



OPEN INFRASTRUCTURE SUMMIT

Shanghai | November 4-6, 2019

OPEN INFRASTRUCTURE SUMMIT NOVEMBER 2019

SPONSORSHIP PROSPECTUS

SHANGHAI EXPO CENTER
SHANGHAI, CHINA • NOVEMBER 4-6, 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:

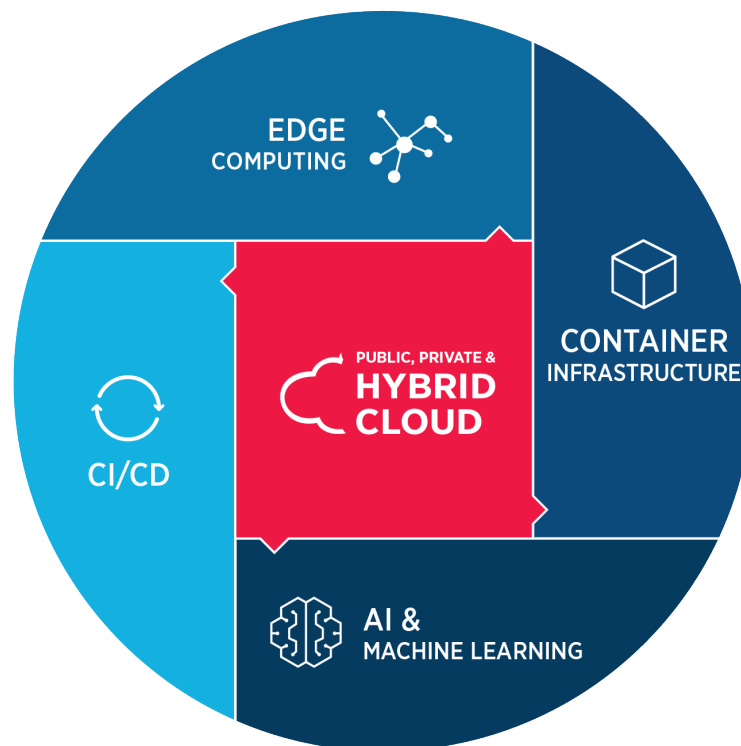
- 35% cloud architect, product strategy
- 25% developers
- 20% sys-admins, user, operator
- 10% CEO, CTO, CIO, executive leadership
- 10% business & marketing

WHICH OPEN SOURCE PROJECTS?

A primary goal of the Summit is to bring together open source communities to help them collaborate and integrate their technologies, ranging from projects hosted by the OpenStack Foundation to many popular communities. On average, the Summit has seen participation from 30+ open source 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

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.

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.

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 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	10m W x 3m H x 3m D (32.8' x 9.8' x 9.8') booth space	7.5m W x 3m H x 3m D (24.6' x 10' x 10') booth space	5m W x 3m H x 3m D (16.4' x 10' x 10') booth space	3m W x 3m H x 3m D (10' x 10' x 10') turnkey booth	2.4m W x 2.4m D (8' x 8') exhibit space (no backdrop) with one non-removable 6' (1.8 m) table.
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	20 Standard Access Passes 10 VIP Passes + one 10% unlimited use discount code	20 Standard Access Passes + one 10% unlimited use discount code	15 Standard Access Passes + one 10% unlimited use discount code	12 Standard Access Passes + one 10% unlimited use discount code	5 Standard Access Passes

* All prices are in USD

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



DIAMOND SPONSOR

PACKAGE PRICE: \$100,000

MEMBER PRICE: \$225,000

**Member price is reserved for OpenStack Foundation Platinum members, Gold members, and Corporate Sponsors*

SOLD OUT

PRE-EVENT PROMOTION

- Diamond sponsor logo designation on the Open Infrastructure Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit
- 100-word paragraph for inclusion in a Summit preview email sent to all registered attendees
- One dedicated post on WeChat from the OpenStack account
- The Foundation will share sponsors' relevant news releases, customer case studies and announcements that are made during the Summit week to attending media. Sponsors provide any materials ahead of the event, and the Foundation will distribute with any provided embargo date and time at a time that is communicated back to sponsors.

