OPENSTACK SUMMIT APRIL 2016

SPONSORSHIP PROSPECTUS

AUSTIN CONVENTION CENTER & SURROUNDING HOTELS

AUSTIN, TEXAS | APRIL 25-29, 2016

THE FYI

THE MAIN CONFERENCE WILL BE FIVE DAYS COMPRISED OF:

- Keynote presentations from notable OpenStack users and industry leaders
- Breakout sessions covering OpenStack case studies, enterprise and telco strategies, cloud operations, application development, community building, getting started and more
- Hands-on deployment and operations labs
- Developer and operator working sessions to plan the roadmap for the next software release
- Networking events, interactive sessions with the Board of Directors and more!

SUMMIT SCHEDULE:

The Main Conference Sessions and Marketplace Expo Hall will run Monday - Thursday. The developer and operator working sessions will run Tuesday - Friday.

openstack summit (devs / users)	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		Keynotes				
		Marketplace Expo Hall				
		Breakout Sessions / Workshops				
		Ops Summit	Developer & Operator Working Sessions			
	EVENING EVENTS					
	WOO Event*	Booth Crawl	Official Party			

Full Access Pass Required Requires ANY Summit Pass * Women Of OpenStack

FULL ACCESS PASS

- Access to all Breakout Sessions and Workshops, Developer & Operator working sessions, Keynote presentations, Marketplace Expo Hall, Lounges, etc.
- This pass includes lunch

KEYNOTE + MARKETPLACE PASS

- Access to the Keynote presentations from industry leaders and Marketplace Expo Hall to explore sponsor booths and network
- This pass does NOT include access to any breakout sessions (including sponsored sessions and tracks) taking place Monday - Thursday or the developer and operator working sessions taking place Tuesday - Friday. This pass ONLY includes access to the Keynote presentations and the Marketplace Expo Hall.
- This pass includes lunch

BOOTH LOCATION SELECTION:

- All sponsors will have the opportunity to choose their booth space on the expo floor.
- In recognition of the ongoing support of companies that are Sponsors or Members of the OpenStack Foundation, their contracts will be considered first, for the initial 24 hours after the executable Austin Contract goes live. All other contracts will be processed starting 24 hours later. From that point forward all sponsorships will be sold on a first-come, first-serve basis determined by the timestamp on completed agreements.
- Sponsors will be contacted in the order that the agreements were processed, at which time you will be given 24 hours to make your booth location selection. Due to the number of sponsors, if you do not make your selection in a timely manner, we must continue moving down the list.

MARKETPLACE (EXPO HALL):

- The Marketplace Expo Hall Grand Opening will be on Monday Evening - timed to start with the Booth Crawl Happy Hour. The Marketplace will remain open Tuesday - Thursday and close immediately following lunch on Thursday afternoon. Sponsor booth staff will have access to the Marketplace Expo Hall during show hours on Monday for booth set-up before the Grand Opening that evening.
- The OpenStack Marketplace Booth Crawl will be held on Monday after closing sessions. All attendees are invited to gather in the Expo Hall for drinks, snacks and games. This is a great time to mix, mingle and check out the sponsor booths.

SPONSOR SCHEDULE OF EVENTS	Monday	Tuesday	Wednesday	Thursday
	(Daytime) Marketplace closed to attendees; Sponsor Booth Staff permitted entry to set-up (Evening) Grand Opening of the Marketplace timed with start of the Booth Crawl	Marketplace open during show hours (except morning keynotes) (Evening) Official Community Evening Event	Marketplace opens at the morning break and will close at end of sessions/ approximately 6:00pm	Marketplace opens at the morning break and closes after lunch (Afternoon) Booth teardown will begin immediately following lunch

Process for
RESERVING SPONSORSHIPS

IMPORTANT DATES:

- December 14, 2015 at 17:00 UTC (11:00am CST) - Executable sponsorship contract made available. Sponsorships sold on a first-come, first-serve basis
- January 20, 2016 - Confirmed sponsors receive registration codes and access to sponsor services site
- March 8, 2016 - Last day to sign sponsorship contract

A LINK TO THE APRIL 2016 OPENSTACK SUMMIT SPONSORSHIP AGREEMENT IN ECHOSIGN WILL BE POSTED TO THE WEBSITE: HTTP://WWW.OPENSTACK.ORG/SUMMIT ON DECEMBER 14, 2015 AT 17:00 UTC (11:00am CST)

March 8, 2016 is the final day that signed sponsorship agreements will be accepted.

In recognition of the ongoing support of companies that are Sponsors or Members of the OpenStack Foundation, their contracts will be confirmed first, for the initial 24 hours after the executable April 2016 OpenStack Summit contract goes live. All other contracts will be processed starting 24 hours after. From that point forward all sponsorships will be confirmed on a first-come, first-serve basis determined by the timestamp on completed agreements.

Headline level sponsorship will also be confirmed on a first-come, first-serve basis if there are four (4) or fewer contracts submitted within the first hour of the executable agreement becoming available. In order to create a fair and level playing field, if more than four (4) companies submit signed contracts within the first hour (between 17:00 - 18:00 UTC / 11:00 - 12:00 CST) for a Headline sponsorship level, the Foundation staff will conduct a lottery to draw the four (4) official Headline sponsors. The remaining companies that do not secure the Headline sponsorship via lottery will be given the opportunity to re-sign contracts and obtain Premier level sponsorship slots in the order they submitted Headline agreements. The lottery is only applicable to the Headline sponsorship level.

Sponsor companies that signed the October 2015 Tokyo OpenStack Summit contract within the first hour for a Headline sponsorship level, but did not win the lottery drawing will be eligible to have an additional entry in the lottery drawing for the 2016 Austin OpenStack Summit if they again sign the Austin OpenStack Summit sponsorship contract for a Headline slot within the first hour that the executable electronic contract is made available. The same Headline drawing process will apply for the October 2016 Summit in Barcelona - if you submit for a Headline level sponsorship for the Austin OpenStack Summit and are not drawn in the lottery then you will receive an extra entry for the lottery drawing for the Barcelona OpenStack Summit.

If your company has any past due balances owed to OpenStack Foundation, these invoices will need to be paid in full in order to be eligible to sponsor the Summit. Please contact billing@openstack.org if you think you may have any overdue/outstanding invoices.

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

SUMMIT DEMOGRAPHICS

AUDIENCE:

- IT Executives / CIOs / Infrastructure Architects
- Public & Private Cloud Operators / Sys-Admins
- OpenStack Commercial Ecosystem / Service Providers
- Cloud Application Developers
- OpenStack Contributors / Community
- Telco Operators

May 2015 Vancouver OpenStack Summit Metrics:

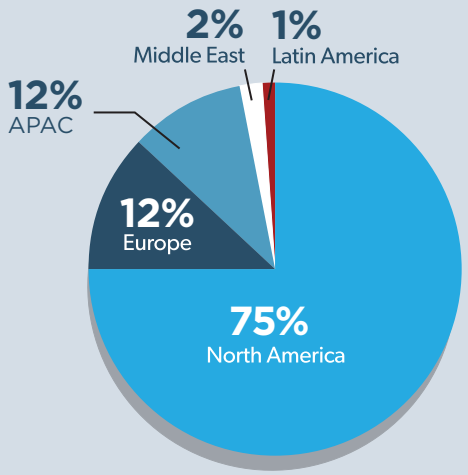
6,000+ Total Summit attendees

86 Press & Analysts in attendance

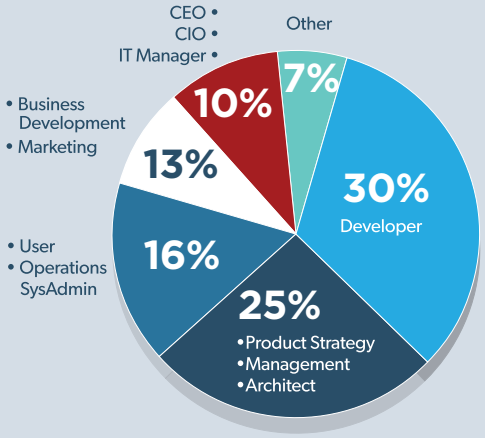
119 Sponsoring companies

976 Companies represented by attendees

54% Percent of people attending an OpenStack Summit for their first time



Attendees by Region



Attendees by Organizational Role

Countries represented by the most attendees, top 10 in descending order:

