



devs  
openstack®  
summit  
users

OPENSTACK SUMMIT OCTOBER 2016

# Sponsorship Prospectus

CENTRE DE CONVENCIONS INTERNACIONAL DE BARCELONA  
& SURROUNDING HOTELS  
BARCELONA, SPAIN • OCTOBER 25-28, 2016







## The Main Conference will be three days

- Keynote presentations from notable OpenStack users and industry leaders
- Breakout sessions covering OpenStack case studies, enterprise and telcom strategies, cloud operations, application development, community building, getting started and more OpenStack Commercial Ecosystem / Service Providers
- 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 Tuesday - Thursday.

The developer and operator working sessions will run Tuesday - Friday.

## Sponsorship Confirmation

- 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 Barcelona 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 served basis determined by the timestamp on completed agreements.

## Booth Selection

- All sponsors will have the opportunity to choose their booth space on the expo floor.
- 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 Tuesday after keynotes. The Marketplace will remain open Tuesday - Thursday and close immediately following lunch on Thursday afternoon.
- There will be a Pre-Summit Marketplace Mixer on Monday evening. All attendees are invited to gather in the Expo Hall for drinks, snacks and games for a casual pre-Summit meet and greet. This is a great time to mix, mingle and get a first look at the sponsor booths before the Marketplace officially opens.



