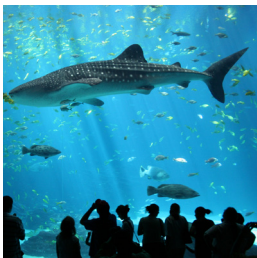openstack summit
users
devs

OPENSTACK SUMMIT MAY 2014

SPONSORSHIP PROSPECTUS

GEORGIA WORLD CONGRESS CENTER
ATLANTA | MAY 12 – 16, 2014

GO!

THE FYI

THE OPENSTACK SUMMIT WILL BE FIVE DAYS COMPRISED OF:

• Keynote presentations from notable OpenStack users and industry leaders
• 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
• Networking events every night of the week!

Monday	Tuesday	Wednesday	Thursday	Friday
Keynotes				
Expo Hall				
Breakout Sessions / Workshops				
	Design Summit			

REGISTRATION TIERS

FULL ACCESS PASS
Allows access to everything - Breakout tracks and Workshops, Design Summit sessions, Keynote presentations from industry leaders, full access to the Sponsor Expo Floor, and lunch.

KEYNOTE + EXPO PASS
Allows access to the keynote presentations from industry leaders, full access to The OpenStack Community Market sponsor expo hall, and lunch. Recomended for sponsor booth staff, and people new to OpenStack.

AUDIENCE

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

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 the 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.

THE OPENSTACK COMMUINTY MARKET [EXPO HALL]

• The Market will be open Monday – Wednesday
• The OpenStack Community Booth Crawl will be held on Monday after sessions conclude. All attendees are invited to join us in The Community Market for drinks, snacks and games. This is a great time to mix, mingle and checkout the sponsor booths.

JOIN US IN ATLANTA

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.

KEYNOTE PRESENTATIONS

THE OPENSTACK COMMUNITY MARKET EXPO HALL

CROWDS HEADING TO BREAKOUT SESSIONS

SPONSOR DEMO THEATER
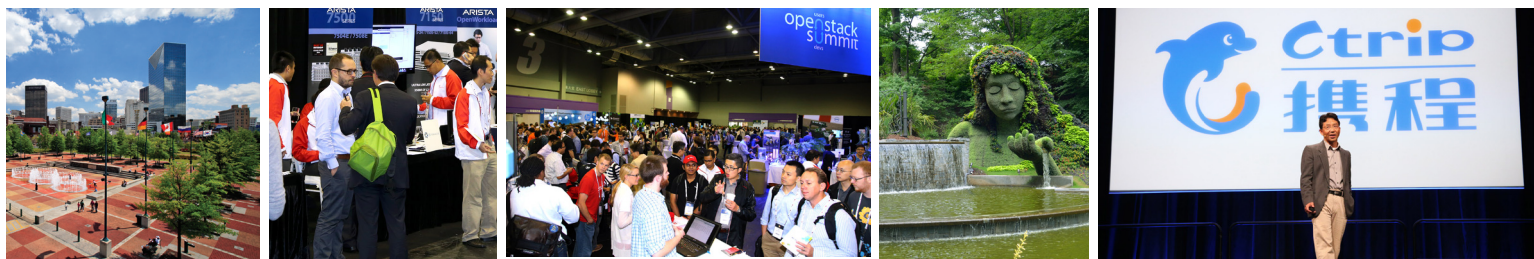
PROCESS FOR RESERVING SPONSORSHIPS

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 May 2014 Summit Sponsorship Agreement in Echosign will be posted on the website: http://www.openstack.org/summit/ on Tuesday, January 21, 2014 at 11:00am CST / 17:00 UTC.

March 31, 2014 is the final day that signed sponsorship agreements will be accepted.

The evening event slots are open 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.

