

*The OpenStack Summit's new name*



# OPEN INFRASTRUCTURE SUMMIT

Shanghai | Week of November 4, 2019

OPEN INFRASTRUCTURE SUMMIT NOVEMBER 2019

# SPONSORSHIP PROSPECTUS

SHANGHAI EXPO CENTER  
SHANGHAI, CHINA • WEEK OF NOVEMBER 4TH, 2019





# ABOUT THE SUMMIT

The Open Infrastructure Summit is a global event for open source IT infrastructure professionals to collaborate on software development, share best practices about designing and running infrastructure, and make partnership and purchase decisions.

## WHO ATTENDS?

The Open Infrastructure Summit brings together 2,000+ influential business decision makers, infrastructure architects and open source developers from around the world. Professionals from many industries, including financial services, government, manufacturing, telecom and IT rely on Open Infrastructure to run their business. On average, the demographic makeup is:

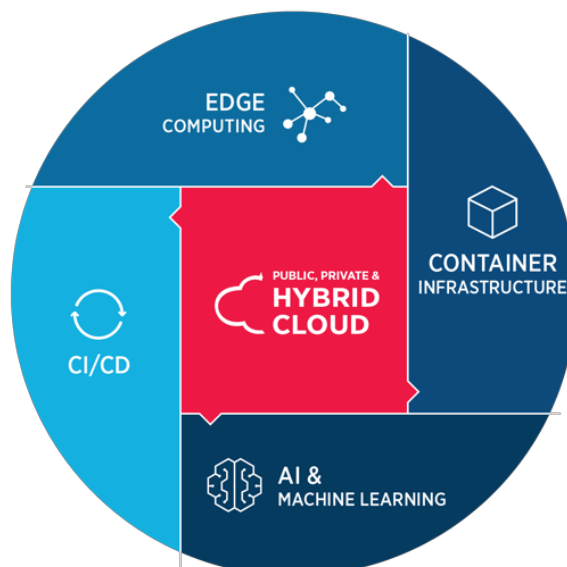
- 35% cloud architect, product strategy
- 25% developers
- 20% sys-admins, user, operator
- 10% CEO, CTO, CIO, executive leadership
- 10% business & marketing

## WHICH OPEN SOURCE PROJECTS?

A primary goal of the Summit is to help many open source communities collaborate and integrate their technologies, ranging from projects hosted by the OpenStack Foundation to many popular communities like Ceph, Kubernetes, ONAP, OPNFV and many more. Popular projects hosted by the OpenStack Foundation include:



## WHAT TOPICS WILL BE COVERED AT THE EVENT?





# PROCESS FOR RESERVING SPONSORSHIPS

## IMPORTANT DATES:

- **February 18** - Full sponsorship prospectus and draft read only sponsor contract available
- **March 13, 6:00pm PDT (March 14, 9:00am Shanghai)** - Sponsor sales open with executable contract online at [openstack.org/summit/shanghai-2019](http://openstack.org/summit/shanghai-2019)

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 overdue/outstanding invoices.

## MEMBER PRICING

In recognition of the ongoing support of companies that are [Sponsors or Members of the OpenStack Foundation](#), we are happy to offer a member only price, which is a discount off the regular sponsorship package price. All Platinum members, Gold members, and Corporate Sponsors will receive this special price. If you are interest in becoming a sponsor or member of the OpenStack Foundation, please contact us at [ecosystem@openstack.org](mailto:ecosystem@openstack.org).

Please note - all \$ prices in this document are listed in US Dollars. All sponsorships are sold on a first come, first served basis.

**Please email [summit@openstack.org](mailto:summit@openstack.org) with any sponsorship related questions.**





# SPONSORSHIPS AT A GLANCE

	DIAMOND (2 AVAILABLE)	HEADLINE (4 AVAILABLE)	PREMIER	SPOTLIGHT	EXHIBITOR
Price in USD	\$250,000 \$225,000 (MEMBER)	\$150,000 \$140,000 (MEMBER)	\$90,000 \$80,000 (MEMBER)	\$65,000 \$55,000 (MEMBER)	\$25,000 \$20,000 (MEMBER) \$9,000 (STARTUP)
Physical Presence	Largest booth in the most prominent location in the Marketplace  Exact booth size TBD	Large booth in prominent location  Exact booth size TBD	Exact booth size TBD	Exact booth size TBD	Exact booth size TBD
Speaking Presence	One 12-minute Keynote Presentation - first sponsored keynote slot of a keynote block  Two 40-minute breakout sessions  One 60-second (max) pre-recorded video played on venue monitors (no audio) twice as often	One 6-minute Keynote presentation  One 40-minute breakout session  One 60-second (max) pre-recorded video played on venue monitors (no audio)	One 40-minute breakout session  One 30-second (max) pre-recorded video played on venue monitors (no audio)	One 20-minute Marketplace Demo Theater session	
Logo Placement	Website & Summit Signage	Website & Summit Signage	Website & Summit Signage	Website & Summit Signage	Website & Summit Signage
Press List & Press Room	✓	✓	✓	✓	✓
Inclusion in Summit	One dedicated post on WeChat from the OpenStack account  100-Word Paragraph in week out email to registered attendees	100 Word Paragraph in week out email to registered attendees			
Housekeeping Slide	✓	✓	✓		
Meeting Room	✓	✓			
Passes	30 Full Access Passes + one 10% unlimited use discount code	20 Full Access Passes + one 10% unlimited use discount code	15 Full Access Passes + one 10% unlimited use discount code	12 Full Access Passes + one 10% unlimited use discount code	5 Full Access Passes

\* All prices are in USD

\*Member price is reserved for OpenStack Foundation platinum members, gold members, and corporate sponsors.