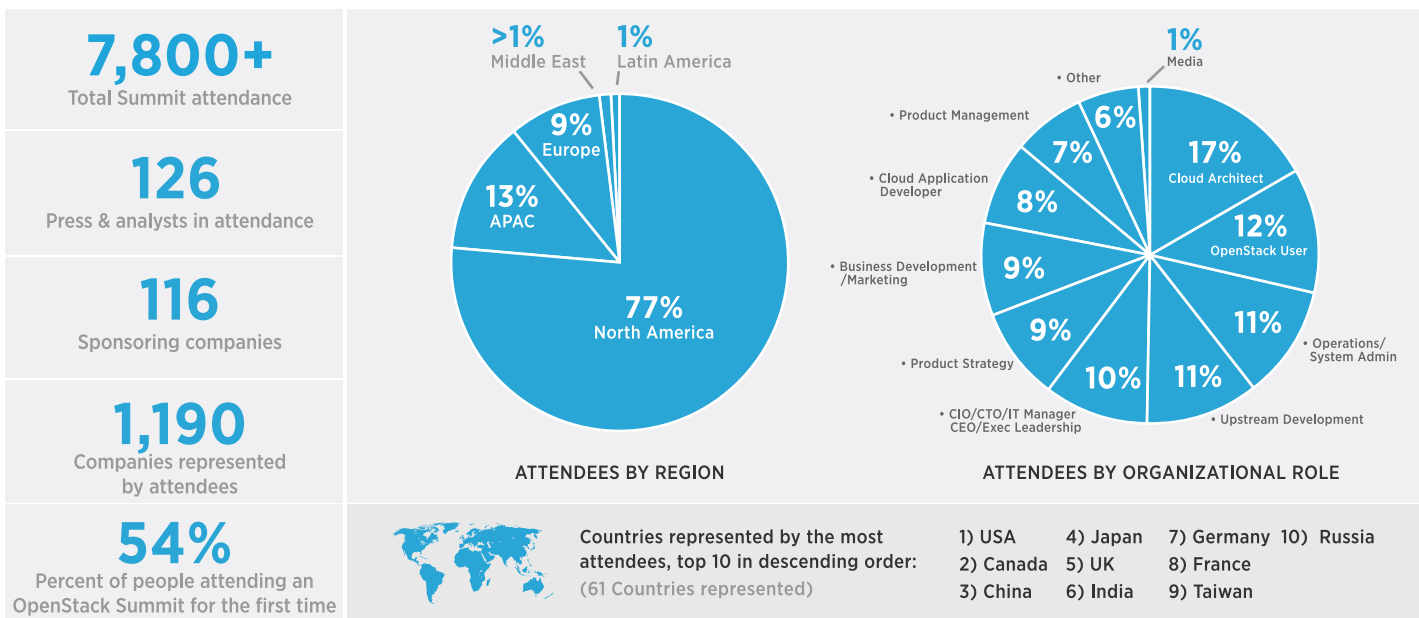


## AUDIENCE

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

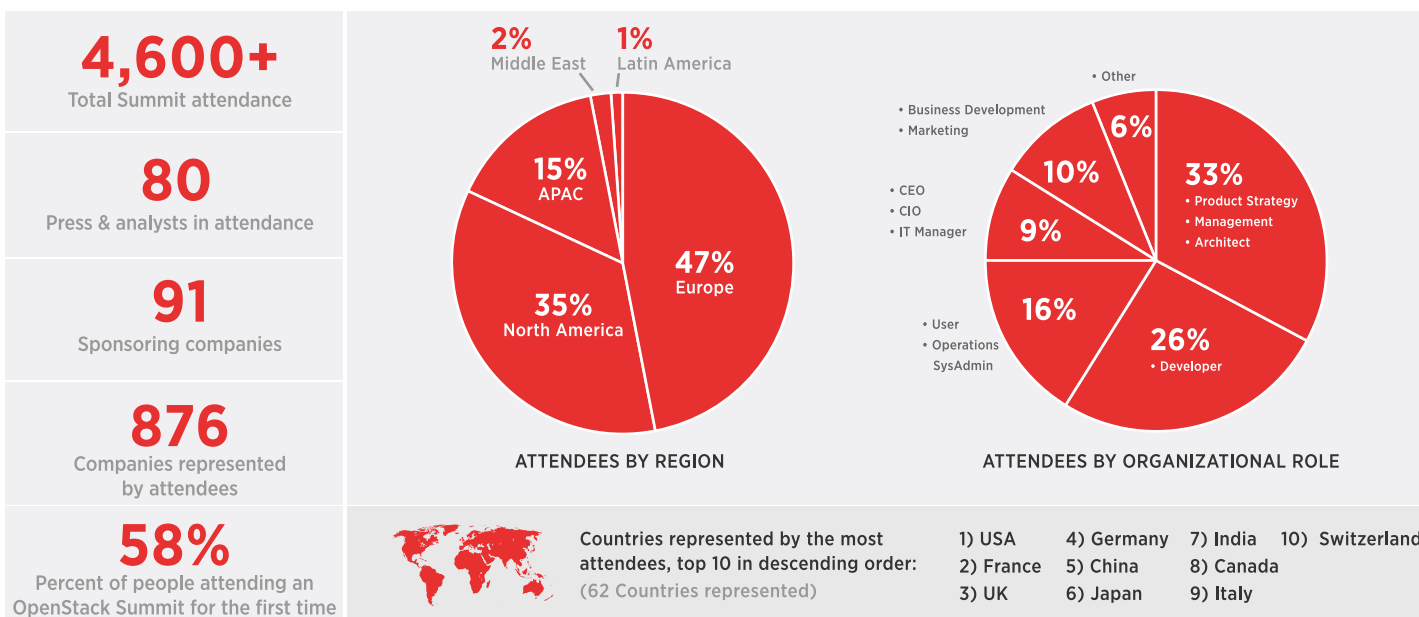
## AUSTIN SUMMIT METRICS:

APRIL 2016



## PARIS SUMMIT METRICS:

NOVEMBER 2014







# PROCESS FOR RESERVING SPONSORSHIPS

## IMPORTANT DATES:

- June 15, 2016 at 15:00 UTC (10:00am CDT) - Executable sponsorship contract made available. Sponsorships sold on a first come, first served basis
- June 22, 2016 - Confirmed sponsors receive registration codes and access to sponsor services site
- September 12, 2016 - Last day to sign sponsorship contract

A LINK TO THE OCTOBER 2016 OPENSTACK SUMMIT SPONSORSHIP CONTRACT IN ECHOSIGN WILL BE POSTED TO THE WEBSITE: [HTTP://WWW.OPENSTACK.ORG/SUMMIT](http://www.openstack.org/summit) ON JUNE 15 AT 15:00 UTC (10:00am CDT)

September 12, 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 October 2016 OpenStack Summit Sponsorship 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 served basis determined by the timestamp on completed agreements.