(55 Countries represented)

1) USA
2) Canada
3) Japan
4) UK
5) China
6) India
7) Germany
8) France
9) Isreal
10) Russia

May 2014 Atlanta OpenStack Summit Metrics:

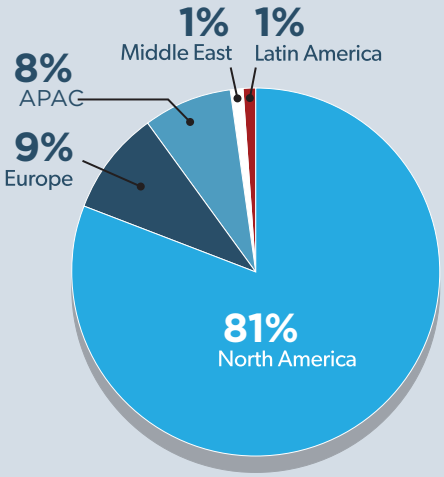
4,500 Total Summit attendees

63 Press & Analysts in attendance

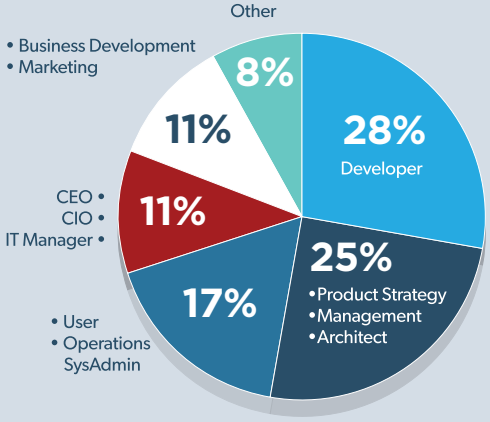
91 Sponsoring companies

910 Companies represented by attendees

65% Percent of people attending an OpenStack Summit for their first time



Attendees by Region



Attendees by Organizational Role

Countries represented by the most attendees, top 10 in descending order:

(55 Countries represented)

1) USA
2) Canada
3) Japan
4) France
5) United Kingdom
6) China
7) India
8) Isreal
9) Russia
10) Germany

JOIN US IN AUSTIN

Venue:
Austin Convention Center & surrounding hotels

Thank you for your interest in sponsoring the OpenStack Summit! Your support makes it possible for our community to gather, learn and build the future of cloud computing.

IN THIS PROSPECTUS

The Prospectus contains a lot of information. Please read it carefully and completely!

SPONSORSHIP PACKAGES:

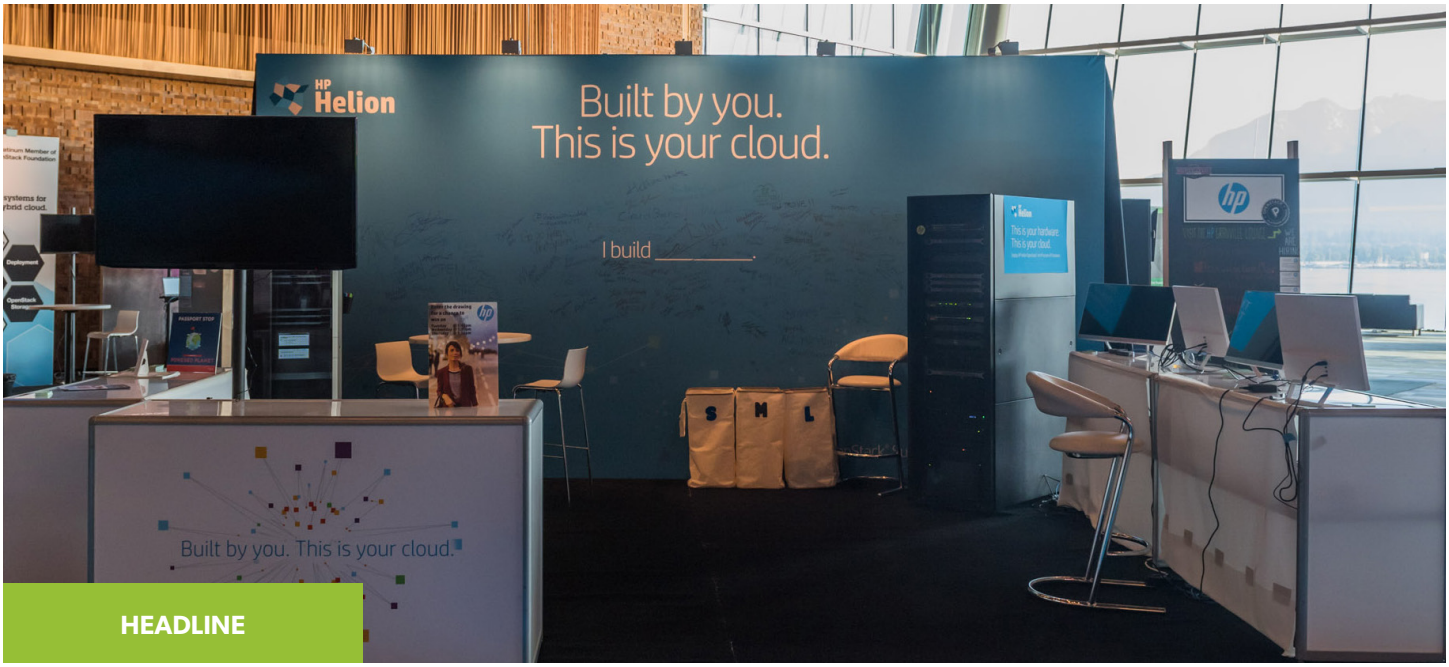
Headline 8
Premier 9
Spotlight 10
Event 11
Startup 12
Sponsorship Packages at a Glance 13

ADD-ON SPONSORSHIP OPPORTUNITIES:

OpenStack Community Booth Crawl 14
Premier & Spotlight Level 5′ Booth Size Increase 14
Sponsored Coffee Breaks 14
Branded Activity Stations 14
Custom Food & Beverage Stations 14
Branded Community Lounge Areas 15
Official Water Sponsorship 18
Travel Support Program Co-Sponsorship 18
Women of OpenStack Event Named Sponsor 18
Branded Summit Badge Lanyard 18
20 Minute Demo Presentation & Video Record 18
Sponsored Breakout Speaking Track 19
Private Meeting Room 20
Official Offsite Evening Event Promotion 20
Events & Startup Level 46″ Monitor Stand Add-On 20
Digital/Video Wall Advertising Opportunities 20
Tuesday Official Community Evening Event Co-Sponsorship 21
Tuesday Official Community Evening Event Sponsorship Venues 23

SPONSORSHIP BOOTHS

EXAMPLES FROM MAY 2015 VANCOUVER SUMMIT



HEADLINE

PREMIER

PREMIER WITH 5' BOOTH INCREASE

SPOTLIGHT

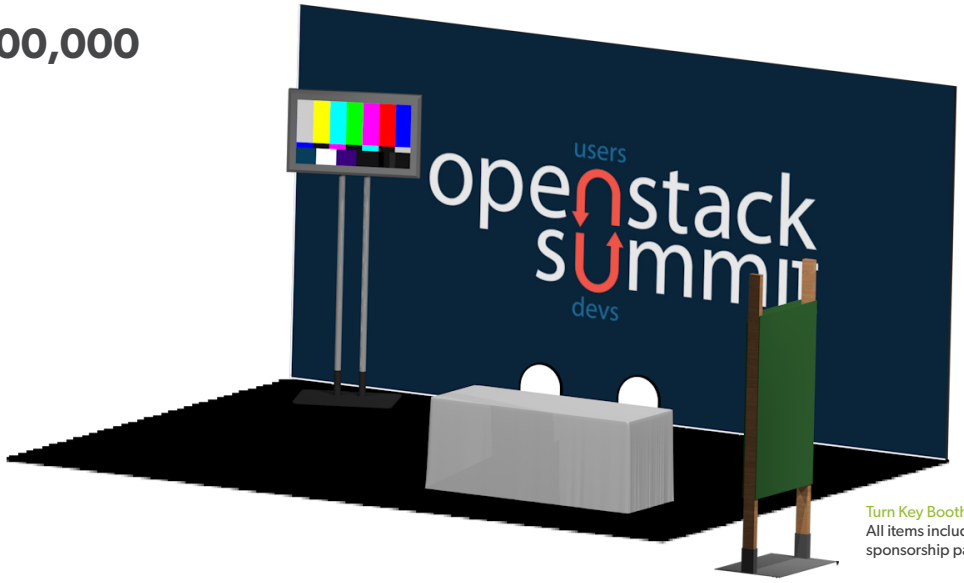
EVENT

STARTUP

HEADLINE SPONSOR

PACKAGE PRICE: $200,000
(4 AVAILABLE)