HEADLINE SPONSOR
Package Price: $175,000 (4 Available)

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 25-minute general session keynote on the main stage with multi-camera production and recording
- One 20x20 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
- One giveaway for the conference bag for Full Access Pass attendees (sponsor to produce)
- Headline sponsor designation on all OpenStack Summit sponsor signage at registration, hallways and general session
- Access to a shared press room for meetings
- 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
- Opportunity to add-on a sponsored breakout track (for an additional fee) and program all content presented in the track. Sponsored tracks will be promoted on the official Summit agenda.
- One 15-minute opportunity to give a presentation in Sponsor Demo Theater (which will be promoted on the official agenda), with no additional cost for recording
- Opportunity to send 4 guests to the OpenStack VIP Welcome Party
- Opportunity to present a short pre-recorded video/commercial that will be projected on a Video Message Wall

Summit Passes

Headline sponsors will receive 10 Full Access passes and 10 Keynote + Expo passes. We will send you the registration codes for all of these passes 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 April 14, 2014.

PREMIER SPONSOR
Package Price: $80,000 (8 Available)

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 15x10 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
- One giveaway for the conference bag for Full Access Pass attendees (sponsor to produce)
- Premier sponsor designation on all OpenStack Summit sponsor signage at registration, in the hallways and general session
- Access to a shared press room for meetings
- Opportunity to add-on a sponsored breakout track (for an additional fee) and program all content presented in the track. Sponsored tracks will be promoted on the official Summit agenda.
- One 15 minute opportunity to give a presentation in Sponsor Demo Theater (which will be promoted on the official agenda), with an additional cost for recording
- Opportunity to send 2 guests to the OpenStack VIP Welcome Party
- Opportunity to present a short pre-recorded video/commercial that will be projected on a Video Message Wall

Summit Passes

Premier sponsors will receive 8 Full Access passes and 8 Keynote + Expo passes. We will send you the registration codes for all of these passes 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 April 14, 2014.

SPOTLIGHT SPONSOR

Package Price: $40,000 (10 Available)

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 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
- One giveaway for the conference bag for Full Access Pass attendees (sponsor to produce)
- Spotlight sponsor designation on all OpenStack Summit sponsor signage at registration, in the hallways and general session
- Access to a shared press room for meetings
- Opportunity to add-on a sponsored breakout track (for an additional fee) and program all content presented in the track. Sponsored tracks will be promoted on the official Summit agenda.
- One 15-minute opportunity to give a presentation in Sponsor Demo Theater (which will be promoted on the official agenda). Primetime demo theather time slots (during lunch and breaks when The Community Market Expo Hall is at its busiest) will be reserved for Spotlight level sponsors to have the first opportunity to schedule presentations.
- Opportunity to send 2 guests to the OpenStack VIP Welcome Party
- Opportunity to present a pre-recorded video/commercial that will be projected on a Video Message Wall

Summit Passes

Spotlight sponsors will receive 6 Full Access passes and 6 Keynote + Expo passes. We will send you the registration codes for all of these passes 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 April 14, 2014.

EVENT SPONSOR

Package Price: $20,000

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' 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
- Event sponsor designation on the OpenStack Summit general sponsor signage at registration and in the hallways
- Access to a shared press room for meetings
- One 15-minute opportunity to give a presentation in Sponsor Demo Theater (which will 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 4 Full Access passes and 4 Keynote + Expo passes. 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 April 14, 2014.

STARTUP SPONSOR

Package Price: $7,500

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

Pre-Event Promotion

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

On-Site Promotion

- One 6' tabletop exhibit space. Each table space will include:
  - 6' 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
- Access to a shared press room for meetings
- One 15-minute opportunity to give a presentation in Sponsor Demo Theater (which will 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 4 Full Access passes and 4 Keynote + Expo passes. We will send you the registration codes for all of these passes 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 April 14, 2014.