Headline level sponsorship will also be confirmed on a first come, first served 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 15:00 - 16:00 UTC / 10:00 - 11:00 CDT) 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 April 2016 Austin 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 Barcelona OpenStack Summit if they again sign the October 2016 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 April 2017 Summit - if you submit for a Headline level sponsorship for the Barcelona OpenStack Summit and are not drawn in the lottery then you will receive an extra entry for the lottery drawing for the April 2017 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](mailto:billing@openstack.org) if you think you may have any over-due/outstanding invoices.

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







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# SPONSORSHIP BOOTHS

Examples from May 2015 Vancouver Summit



## HEADLINE BOOTH



## PREMIER BOOTH



## PREMIER WITH 5' BOOTH INCREASE



## SPOTLIGHT



## EVENT / STARTUP





# HEADLINE SPONSOR

PACKAGE PRICE: \$200,000

(4 Available)

**SOLD OUT**



## 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 Tuesday or Wednesday morning keynote sessions. The presentation will include multi-camera HD video recorded. All keynote speakers that are included as part of a sponsorship package will be mutually agreed upon by the Sponsor and the Foundation.
- One pre-recorded 90-second (maximum) video to be played during the keynote presentation on either Tuesday or Wednesday. Sponsor is responsible for producing the video and providing it to OpenStack Foundation for review by a specified date.
- **\*\*NEW DIMENSIONS\*\*** One 25'W x 10'D (7.6 m x 3 m) turnkey booth space in premier location. Each booth will feature:
  - 46 Inch (117 Centimeter) HD capable LCD monitor with stand
  - 6' (1.8 m) table with black drape and 2 chairs
  - 15 amps of power and wireless internet
  - Printed 25' W x 10' H (7.6 m x 3 m) 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.
- See pages 12 - 18 for a complete list of add-on sponsorship opportunities.

## 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' (2.1 m) tall chalkboard. The chalkboard cannot be moved, removed, or upgraded.
- 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](mailto:logo@openstack.org) by September 12, 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. Deadline to redeem all registration codes is **October 17, 2016**.



# PREMIER SPONSOR

PACKAGE PRICE: \$110,000

OPENSTACK.ORG/SUMMIT



## 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 15'W x 10'D (4.6 m x 3 m) turnkey booth space. Each booth will feature:
  - 46 Inch (117 Centimeter) HD capable LCD monitor with stand
  - 6' (1.8 m) table with black drape and 2 chairs
  - 10 amps of power and wireless internet
  - Printed 15' W x 10' H (4.6 m x 3 m) 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 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.
- See pages 12 - 18 for a complete list of add-on sponsorship opportunities.

## BOOTH RESTRICTIONS

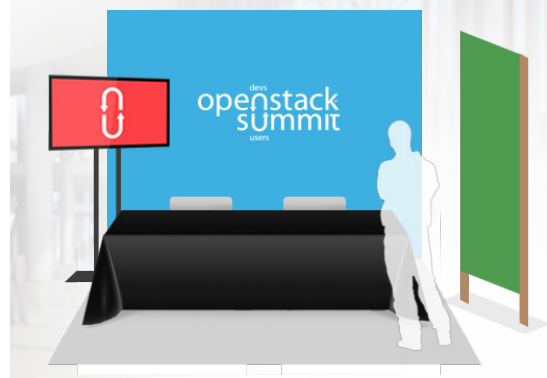
- Sponsors are not permitted to ship in their own custom booth backdrop or walls. You are required to use the turnkey booth that's provided.
- Projected sound is not permitted in the booths. No microphones of any sort.
- Custom booth properties, such as demo counters are permitted, however, counters may not be more than 4' tall (1.22 m).
- All sponsorships include 7' (2.1 m) tall chalkboard. The chalkboard cannot be moved, removed, or upgraded.
- 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](mailto:logo@openstack.org) by September 12, 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. Deadline to redeem all registration codes is **October 17, 2016**.



PACKAGE PRICE: \$65,000



## 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' W x 10' D (3 m x 3 m) turnkey booth space. Each booth will feature:
  - 46 Inch (117 Centimeters) HD capable LCD monitor with stand
  - 6' (1.8 m) table with black drape and 2 chairs
  - 10 amps of power and wireless internet
  - Printed 10' W x 10' H (3 m x 3 m) 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
- See pages 12 - 18 for a complete list of add-on sponsorship opportunities.