ON-SITE PROMOTION

- One 10m W x 3m H x 3m D (32.8' x 9.8' x 9.8') booth space in premier location. Each booth will feature:
 - Two 46 Inch (117 Centimeter) monitors with stand
 - 6' (1.8 m) table with black drape and 2 chairs
 - 3 power strips (10amp power) and wireless internet
 - Ability to select booth location in order of your sponsorship agreement being confirmed
- Diamond sponsor designation on all Open Infrastructure Summit sponsor signage at registration, hallways and keynote sessions.
- Opportunity to present a 60-second (maximum) pre-recorded video (no audio) that will be played on monitors located throughout the Summit venue.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the Summit venue.
- Opportunity to make use of one designated Diamond 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.

SPEAKING PRESENCE

- One 12-minute presentation on the main stage during Monday keynote presentation. All keynote speakers that are included as part of a sponsorship package will be mutually agreed upon by the Sponsor and the Foundation.
- Two 40-minute speaking sessions during the Summit breakout tracks with video recording.

BOOTH RESTRICTIONS

Turnkey Booth

- 6' (1.8m) table with black drape and 2 chairs
- Printed 10m x 3m backdrop with your company logo or custom design
- Grey Carpet

Custom Booth

- Backdrops, walls or properties may not exceed 3m (10 feet) tall and must fit within booth boundaries
- Single Story Properties only permitted
- Booth must be open on 3 sides
- Default carpet will be provided unless otherwise specified
- Projected sound is not permitted in the booths. No microphones of any sort.
- 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.

SUMMIT PASSES

Diamond sponsors will receive 20 Standard Access passes, 10 VIP Access passes, and one unlimited-use 10% discount code for Standard Access passes. 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 October 25, 2019.



HEADLINE SPONSOR

PACKAGE PRICE: \$150,000

MEMBER PRICE*: \$140,000

**Member price is reserved for OpenStack Foundation Platinum members, Gold members, and Corporate Sponsors*

PRE-EVENT PROMOTION

- Headline sponsor logo designation on the Open Infrastructure Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit
- 100-word paragraph for inclusion in a Summit preview email sent to all registered attendees
- The Foundation will share sponsors' relevant news releases, customer case studies and announcements that are made during the Summit week to attending media. Sponsors provide any materials ahead of the event, and the Foundation will distribute with any provided embargo date and time at a time that is communicated back to sponsors.

ON-SITE PROMOTION

- One 7.5m W x 3m H x 3m D (24.6' x 10' x 10') booth space in premier location. Each booth will feature:
 - 46 Inch (117 Centimeter) monitor with stand
 - 6' (1.8 m) table with black drape and 2 chairs
 - 3 power strips (10amp power) and wireless internet
 - Ability to select booth location in order of your sponsorship agreement being confirmed
- Headline sponsor designation on all Open Infrastructure Summit sponsor signage at registration, hallways and keynote sessions.
- Opportunity to present a 60-second (maximum) pre-recorded video (no audio) that will be played on monitors located throughout the Summit venue.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on 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.

SPEAKING PRESENCE

- One 6-minute presentation on the main stage during Monday keynote presentation. All keynote speakers that are included as part of a sponsorship package will be mutually agreed upon by the Sponsor and the Foundation.
- One 40-minute speaking sessions during the Summit breakout tracks with video recording

BOOTH RESTRICTIONS

Turnkey Booth

- 6' (1.8m) table with black drape and 2 chairs
- Printed 10m x 3m backdrop with your company logo or custom design
- Grey Carpet

Custom Booth

- Backdrops, walls or properties may not exceed 3m (10 feet) tall and must fit within booth boundaries
- Single Story Properties only permitted
- Booth must be open on 3 sides
- Default carpet will be provided unless otherwise specified
- Projected sound is not permitted in the booths. No microphones of any sort.
- 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.

SUMMIT PASSES

Headline sponsors will receive 20 Standard Access passes and one unlimited-use 10% discount code for Standard Access passes. 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 October 25, 2019.



PREMIER SPONSOR

PACKAGE PRICE: \$90,000

MEMBER PRICE*: \$80,000

**Member price is reserved for OpenStack Foundation Platinum members, Gold members, and Corporate Sponsors*

PRE-EVENT PROMOTION

- Premier sponsor logo designation on the Open Infrastructure Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit
- The Foundation will share sponsors' relevant news releases, customer case studies and announcements that are made during the Summit week to attending media. Sponsors provide any materials ahead of the event, and the Foundation will distribute with any provided embargo date and time at a time that is communicated back to sponsors.

