

OpenStack Summit May 2015

SPONSORSHIP PROSPECTUS

Vancouver Convention Center
Vancouver, BC | May 18 - 22, 2015

openstack.org/summit



THE FYI

THE MAIN CONFERENCE WILL BE FOUR DAYS COMPRISED OF:

- Keynote presentations from notable OpenStack users and industry leaders
- Breakout sessions covering OpenStack case studies, enterprise and telco strategies, cloud operations, application development, community building, getting started and more
- Hands-on deployment and operations labs
- Developer and operator working sessions to plan the roadmap for the next software release
- Networking events, interactive sessions with the Board of Directors and more!

SUMMIT SCHEDULE:

The Main Conference Sessions and Marketplace Expo Hall will run Monday - Thursday. The developer and operator working sessions will run Tuesday - Friday.

KEYNOTE + MARKETPLACE PASS	Monday	Tuesday	Wednesday	Thursday	Friday
	Keynotes				
	Marketplace Expo Hall				

FULL ACCESS PASS	Monday	Tuesday	Wednesday	Thursday	Friday
	Keynotes				
	Marketplace Expo Hall				
	Breakout Sessions / Workshops				
		Developer & Operator Working Sessions			

Two tiers for attendee registration:

FULL ACCESS PASS

- Access to all Breakout Sessions and Workshops, Developer & Operator working sessions, Keynote presentations, Marketplace Expo Hall, Lounges, etc.
- This pass includes lunch

KEYNOTE + MARKETPLACE PASS

- Access to the Keynote presentations from industry leaders and Marketplace Expo Hall to explore sponsor booths and network
- This pass does NOT include access to any breakout sessions (including sponsored sessions and tracks) taking place Monday - Thursday or the developer and operator working sessions taking place Tuesday - Friday. This pass ONLY includes access to the Keynote presentations and the Marketplace Expo Hall.
- This pass includes lunch

BOOTH LOCATION SELECTION:

- All sponsors will have the opportunity to choose their booth space on the expo floor.
- In recognition of the ongoing support of companies that are [Sponsors or Members of the OpenStack Foundation](#), their contracts will be considered first, for the initial 24 hours after the executable Vancouver Contract goes live. All other contracts will be processed starting 24 hours later. From that point forward all sponsorships will be sold on a first-come, first-serve basis determined by the timestamp on completed agreements.
- Sponsors will be contacted in the order that the agreements were processed, at which time you will be given 24 hours to make your booth location selection. Due to the number of sponsors, if you do not make your selection in a timely manner, we must continue moving down the list.

MARKETPLACE (EXPO HALL):

- **NEW** The Marketplace Expo Hall Grand Opening will be on Monday Evening - timed to start with the Booth Crawl Happy Hour. The Marketplace will remain open Tuesday - Thursday and close immediately following the coffee break on Thursday afternoon. Sponsor booth staff will have access to the Marketplace Expo Hall during show hours on Monday for booth set-up before the Grand Opening that evening.
- The OpenStack Marketplace Booth Crawl will be held on Monday after closing sessions. All attendees are invited to gather in the Expo Hall for drinks, snacks and games. This is a great time to mix, mingle and check out the sponsor booths.

SPONSOR SCHEDULE OF EVENTS	Monday	Tuesday	Wednesday	Thursday
	(Daytime) Marketplace closed to attendees; Sponsor Booth Staff permitted entry to set-up (Evening) Grand Opening of the Marketplace timed with start of the Booth Crawl	Marketplace open during show hours (except morning keynotes)	Marketplace open during show hours	Marketplace open during show hours (Afternoon) Booth teardown will begin immediately following the afternoon coffee break