## 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' (2.1 m) tall chalkboard. The chalkboard cannot be moved, removed, or upgraded.
- 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](mailto:logo@openstack.org) by September 12, 2016.

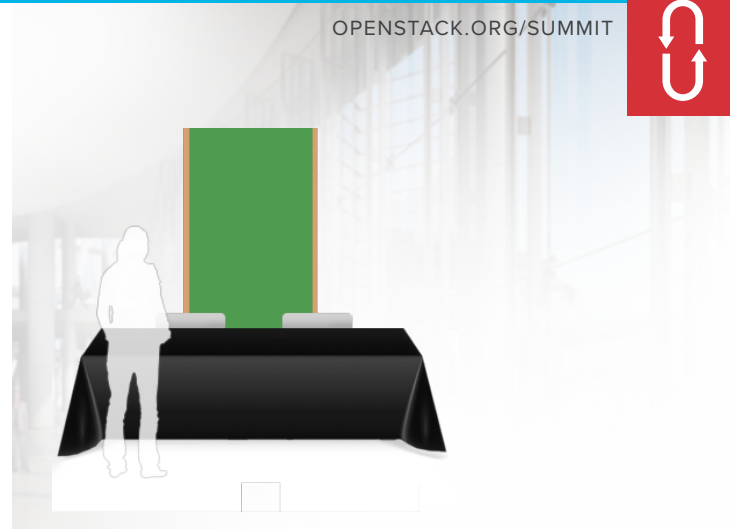
## SUMMIT PASSES

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. Deadline to redeem all registration codes is **October 17, 2016**.



# EVENT SPONSOR

PACKAGE PRICE: \$25,000



OPENSTACK.ORG/SUMMIT

## 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' (1.8 m) tabletop exhibit space. Each table space will include:
  - 6' (1.8 m) 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.
- 8'x8' (2.4 m x 2.4 m) or 10'x10' (3 m x 3 m) pop-up booths are not permitted for Event level or Startup booths.
- Moving, removing or upgrading your 6' (1.8m) table is not permitted. .
- Projected sound is not permitted in the booths. No microphones of any sort.
- All sponsorships include 7' (2.1 m) tall chalkboard. The chalkboard cannot be moved, removed, or upgraded.
- 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](mailto:logo@openstack.org) by September 12, 2016.

## SUMMIT PASSES

Event sponsors 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 after you submit the Sponsorship Agreement. Deadline to redeem all registration codes is **October 17, 2016**.



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' (1.8 m) tabletop exhibit space. Each table space will include:
  - 6' (1.8 m) 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.
- 8'x8' (2.4 m x 2.4 m) or 10'x10' (3 m x 3 m) pop-up booths are not permitted for Event level or Startup booths.
- Moving, removing or upgrading your 6' (1.8m) table is not permitted. .
- Projected sound is not permitted in the booths. No microphones of any sort.
- All sponsorships include 7' (2.1 m) tall chalkboard. The chalkboard cannot be moved, removed, or upgraded.
- 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](mailto:logo@openstack.org) by September 12, 2016.

## SUMMIT PASSES

Startup sponsors 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 after you submit the Sponsorship Agreement. Deadline to redeem all registration codes is **October 17, 2016**.





# SPONSORSHIPS AT A GLANCE

	HEADLINE	PREMIER	SPOTLIGHT	EVENT	STARTUP
Price in USD	<b>\$200,000</b>	\$110,000	\$65,000	\$25,000	\$8,000
Physical Presence	10'D x 25'W Turnkey booth with chalkboard <b>**NEW DIMENSIONS**</b>	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 (max) pre-recorded video played during keynotes & on venue monitors  Opportunity to sponsor a breakout track	One 40-minute breakout session  One 60-second (max) pre-recorded video played on venue monitors (no audio)  Opportunity to sponsor a breakout track	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)



## PRE-SUMMIT MARKETPLACE MIXER

- There will be a Pre-Summit meet and greet held in the Marketplace Expo Hall on Monday from 5-7pm.
- 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 before the Marketplace officially opens.
- 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 Sponsor Services at a later date.)



