

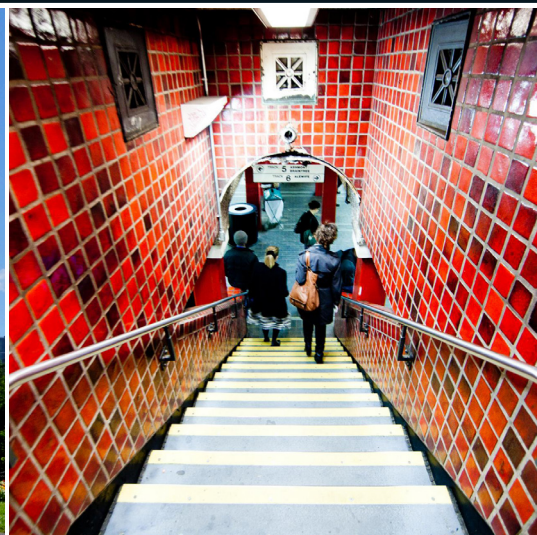


devs
openstack®
summit
users

OPENSTACK SUMMIT MAY 2017

Sponsorship Prospectus

HYNES CONVENTION CENTER & SURROUNDING HOTELS
BOSTON, MASSACHUSETTS • MAY 8-11, 2017





THE FYI - BOSTON SUMMIT

The Main Conference will be four days

- Comprised of presentations, panels, workshops, and educational opportunities through OpenStack Academy.
- Topics span cloud strategy and business case development to operational best practices and technical deep dives.
- Keynote presentations from notable OpenStack users and industry leaders will take place on Monday and Tuesday

Sponsorship Confirmation

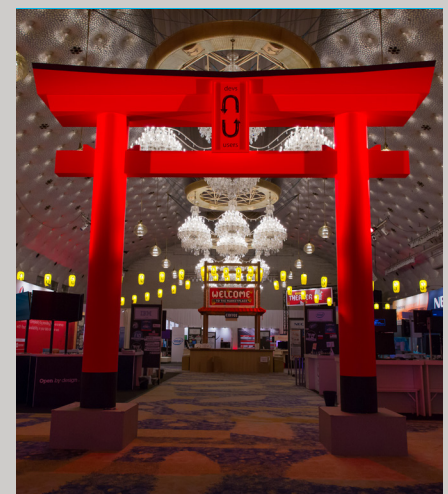
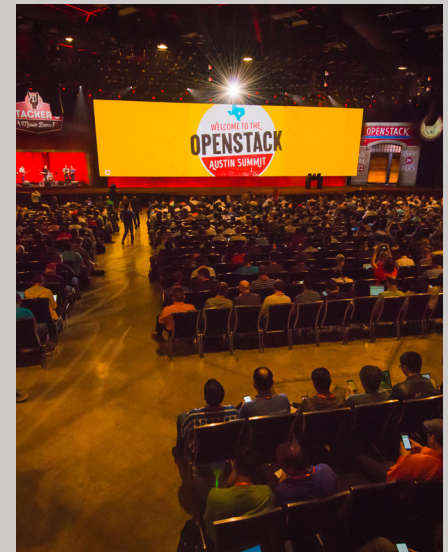
In recognition of the ongoing support of companies that are [Sponsors or Members of the OpenStack Foundation](#), their contracts will be considered first, for the initial 24 hours after the executable Boston Contract goes live. All other contracts will be processed starting 24 hours later. From that 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 schedule will be published in early 2017.
- There will be a Marketplace Mixer again at the Boston Summit. All attendees are invited to gather in the Expo Hall for drinks, snacks and games for a casual meet and greet. More details to come.