ALL SPONSORSHIP AT-A-GLANCE

	HEADLINE	PREMIER	SPOTLIGHT	EVENT	START-UP
Physical Presence	20x20 Turnkey booth	10x15 Turnkey booth	10x10 Turnkey booth	6ft tabletop exhibit space	6ft tabletop exhibit space
Speaking Presence	25-minute Keynote Opportunity to sponsor a Breakout Track 1 pre-recorded video 15-minute demo theater	1 breakout session Opportunity to sponsor a Breakout Track 1 pre-recorded video 15-minute demo theater	Opportunity to sponsor a Breakout Track 1 pre-recorded video 15-minute demo theater	15-minute demo theater	15-minute demo theater
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	✓	✓			
Bag Insert	✓	✓	✓	Optional Add-On	Optional Add-On
Meeting Room	✓	Optional Add-On	Optional Add-On	Optional Add-On	Optional Add-On
Passes	10 Full Access 10 Keynote + Expo	8 Full Access 8 Keynote + Expo	6 Full Access 6 Keynote + Expo	4 Full Access 4 Keynote + Expo	4 Full Access 4 Keynote + Expo

ADD-ON SPONSORSHIPS
(Headline, Premier, Spotlight, Event or Startup level sponsorship required)

OpenStack Community Booth Crawl

- The OpenStack Community Booth Crawl will be held on Monday after closing sessions, 6:00pm – 8:00pm.
- All attendees are invited to join us in The OpenStack Community Market 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/or beverage items in the booths during this time. (Prices and food/beverage orders will be available via Show Services at a later date.)

The OpenStack Foundation VIP Welcome Party, $40,000 Named Sponsor or $20,000 Co-Sponsor

- The OpenStack Foundation will organize a welcome party and invite all Summit speakers, the OpenStack Board of Directors, Technical Committee, press and analysts for a fun evening to network and reflect on the first day of the Summit. The OpenStack Foundation will manage the planning, party logistics and invitations.

Each party sponsor will receive:

- Opportunity to invite up to 10 guests. (If the sponsor is Headline, Premier or Spotlight these 10 invitations are in addition to the invites received as part of their sponsorship package.)
- Company logo recognition on the invitations, and displayed prominently onsite at the party

Official On-site Evening Event Hosted in Georgia World Congress Center (Summit venue) ** $5,000

- Secure atrium or ballroom space within the Summit venue to host an official party for 2000+ attendees
- Official party promoted on Summit agenda with production support from the OpenStack team
- On-site parties will exclusively hold the party time slot with no other official Summit events overlapping
- Limit of two party slots available:
  - 1) Tuesday 6:00pm – 8:30pm
  - 2) Wednesday 6:00pm – 8:30pm
- Pre-event promotion via summit website, Summit schedule, etc.
- After reserving an official party in the GWCC, the sponsor is responsible for costs associated with producing the evening event. Once reserved, you are welcome to partner with other companies to co-host. Please be aware that we are unable to accommodate

ADD-ON SPONSORSHIPS

cancellations or changes to these commitments once the contracts are signed. Please contact us at events@openstack.org for more details.

Official Off-site Evening Event **$1,000

- Official party promoted on Summit agenda
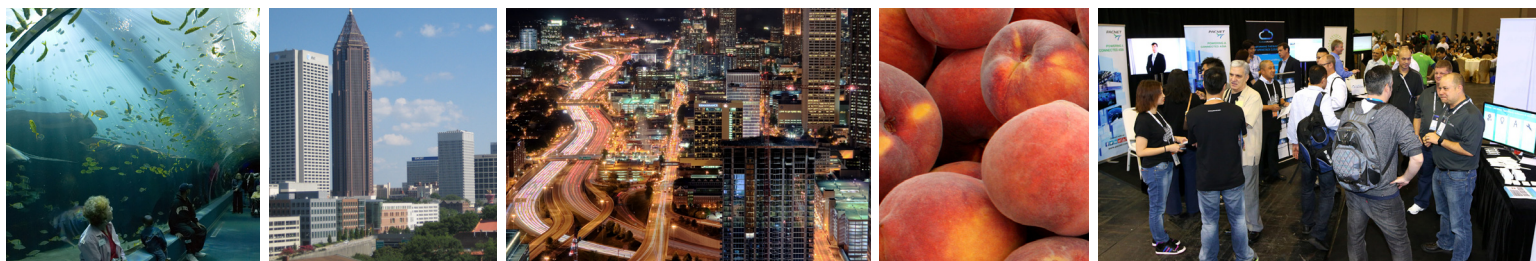- Off-site events may not be scheduled to conflict with the official on-site evening events