SOLD OUT



Turn Key Booth:
All items included with sponsorship package

PRE-EVENT PROMOTION

- Headline sponsor logo designation on the OpenStack Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit
- Opportunity to submit a 100-word paragraph for inclusion in a Summit preview email sent to all registered attendees

ON-SITE PROMOTION

- One 10-minute presentation on the main stage during either Monday or Tuesday morning keynote sessions. The presentation will include multi-camera HD video recorded.
- One pre-recorded 90-second (maximum) video to be played during the keynote presentation on either Monday or Tuesday. Sponsor is responsible for producing the video and providing it to OpenStack Foundation for review by a specified date.
- One 15'D x 20'W (4.6m x 6.1m) turnkey booth space in premier location. Each booth will feature:
    - 46 Inch (117 Centimeter) HD capable LCD monitor with stand
    - 6' (1.8 Meter) table with black drape and 2 chairs
    - 15 amps of power and wireless internet
    - Printed 20' W x 10' H (6 Meters Wide x 3 Meters High) backdrop with your company logo or custom design
    - Ability to select booth location in order of your sponsorship agreement being confirmed.
- Headline sponsor designation on all OpenStack Summit sponsor signage at registration, hallways and keynote sessions.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on a monitors located in public lounge space throughout the Summit venue
- Opportunity to make use of one designated Headline Sponsor private meeting room in the venue, at no additional cost. Please note that meeting attendees must be registered Summit badge holders in order to access the private meeting room.
- Opportunity to add one full-day sponsored breakout track (for an additional fee) and program all content presented in the track. Sponsored tracks will be promoted on the official Summit agenda. Sponsored tracks will receive one free registration code per time slot. Note: Only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.
- Opportunity to present a 90-second (maximum) pre-recorded video that will be played on monitors located in public lounge space throughout the Summit venue. The monitors in the lounge spaces do NOT offer audio, so please take this into consideration when producing the video.

BOOTH RESTRICTIONS

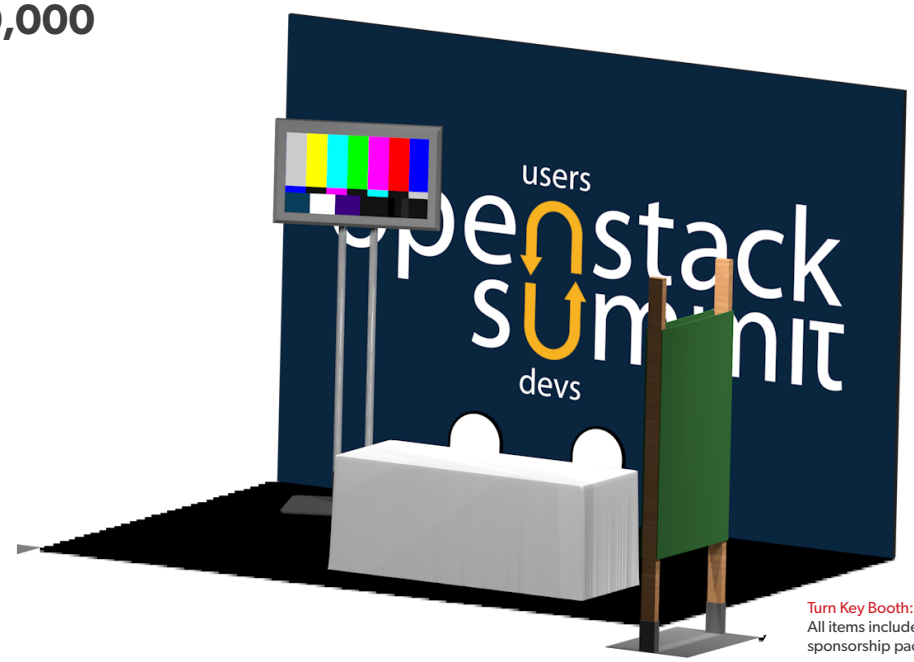
- Sponsors are not permitted to ship in their own custom booth backdrop or walls. You are required to use the turnkey booth that's provided.
- Projected sound is not permitted in the booths. No microphones of any sort.
- Custom booth properties, such as demo counters are permitted, however, counters may not be more than 4' tall (1.22 m).
- All sponsorships include 7' tall chalkboard. The location of the chalkboard cannot be modified, but be creative with your content.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.
- Uses of the OpenStack logo or watermark in any form including booth signage and giveaway items must be approved via logo@openstack.org by **March 8, 2016.**

SUMMIT PASSES

Headline sponsors will receive 16 Full Access passes and 16 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Deadlines for redeeming codes will be communicated when codes are sent.

PREMIER SPONSOR

PACKAGE PRICE: $110,000



Turn Key Booth:
All items included with sponsorship package

PRE-EVENT PROMOTION

- Premier sponsor designation on the OpenStack Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit

ON-SITE PROMOTION

- One 40-minute speaking session during the Summit breakout tracks with video recording
- One 10'D x 15'W turnkey booth space. Each booth will feature:
    - 46 Inch (117 Centimeter) HD capable LCD monitor with stand
    - 6' (1.8 Meter) table with black drape and 2 chairs
    - 10 amps of power and wireless internet
    - Printed 10' H x 15' W (3 Meters High x 4.5 Meters Wide) backdrop with your company logo or custom design
    - Ability to select booth location in order of signed sponsorship agreement
    - Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located in public lounge space throughout the Summit venue
- Premier sponsor designation on all OpenStack Summit sponsor signage at registration, in the hallways and general session
- Opportunity to add one full-day or half-day sponsored breakout track (for an additional fee) and program all content presented in the track. Sponsored tracks will receive one free registration code per time slot. Sponsored tracks will be promoted on the official Summit agenda. Note: only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.
- Opportunity to present a 60-second (maximum) pre-recorded video that will be played on monitors located in public lounge space throughout the Summit venue. The monitors in the lounge spaces do NOT offer audio, so please take this into consideration when producing the video.

BOOTH RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls. You are required to use the turnkey booth that's provided.
- Projected sound is not permitted in the booths. No microphones of any sort.
- Custom booth properties, such as demo counters are permitted, however, counters may not be more than 4' tall (1.22 m).
- All sponsorships include 7' tall chalkboard. The location of the chalkboard cannot be modified, but be creative with your content.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.
- Uses of the OpenStack logo or watermark in any form including booth signage and giveaway items must be approved via logo@openstack.org by **March 8, 2016**.

SUMMIT PASSES

Premier sponsors will receive 12 Full Access passes and 12 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Deadlines for redeeming codes will be communicated when codes are sent.

SPOTLIGHT SPONSOR

PACKAGE PRICE: $65,000

Turn Key Booth:
All items included with sponsorship package

PRE-EVENT PROMOTION

- Spotlight sponsor designation on the OpenStack Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit

ON-SITE PROMOTION

- One 10' D x10' W turnkey booth space. Each booth will feature:
    - 46 Inch (117 Centimeters) HD capable LCD monitor with stand
    - 6' (1.8 Meters) table with black drape and 2 chairs
    - 10 amps of power and wireless internet
    - Printed 10' W x 10' H (3 Meters Wide x 3 Meters High) backdrop with your company logo or custom design
    - Ability to select booth location in order of signed sponsorship agreement
- Spotlight sponsor designation on all OpenStack Summit sponsor signage at registration, in the hallways and general session
- Opportunity to present a 60-second (maximum) pre-recorded video that will be played on monitors located in public lounge space throughout the Summit venue. The monitors in the lounge spaces do NOT offer audio, so please take this into consideration when producing the video.
- Opportunity to add one full-day or half-day sponsored breakout track (for an additional fee) and program all content presented in the track. Sponsored tracks will be promoted on the official Summit agenda. **Note:** only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.
- Opportunity to add one 20-minute demo presentation in expo hall level theater (for an additional fee) which will be promoted on the official agenda. Please see Add-on Sponsorship section for more details.