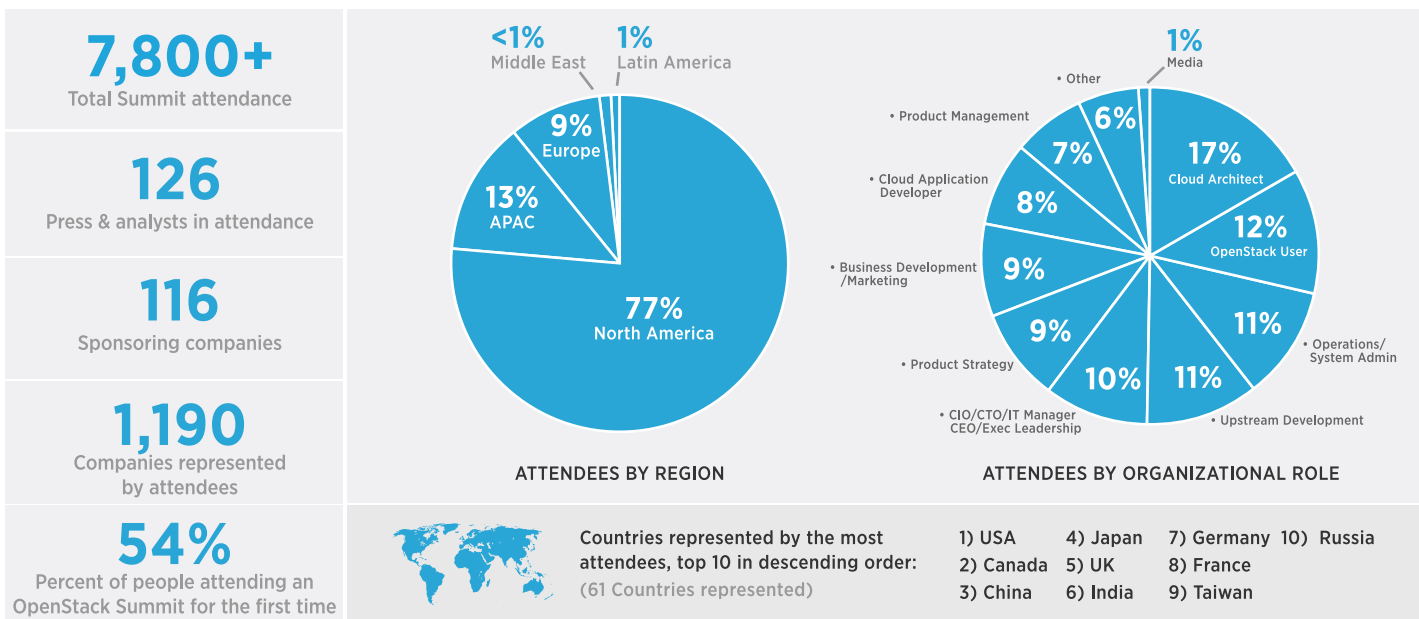


AUDIENCE

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

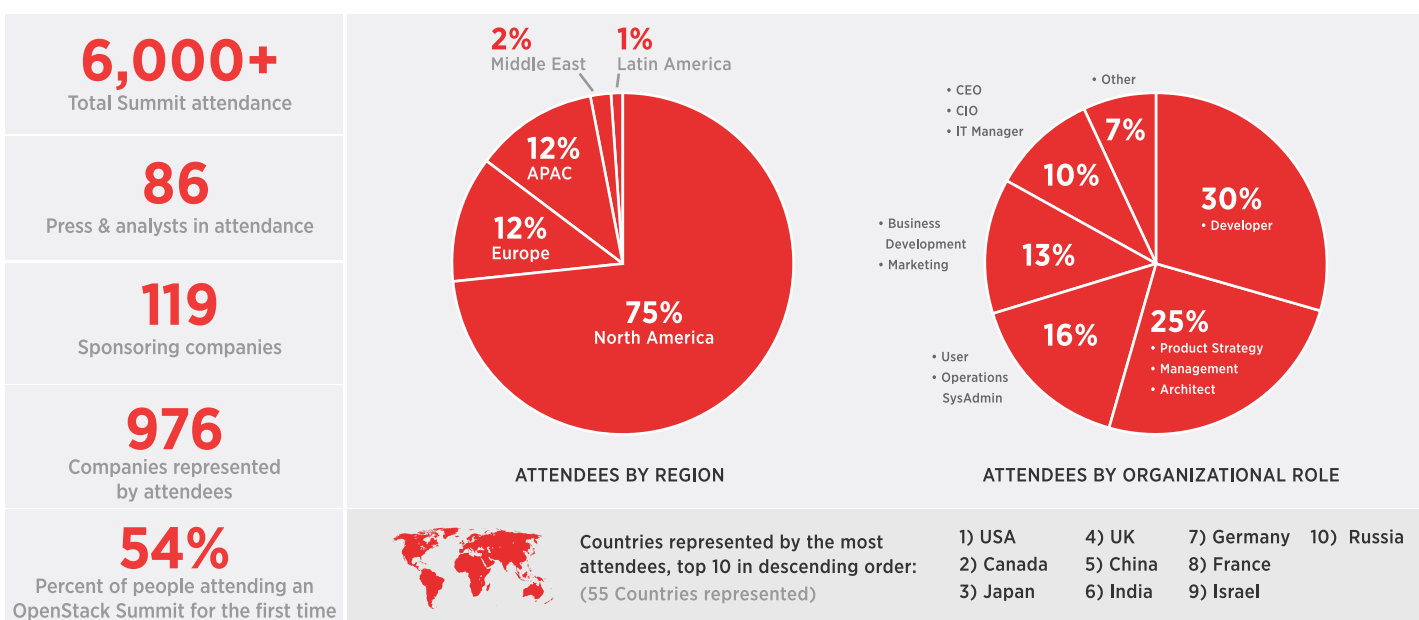
AUSTIN SUMMIT METRICS:

APRIL 2016



VANCOUVER SUMMIT METRICS:

MAY 2015





2017 OpenStack Summits: Boston (May) and Sydney (November)



Save 15% on Sydney Sponsorships!

OPENSTACK SUMMIT IN SYDNEY, AUSTRALIA
NOVEMBER 6-9, 2017

Only applies to companies who sponsor BOTH Boston & Sydney Summits in 2017. The 15% discount only applies to sponsorship packages for the November 2017 Summit in Sydney, which are outlined below.

To show our appreciation for the companies investing in OpenStack's success we're offering a 15% discount on sponsorships of the November 2017 Summit in Sydney to those who sponsor **both** Boston & Sydney Summits in 2017.

Here's how it works:

When you sign up for the May 2017 Summit in Boston sponsorship, you'll have the option to also commit to a specific sponsorship level for the November 2017 Summit in Sydney. By doing that prior to the end of Boston sales (March 13), **you'll get 15% off the price of the Sydney booth package.**

Note that additional add-ons will be handled separately during the Sydney sponsorship window starting June 2017, and will not be eligible for the discount.

Important Dates:

- December 14, 2016 at 15:00 UTC (10:00am CST) - Boston sponsor sales open
- March 13, 2017 - End of Sydney discount offer
- June 2017 - Full priced Sydney Sponsorship Sales open (just pick add-ons if you're already committed)

Headline sponsors: If we have more than 4 potential headline sponsors for Boston, there will immediately be a drawing. For Sydney we will make the same determination during the beginning of Sydney sales in June 2017, regardless of how many commit early in March. In other words, we cannot confirm Sydney headliners until June. See the headline sponsor lottery drawing process on the next page (pg. 5).

Note - the below prices are for the November 2017 Summit in Sydney only. Please see pages 8-12 for May 2017 Summit Boston sponsorship prices. All prices are listed in US Dollars

Sponsorship prices for the November 2017 Summit in SYDNEY:

	15% DISCOUNTED PRICE	FULL PRICE
HEADLINE SPONSOR	\$170,000	\$200,000
PREMIER SPONSOR	\$93,500	\$110,000
SPOTLIGHT SPONSOR	\$55,250	\$65,000
EVENT SPONSOR	\$21,250	\$25,000
STARTUP SPONSOR	\$6,800	\$8,000



PROCESS FOR RESERVING SPONSORSHIPS FOR BOSTON

IMPORTANT DATES:

- December 14, 2016 at 15:00 UTC (10:00am CST) - Executable sponsorship contract made available. Sponsorships sold on a first come, first served basis
- January 9, 2017 - Confirmed sponsors receive registration codes and access to sponsor services site
- March 13, 2017 - Last day to sign Boston sponsorship contract and receive full sponsorship benefits and last day to receive discount on Sydney sponsorship

