



OpenStack Summit November 2013

Sponsorship Prospectus

Asia World-Expo

Hong Kong

November 5-8, 2013

Expected Attendees: 4,000-5,000



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.

The OpenStack Summit will be four days comprised of:

- Keynote presentations from industry leaders
- General session track covering the basics of OpenStack, how to get started using it or building a business
- Breakout sessions covering OpenStack case studies, business value, community building, strategy, getting started and more
- Hands-on deployment and operations workshops
- Developer working sessions to plan the roadmap for the next software release
- Fun-filled evening events every night of the week!

Audience:

- Enterprise Private Cloud Users
- Public Cloud / Service Providers
- OpenStack Ecosystem Hardware & Software Vendors
- Cloud Operators / Sys-Admin
- OpenStack Developers



We are making some changes to the format and passes available at the Hong Kong Summit. To provide a quick overview, we plan to offer two tiers for registration:

1 General Session & Expo Pass

- a** Allows access into the Summit on Tuesday & Wednesday
- b** This pass allows access the Keynote presentations from industry leaders, General Session track covering business value and user case studies, full access to the Sponsor Expo Hall, and lunch

2 Full Access Pass

- a** Allows access into the Summit all four days, Tuesday - Friday
- b** This pass allows access to everything - Breakout tracks, Design Summit sessions, Keynote presentations from industry leaders, General Session track covering business value and user case studies, full access to the Sponsor Expo Hall, and lunch

Expo Hall:

- The Expo Hall will be open Tuesday - Thursday
- Greatest number of attendees will be present onsite Tuesday and Wednesday

Booth Location & Demo Theater Timeslot Selection:

- All sponsors will have the opportunity to choose their booth space on the expo floor and timeslot for the demo theater in the order we receive signed agreement
- Sponsor will be contacted in the order that the agreements were signed, at which time you will be given 24 hours to make your selections. Due to the number of sponsors, if you do not make your selections in a timely manner, we must continue moving down the list.



Process for Reserving Sponsorships

All sponsorships are limited, and will be sold on a first come, first served basis as determined by the timing of signed agreements received.

A link to the OpenStack November 2013 Summit Sponsorship Agreement in Echosign will be posted on the website: <http://www.openstack.org/summit/> on Monday, June 17, 2013 at 6:00 pm CDT / 23:00 UTC - which is Tuesday June 18 at 7:00 am HKT.

September 20, 2013 is the final day that signed sponsorship agreements will be accepted.

The evening event slots will first be made available to the Headline sponsors, until Thursday, June 20 at 5:00 pm CDT / 22:00 UTC, after which they will open up to all sponsorship package levels to purchase as add-ons. Please be prepared to rank your preferred evening event day (if applicable) when you submit the initial agreement. Please note: After reserving an official party day, the sponsor is responsible for all production management and costs associated with producing the evening event. Please be aware that we are unable to accommodate cancellations or changes to these commitments once the contracts are signed.

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



Sponsorship Levels

Headline Sponsor

Package Price: \$150,000 (4 Available)

Pre-Event Promotion

- Headline sponsor logo designation on the OpenStack Summit website, pre- and post-event
- Sponsor will have access to pre-registered press list three 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

- Sponsor will have one 30-minute general session keynote on the main stage with multi-camera production and recording
- Sponsor will receive one 10x20 turnkey booth space in premier location. Each booth will feature:
 - 42" HD capable LCD monitor on stand
 - 6' black draped table with chairs
 - 15 amps of power and wireless internet
 - Printed 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 in the general session
- Sponsor can insert one giveaway into the conference bag for Full Access Pass attendees (*plan to produce about 2,500 items)
- Headline sponsor designation on all OpenStack Summit sponsor signage at registration, hallways and general session
- Sponsor will have access to a shared press room for meetings and to display promotional materials
- First opportunity to reserve an official evening event time slot, with no additional cost for add-on
- Opportunity to reserve a private meeting room in the venue, with no additional cost for add-on
- One 15 minute opportunity to give a presentation in Sponsor Demo Theater (which will now be listed on the official agenda), with no additional cost for recording

Summit Passes

Headline sponsors will receive 6 Full Access passes, 6 General Session & Expo Pass passes and 6 Expo Booth Sponsor Passes to the OpenStack Summit. We will send you the registration codes for all of these passes shortly after you complete the Sponsorship Agreement. Please be advised that you must register all of your codes in our Summit registration system no later than October 4, 2013 - which is also the close of Early Bird registration.