BOOTH RESTRICTIONS

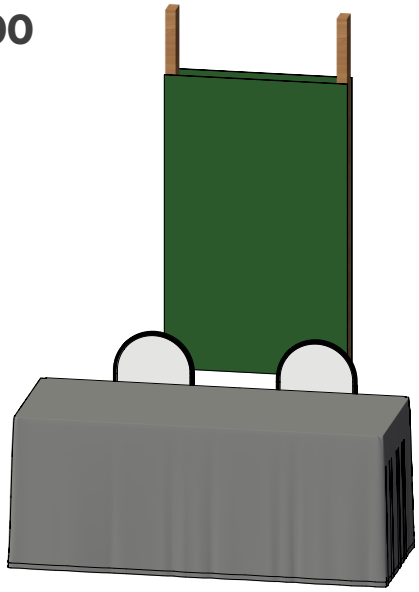
- Sponsors are not permitted to ship in their own custom booth backdrop or walls. You are required to use the turnkey booth that's provided.
- Projected sound is not permitted in the booths. No microphones of any sort.
- Custom booth properties, such as demo counters are permitted, however, counters may not be more than 4' tall (1.22 m).
- All sponsorships include 7' tall chalkboard. The location of the chalkboard cannot be modified, but be creative with your content.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.
- Uses of the OpenStack logo or watermark in any form including booth signage and giveaway items must be approved via logo@openstack.org by **March 8, 2016.**

SUMMIT PASSES

Spotlight sponsors will receive 10 Full Access passes and 10 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Deadlines for redeeming codes will be communicated when codes are sent.

EVENT SPONSOR

PACKAGE PRICE: $25,000



Chalkboard

Table and chairs only

PRE-EVENT PROMOTION

- Event sponsor designation on the OpenStack Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit

ON-SITE PROMOTION

- One 6 Foot (1.8 Meter) tabletop exhibit space. Each table space will include:
    - 6′ (1.8 Meter) table with black drape and 2 chairs
    - 5 amps of power and wireless internet
    - Ability to select booth location in order of signed sponsorship agreement
- Event sponsor designation on the OpenStack Summit general sponsor signage at registration and in the hallways
- Opportunity to add one 20-minute demo presentation in expo hall level theater (for an additional fee) which will be promoted on the official agenda.
- Opportunity to add a 46 Inch (117 Centimeters) HD capable LCD monitor and stand in your space (for an additional fee).
- Please see Add-on Sponsorship section for more details.

TABLE RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls.
- 8x8 or 10x10 pop-up booths are not permitted for Event level or Startup booths.
- Removing the 6′ table is not permitted.
- Projected sound is not permitted in the booths. No microphones of any sort.
- All sponsorships include 7′ tall chalkboard. The location of the chalkboard cannot be modified, but be creative with your content.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.
- Full racks or equipment of equal size are not permitted in these booths.
- Uses of the OpenStack logo or watermark in any form including booth signage and giveaway items must be approved via logo@openstack.org by **March 8, 2016.**

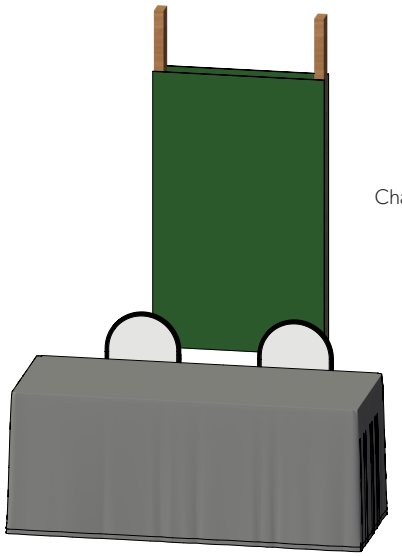
SUMMIT PASSES

Event sponsors with tables will receive 6 Full Access passes and 4 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes shortly after you submit the Sponsorship Agreement. Deadlines for redeeming codes will be communicated when codes are sent.

STARTUP SPONSOR

PACKAGE PRICE: $8,000

Parameters: In business less than 3 years and less than $5 million USD revenue



PRE-EVENT PROMOTION

- Startup sponsor designation on the OpenStack Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit

ON-SITE PROMOTION

- One 6′ tabletop exhibit space. Each table space will include:
    - 6′ table with black drape and 2 chairs
    - 5 amps of power and wireless internet
    - Ability to select booth location in order of signed sponsorship agreement
- Startup sponsor designation on the OpenStack Summit general sponsor signage at registration and in the hallways
- Opportunity to add one 20-minute demo presentation in expo hall level theater (for an additional fee) which will be promoted on the official agenda.
- Opportunity to add a 46 Inch (117 Centimeters) HD capable LCD monitor and stand in your space (for an additional fee).
- Please see Add-on Sponsorship section for more details.

TABLE RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls.
- Removing the 6 foot table is not permitted.
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- Uses of the OpenStack logo or watermark in any form including booth signage and giveaway items must be approved via logo@openstack.org by **March 8, 2016**.

SUMMIT PASSES

Startup sponsors with tables will receive 6 Full Access passes and 4 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes shortly after you submit the Sponsorship Agreement. Deadlines for redeeming codes will be communicated when codes are sent.

SPONSORSHIPS AT-A-GLANCE

	HEADLINE	PREMIER	SPOTLIGHT	EVENT	STARTUP
Price in USD	$200,000	$110,000	$65,000	$25,000	$8,000
Physical Presence	15'D x 20'W Turnkey booth with chalkboard	10'D x 15'W Turnkey booth with chalkboard	10'D x 10'W Turnkey booth with chalkboard	6' tabletop exhibit space with chalkboard	6' tabletop exhibit space with chalkboard
Speaking Presence	One 10-minute Keynote presentation One 90-second (maximum) pre-recorded video played during keynotes & on venue monitors Opportunity to sponsor a breakout track	One 40-minute breakout session One 60-second (maximum) pre-recorded video played on venue monitors (no audio) Opportunity to sponsor a breakout track	One 60-second (maximum) pre-recorded video played on venue monitors (no audio) Opportunity to sponsor a breakout track		
Logo Placement	Website & Summit Signage	Website & Summit Signage	Website & Summit Signage	Website & Summit Signage	Website & Summit Signage
Press List & Press Room	✓	✓	✓	✓	✓
Inclusion in Summit Email Blast	100 Word Paragraph				
Housekeeping Slide	✓	✓			
Meeting Room	✓				
Passes	16 Full Access 16 Keynote + Marketplace	12 Full Access 12 Keynote + Marketplace	10 Full Access 10 Keynote + Marketplace	6 Full Access 4 Keynote + Marketplace	6 Full Access 4 Keynote + Marketplace

ADD-ON SPONSORSHIPS

(Sponsorship package level required)

OPENSTACK COMMUNITY BOOTH CRAWL

- The OpenStack Marketplace Expo Booth Crawl will be held on Monday after closing sessions
- All attendees are invited to join us in The OpenStack Marketplace Expo Hall for drinks, snacks and games; this is a great time to mix, mingle and checkout the sponsor booths.
- All sponsors are encouraged to offer food and beverage items in the booths during this time. (Prices and food/beverage orders will be available via Show Services at a later date.)

INCREASE BOOTH SIZE BY 5 FEET

$25,000

(Premier & Spotlight sponsors only)

- This opportunity will allow you to increase the size of your booth on the expo hall floor by 5' of width.
- Must be added on before booth selection process

SPONSORED COFFEE BREAKS IN EXPO HALL

$30,000/WEEK (MONDAY - THURSDAY DURING SUMMIT HOURS)

SOLD OUT

- Coffee Bar featuring popular local coffee shops and specialty coffee drinks
- Branded disposable coffee cups with custom design
- Print signage by coffee stations
- Includes one 40" monitor stand at each coffee station. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor.