## SPONSORED COFFEE BREAKS IN EXPO HALL

**\$30,000**

(Tuesday - Friday during Summit hours)

- Coffee Bar in the expo hall
- Branded disposable coffee cups with custom design
- Print signage by coffee stations
- Includes one 40" monitor stand at the expo hall coffee station. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor.



## OFFICIAL WATER SPONSORSHIP

**\$20,000**

(Tuesday - Friday during Summit hours)

- Includes branding on all water jugs located throughout main conference 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

## BRANDED BAG LUNCH

**\$25,000**

(Tuesday - Friday during Summit hours)

- Branded disposable lunch bags with custom design
- Print signage by grab and go lunch stations
- Collateral stand next to two of the grab and go stations for sponsor to produce a one page collateral piece for lunch goes to pick up.
- Only available in the CCIB.

## INCREASE BOOTH WIDTH BY 5 FEET (1.5 M)

**\$30,000**

(Premier & Spotlight sponsors only)

- This opportunity will allow the sponsor to increase their booth width on the expo hall floor by 5 feet (1.5 meters).
- Must be added on before booth selection process.





## BRANDED COMMUNITY LOUNGES

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. 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)
- Special window clings to define & brand the space.

### Lounge Add-On for Additional Fee:

- Custom branding. Examples: throw pillows, cocktail napkins, 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, window clings, 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.

## FIVE (5) LOUNGE SPACES AVAILABLE FOR SPONSORSHIP



### WOMEN OF OPENSTACK LOUNGE

**\$60,000 (with massage service); \$50,000 (without massage service)**

- Dimensions: 30'W x 13'D space inside, plus large outdoor terrace
- Located on the 1st floor of the CCIB at the top of the escalator near breakout rooms



### LOUNGE B \$50,000

**SOLD OUT**

- Dimensions: 27'W x 9'D inside; 36'W x 20'D outside terrace
- Located on the 1st floor of the CCIB between large breakout rooms.



### LOUNGE C \$50,000

- Dimensions: 48'W x 22'D inside; 48'W x 18'D outside
- Located in the banquet hall lunch room on the 2nd floor of the CCIB with an ocean view.



### CHARGING LOUNGE WITH VIDEO WALL \$60,000

**SOLD OUT**

- Dimensions: 50'W x 15'D
- Located next to the main CCIB entrance & Marketplace Expo Hall.
- Video wall with two housekeeping slides & one 90 second pre-recorded video (no audio)
- Slides will run on a loop along with other sponsors' slides and video content
- Sponsor can use this to advertise their presence at the Summit (booth number, evening event, speaking slots, etc)



### DEV & OPS LOUNGE \$75,000

**SOLD OUT**

- Dimensions: 29'W x 16'D
- Located in the middle of the Design Summit in the AC Hotel





## WOMEN OF OPENSTACK BREAKFAST - WEDNESDAY MORNING

**\$8,000**

**SOLD OUT**

- The Women of OpenStack come together for a breakfast on Wednesday morning before the keynotes to discuss accomplishments, hear lightning talks, and break into small groups to discuss the key lightning talk messages and identify actions for the Women of OpenStack to achieve over the next six months.
- Sponsor will receive:
  - Pre-Summit promotion on official Summit schedule and RSVP page
  - 3-minute welcome address
  - Printed signage at the breakfast
  - Opportunity to produce and distribute a giveaway item to attendees (for additional cost)
  - Sponsorship includes breakfast and coffee

## **NEW!** WOMEN OF OPENSTACK SPEED MENTORING BREAKFAST - TUESDAY MORNING

**\$5,000**

**SOLD OUT**

- The Women of OpenStack mentoring program designed to be a lightweight mentoring initiative to provide technical or career guidance to beginners in the community. This is like speed dating, where mentees will have five-to-10 minutes to talk to potential mentors, then cycle throughout the room for about an hour-and-a-half. At the end, people will fill out surveys with their preferences and we'll contact people about potential matches.
- Sponsor will receive:
  - Pre-Summit promotion on official Summit schedule and RSVP page
  - 3-minute welcome address
  - Printed signage at the breakfast
  - Opportunity to produce and distribute a giveaway item to attendees (for additional cost)
  - Sponsorship includes breakfast and coffee

## NAMED SPONSOR OF WOMEN OF OPENSTACK EVENT

**\$10,000**

- The party can be any night of the week, but we suggest it be hosted on Tuesday as a Summit kick-off event.
- Sponsor will receive:
  - Exclusive name recognition tied to the party
  - The Foundation will administer the RSVP list and will directly invite all women registered for the Summit.
  - The Foundation will assist in the planning process by providing a list of recommended venues, transportation company, etc.
- Sponsor is responsible for securing a venue, managing production, and covering all costs associated with producing the event. At least the first 250 registrations must be reserved for women registered for the Summit.
- Sponsor and attendees must adhere to the Summit Code of Conduct.