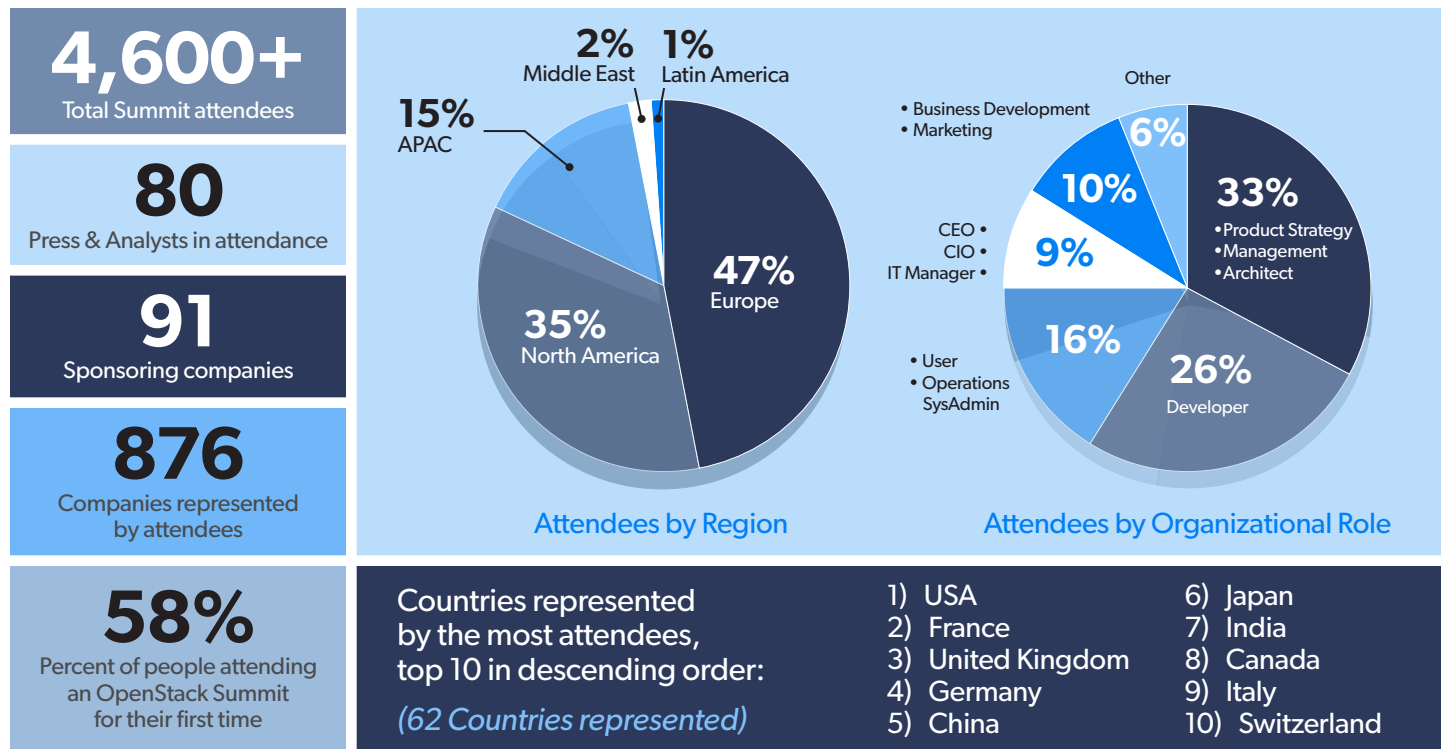
VANCOUVER CONVENTION CENTRE - THE SUMMIT VENUE

See Page 21 for the Vancouver Convention Centre Venue Map

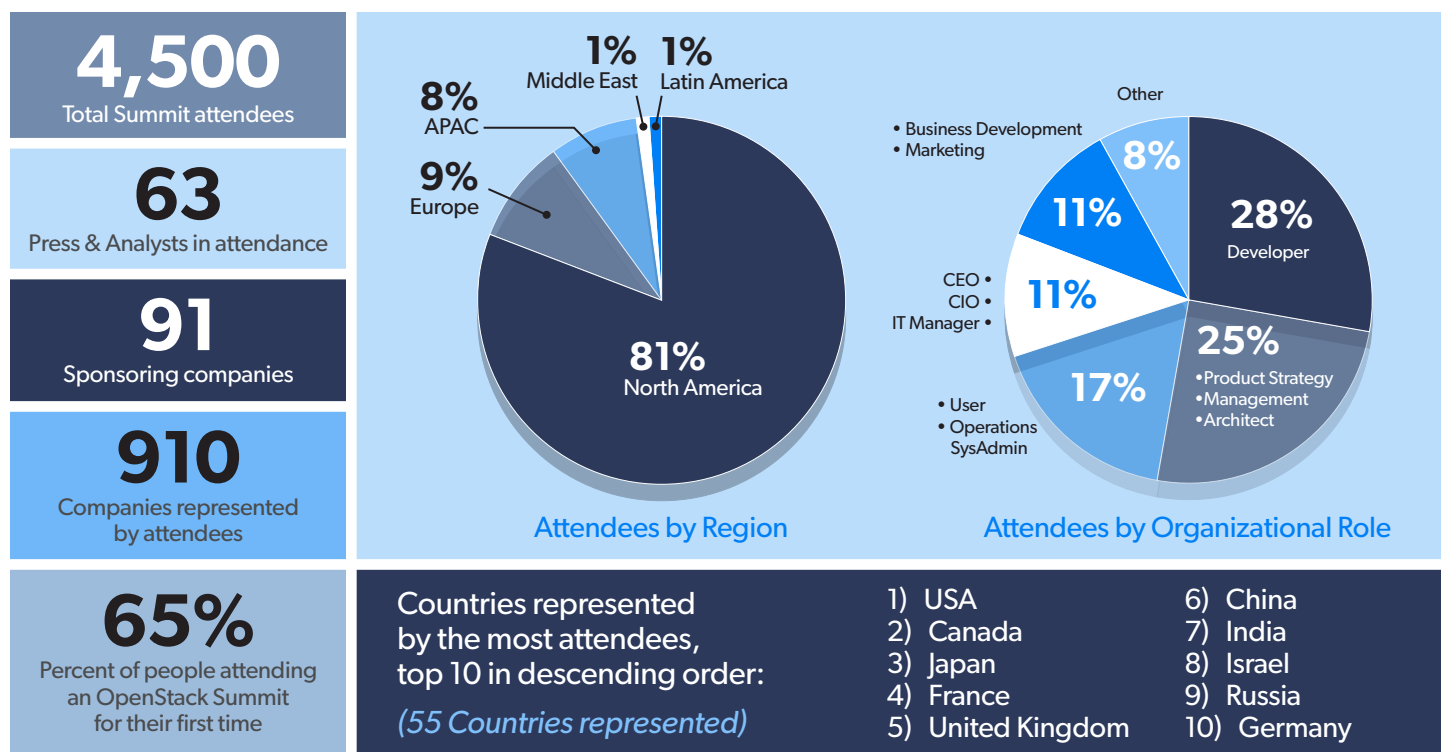
AUDIENCE:

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

November 2014 Paris OpenStack Summit Metrics:

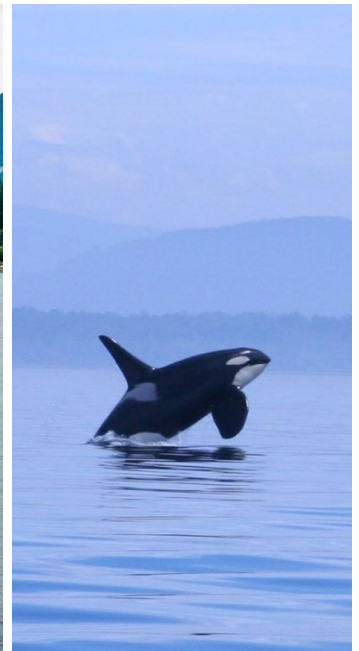


May 2014 Atlanta OpenStack Summit Metrics:



JOIN US IN VANCOUVER

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.



RESERVING SPONSORSHIPS

A link to the May 2015 OpenStack Summit Sponsorship Agreement in Echosign will be posted to the website: <http://www.openstack.org/summit/> on January 28, 2015 at 17:00 UTC (11:00am CST)

April 13, 2015 is the final day that signed sponsorship agreements will be accepted.

In recognition of the ongoing support of companies that are [Sponsors or Members of the OpenStack Foundation](#), their contracts will be confirmed first, for the initial 24 hours after the executable May 2015 OpenStack Summit contract goes live. All other contracts will be processed starting 24 hours later on January 29, 2015. From that point forward all sponsorships will be confirmed on a first-come, first-serve basis determined by the timestamp on completed agreements.

Headline level sponsorship will also be confirmed on a first-come, first-serve basis if there are four (4) or fewer contracts submitted within the first hour of the executable agreement becoming available. In order to create a fair and level playing field, if more than four (4) companies submit signed contracts within the first hour (between 17:00-18:00 UTC / 11:00am -12:00pm CST) for a Headline sponsorship level, the Foundation staff will conduct a lottery to draw the four (4) official Headline sponsors. The remaining companies that do not secure the Headline sponsorship via lottery will be given the opportunity to re-sign contracts and obtain Premier level sponsorship slots in the order they submitted Headline agreements. The lottery is only applicable to the Headline sponsorship level.

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.

NEW

Evening Events. For the Vancouver Summit, the ability to promote your evening events on the Summit agenda (that meet our minimum criteria) will be open to all Summit sponsors free of charge. Summit sponsors will be able to schedule an evening event on any day during the Summit week, starting any time after official Summit hours, running for any duration/length of time. The official Summit hours will close at approximately 7:30pm on Monday and 6:30pm Tuesday - Friday. All sponsors hosting evening events that meet our minimum criteria will be able to publish the event details on the official Summit schedule. Please note that all evening events must adhere to the Summit Code of Conduct and each sponsor is responsible for securing the venue, managing production and covering all costs associated with producing the evening event.