BRANDED ACTIVITY STATIONS

PRICE WILL VARY SUBJECT TO ACTIVITY

- A menu of options will be provided in early 2016
- We encourage sponsors to provide creative interactive activities for Summit attendees to enjoy.
- If interested, please contact summit@openstack.org

CUSTOM FOOD & BEVERAGE STATIONS

PRICE WILL VARY SUBJECT TO FOOD & BEVERAGE SERVICE

- A menu of options will be provided in early 2016
- We encourage sponsors to provide creative food & beverage stations for Summit attendees to enjoy.
- If interested, please contact summit@openstack.org

continues

BRANDED COMMUNITY LOUNGE AREAS

All of the lounge spaces will be located near exterior windows in high traffic areas. These 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. Each lounge will be themed to include aspects of the different neighborhoods in Austin: Bouldin Creek, South Congress, Hyde Park, Clarksville, Travis Heights, Eastside. Lounge sponsors are encouraged to be creative with the space. Ideas might include: shoulder massage chairs, a smoothie bar, dessert/ pastries, hot chocolate, etc.

All Lounge Sponsorships include:

- Basic lounge furniture - soft seating, coffee tables, etc.
- One 46" monitor and stand (no audio). Sponsor is responsible for providing the content displayed on the monitor.
- Basic power for the monitor and power strips located at each couch/chair area for people to use to charge their devices
- Special lighting to help brand / theme the lounge space (perhaps your company color)
- Meterboard signage designating the sponsor and providing more information about the featured Austin neighborhood (Boulding Creek, South Congress, Hyde Park, Clarksville, Travis Heights, Eastside).

Lounge Add-On for Additional Fee:

- Custom branding. Examples: throw pillows, cocktail napkins, window clings, etc.
- Food / Beverage served in lounge

Parameters for All Sponsored Lounges:

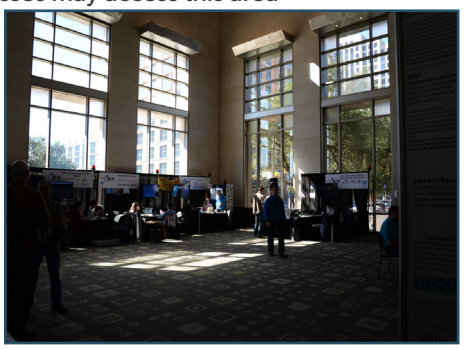
- OpenStack Foundation approval required for:
    - all custom branding add-ons
    - any changes in lounge furniture, lighting, layout, etc
    - any additional equipment or signage added to the lounge
    - any custom food or beverage provided in the lounge
- Sponsor may not make any demands or requirements of the attendees who enter in the lounge
- Sponsor may not require attendees to have their badges scanned by lead retrieval device in order to enter the lounge
- Sponsor understands that these Lounges are intended for the greater OpenStack community and ALL Full Access attendees should be welcome to enjoy the space. (Both Full and Keynote+Expo level badge holders may access all lounges except Clarksville, Travis Heights, and Eastside.)

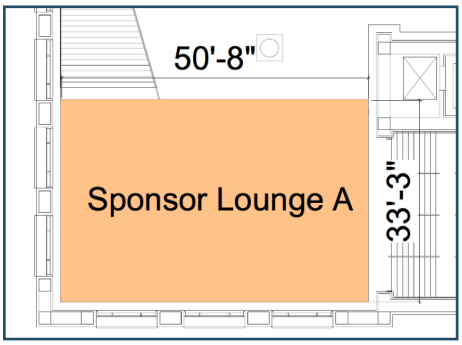
SIX (6) LOUNGE SPACES AVAILABLE FOR SPONSORSHIP

BOULDIN CREEK COMMUNITY LOUNGE sponsored by Company X

$75,000

- Dimensions: 51'W x 33'D
- Located on main level of the Austin Convention Center near Lunch, Keynotes, Food Trucks and large Breakout session rooms
- All attendee passes may access this area





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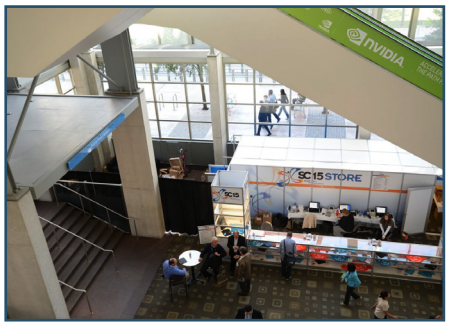
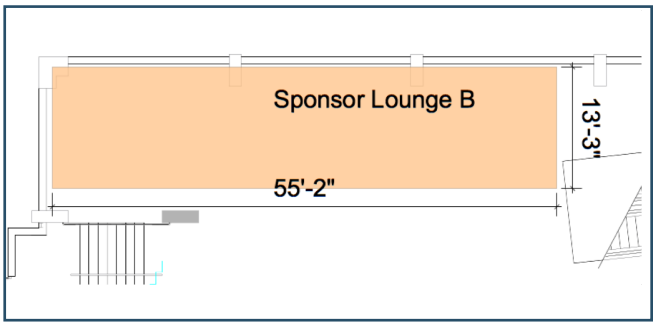
SOUTH CONGRESS COMMUNITY LOUNGE sponsored by Company X

$60,000

- Dimensions: 55'W x 13'D
- Located on main level of the Austin Convention Center near registration, Marketplace, Stacker Swag, and Keynote
- All attendee passes may access this area

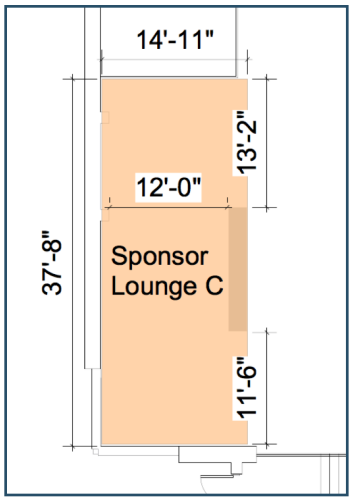




HYDE PARK COMMUNITY LOUNGE sponsored by Company X

$45,000

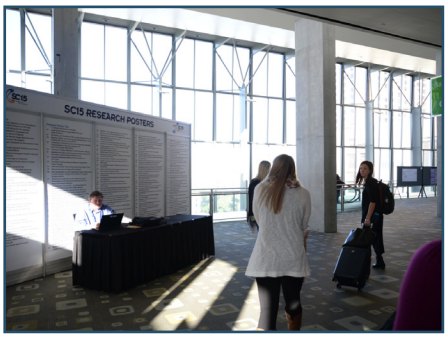
- Dimensions: 38' W x 15'D
- Located on main level of the Austin Convention Center near Marketplace, registration, Stacker Swag, Demo Theater and Lunch
- All attendee passes may access this area

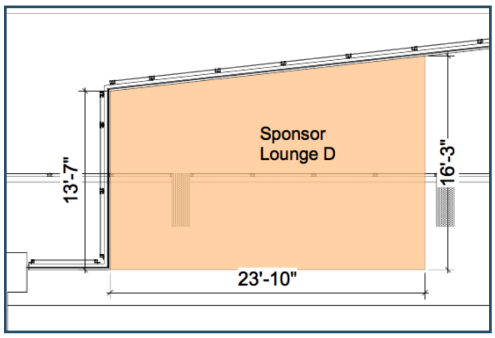


CLARKSVILLE COMMUNITY LOUNGE sponsored by Company X

$30,000

- Dimensions: 23' W x 14'D
- Located on the 4th floor of the Austin Convention Center near breakout rooms and overlooking main escalator
- Only Full Access passes may access this area