## SUMMIT WELCOME GIFT SPONSORSHIP

**\$8,000** GIFTS SPECIFIC FOR WOMEN OF OPENSTACK

**\$30,000** GIFTS FOR ALL ATTENDEES

(Pricing does not include producing or shipping of gifts)

- Sponsor must produce a minimum of 500 gifts (specific for Women of OpenStack) or a minimum of 3,500 gifts (for all attendees)
- The gifts will be distributed by Summit staff in the convention center lobby on Monday and Tuesday during registration hours.
- We encourage the gift to be themed or designed specific to OpenStack and/or Barcelona.
- Sponsor can include a collateral piece paired with the gift to promote their booth and sessions.
- Sponsor is responsible for producing and shipping the item by communicated deadline.
- Sponsor must get gift item approved prior to producing and shipping

## TRAVEL SUPPORT PROGRAM

**\$30,000**

- 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, 60 (16 women and 44 men) people from 19 different countries, spanning 6 continents, were able to attend the OpenStack Summit in Austin. Sponsors will receive:

**NEW** • 30-second video (with audio) to be played during morning session keynote

**NEW** • 60-second video (no audio) to be played on the video wall in the charging lounge

**NEW** • One "housekeeping" advertisement slide to be displayed on a monitors located in public lounge space throughout the Summit venue

- Prominent signage displayed in the Expo Hall, Developers Lounge and Media Lounge
- Recognition with the program promotion in the months leading up to the Summit, including the pre-Summit email blast to all attendees



## FULL-DAY SPONSORED TRAINING SPACE - MONDAY PRE-SUMMIT

### \$5,000

- This opportunity is only available to companies that are already listed in the [OpenStack Training Marketplace](#).
- Located in the Hilton with a room capacity of 24 people.
- Summit Attendee RSVP required. OpenStack will manage RSVP list and share registered list with Sponsor in advance of Summit.
- Training Includes:
  - Set classroom style with power strips
  - Projector & microphone
  - Whiteboard
  - Dedicated wireless network for training & workshops (hard line optional at additional cost)
  - Recording optional (additional cost)
- Does not interfere with other Summit activities

## FULL-DAY SPONSORED TRAINING SPACE - DURING SUMMIT

### \$5,000/DAY

- This opportunity is only available to companies that are already listed in the [OpenStack Training Marketplace](#).
- Located in the Hilton with a room capacity of 24 people.
- Summit Attendee RSVP required. OpenStack will manage RSVP list and share registered list with Sponsor in advance of Summit.
- Training Includes:
  - Set classroom style with power strips
  - Projector & microphone
  - Whiteboard
  - Dedicated wireless network for training & workshops (hard line optional at additional cost)
  - Recording optional (additional cost)



## FULL-DAY SPONSORED BREAKOUT SPEAKING TRACK

### \$70,000

(Headline, Premier & Spotlight sponsors only)

- Estimated six 40-minute session slots
- 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 served 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)

- Estimated three 40-minute session slots
- 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 served basis
- Only Full Access pass holders will be able to attend sponsored breakout tracks





## 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

**\$1,500 FOR STARTUP**

**\$2,500 FOR EVENT, SPOTLIGHT, PREMIER, HEADLINE**

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

## 46" HD CAPABLE LCD MONITOR AND STAND IN YOUR BOOTH

**\$1,500**

- Opportunity to add a 46" HD Capable LCD Monitor to your booth. (Headline, Premier & Spotlight sponsors already receive one with their sponsorship package)



## DIGITAL/VIDEO WALL ADVERTISING OPPORTUNITIES

**\$2,000**

- Advertising slide to be displayed on the digital/video wall outside 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)

## OFFICIAL OFF-SITE EVENING EVENT PROMOTION

**FREE OF CHARGE**

- Open to all sponsorship levels
- Official party promoted on Summit agenda
- Minimum capacity of 400 people to be considered an official party
- Event must be scheduled to start after official Summit hours, approximately 6:30pm Tuesday - 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.