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

IN THIS PROSPECTUS

The Prospectus contains a lot of information. Please read it carefully and completely!

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SPONSORSHIP BOOTHS

EXAMPLES FROM PARIS SUMMIT



Headline Sponsor Booth



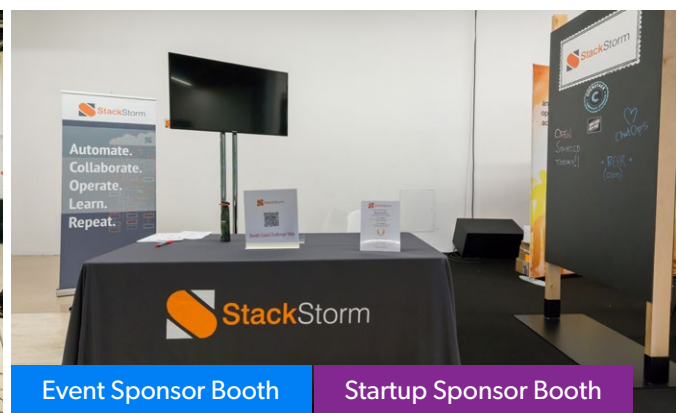
Premier Sponsor Booth



Premier w/ 5' Width Booth Size Increase



Spotlight Sponsor Booth



Event Sponsor Booth

Startup Sponsor Booth

HEADLINE SPONSOR



Sample Headline Sponsor Booth

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 10-minute presentation on the main stage during either Monday or Tuesday morning keynote sessions. The presentation will include multi-camera HD video recorded.
- One pre-recorded 90-second (maximum) video to be played during the keynote presentation on either Monday or Tuesday. Sponsor is responsible for producing the video and providing it to OpenStack Foundation for review by a specified date.
- **One 20'x15' turnkey booth space in premier location. Each booth will feature:**
 - 46" HD capable LCD monitor with stand
 - 6' table with black drape and 2 chairs
 - 15 amps of power and wireless internet
 - Printed 20'x10' backdrop with your company logo or custom design
 - Ability to select booth location in order of your sponsorship agreement being confirmed.
- Headline sponsor designation on all OpenStack Summit sponsor signage at registration, hallways and keynote sessions.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on a monitors located in public lounge space 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.
- Opportunity to add one full-day 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. Sponsored track speakers will not receive free registration.
- Opportunity to present a 90-second (maximum) pre-recorded video that will be played on monitors located in public lounge space throughout the Summit venue. The monitors in the lounge spaces do NOT offer audio, so please take this into consideration when producing the video.
- *Note, only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.*

SUMMIT PASSES

Headline sponsors will receive 10 Full Access passes and 10 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Please be advised that you must redeem all of your codes in our Summit registration system no later than May 13, 2015.

PREMIER SPONSOR



Sample Premier Sponsor Booth

Package Price: \$90,000 (12 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 10'x15' turnkey booth space. Each booth will feature:**
 - 46" HD capable LCD monitor with stand
 - 6' table with black drape and 2 chairs
 - 10 amps of power and wireless internet
 - Printed 10'x15' 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 on monitors located in public lounge space throughout the Summit venue
- Premier sponsor designation on all OpenStack Summit sponsor signage at registration, in the hallways and general session
- Opportunity to add one full-day or half-day 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.
- Opportunity to present a 60-second (maximum) pre-recorded video that will be played on monitors located in public lounge space throughout the Summit venue. The monitors in the lounge spaces do NOT offer audio, so please take this into consideration when producing the video.
- *Note, only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.*

SUMMIT PASSES

Premier sponsors will receive 8 Full Access passes and 8 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Please be advised that you must redeem all of your codes in our Summit registration system no later than May 13, 2015.

SPOTLIGHT SPONSOR



Sample Spotlight Sponsor Booth

Package Price: \$50,000 (16 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 10'x10' turnkey booth space. Each booth will feature:**
 - 46" HD capable LCD monitor with stand
 - 6' table with black drape and 2 chairs
 - 10 amps of power and wireless internet
 - Printed 10'x10' backdrop with your company logo or custom design
 - Ability to select booth location in order of signed sponsorship agreement
- Spotlight sponsor designation on all OpenStack Summit sponsor signage at registration, in the hallways and general session
- Opportunity to present a 60-second (maximum) pre-recorded video that will be played on monitors located in public lounge space throughout the Summit venue. The monitors in the lounge spaces do NOT offer audio, so please take this into consideration when producing the video.
- Opportunity to add one full-day or half-day 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.
- Opportunity to add one 20-minute demo presentation in expo hall level theater (for an additional fee) which will be promoted on the official agenda. Please see Add-on Sponsorship section for more details.
- *Note, only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.*

SUMMIT PASSES

Premier sponsors will receive 6 Full Access passes and 6 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes after you submit the Sponsorship Agreement. Please be advised that you must redeem all of your codes in our Summit registration system no later than May 13, 2015.