Please note: After reserving an official party day, the sponsor is responsible for selecting and securing a venue and all production management and costs associated with producing the evening event. Once reserved, you may plan your party for any length of time that you choose and you're welcome 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.

Event Management Assistance

- Event management assistance is available for an additional fee. This fee is for sponsors who would like to host a special event or party and need assistance from the OpenStack production team
- Fees will be charged for production, logistics, F&B, and venue space when necessary
- Sponsored Breakout Tracks are not subject to this special events coordination fee
- Please contact us at events@openstack.org for details.

Branded Food Cart or Activity Station in the "OpenStack Community Market"
$3,000/each, does not include food/activity costs

- Monday – Wednesday the OpenStack Community Market (a.k.a., sponsor expo hall) will be themed to resemble a farmers market with food carts and activity stations. We encourage sponsors to get creative with offering food and fun activities for Summit attendees to enjoy.
- This is an opportunity to gain additional visibility and branding at the Summit by securing a space within the OpenStack Community Market.
- Sponsor is responsible for paying all costs related to the food/beverage or actvity for Summit attendees. The OpenStack production team will put you in contact with the venue to facilitate the logistics and billing. Please contact us at events@openstack.org if you are interested.

ADD-ON SPONSORSHIPS

Travel Support Program $40,000 Named Sponsor or $20,000 Co-Sponsor

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 costs for travel and accommodation.

Sponsors will receive:
- Special mention during the opening Keynote
- Signage in the Developers Lounge and Press/Analyst Lounge
- Recognition with the program promotion in the months leading up to the Summit

Branded Charging Lounge $3,000/each or $10,000 for 4 Stations

The Power Up Charging Lounge will give attendees the power to stay connected, while providing your company with several unique promotional advantages. Not only will you be providing a valuable service as everyone needs to recharge their devices, the participants (and anyone walking by) will see your branding, booth number and top selling points on a prominent sign right next to the station.

- Soft seating with ample plugs for attendees to recharge devices
- Prominent custom signage adjacent to charging station
- 4 opportunities available; first come, first serve

Summit Badge Lanyard $20,000

- Brand the lanyard for all attendees
- One opportunity available; first come, first serve

Sponsored Coffee Breaks $7,500/Day or $15,000/Week (Monday - Wednesday during Summit hours)

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

Private Meeting Room (Monday - Thursday during Summit hours)

- Meeting rooms ranging in price from $2,500 to $5,000 for use Monday - Thursday will be available.
- Private space located within 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 upon request)

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 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 via Show Services, otherwise the presentation will

ADD-ON SPONSORSHIPS

not be recorded
- The Demo Theater will be located in the OpenStack Community Market expo hall and have seating for 50+ people

Sponsored Breakout Speaking Track (Only available to Headline, Premier & Spotlight sponsors)

This new 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
- Additional fee for special logistical or production requests
- Room capacity of 200+
- Limited opportunities available; first come, first serve
- Day & time will be available on a first come, first served basis
- Sponsored Breakout Speaking Track Options:
    - $15,000 Half day
    - $30,000 Full Day

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 & Spotlight sponsors already receive this)

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

- Must be willing to produce and ship items for inclusion in the bag giveaway

Advertising Opportunities in the Georgia World Congress Center (Summit venue)

- If you are interested in securing additional advertising opportunities in the Summit venue, please contact us at events@openstack.org

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

** Sponsor manages and directly pays costs for event.