## PRIVATE MEETING ROOM (QUANTITY VERY LIMITED)

**\$6,000/EACH**

Limit one per company  
(Tuesday - Thursday during Summit hours)

- Cost includes: Standard power, lighting, Summit wireless internet, table with 12-20 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 Full Access Summit badge holders in order to access the private meeting room area. No exceptions.

**SOLD OUT**

## VBROWNBAG TECHTALKS SPONSORSHIP

**\$6,000**

- 12-minute videos of technical presentations from the OpenStack community recorded live at the Summit
- Opportunity to record two 12-minute or one 27-minute sponsor video
- All videos posted to YouTube during the conference for immediate impact



## FOOD AND BEVERAGE STATION SPONSORSHIP

A food and beverage station is a great opportunity to gain additional visibility and branding at the Summit in high traffic areas of the Centre de Convencions Internacional de Barcelona (CCIB). Each station Includes branded signage and up to two Keynote+Marketplace passes for the people running the station.

Sponsored Food/Beverage stations may provide service during specific times (i.e. morning and afternoon breaks) and/or for limited quantities. There is a base price of \$2,500 for 1 day and \$6,000 for 3 days for a food and beverage station. Sponsor is responsible for cost of Food/Beverage in addition to above pricing.

### Please note:

- Food and Beverage options are limited to what the venue is able to provide and can only be purchased through the Centre Convencions Internacional Barcelona (CCIB).
- Sponsor is responsible for paying all costs for supplying the food and beverage for Summit attendees. The OpenStack production team will put you in contact with the venue to facility the logistics and billing.
- OpenStack Foundation will select the location of the Food & Beverage Station within a high traffic area of the Summit venue.

### Choose one of the following regional favorites to share with attendees.

- Prices listed are for 500 of each item for 1 or 3 days and include service and tax.
- Actual quantity ordered is at Sponsor's discretion. We estimate a quantity of 500 to be served during a single day (250 for morning break, 250 for afternoon break).
- Modifications or additions to F&B packages are subject to additional charges.

We encourage you to be creative with the food sponsorship to increase your Summit presence and drive attendees to your booth. Once you secure a sponsorship we are happy to help brainstorm ideas. Have another idea? Let us know and we'll work with the Convention Center to try and bring it in.



### IBERIAN RECEBO HAM CARVING STATION

#### ESTIMATED COST:

**\$14,650** FOR 1 DAY; **\$42,450** FOR 3 DAYS

(Base price included)

- Iberian Recebo ham produced by skilled Jamoneros and carefully carved onsite for attendees.



### TAPAS STATION

#### ESTIMATED COST:

**\$16,000** FOR 1 DAY; **\$46,500** FOR 3 DAYS

(Base price included)

Offer attendees a wide variety of local tapas.

- Anchovy and piquillo pepper montadito
- Savory cheese montadito
- Chistorra and green pepper brochette
- Fresh cheese with quince and walnuts
- Idiazabal cheese salad with dried fruits and honey & balsamic vinaigrette
- Spanish omelette
- Coca recapte with anchovies



## PICKLES STATION

### ESTIMATED COST:

**\$11,650** FOR 1 DAY; **\$33,450** FOR 3 DAYS

(Base price included)

The best seafood in Spain often gets preserved and later enjoyed straight out of the tin. Introduce attendees to one of these tin can delicacies including anchovies, olives, and clams.



## MOLECULAR COCKTAIL STATION

### ESTIMATED COST:

**\$14,100** FOR 1 DAY; **\$40,800** FOR 3 DAYS

(Base price included)

Science meets Booze.

- Nitro thai cooler
- Green tea with citrus martini
- Passion and chili tequilinha
- Vanilla and smoked candy whisky



## HORCHATA STATION

### ESTIMATED COST:

**\$7,700** FOR 1 DAY; **\$21,600** FOR 3 DAYS

(Base price included)

In Spain, horchata usually refers to *orchata de chufa* (horchata de chufa), made from tigernuts, water, and sugar. Let attendees enjoy an ice cold glass of refreshing horchata.