ON-SITE PROMOTION

- One 5m W x 3m H x 3m D (16.4' x 10' x 10') booth space in the Marketplace. Each booth will feature:
 - 46 Inch (117 Centimeter) monitor with stand
 - 6' (1.8 m) table with black drape and 2 chairs
 - 3 power strips (10amp power) and wireless internet
 - Ability to select booth location in order of your sponsorship agreement being confirmed
- Premier sponsor designation on all Open Infrastructure Summit sponsor signage at registration, hallways and keynote sessions.
- Opportunity to present a 30-second (maximum) pre-recorded video (no audio) that will be played on monitors located throughout the Summit venue.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the Summit venue.

SPEAKING PRESENCE

- One 40-minute speaking sessions during the Summit breakout tracks with video recording

BOOTH RESTRICTIONS

Turnkey Booth

- 6' (1.8m) table with black drape and 2 chairs
- Printed 10m x 3m backdrop with your company logo or custom design
- Grey Carpet

Custom Booth

- Backdrops, walls or properties may not exceed 3m (10 feet) tall and must fit within booth boundaries
- Single Story Properties only permitted
- Booth must be open on 3 sides
- Default carpet will be provided unless otherwise specified
- Projected sound is not permitted in the booths. No microphones of any sort.
- 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.

SUMMIT PASSES

Premier sponsors will receive 15 Standard Access passes and one unlimited-use 10% discount code for Standard Access passes. 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 October 25, 2019.



SPOTLIGHT SPONSOR

PACKAGE PRICE: \$65,000

MEMBER PRICE*: \$55,000

**Member price is reserved for OpenStack Foundation Platinum members, Gold members, and Corporate Sponsors*

PRE-EVENT PROMOTION

- Spotlight sponsor logo designation on the Open Infrastructure Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit
- The Foundation will share sponsors' relevant news releases, customer case studies and announcements that are made during the Summit week to attending media. Sponsors provide any materials ahead of the event, and the Foundation will distribute with any provided embargo date and time at a time that is communicated back to sponsors.

ON-SITE PROMOTION

- One 3m W x 3m H x 3m D (10' x 10' x 10') turnkey booth in the Marketplace. Each booth will feature:
 - 46 Inch (117 Centimeter) monitor with stand
 - 6' (1.8 m) table with black drape and 2 chairs
 - 2 power strips (10amp power) and wireless internet
 - Ability to select booth location in order of your sponsorship agreement being confirmed
- Spotlight sponsor designation on all Open Infrastructure Summit sponsor signage at registration, hallways and keynote sessions.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the Summit venue.

SPEAKING PRESENCE

- One 20-minute speaking session in the Marketplace Demo Theater with video recording.

BOOTH RESTRICTIONS

- Spotlight 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 1.22 m (4ft) tall.
- 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.

SUMMIT PASSES

Spotlight sponsors will receive 12 Standard Access passes and one unlimited-use 10% discount code for Standard Access passes. 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 October 25, 2019.



EXHIBITOR SPONSOR



PACKAGE PRICE: \$25,000

MEMBER PRICE*: \$20,000

STARTUP PRICE: \$9,000**

**Member price is reserved for OpenStack Foundation Platinum members, Gold members, and Corporate Sponsors*

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

PRE-EVENT PROMOTION

- Exhibitor sponsor logo designation on the Open Infrastructure Summit website, pre- and post-event
- Access to pre-registered press list 2-3 weeks prior to the Summit
- The Foundation will share sponsors' relevant news releases, customer case studies and announcements that are made during the Summit week to attending media. Sponsors provide any materials ahead of the event, and the Foundation will distribute with any provided embargo date and time at a time that is communicated back to sponsors.

ON-SITE PROMOTION

- One 2.4m W x 2.4m D (8' x 8') exhibit space (no backdrop) with one non-removable 6' (1.8 m) table. Each booth will feature:
 - 6' (1.8 m) table with black drape and 2 chairs
 - 1 power strip (5amp power) and wireless internet
 - Ability to select booth location in order of your sponsorship agreement being confirmed
- Exhibitor sponsor designation on all Open Infrastructure Summit sponsor signage at registration, hallways and keynote sessions.

BOOTH 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 exhibitor level or Startup booths.
- Moving or removing your 6' (1.8m) table is not permitted, however, there will be an option to upgrade to a 4' (1.2 m) counter.
- Projected sound is not permitted in the booths. No microphones of any sort.
- Full racks or equipment of equal size are not permitted in these booths.
- 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.

SUMMIT PASSES

Exhibitor sponsors will receive 5 Standard Access passes. 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 October 25, 2019.