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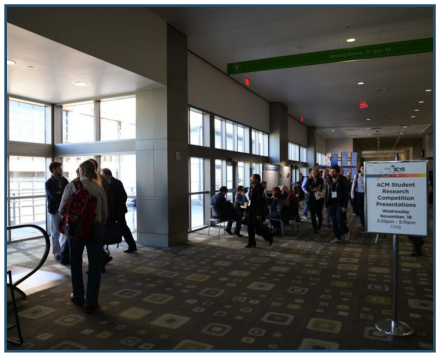
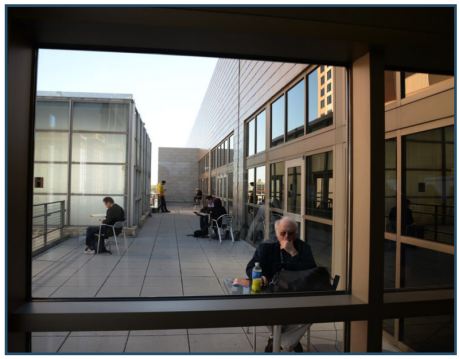
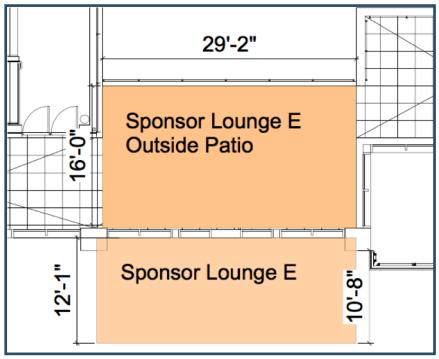
TRAVIS HEIGHTS COMMUNITY LOUNGE sponsored by Company X

$40,000

- Dimensions: 12'D x 29'W (interior), 16'D x 29'W (outside patio)
- Located on the 4th floor of the Austin Convention Center near breakout rooms, with views of Austin
- Only Full Access passes may access this area







EASTSIDE DEVELOPERS LOUNGE sponsored by Company X

SOLD OUT

$75,000

- Dimensions: 51'W x 106'D plus additional hallway spaces
- Located in Salon C on the 4th floor of the Hilton, in the center of the Design Summit
- Only Full Access passes may access this area

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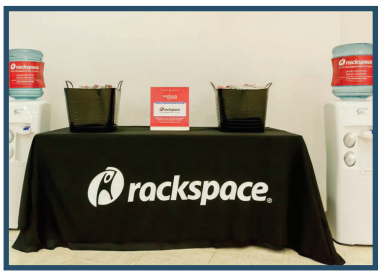


OFFICIAL WATER SPONSORSHIP

$30,000/WEEK

- One opportunity available; first come, first served
- Includes branding on all water jugs located throughout Summit venue
- Sponsor is responsible for paying the additional costs for the production and shipping of water bottles if you choose to do so - otherwise attendees will use disposable paper cups

TRAVEL SUPPORT PROGRAM

$20,000 CO-SPONSORSHIP

The Travel Support Program is based on the promise of Open Design and facilitates participation of key contributors to the OpenStack Design Summit by covering travel and accommodation costs. With the sponsorship of the Travel Support Program, 30 (12 women and 18 men) people from 15 different countries, spanning 4 continents, were able to attend the OpenStack Summit in Tokyo. For Austin, the program is expanding to cover the cost of up to 60 people.

Sponsors will receive:

- Special mention during the opening Keynote
- Prominent signage displayed in the Expo Hall, Developers Lounge and Press/Analyst Lounge
- Recognition with the program promotion in the months leading up to the Summit, including the pre-Summit email blast to all attendees

WOMEN OF OPENSTACK EVENT, SUNDAY EVENING

$46,000 NAMED SPONSOR; $23,000 CO-SPONSORSHIP

SOLD OUT

- At each Summit, the Women of OpenStack Event offers women a place to network and share ideas for how to create more opportunities for women to get involved in the industry. By sponsoring this event, you are empowering women to meet their peers and get more involved in the community.
- Pre-Summit promotion

Sponsor will receive:

- Signage in the event area
- Opportunity to produce and distribute a giveaway item
- One large monitor with stand at the event. Sponsor is responsible for providing video/slide content to be played on loop on the monitor

BRANDED SUMMIT BADGE LANYARD

$35,000

SOLD OUT

- 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 Summit

20 MINUTE DEMO PRESENTATION TIME SLOT & VIDEO RECORDING

$1,000 FOR STARTUP SPONSORS; $2,000 FOR EVENT, SPOTLIGHT, PREMIER, HEADLINE SPONSORS

SOLD OUT

- Maximum one 20-minute slot per sponsor company
- Limited quantity available, sold on a first come, first serve basis
- Video recording is included
- Video will be made available on OpenStack website along with all Summit breakout session videos
- Demo Theater located in expo hall area with seating for 50+ people

continues

FULL-DAY SPONSORED BREAKOUT SPEAKING TRACK

$65,000

(Headline, Premier & Spotlight sponsors only)

SOLD OUT

- This opportunity will allow you to "own" a breakout room located within the Summit venue and program the content presented in the room. Room is located in a high traffic area within the main conference breakout session rooms.
- All sessions within Sponsored Breakout Tracks will be promoted on the official Summit agenda
- Includes full A/V production, recording, Summit wifi, classroom or theater style set-up
- Limited opportunity available; first come, first served. Maximum one opportunity per sponsor company.
- Sponsored breakout sessions must be presented during official Summit hours and cannot overlap with Keynote presentations
- Additional fee for special logistical or production requests
- Sponsored breakout sessions will receive one free registration code per time slot
- Day & time will be assigned on a first come, first serve basis
- Only Full Access pass holders will be able to attend sponsored breakout tracks

HALF-DAY SPONSORED BREAKOUT SPEAKING TRACK

$40,000

(Headline, Premier & Spotlight sponsors only)

SOLD OUT

- This opportunity will allow you to "own" a breakout room located within the Summit venue and program the content presented in the room
- All sessions within Sponsored Breakout Tracks will be promoted on the official Summit agenda
- Includes full A/V production, recording, Summit wifi, classroom or theater style set-up
- Limited opportunity available; first come, first served. Maximum one opportunity per sponsor company
- Sponsored breakout sessions must be presented during official Summit hours and cannot overlap with Keynote presentations
- Additional fee for special logistical or production requests
- Sponsored breakout sessions will receive one free registration code per time slot
- Day & time will be assigned on a first come, first serve basis
- Only Full Access pass holders will be able to attend sponsored breakout tracks

continues

PRIVATE MEETING ROOM *(Quantity Limited)*

$4,500/EACH - LIMIT TWO PER COMPANY (MONDAY - THURSDAY DURING SUMMIT HOURS)

- The rooms will be located in the Austin Convention Center
- Cost includes: Standard power, lighting, Summit wireless internet, table with 15-20 chairs
- Extra services available: daily cleaning, wired internet, AV requirements, additional furnishing, catering, extra power. All costs are TBD upon request.
- Please note that meeting attendees must be registered Summit badge holders in order to access the private meeting room area. No exceptions.

OFFICIAL OFF-SITE EVENING EVENT PROMOTION, WEDNESDAY & THURSDAY NIGHTS

Free of Charge

- Party may not be scheduled on Tuesday night
- Open to all sponsorship levels
- Official party promoted on Summit agenda
- Minimum capacity of 600 people to be considered an official party
- Event must be scheduled to start after official Summit hours, approximately 6:30pm Wednesday or Thursday.
- All evening events must adhere to the Summit Code of Conduct and each sponsor is responsible for securing their own venue, managing production and covering all costs associated with producing the evening event.

EVENT & STARTUP LEVEL ADD-ON: 46" HD CAPABLE LCD MONITOR AND STAND IN YOUR BOOTH

$1,000/Week

- Add-on option for Event and Startup level sponsors (Headline, Premier & Spotlight sponsors already receive this)

DIGITAL/VIDEO WALL ADVERTISING OPPORTUNITIES

$1,500

- Advertising slide to be displayed on the digital/video wall in the Marketplace Expo Hall
- Sponsor is responsible for providing the Advertising Slide content to OpenStack prior to the Summit
- Slide will run on a loop along with other slides and video content
- Limit one slide per sponsor company.
- Sponsors can use this to advertise their presence at the Summit (booth number, evening event, speaking slots, etc)

TUESDAY OFFICIAL COMMUNITY EVENING EVENT CO-SPONSORSHIP

Take action in Austin! Recognize the contributors! Engage with the developers! Create an unforgettable experience! Seize the exclusive opportunity to thank the community and show your support by co-sponsoring the official evening event of the OpenStack Summit in Austin.

Bird's-eye view map of walking directions to Rainey Street

WHAT IS RAINEY STREET?

Rainey Street is a popular night life destination for Austin locals. It is a very short 4 minute (0.2 mile) walk from the Convention Center. The street consists of 17 restaurants, bars, and many food trucks. Some venues are modern while some are old bungalow homes that have been updated and transformed into fun bars and music venues with spacious backyards and patios. Each venue has its own unique theme, food, and beverages. Several are designed for live music performances.