## NITRO ICE CREAM STATION

### ESTIMATED COST:

**\$12,300** FOR 1 DAY; **\$35,400** FOR 3 DAYS

(Base price included)

Science meets Dessert.

A few of the flavor options:

- Coffee & Toffee
- Cocoa (70%)
- Strawberry and Modena vinegar
- Lemon & Arbequina Olive Oil



## CREPES & WAFFLES STATION

### ESTIMATED COST:

**\$13,000** FOR 1 DAY; **\$37,500** FOR 3 DAYS

(Base price included)

Treat attendees to freshly made crepes and waffles with several different toppings.



## SMOOTHIE BAR STATION

### ESTIMATED COST:

**\$15,000** FOR 1 DAY; **\$43,500** FOR 3 DAYS

(Base price included)

Give attendees a chance to experience several different flavors of smoothies with this smoothie bar at the Summit.





## CHURROS STATION

### ESTIMATED COST:

**\$7,700** FOR 1 DAY; **\$21,600** FOR 3 DAYS

(Base price included)

A churro is a sweet fried-dough pastry, popular in Spain. They come in different sizes and are sometimes knotted. Introduce attendees to this delicious sugary treat.

## ACTIVITY STATION SPONSORSHIP

An activity station is a great opportunity to gain additional visibility and branding at the Summit in high traffic areas of the Centre de Convencions Internacional de Barcelona (CCIB). All activities include items listed with the activity, Sponsorship cost, footprint in Summit venue hallway or pre-function space, Summit branded signage, and up to two Keynote+Expo hall passes for the people running the activity.

Our production company, FNTECH, will handle all logistics related to the following activity packages. Modifications or additions to activity packages are subject to additional charges.

We encourage you to be creative with the activity sponsorship to increase your Summit presence and drive attendees to your booth. Once you secure this sponsorship, we are happy to help you brainstorm other ideas. Have something special you'd like to do? Let us know and we'll work with the Convention Center to try and bring it in.



## ALIVE DRAWING

**ESTIMATED COST: \$18,500** FOR 3 DAYS

(Base price included)

- Create an impressive piece of custom art in Spain! Let a talented and creative painter help promote your company or latest messaging through paint and canvas.
- Artist will work directly with the Sponsor prior to the Summit. Take your artwork home or give it away in Barcelona. OpenStack Foundation will determine the best placement for this unique opportunity within the venue.



## PHOTO LITE GRAFFITI

**ESTIMATED COST: \$34,500** FOR 3 DAYS

(Base price included)

Help attendees create a one-of-a-kind piece of graffiti art. Guests go into a dark room and receive special instructions from the photography team. They may not know what's going on at first, but in a few moments, they'll have a delightful and surprising photo memento to take home. Requires a 17' x 17' space.

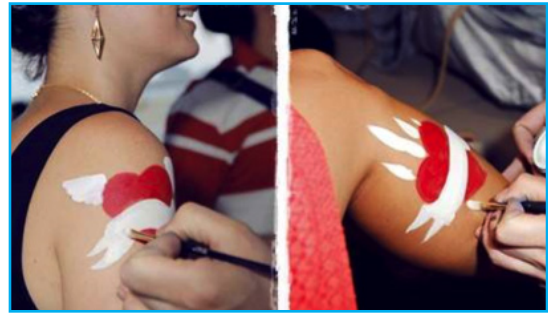


## CARICATURES

**ESTIMATED COST: \$29,000** FOR 3 DAYS

(Base price included)

Hand-drawn caricatures make a great attendee souvenir. The artist will work with the sponsor to create custom templates. The attendee faces/heads will be drawn in onsite. Add your company logo, tagline or other fun text.



## PAINTED TATTOOS

**ESTIMATED COST: \$26,000** FOR 3 DAYS

(Base price included)

Hand-painted multi-colored tattoos are a fun and eye-catching way to add a personal touch to the attendee experience.





Check for updates at:  
[www.openstack.org/summit/barcelona-2016/](http://www.openstack.org/summit/barcelona-2016/)