A LINK TO THE MAY 2017 OPENSTACK SUMMIT SPONSORSHIP CONTRACT IN ECHOSIGN WILL BE POSTED TO THE WEBSITE: [HTTP://WWW.OPENSTACK.ORG/SUMMIT](http://www.openstack.org/summit) ON DECEMBER 14 AT 15:00 UTC (10:00am CST)

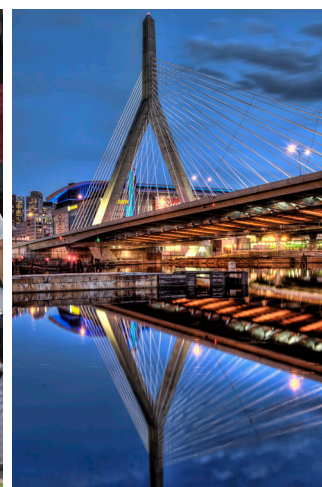
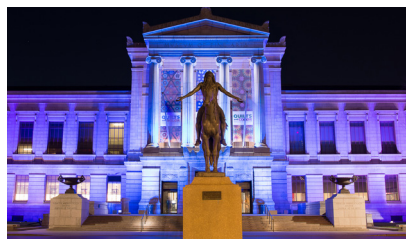
March 13, 2017 is the final day to sign the sponsorship contract and receive full sponsor benefits. Contracts signed after the March 13 deadline may have reduced sponsored benefits and may not have logo or company name on printed marketing materials or the opportunity to select your booth location.

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 May 2017 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 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.

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.





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SPONSORSHIP BOOTHS

Examples from April 2016 Austin Summit



HEADLINE BOOTH



PREMIER BOOTH



PREMIER WITH 5' BOOTH INCREASE



SPOTLIGHT BOOTH



EVENT / STARTUP TABLE



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 Monday or Tuesday morning keynote sessions. The presentation will include multi-camera HD video recording. 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 Monday or Tuesday. Sponsor is responsible for producing the video and providing it to OpenStack Foundation for review by a specified date.
- 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 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 14 - 22 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. You are required to follow all guidelines and meet all deadlines included in the sponsor manual.
- 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 13, 2017.

SUMMIT PASSES

Headline sponsors will receive 22 Full Access passes and one 50% off discount code that will be good for 12 uses. 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 **May 3, 2017**.

PREMIER SPONSOR

PACKAGE PRICE: \$120,000

SOLD OUT

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 (no audio) that will be played on monitors located throughout the Summit venue.
- See pages 14 - 22 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. You are required to follow all guidelines and meet all deadlines included in the sponsor manual.
- 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 13, 2017.

SUMMIT PASSES

Premier sponsors will receive 18 Full Access passes and one 50% off discount code that will be good for 8 uses. 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 **May 3, 2017**.

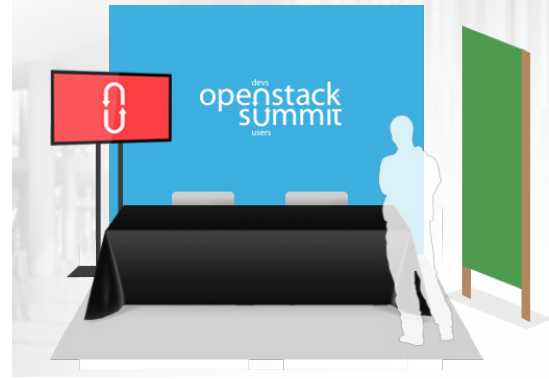
SPOTLIGHT SPONSOR

OPENSTACK.ORG/SUMMIT



PACKAGE PRICE: \$70,000

SOLD OUT



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 14 - 22 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. You are required to follow all guidelines and meet all deadlines included in the sponsor manual.
- 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 13, 2017.