Rainey Street Venue Layout

RAINEY STREET BUYOUT

The Official Community Evening Event will fully immerse OpenStack attendees in the best of what Austin has to offer. With its own, community-curated music festival playing on multiple stages, custom-designed cocktails, specially brewed beer and award-winning BBQ, this is an evening no one will want to end.From Toast Art to Armadillo Racing, Poetry Slam to Stand-up Comedy, mechanical bull to shuffle board, everything will be there. Roaming entertainers, funkily dressed pedicab riders, brass bands parading the street, all is possible for one night.

TUESDAY OFFICIAL COMMUNITY EVENING EVENT CO-SPONSORSHIP PACKAGES

HEADLINE COMMUNITY EVENT SPONSOR

PACKAGE PRICE: $90,000 (6 AVAILABLE)

Pre-Event Promotion

- Headline sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Top Tier brand recognition on all event communications

Event Promotion

Choice of large themed Rainey Street Venue (capacity between 400 and 1,000 attendees), highly visibly branded from the outside (using Gobo or similar), including:

- Food, specialty and other beverages
- Live music program
- Interactive elements (games or similar)
- Unique large-scale branding item for venue
- Unique branded give-aways for each venue, combined with interactive elements
- Branded Pedicabs (between 15 and 30 per headline sponsor, dependent on overall numbers)
- Headline sponsor logo designation on all Evening Event signage at event and in Summit Venue

Post-Event Promotion

- Access to the Evening Event RSVP email list with attendee supplied name, email address, company name and positon

VIP Access

Headline Evening Event Sponsors will receive a total of 150 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.

PREMIER COMMUNITY EVENT SPONSOR

PACKAGE PRICE: $45,000 (6 AVAILABLE)

Pre-Event Promotion

- Premier sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Second Tier brand recognition on all event communications

Event Promotion

Choice of medium-sized themed Rainey Street Venue (capacity between 150 and 400 attendees), highly visibly branded from the outside using Gobo or similar, including:

- Light snacks, specialty and other beverages
- Entertainment program
- Premier sponsor logo designation on all Evening Event signage at event and in Summit Venue

Post-Event Promotion

- Access to the Evening Event RSVP email list with attendee supplied name, email address, company name and positon

VIP Access

Premier Evening Event Sponsors will receive a total of 75 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.

SPOTLIGHT COMMUNITY EVENT SPONSOR

PACKAGE PRICE: $25,000 (6 AVAILABLE)

SOLD OUT

Pre-Event Promotion

- Spotlight sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Third Tier brand recognition on all event communications

Event Promotion

Choice of food truck located at Rainey Street food truck court or on street (at discretion of organizer), highly visibly branded from the outside using Vinyl wrap or similar, including:

- Specialty food or drink item
- Spotlight sponsor logo designation on all Evening Event signage at event and in Summit Venue

Post-Event Promotion

- Access to the Evening Event RSVP email list with attendee supplied name, email address, company name and positon

VIP Access

Spotlight Evening Event Sponsors will receive a total of 25 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.

STARTUP COMMUNITY EVENT SPONSOR

PACKAGE PRICE: $4,000 (UNLIMITED)

Pre-Event Promotion

- Startup sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Final Tier brand recognition on all event communications

Event Promotion

- Startup sponsor logo designation on select Evening Event signage at event and in Summit Venue

VIP Access

Startup Evening Event Sponsors will receive a total of 8 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.

TUESDAY OFFICIAL EVENING EVENT VENUES

CONTAINER BAR *(Headline Venue)*

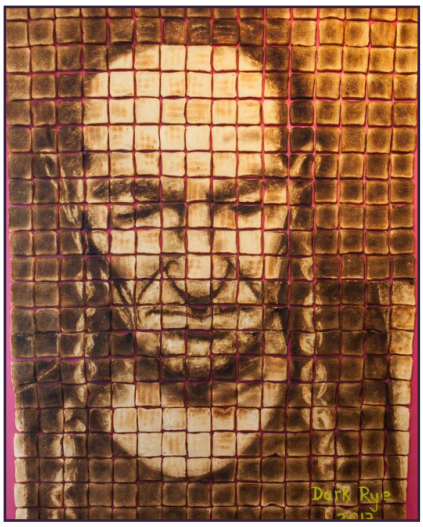
The Container Bar is a happening nightspot featuring drinks & DJs in an industrial space built from shipyard containers. Designed to be green and minimum impact on the environment, the bar features a stage and several enclosed spaces that will be activated separately.

SOLD OUT

Theme: Keep Austin Weird
Branding:
- Gobo on outside
- Branded toast art inside, with artist present on site
- Branded Willie Nelson hair braid wig as giveaway for correctly guessing toast locations

Entertainment:
- Music – DJ, distorted voice Karaoke on main stage, two more karaoke option in containers
- Game – guess toast locations in branded toast art piece

Food: Tex Mex / Tacos
Beverage Specialty: Snow-Cone Cocktails, Samuel Adams HeliYUM Beer
Capacity: 573 guests



CLIVE BAR *(Headline Venue)*

Clive Bar is a casual yet stylish bar pouring local beer & cocktails inside & out on a sizable patio. The great outdoor space includes a live music stage and a
Mezcal-only cantina housed in a striking, historic stone building.

SOLD OUT

Theme: Texas Ranch
Branding:
- Branded stars at entrance from street
- Branded Chicken Sh*t Bingo board
- Branded 6 ft timber long-horn skull at entrance
- Branded glass jar candles with Austin celebrities as giveaways for game
- Branded Koozies as giveways

Entertainment:
- Music – Community-selected Folk/Bluegrass singer-songwriter/female strong vocal
- Game – Chicken Sh*t Bingo

Food: Austin BBQ
Beverage Specialty: Mezcal
Capacity: 423 guests

TUESDAY OFFICIAL EVENING EVENT VENUES

ICENHAUER'S *(Headline Venue)*

Classy and elegant, Icenhauer's is cool and understated. Known for its relaxed vibe, the bar serves infused-liquor cocktails, local beers and sports outdoor firepits, a great stage and comfortable inside spaces.

SOLD OUT

Theme: Mid-Century Modern
Branding:
- Branded "modern" neon sign outside
- Branded Cocktails using Texas Spirits
- Original Austin Art is subtly branded (small logo on back of picture or similar)

Entertainment:
- Music – Alternative Rock / Indie
- Game – Community Art - surprise participatory art; make your own digital and analog art

Food: Modern American
Beverage Specialty: Cocktails
Capacity: 450 guests

BANGER'S SAUSAGE & BEER GARDEN *(Headline Venue)*

At the end of the day Banger's is all about being a wonderful place to eat, drink and hang out. Not too rowdy, not too laid back, just having a good time. Serving up a plethora of homemade sausages and pig roasts combined with more than 100 craft beers, Banger's is the perfect place to enjoy great music on their main stage on a spring evening in Texas.

SOLD OUT

Theme: Southern Rock
Branding:
- Branded, locally made craft beer (from local brewer such as Austin Beerworks or similar), optionally with brewer present for evening
- Branded "Mistaken Lyrics" coasters
- Branded 6 ft Armadillo at entrance
- Branded glassware as giveaways for game

Entertainment:
- Music – Community-selected rock bands
- Game – Armadillo Racing

Food: Sausages, Whole Roast Hog
Beverage Specialty: Craft Beer
Capacity: 1,000 guests

TUESDAY OFFICIAL EVENING EVENT VENUES

HALF STEP *(Headline Venue)*

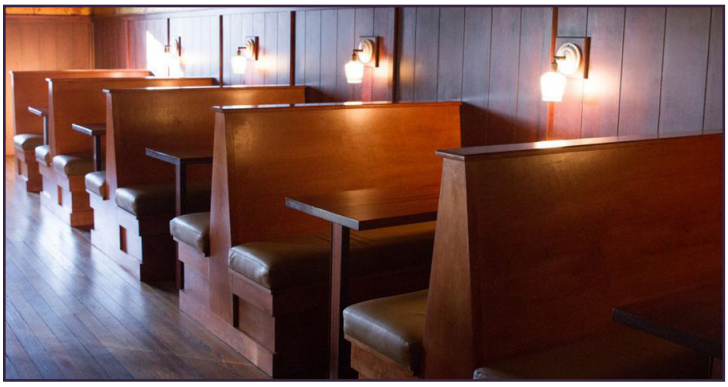
With a nationally recognized ice program, Half Step is a serious cocktail bar run by industry veteran Chris Bostick. Welcoming and civilized, this space is lovingly crafted and comfortably set up. Here, it is all about cocktails … in the outside space you will find a secluded stage and comfortable patio.