Premier Sponsor

Package Price: \$75,000 (8 Available)

Pre-Event Promotion

- Premier sponsor designation on the OpenStack Summit website, pre- and post-event
- Sponsor will have access to pre-registered press list three weeks prior to the Summit

On-Site Promotion

- Sponsor will receive one speaking session during the Summit breakout tracks with video recording
- Sponsor will receive one 10x10 turnkey booth space. Each booth will feature:
 - 42" HD capable LCD monitor on stand
 - 6' black draped table with chairs
 - 10 amps of power and wireless internet
 - Printed 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 during the general session
- Sponsor can insert one giveaway into the conference bag for Full Access Pass attendees (*plan to produce 2500 items)
- Premier sponsor designation on all OpenStack Summit sponsor signage at registration, in the hallways and general session
- Sponsor will have access to the a shared press room for meetings and to display promotional materials
- One 15 minute opportunity to give a presentation in Sponsor Demo Theater (which will now be promoted on the official agenda), with an additional cost for recording

Summit Passes

Premier sponsors will receive 4 Full Access passes, 4 General Session & Expo Pass passes and 6 Expo Booth Sponsor Passes to the OpenStack Summit. We will send you the registration codes for all of these passes shortly after you complete the Sponsorship Agreement. Please be advised that you must register all of your codes in our Summit registration system no later than October 4, 2013 - which is also the close of Early Bird registration.



Event Sponsor

Package Price: \$20,000 (20 available)

Pre-Event Promotion

- Event sponsor designation on the OpenStack Summit website, pre- and post-event
- Sponsor will have access to pre-registered press list three weeks prior to the Summit

On-Site Promotion

- Sponsor will be given 6' tabletop exhibit space. Each table space will include:
 - 6' black draped table with two chairs
 - 5 amps of power and wireless internet
 - Event sponsor designation on the OpenStack Summit general sponsor signage at registration and in the hallways
 - Ability to select booth location in order of signed sponsorship agreement
- One 15 minute opportunity to give a presentation in Sponsor Demo Theater (which will now be promoted on the official agenda), with an additional cost for recording
- **Note: The 42" HD capable LCD monitor and stand in your space is an *optional* add on for \$1,000/Week**

Summit Passes

Event sponsors will receive 2 Full Access passes, 4 General Session & Expo Pass passes and 6 Expo Booth Sponsor Passes to the OpenStack Summit. We will send you the registration codes for all of these passes shortly after you complete the Sponsorship Agreement. Please be advised that you must register all of your codes in our Summit registration system no later than October 4, 2013 - which is also the close of Early Bird registration.



Startup Sponsor

Package Price: \$7,500 (20 available)

**Parameters -- In business less than 3 years and less than 5 million revenue

Pre-Event Promotion

- Startup sponsor designation on the OpenStack Summit website, pre- and post-event
- Sponsor will have access to pre-registered press list three weeks prior to the Summit

On-Site Promotion

- Sponsor will be given 6' tabletop exhibit space. Each table space will include:
 - 6' black draped table with two 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
- One 15 minute opportunity to give a presentation in Sponsor Demo Theater (which will now be promoted on the official agenda), with an additional cost for recording
- **Note: The 42" HD capable LCD monitor and stand in your space is an *optional* add on for \$1,000/Week**

Summit Passes

Startup sponsors will receive 2 Full Access passes, 4 General Session & Expo Pass passes and 6 Expo Booth Sponsor Passes to the OpenStack Summit. We will send you the registration codes for all of these passes shortly after you complete the Sponsorship Agreement. Please be advised that you must register all of your codes in our Summit registration system no later than October 4, 2013 - which is also the close of Early Bird registration.



All Sponsorship Levels At-A-Glance

	Headline	Premier	Event	Start-up
Physical Presence	10x20 Turnkey booth	10x10 Turnkey booth	6ft tabletop exhibit space	6ft tabletop exhibit space
Speaking Presence	30-minute Keynote 15-minute demo theater	1 breakout session 15-minute demo theater	15-minute demo theater	15-minute demo theater
Logo Placement	Website & Summit Signage			
Press List & Press Room	✓	✓	✓	✓
Inclusion in Summit Email Blast	100 Word paragraph			
Housekeeping Slide	✓	✓		
Bag Insert	✓	✓		
Meeting Room	✓			
Passes	(6) Full Access (6) General Session (6) Expo Booth Sponsor Passes	(4) Full Access (4) General Session (6) Expo Booth Sponsor Passes	(2) Full Access (4) General Session (6) Expo Booth Sponsor Passes	(2) Full Access (4) General Session (6) Expo Booth Sponsor Passes