OTHER SPONSORSHIP OPPORTUNITIES

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

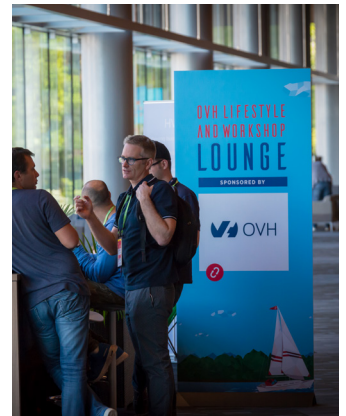


AFTERNOON SNACK SPONSOR

\$8,000 FOR ONE DAY

\$20,000 FOR THE WEEK

- Includes branding near snack station inside the Marketplace
- Social media promotion on day of snack break
- Call out in an email blast to all Summit attendees on day of snack break
- Recognition on the Summit Schedule
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors throughout the Summit venue



LUNCH SPONSOR

\$15,000 FOR ONE DAY

\$40,000 FOR THE WEEK

- Lunch is where attendees have the opportunity to network and meet new community members
- Includes branding near lunch station
- Social media promotion on day of lunch & call out in an email blast to all Summit attendees
- Recognition on the Summit Schedule
- 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 uploaded to YouTube and Tencent Video. They will also be available on the OpenStack website.
- 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
- Videos will be uploaded to YouTube and Tencent Video. They will also be available on the OpenStack website.



40-MINUTE BREAKOUT SPEAKING SESSION \$10,000

- Includes full A/V production, recording, Summit wifi, and theater style setup
- Session will be promoted on the official Summit schedule
- Session will be recorded. Video will be uploaded to YouTube and Tencent Video. They will also be available on the OpenStack website.



LUNCH & LEARN SESSION \$8,000

- 40 minute non-recorded lunch & learn session
- Room will be set classroom style with power strips
- Content must focus on relevant open infrastructure training for operators and application developers. Attendees should walk away with new open infrastructure skills.
- Sponsorship includes lunch
- Pre-Summit promotion on official Summit schedule
- Sponsor will receive RSVP list for the session



COMMUNITY BUILDING SPONSORSHIPS

DIVERSITY NETWORKING LUNCH

\$12,000 NAMED SPONSOR
OR \$6,000 CO-SPONSOR (MINIMUM OF 2 SPONSORS)

SOLD OUT

- The Diversity Working Group comes together for a lunch to discuss accomplishments, hear lightning 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

\$3,000 PER COMMUNITY MEMBER

Donations help deserving community members attend the Summit to further their education on open infrastructure. Just USD \$3,000 can support 1 deserving individual to attend the Summit. Sponsor can choose to sponsor up to as many individuals as desired! Please note that travel scholarships winners are awarded by the Summit Travel Committee.

- 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
- Social media promotion of sponsor's participation in the Travel Support Program

BRANDED COMMUNITY LOUNGE

\$20,000

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 to help achieve their sponsorship goals. These lounges are located in high traffic areas in the Summit venue and can be branded alongside a particular vertical that's strategic to your company, such as containers, public cloud or edge computing.

- 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
- Parameters for All Sponsored Lounges:
 - 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 OpenInfra community
 - Lounge layout must be approved by the OpenStack Foundation





VIP RECEPTION SPONSOR

\$10,000

Only 4 opportunities available

- Printed signage with sponsor logo at the VIP reception
- Recognition in an email blast to all VIP ticket holders
- 3 Summit VIP tickets
- Option to have specialty/branded cocktail or snack for additional cost

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

ATTENDEE BAG SPONSOR

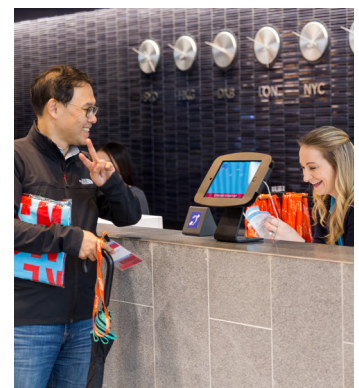
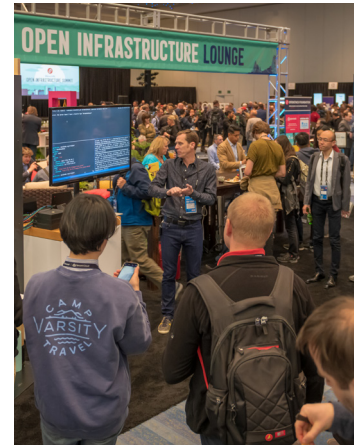
\$25,000