SUMMIT PASSES

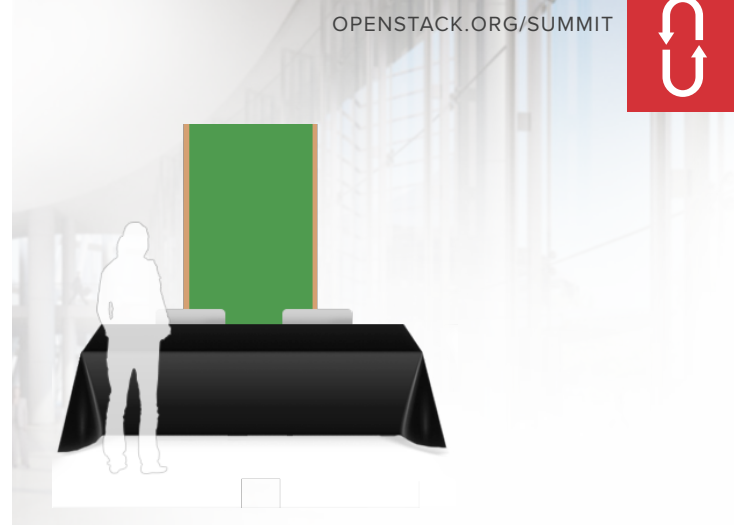
Spotlight sponsors will receive 16 Full Access passes and one 50% off discount code that will be good for 6 uses. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Deadline to redeem all registration codes is **May 3, 2017**.

EVENT SPONSOR

PACKAGE PRICE: \$26,000

SOLD OUT

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. You are required to follow all guidelines and meet all deadlines included in the sponsor manual.
- 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 13, 2017.

SUMMIT PASSES

Event sponsors will receive 10 Full Access passes and one 50% off discount code that will be good for 4 uses. 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 **May 3, 2017**.

STARTUP SPONSOR

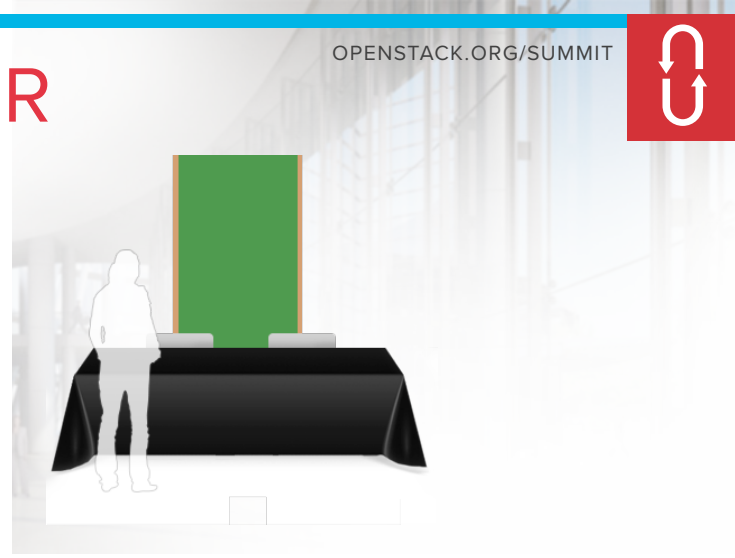
OPENSTACK.ORG/SUMMIT



PACKAGE PRICE: \$8,000

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

SOLD OUT



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. You are required to follow all guidelines and meet all deadlines included in the sponsor manual.
- 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 13, 2017.

SUMMIT PASSES

Startup sponsors will receive 10 Full Access passes and one 50% off discount code that will be good for 4 uses. 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 **May 3, 2017**.



SPONSORSHIPS AT A GLANCE

	HEADLINE	PREMIER	SPOTLIGHT	EVENT	STARTUP
Price in USD	\$200,000	\$120,000	\$70,000	\$26,000	\$8,000
Physical Presence	25'W x 10'D Turnkey booth with chalkboard	15'W x 10'D Turnkey booth with chalkboard	10'W x 10'D 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 (with audio) 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	22 Full Access + one 50% off discount code that can be used 12 times	18 Full Access + one 50% off discount code that can be used 8 times	16 Full Access + one 50% off discount code that can be used 6 times	10 Full Access + one 50% off discount code that can be used 4 times	10 Full Access + one 50% off discount code that can be used 4 times



ADD-ON SPONSORSHIPS

(Sponsorship package level required)



MARKETPLACE MIXER

- There will be a meet and greet held in the Marketplace Expo Hall. More details to come.
- 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 Sponsor Services at a later date.)



SPONSORED COFFEE BREAKS IN THE MARKETPLACE

\$30,000

(Monday - Thursday during Summit hours)

- Coffee Bar in the Marketplace expo hall
- Branded disposable coffee cups with custom design
- Print signage by coffee stations
- Includes one 46" 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 (no audio).