Add-on Sponsorships

(Headline, Premier, Event, or Startup level sponsorship required)

Summit Badge Lanyard \$20,000

- Brand the lanyard for an estimated 4000-5000 attendees
- One opportunity available; first come, first serve

Reserve & Promote Official Evening Event** \$2,500 (free for Headline sponsors)

- Secure official party slot on Summit agenda
- Pre-event promotion via summit website, Summit schedule, etc.
- Up to 4 official parties on Tuesday and Wednesday and up to 2 parties on Thursday and Friday are available to be reserved:
 - Tuesday - 4 official evening events available
 - Wednesday - 4 official evening events available
 - Thursday - 2 official evening events available
 - Friday - 2 official evening events available

Please note: After reserving an official party **day**, the sponsor is responsible for all production management and costs associated with producing the evening event. Tuesday and Wednesday parties should anticipate 1000 or more attendees, Thursday parties approximately 750 attendees and Friday around 500 attendees. Once reserved you may plan your party for any length of time that you choose and you're welcomed to partner with other companies to co-host. Please be aware that we are unable to accommodate cancellations or changes to these commitments once the contracts are signed.



users
openstack
SUMMIT
devs

Named Sponsor of the Developer Lounge \$75,000

- The SeaView Restaurant in the Asia World-Expo will be used as a dedicated Developers Lounge throughout the Summit. This venue offers a quiet area separate from the other Summit events where developers can gather and collaborate outside the Design Summit. The room has 180-degree views of the sea, and ample seating in a lounge-type atmosphere.
- Sponsor's name will be part of the Developer Lounge branding (including on the official website, schedule, and signage) such as "CompanyX Developer Lounge."
- One opportunity available; first come, first serve



Developer Lounge (The SeaView Restaurant)



Named Sponsor of Happy Hour in the Expo Hall \$25,000/Day

- Late afternoon Tuesday and Wednesday bar service will be available inside the Expo Hall
- By sponsoring the happy hour you influence the theme of the food/drink served
- Sponsors name will be part of the happy hour branding (including on the official website, schedule, and conference signage) such as "CompanyX Happy Hour"
- You may use this event to drive traffic to your booth
- Two opportunities available; first come, first serve

Named Water Sponsorship \$30,000/Week (Tuesday - Friday during summit hours)

- Branded reusable water bottles with custom design
- Water bottle filling stations will be located throughout the venue
- Signage by water stations in lounge areas
- One opportunity available; first come, first serve

Sponsored Coffee Breaks \$5,000/Day or \$15,000/Week (Tuesday - Friday during summit hours)

- Branded disposable coffee cups with custom design
- Signage by coffee stations in lounge areas

Private Meeting Room \$2,000, \$3,500 or \$5,000/Week (Tuesday - Friday during summit hours)

- \$2,000/Week for a 10x10' room
- \$3,500/Week for a 10x15' room
- \$5,000/Week for a 10x20' room
- Private space located within or adjacent to the Summit venue
- Cost includes: Standard power, lighting, sponsor wireless internet, round table and 6-8 chairs
- Extra cost: daily cleaning service, wired internet, AV requirements, additional furnishing, catering needs, extra power (cost per service TBD)

Demo Theater Recording \$250, one time fee

- All sponsors will have the opportunity to give a 15 minute presentation in our Demo Theater, which will now be promoted on the official agenda
- If you would like for this presentation to be professionally recorded you may select this option as an add-on to your sponsorship, otherwise the presentation will not be recorded
- The Demo Theater will be located on the Expo Hall floor and have seating for 50+ people
- [Click HERE](#) to view example recordings of Demo Theater presentations given during the Portland Summit



Sample Image of Water Bottle



Event & Startup level add-on: 42" HD capable LCD monitor and stand in your booth \$1,000/Week

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

Bag Insert*, \$1000 (free for Headline & Premier sponsors)

- Must be willing to produce and ship 2500 items for inclusion

*** Denotes sponsor is responsible for production of the item and meeting Summit deadlines for distribution. Item must be approved by Summit organizers.**

**** Preferential dates extended to Headline sponsors first until Wednesday, June 19, at which time they will open up to all sponsorship levels. Sponsor manages and directly pays costs for event.**

