



Sponsorship Prospectus

Dear Prospective Sponsor,

Thank you for your interest in the OpenStack Summit in San Diego from Oct 15-18, 2012. As a global open source community, we look toward our valued community members to assist in supporting OpenStack in a variety of ways including our twice-yearly global Summit events for developers, users and the business ecosystem.

Below you will find the various sponsorship packages for our Fall 2012 events where we anticipate 1,000+ attendees gathering for four days of all things OpenStack.

Thank you for your support and I look forward to seeing you this October in San Diego.

Sincerely,

Stefano Maffulli
OpenStack Community Manager

OCT. 15-18 **SAN DIEGO** (CA)



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 by sponsors@openstack.org

The agreements will be posted on Monday July 9th at 9am central time on the website: <http://www.openstack.org/summit/>

We will confirm receipt of your sponsorship agreement promptly by email.

The evening event slots will be first made available to the Headline sponsors to reserve, until July 13th (or all Headline are sold out, whichever is earlier), after which they will open up to all sponsorship package levels to purchase as add-ons.



Headline Sponsor

Package Price: \$100,000 (3 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 prior to the Summit
- Sponsor will have the opportunity to send one promotional email to opt-in registrants*

On-Site Promotion

- Sponsor will have one general session keynote
- 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
 - 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 before the start of all keynote and breakout sessions Wednesday and Thursday*
- Sponsor will have one chair drop during general session*
- Headline sponsor recognition on stage, logo displayed during general sessions
- Headline sponsor designation on all OpenStack Summit sponsor signage at registration and in the hallways
- Sponsor will have one dedicated hospitality suite to use for meetings Monday-Thursday
- Headline sponsor designation on the Summit t-shirt distributed to 1,000+ attendees
- One giveaway in Summit registration bag distributed to 1,000+ attendees
- Sponsor will have access to the press room for meetings and to display promotional materials
- First opportunity to reserve an official evening event time slot, at no extra cost

Summit Passes

Headline sponsors will receive 10 complimentary full access passes to the OpenStack Summit.

Process

See process section at top for general rules.

Premeir Sponsor

Package Price: \$50,000 (6 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 prior to the Summit
- Sponsor will have the opportunity to send one promotional email to opt-in registrants*

On-Site Promotion

- Sponsor will have one speaking session during the Summit breakout tracks
- 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
 - 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 before the start of all keynote and breakout sessions Wednesday and Thursday*
- Sponsor will have one chair drop during general session*
- Premier sponsor recognition on stage, logo displayed during general sessions
- Premier sponsor designation on all OpenStack Summit sponsor signage at registration and in the hallways
- Premier sponsor designation on the Summit t-shirt distributed to 1,000+ attendees
- One giveaway in Summit registration bag distributed to 1,000+ attendees
- Sponsor will have access to the press room for meetings and to display promotional materials
- Sponsor will have access to a business meeting room designated for Premier sponsors with a sign up sheet

Summit Passes

Premier sponsors will receive 6 complimentary full access passes to the OpenStack Summit.

Process

See process section at top for general rules.



Event Sponsor

Package Price: \$15,000 (8 available)

Pre-Event Promotion

- Event sponsor designation on the OpenStack Summit website, pre- and post-event

On-Site Promotion

- Sponsor will be given 6' tabletop exhibit space. Each table space will include:
 - 42" HD capable LCD monitor on stand
 - 6' black draped table with two chairs
- Event sponsor designation on the OpenStack Summit general sponsor signage at registration and in the hallways
- One giveaway in Summit registration bag distributed to 1,000+ attendees

Summit Passes

Event sponsors will receive 4 complimentary full access passes to the OpenStack Summit.

Process

See process section at top for general rules.



Startup Sponsor

Package Price: \$5,000 (8 available)

**Parameters -- In business less than 2 years and less than 5 million revenue

Pre-Event Promotion

- Startup sponsor designation on the OpenStack Summit website, pre- and post-event

On-Site Promotion

- Sponsor will be given 6' tabletop exhibit space. Each table space will include:
 - 42" HD capable LCD monitor on stand
 - 6' black draped table with two chairs
- Startup sponsor designation on the OpenStack Summit general sponsor signage at registration and in the hallways
- One giveaway in Summit registration bag distributed to 1,000+ attendees

Summit Passes

Startup sponsors will receive 4 complimentary full access passes to the OpenStack Summit.

Add-on Sponsorships

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

Summit Badge Lanyard \$15,000

- Brand the lanyard for an estimated 1000+ 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
- Seven slots available:
 - Monday 6-8 or 8-late
 - Tuesday 6-8 or 8-late
 - Wednesday 6-8 or 8-late
 - Thursday closing party
- Pre-event promotion via summit emails/website/etc.
- + sponsor manages and directly pays costs for the event

Sponsored Coffee Breaks \$7,500/Day or \$25K/Week

- Branded coffee cups with custom design
- Signage by each coffee station in lounge areas

OpenStack Summit Inaugural School Beautification Charity Event - Price TBD

- Charity event taking place at local school Friday, October 19, 9 am - 1 pm with up to 100 volunteers
- Need sponsors to cover costs of organization, materials, transportation and lunch
- Sponsor recognition for inaugural charity event includes logo on registration page, summit site, signage at the Summit and on-stage recognition prior to keynote sessions

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

** Preferential dates and exclusive add on sponsorship opportunities extended to Headline sponsors first until July 13, at which time they will open up to all sponsorship levels.