OFFICIAL WATER SPONSORSHIP

\$15,000

(Monday - Thursday during Summit hours)

- Includes branding on all water jugs located throughout main conference Summit venue
- Sponsor can either submit their own completed artwork for the water coolers or it can be designed by the Foundation
- 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 cups provided by the venue.

BRANDED GRAB & GO LUNCH

\$8,000/WEEK

(Monday - Thursday during Summit hours)

- Branded disposable lunch boxes with 2" stickers to be placed on box
- Print signage by grab and go lunch stations
- Promotion in daily email blasts to all attendees

AFTERNOON SNACKS IN THE MARKETPLACE

\$8,000/DAY

- Treat the attendees to afternoon snacks in the Marketplace.
- Print signage by snack station
- Promotion in daily email blasts to all attendees



SPONSORED LUNCH & LEARN

\$6,000

- 60 minute lunch & learn session
- Room will be set classroom style with power strips
- Session will be video recorded
- Content must focus on OpenStack training for operators and application developers. Attendees should walk away with OpenStack skills.
- Sponsor will receive:
 - Pre-Summit promotion on official Summit schedule and RSVP page
 - Sponsorship includes lunch

WOMEN OF OPENSTACK MARKETPLACE MIXER MEETUP SPONSORSHIP

\$10,000

Be the official sponsor of the Women of OpenStack meetup during the Marketplace Mixer!

Sponsorship Includes:

- Branded signage
- Beverages and snacks during the event
- Furniture
- 1 monitor for your use that evening
- Social media promotion/email blast to all women attendees

WOMEN OF OPENSTACK LUNCH

\$8,500 CO-SPONSORSHIP (4 AVAILABLE)

- The Women of OpenStack come together for a lunch to discuss accomplishments, hear lightening talks, and break into small groups to discuss the key lightening 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
 - Joint welcome address given by sponsors (recommended to not exceed more than 6 minutes)
 - Printed signage at the breakfast
 - Opportunity to produce and distribute a giveaway item to attendees (for additional cost)
- Sponsorship includes box service
- Day and room information will be decided by the OpenStack Foundation closer to the Summit

WOMEN OF OPENSTACK SPEED MENTORING BREAKFAST MONDAY MORNING

\$6,500



- 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 5-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 EVENING EVENT

\$2,500

- The party can be any night of the week, but we suggest it be hosted on Sunday 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

\$5,000 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 2,500 gifts (for all attendees)
- The gifts will be distributed by Summit staff in the registration lobby on Monday and Tuesday during registration hours.
- We encourage the gift to be themed or designed specific to OpenStack and/or Boston.
- 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 the item approved by the Foundation prior to producing and shipping



FULL-DAY SPONSORED TRAINING SPACE - SUNDAY PRE-SUMMIT

\$5,000

SOLD OUT

- This opportunity is only available to companies that are already listed in the [OpenStack Training Marketplace](#).
- Located in the OpenStack Academy area with a room capacity of 50 people.
- Summit Attendee RSVP required. OpenStack will manage RSVP list and share registered list with Sponsor in advance of Summit.
- Does not conflict/overlap with other Summit activities

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 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 OpenStack Academy area with a room capacity of 50 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

SOLD OUT

(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.
- 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.
- Additional fee for special logistical or production requests
- Sponsored breakout sessions will receive one free registration code per time slot for speakers
- 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

SOLD OUT

(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
- Additional fee for special logistical or production requests
- Sponsored breakout sessions will receive one free registration code per time slot for speakers
- 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



TRAVEL SUPPORT PROGRAM CONTRIBUTION RECOGNITION

\$500 FOR STARTUP

\$2,000 FOR EVENT, SPOTLIGHT, PREMIER, HEADLINE

- 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 (19 women and 41 men) people from 24 different countries, spanning 6 continents, were able to attend the OpenStack Summit in Barcelona. Sponsors will receive:
- Chalkboard sticker denoting you contributed to the Travel Support Program
- Logo on 'Thank You' signage in prominent area in the Summit venue
- Logo on a recognition slide in the Keynotes
- Recognition with the program promotion in the months leading up to the Summit, including the pre-Summit email blast to all attendees