# ADD-ON SPONSORSHIPS

## FOOD & BEVERAGE SPONSORSHIPS

### COFFEE BREAKS IN THE MARKETPLACE

**\$20,000**

- Coffee Bar in the Marketplace expo hall
- Branded disposable coffee cups with sponsor logo
- 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).



### WATER SPONSOR

**\$10,000**

- 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
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors throughout the Summit venue

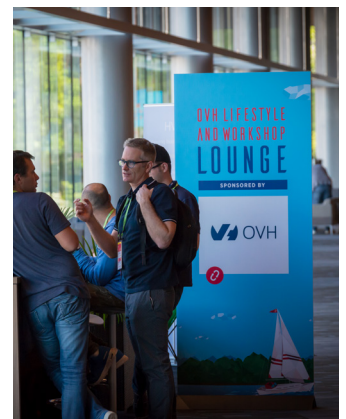


## SPONSORED SPEAKING OPPORTUNITIES

### 20 MINUTE DEMO PRESENTATION TIME SLOT

**\$2,000**

- Maximum one 20-minute slot per sponsor company.
- Video recording is included
- Video will be made available on OpenStack website along with all Summit breakout session videos
- Demo Theater is located inside the Marketplace and seats 30+ people



### SPONSORED BREAKOUT SPEAKING TRACK

**\$55,000 FULL DAY**

**\$30,000 HALF DAY**

- Full Day - estimated six 40-minute session slots
- Half Day - 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, and theater style set-up .
- Sponsored breakout sessions will receive one free registration code per time slot for speakers





## COMMUNITY BUILDING SPONSORSHIPS

### DIVERSITY NETWORKING LUNCH

**\$12,000** NAMED SPONSOR

**OR \$6,000** CO-SPONSOR (MINIMUM OF 2 SPONSORS)

- The Diversity Working Group comes together for a lunch to discuss accomplishments, hear lightening talks, and break into small groups for discussion.
- 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 lunch
  - Opportunity to produce and distribute a giveaway item to attendees (for additional cost)
- Sponsorship includes lunch
- Day and room information will be decided by the OpenStack Foundation closer to the Summit

### COMMUNITY TRAVEL SCHOLARSHIP

**\$10,000**

- Your donation will help deserving community members attend the Summit to further their education on open infrastructure.
- Logo on 'Thank You' signage in prominent area in the Summit venue
- Logo on a recognition slide in the Keynotes
- Recognition from OpenStack Foundation leadership on keynote stage
- Recognition in Superuser article following the Summit

## ADDITIONAL ONSITE BRANDING

### DIGITAL ADVERTISING SLIDE

**\$1,000**

- 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
- Sponsors can use this to advertise their presence at the Summit.

### BRANDED SUMMIT BADGE LANYARD

**\$25,000**

- 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



## SUPERUSER AWARD SPONSOR

**\$15,000**

- The Superuser Award is a coveted award that will be presented during the keynote on day 1 in front of all Summit attendees. The Shanghai Summit Superuser Award sponsor will be named during the keynote presentation and will have the opportunity to give the award to the winning team.
- Additionally, the sponsor will be included in the official Summit agenda, Superuser Article announcing the winner as well as social media posts announcing the winner.
- Note: the Superuser Award sponsor will not have influence over the decision or advanced notice of the winner.

## KEYNOTE SIMULTANEOUS TRANSLATION SPONSOR

**\$20,000**

- Recognition & thank you from OpenStack Foundation leadership on keynote stage
- Recognition on official Summit schedule
- Recognition on all Shanghai Summit keynote videos posted on openstack.org
- Thank you slide with company logo to be displayed during keynotes and on monitors throughout the venue

## MEDIA LOUNGE SPONSOR

**\$15,000**

- **Please note: this lounge is for media and analysts only. Sponsor will not have access to the lounge.**
- Invitation for 2 representatives to attend the Media and Analyst Reception on Sunday night
- Signage at the Media and Analyst Reception
- Signage in the Media Lounge all week
- Dedicated pre-summit email to registered media and analysts promoting sponsor's news and/or events for the week.

## PROJECT TEAMS GATHERING SPONSOR

**\$30,000 HEADLINE**

**\$10,000 SUPPORTING**

The Project Teams Gathering (PTG) is a semi annual event organized by the OpenStack Foundation that previously took place between the OpenStack Summits, however, new for 2019, the PTG is combining to be colocated with the Summits.

The PTG provides meeting facilities allowing the various technical community groups working with OpenStack (user workgroups, development teams, operators, SIGs) to meet in-person, exchange and get work done in a productive setting. The co-location of those various meetings, combined with the dynamic scheduling of the event, make it easy to get specific people in the same room to discuss a specific topic, or participate in multiple team meetings. Evenings allow for relationship building and problem sharing.

The PTGs are critical to the OpenStack release cycle and community, and sponsorship of these events is a public demonstration of your commitment to the continued growth and success of OpenStack.

### **Sponsorship will include:**

- Sponsor logo included on PTG website and all onsite signage
- Sponsor designation included on pre-event emails to registered PTG attendees
- Recognition from the OpenStack Foundation leadership on the keynote stage
- Sponsorship of the official attendee networking event on Friday evening of the PTG, including logo on all signage
- Opportunity to create one "housekeeping" advertisement slide to be displayed on rotation on monitors throughout the event venue
- Additional attendee passes to the Summit and PTG