- Sponsor branding on bag given to every attendee when they check-in onsite
- Sponsor and OpenStack Foundation collaborate on design (OpenStack Foundation will produce and ship bags)
- Opportunity to add one pager or item to bag at no additional cost (sponsor must produce and ship item)
- Social media recognition during key event registration hours
- Shout out in pre-event email blast sent to all attendees

SUPERUSER AWARD SPONSOR

\$10,000

- 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

BREAKOUT ROOM SIMULTANEOUS TRANSLATION SPONSOR

\$20,000 FOR ONE BREAKOUT ROOM

- The open infrastructure community is a global community and this is the first time we are bringing the Summit to mainland China. By sponsoring simultaneous translation, you are giving the opportunity for more attendees to listen and understand talks in a breakout room.
- Printed signage with sponsor logo outside the breakout room
- Recognition on official Summit schedule
- Recognition on social media
- Thank you slide with company logo to be displayed on monitors throughout the venue
- 40-minute breakout session

WIFI/NETWORK SPONSOR

\$25,000

- **Note: Sponsor is not providing the actual network.**
- Printed signage with sponsor logo throughout the Summit venue
- Recognition from OpenStack Foundation staff on the keynote stage
- Social media mentions throughout the Summit week
- Inclusion on an email blast to all registered attendees during the Summit week
- Sponsor mention on printed handout given to every attendee

PRIVATE MEETING ROOM

\$8,000

Limit one per company.

- Meeting room are located inside the show venue
- Cost includes: Standard power, lighting, Summit wireless internet, table with 10-12 chairs
- Extra services available for an additional cost
- Meeting attendees must be registered for the Summit. No exceptions.
- Diamond & Headline sponsors receive a meeting room with their sponsorship package.

MEDIA LOUNGE SPONSOR

\$10,000

- **Please note: this lounge is for media and analysts only. Sponsor will not have access to the lounge.**
- Signage at the Press & Analyst day
- 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.



DIRECTIONAL SIGNAGE SPONSOR

\$15,000

- Have your company's logo on all directional signage throughout the Summit venue

TWO SPONSORED WECHAT POSTS (ONE PRE-EVENT & ONE POST-EVENT)

\$5,000

- Advertise your company's presence at the Summit or share other news with this sponsorship!
- Sponsor must create the content for the post (content needs to be in article format)
- OpenStack Foundation to post on OpenStack WeChat group
- Content must be shared in Chinese
- Content must be approved by the OpenStack Foundation

BRANDED JOB BOARD

\$1,500

- Is your company hiring? Share your current job openings by sponsoring a designated area on the job board.
- The job board will be located inside the Marketplace.
- Sponsorship includes one designated area with company logo to post your job openings.
- Company to provide print out of job postings.



Example of branded job board design.

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 open source (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 and all open source communities who meet at the PTG.

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
- Opportunity to create one "housekeeping" advertisement slide to be displayed on rotation on monitors throughout the event venue
- Additional attendee passes to the Summit/PTG





ACTIVITY AND FOOD STATIONS



MASSAGE STATION \$12,000 FOR ONE DAY

Help attendees take a minute to relax by sponsoring a massage station for a day! Station would be located inside the Marketplace or in a high traffic area in the Summit venue.

- Printed signage with sponsor logo next to the massage station
- Recognition on email blast to all attendees and social media shoutouts



CANDY PAINTING \$8,000 FOR ONE DAY

Candy Painting (or Sugar Painting) is a popular Chinese form of art using hot, liquid sugar to create two dimensional objects. Bring local art to the convention center by sponsoring this activity station for a day! Station would be located inside the Marketplace or in a high traffic area in the Summit venue.

- Printed signage with sponsor logo next to the artist table
- Recognition on email blast to all attendees and social media shoutouts



RAINBOW CALLIGRAPHY \$8,000 FOR ONE DAY

Give attendees the opportunity to take home a souvenir with this rainbow calligraphy activity station. Station would be located inside the Marketplace or in a high traffic area in the Summit venue.

- Printed signage with sponsor logo next to the artist table
- Recognition on email blast to all attendees and social media shoutouts



DOUGH FIGURINE \$8,000 FOR ONE DAY

Dough figurine is a simple yet highly artistic traditional Chinese handicraft. Bring local culture to the convention center by sponsoring this dough figurine activity station. Station would be located inside the Marketplace or just outside in the foyer.

- Printed signage with sponsor logo next to the artist table
- Recognition on email blast to all attendees and social media shoutouts



Email summit@openstack.org with any questions.

SEE YOU IN SHANGHAI!