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

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

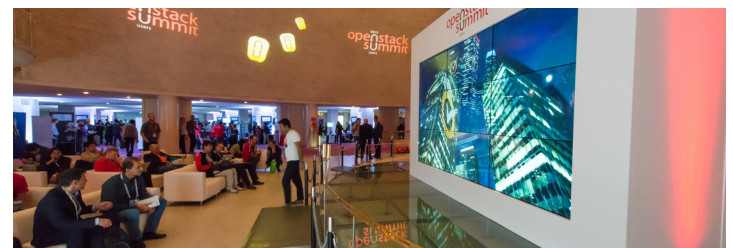


20 MINUTE DEMO PRESENTATION TIME SLOT & VIDEO RECORDING

\$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 30+ people



DIGITAL/VIDEO WALL ADVERTISING OPPORTUNITIES

\$2,000

- Advertising slide to be displayed on monitors throughout the Summit venues
- 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
- Each sponsor is responsible for securing their own venue, managing production and covering all costs associated with producing the evening event.
- Cannot conflict with Marketplace Mixer.

HOTEL ROOM DROP

\$20,000

(Pricing does not include producing or shipping of gifts)

- Opportunity to create a gift to be delivered to approximately 2,000 rooms across 5 hotels.
- Sponsor is responsible for producing and shipping the item by communicated deadline.
- Sponsor must get gift item approved by the Foundation prior to producing and shipping
- Item will be placed inside the hotel rooms on the day the guest arrives.

PRIVATE MEETING ROOM

\$5,500/WEEK OR \$6,500/WEEK WITH COFFEE

Limit two per company

(Monday - 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 services can be ordered through the show services portal
- Meeting attendees must be registered Full Access Summit badge holders in order to access the private meeting room area. No exceptions
- Headline sponsors receive a meeting room with their sponsorship package so Headline sponsors can only purchase 1 extra meeting room

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.

STACKCITY COMMUNITY EVENING EVENT PRESALE

\$25,000

\$50,000 VIP SPONSOR

- VIP sponsors will receive special VIP benefits
- More details to come. Stay tuned!

BRANDED COMMUNITY LOUNGES

All of the lounge spaces will be located 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.

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)
- Summit themed window or wall clings to define & brand the space
- 2 Full Access passes for lounge staff

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.

UPLEVEL YOUR LOUNGE

\$12,000 + COST OF LOUNGE

- Pick either one food station to have in your lounge for 2 afternoons OR one activity station for 4 days from pages 20 - 22
- 8 additional Full Access passes



LOUNGE A

\$45,000

- Dimensions: 46' x 27'
- Located on level three of the Hynes Convention Center outside of large breakout rooms.



LOUNGE B & C

\$45,000 EACH

- Dimensions: 46' x 20' (both lounges are the same dimensions)
- Both of these lounges are located on level three of the Hynes Convention Center outside of multiple large breakout rooms.
- Lounge B is at the far end of the hallway and Lounge C is on the closer end of the hallway.

SOLD OUT



DEV & OPS LOUNGE

\$50,000

- Dimensions: 48' x 30'
- Located on the fourth floor in the Marriott near all of the Design Summit session rooms.



OPENSTACK ACADEMY LOUNGE

\$50,000

- Dimensions: 55' x 25'
- Located in the Sheraton Hotel on the same level as all OpenStack Academy sessions. The lounge is located next to the self-paced labs.



FOOD STATION SPONSORSHIP

\$12,000 FOR 2 DAYS; \$20,000 FOR 4 DAYS

(Sold as a stand-alone add-on or packaged with sponsored lounge)

A food and beverage station is a great opportunity to gain additional visibility and branding at the Summit in high traffic areas of the Hynes Convention Center. Each station includes branded signage, promotion in email blasts to registered attendees, and two Full Access passes for the people running the station.

