2 Full Access passes

COMMUNITY TRAVEL SCHOLARSHIP
$2,000 PER COMMUNITY MEMBER

Donations help deserving community members attend the OSF events to further their education on open infrastructure. Just USD $2,000 can support 1 deserving individual to attend the OpenDev+PTG. Sponsor can choose to sponsor up to as many individuals as desired! Please note that travel scholarships winners are awarded by the Travel Committee.

- Logo on 'Thank You' signage in prominent area in the event venue
- Logo on a recognition slide in the keynotes
- Recognition from OpenStack Foundation leadership on keynote stage
- Recognition in Superuser article following the event
- Social media promotion of sponsor's participation in the Travel Support Program

Questions? Ready to Sponsor?

Email Kendall Waters Perez at kendall@openstack.org!

SEE YOU IN VANCOUVER!