SOLD OUT

Theme: "Old Austin" (circa 1960s/1970s)
Branding:
- Branded neon sign outside
- Subtly branded cocktail recipe cards handed to guests when "their" cocktail is mixed at the carts
- Branded tie-dye shawls and psychedelic shirts, limited bell-bottom pants, colorful hair bands handed out at entrance through "haberdashery", where everyone is set up for th evening (first 300 guests through the entrance only, afterwards options for photo booth)

Entertainment:
- Music – Classic Rock
- Game – Wandering cocktail carts with personality-based cocktails

Food: Small Bites
Beverage Specialty: Cocktails
Capacity: 500 guests



G'RAJ MAHAL *(Headline Venue)*

A Rainey Street institution, the G'Raj Mahal offers the best of Austin's atmosphere and attitude with a combination of traditional and innovative Indian comfort food coupled with local music on their own stage in the heart of Rainey Street.

Theme: India / Goa
Branding:
- Gobo at main entrance
- Branded Elephant
- Branded boxes for small local artisan jewelry give-aways

Entertainment:
- Music – World Fusion / Sucontinental Fusion
- Game – Fortune Telling / Palm/Iris reading, Henna

Food: Indian
Beverage Specialty: Masala Chai, Coffee, Tea
Capacity: 450 guests

TUESDAY OFFICIAL EVENING EVENT VENUES

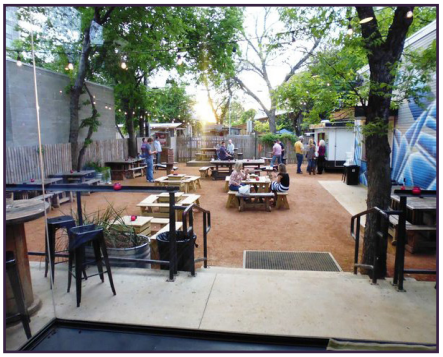
BUNGALOW *(Premier Venue)*

An easygoing bar with a big backyard and stage with games. With a fish-bowl-like window overlooking the backyard, this renovated 1920s bungalow makes people watching addictive.

SOLD OUT

Theme: comedy
Branding: Branded gobo on outside
Entertainment:
- Standup comedy
- Game – shuffle board

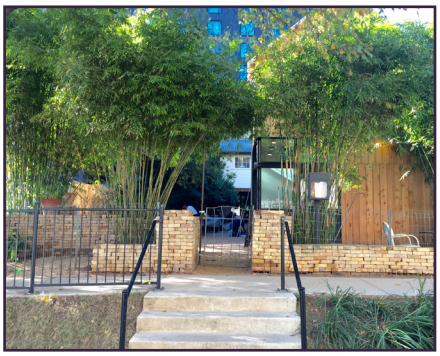
Food: Desserts
Beverage Specialty: Sparkling and Dessert Wines
Capacity: 400 guests



DRAFTING ROOM / L'ESTELLE *(Premier Venue)*

Local architect Craig Nasso converted his local office space to a wine and beer bar, with a great selection of wines (including a sparkling wine) on tap. Combined with the newly opened L'Estelle Kitchen House & Yard, it showcases French-style Southern bistro food, charcuterie and cheese alongside its wine selection.

Theme: France
Branding: Branded gobo on outside wall
Entertainment: Jazz Duo
Food: Charcuterie and Cheese
Beverage Specialty: Wine
Capacity: 150 guests



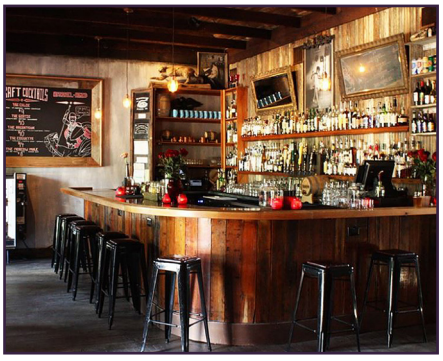
BLACK HEART *(Premier Venue)*

Seductively lit, the renovated older house that is Black Heart is nestled right in the Rainey Street vortex and is badass for a few reasons. It does double duty as a chic, parlor-equipped live music venue with an indoor and outdoor stage and boasts a superlative (and always evolving!) 90+ bottle whiskey selection, which got it named one of the top 20 bourbon/whiskey bars in the country.

SOLD OUT

Theme: Country / Western
Branding: Branded gobo on outside wall
Entertainment:
- Music – Country / Western (indoor stage)
- Game – Mechanical Bull (outdoor stage)

Food: Poultry / Game Meats / BBQ
Beverage Specialty: Bourbon / Rye and associated drinks
Capacity: 377 guests



TUESDAY OFFICIAL EVENING EVENT VENUES

LUCILLE *(Premier Venue)*

Relax in hammocks and soft lounge areas. Dabble in putting greens or bean-bag toss in between chilling out. Sophisticated and relaxed, Lucille's Patio Lounge has a lot of outdoor space with a stage to entertain.

SOLD OUT

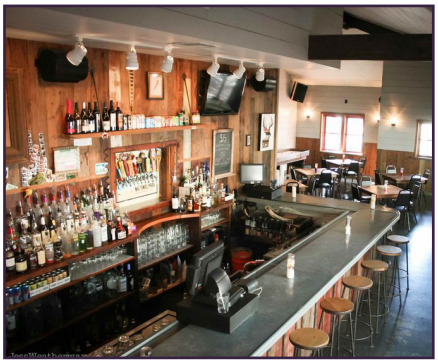
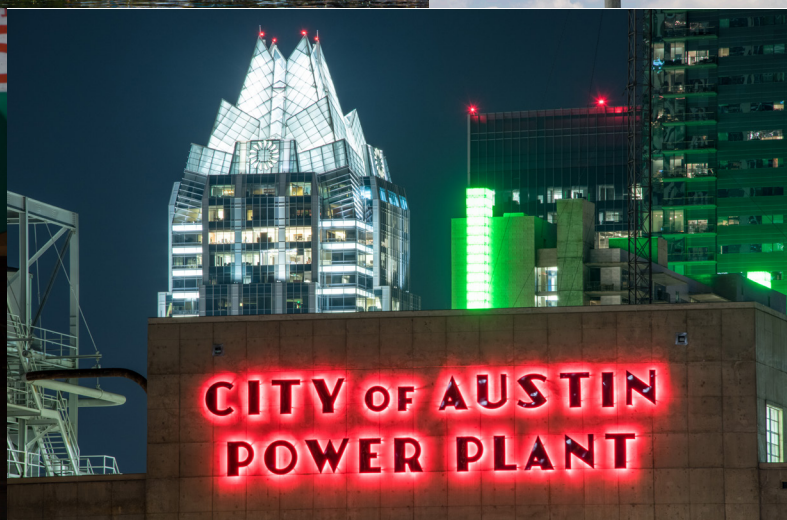
Theme: Improv / Poetry Slam
Branding: Branded gobo on outside wall
Entertainment: Improv / Poetry Slam (with optional audience participation)
Food: Vegan
Beverage Specialty: Market Shots
Capacity: 300 guests

JAVELINA *(Premier Venue)*

Javelina is Austin's hill country soul located downtown. The oak wood tables along with the wooden railing that surrounds the venue give Javelina an old home feel. Javelina is a venue for everybody to enjoy. Open space and outside stage.

SOLD OUT

Theme: Open Mic
Branding: Branded gobo on outside wall
Entertainment:
• Music – Open Mic with available backing band (with extra instruments for guests)
• Game – Guests can prebook slots for singing, bring instrument along or use provided instruments
Food: Desserts
Beverage Specialty: Coffee Cocktails, Coffee, Tea
Capacity: 357 guests



Check for updates at:
www.openstack.org/summit /austin-2016