Please note:

- If packaged with a lounge, it will be located inside or next to your lounge
- OpenStack Foundation will select the location of the food station within a high traffic area of the Summit venue.
- The price for a food station is a flat rate of \$12,000 for 2 days or \$20,000 for 4 days. This price includes 1,200 total servings of each item for 2 days or 2,400 total servings of each item for 4 days. The price also includes all necessary equipment, electrical, service, tax, and attendant fees.
- Service will only be in the afternoon. There will be a set quantity for each day and the food will be served until the quantity runs out.
- Modifications or additions to the food station packages are subject to additional charges.
- *Custom food station sponsorships available for the Marriott and the Sheraton upon request.

We encourage you to be creative with the food station 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 Hynes Convention Center to try and bring it in.



S'MORES STATION



CHLOE'S FRUIT POPS



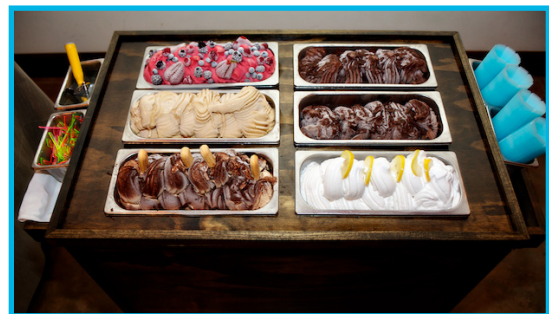
ICE CREAM SANDWICHES



FRESH PRESSED JUICE BAR



MILKSHAKE BAR



GELATO BAR



ACTIVITY STATION SPONSORSHIP

\$12,000 FOR 4 DAYS

(Sold as a stand-alone add-on or packaged with sponsored lounge)

An activity station is a great opportunity to gain additional visibility and branding at the Summit in high traffic areas of the Summit venue. All activities include items listed with the activity, footprint in Summit venue hallway or pre-function space, Summit branded signage, promotion in email blasts to registered attendees, and two Full Access 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. OpenStack Foundation will select the location of the activity station within a high traffic area of the Summit venue. If packaged with a lounge, it will be located inside or next to your lounge

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.

Choose one of the following to share with attendees



INSTAGRAM STATION

Create social media buzz with this square photo booth. Customize with an iconic Boston back-drop or other design of your choice

- Includes custom design by local artists, installation, removal, and lights.



FLIP BOOKS

Photo flip book is a unique custom keepsake for attendees.

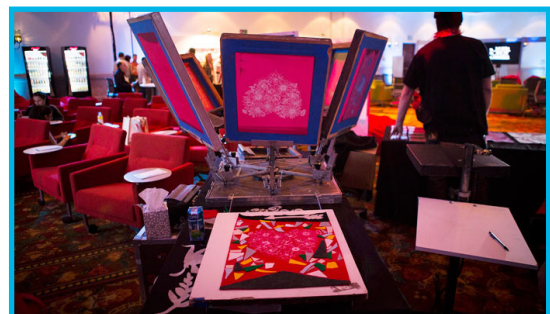
- Includes custom printed cover, props, white back-drop, attendant, lights, electrical, and 300 books per day (6 hours per day).
- There is also a green screen option with up to 10 different backgrounds (sponsor may provide custom artwork, or choose from their library).



BASEBALL CARDS

Nothing says Boston like baseball! Create full custom baseball cards for attendees, incorporate your logo and include OpenStack stats on the back. Double sided cards are presented in plastic sleeves.

- Includes up to 300 cards per day (6 hours)



LIVE DIGITAL T-SHIRT PRINTING

Attendees can choose one of four screen prints and make a custom t-shirt, canvas, or tote bag onsite themselves!

- Includes attendant, equipment, and power.
- Does NOT include design work or blanks (t-shirts, totes, etc.)



DUAL RACE CAR SIMULATOR

Let attendees go head-to-head on the speedway, without all of the road rash!

- Includes 2 simulators, electrical, and attendant.



AIRBRUSH TATTOOS

Custom airbrush tattoos - flaunt your OpenStack love without all the commitment.

- Includes 2 artists for 6 hours, necessary furniture, equipment, and custom tattoo stencil.



BRANDED BASKETBALL HOOP

Another favorite Boston pastime.

- Includes logo on the scoreboard LED screen.
- Full branding of unit is extra



MASSAGE CHAIRS

Let attendees take a break in a relaxing massage chair!

- Includes 2 massage chairs, electrical, and install



SEE YOU IN BOSTON!