EVENT SPONSOR



Sample Event Sponsor Booth

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' table with black drape and 2 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
- Opportunity to add one 20-minute demo presentation in expo hall level theater (for an additional fee) which will be promoted on the official agenda.
- Opportunity to add a 46" HD capable LCD monitor and stand in your space (for an additional fee).
- Please see Add-on Sponsorship section for more details.

SUMMIT PASSES

Event sponsors with tables will receive 5 Full Access passes and 2 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes shortly after you submit the Sponsorship Agreement. Please be advised that you must redeem all of your codes in our Summit registration system no later than May 13, 2015.

STARTUP SPONSOR



Sample Startup Sponsor Booth

Package Price: \$8,000

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' table with black drape and 2 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
- Opportunity to add one 20-minute demo presentation in expo hall level theater (for an additional fee) which will be promoted on the official agenda.
- Opportunity to add a 46" HD capable LCD monitor and stand in your space (for an additional fee).
- Please see Add-on Sponsorship section for more details.

SUMMIT PASSES

Startup sponsors with tables will receive 5 Full Access passes and 2 Keynote + Marketplace passes. Lunch will be provided for registered booth staff. We will send you the registration codes for all of these passes shortly after you submit the Sponsorship Agreement. Please be advised that you must redeem all of your codes in our Summit registration system no later than May 13, 2015.

SPONSORSHIPS AT-A-GLANCE

	HEADLINE	PREMIER	SPOTLIGHT	EVENT	STARTUP
Price in USD	\$175,000	\$90,000	\$50,000	\$20,000	\$8,000
Physical Presence	20'W x15'D Turnkey booth	15'Wx10'D Turnkey booth	10'Wx10'D Turnkey booth	6' tabletop exhibit space	6' tabletop exhibit space
Speaking Presence	One 10-minute Keynote presentation One 90-second pre-recorded video played during keynotes & on venue monitors Opportunity to sponsor a breakout track	One 40-minute breakout session One 60-second pre-recorded video played on venue monitors (no audio) Opportunity to sponsor a breakout track	One 60-second pre-recorded video played on venue monitors (no audio) Opportunity to sponsor a breakout track		
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	✓	✓			
Meeting Room	✓				
Passes	10 Full Access 10 Keynote + Marketplace	8 Full Access 8 Keynote + Marketplace	6 Full Access 6 Keynote + Marketplace	5 Full Access 2 Keynote + Marketplace	5 Full Access 2 Keynote + Marketplace

ADD-ON SPONSORSHIPS

(Sponsorship package level required)



OPENSTACK COMMUNITY BOOTH CRAWL

- The OpenStack Marketplace Expo Booth Crawl will be held on Monday after closing sessions, approximately 6:00pm – 7:30pm.
- All attendees are invited to join us in The OpenStack Marketplace 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 beverage items in the booths during this time. (Prices and food/beverage orders will be available via Show Services at a later date.)

SPONSORED COFFEE BREAKS IN EXPO HALL

\$20,000/DAY OR \$50,000/WEEK (MONDAY - THURSDAY DURING SUMMIT HOURS)

- Branded disposable coffee cups with custom design
- Print signage by coffee stations
- Includes one 40" monitor stand at each coffee station. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor.

BRANDED ACTIVITY STATIONS

\$18,000/EACH

- We encourage sponsors to provide creative interactive games for Summit attendees to enjoy.
- Opportunity to gain additional visibility and branding at the Summit
- Opportunity to display one quickscreen pull up banner. Maximum dimensions for banner: 33"W x 78"H. Sponsor is responsible for producing and shipping the banner to the Summit.
- Sponsor is responsible for paying all costs associated with producing and supplying the activity station - including shipping, electricity, networking, etc.
- Example Activity Station ideas: OpenStack challenge games, interactive gamification, specialty food or beverage carts, etc.
- Activity must be approved by OpenStack Foundation in advance.



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- Branded activity station may not exceed a 6'x6' footprint.
- OpenStack Foundation will select the location for the Activity Station within a high traffic area of the Summit venue

CUSTOM FOOD & BEVERAGE STATIONS

\$5,000/EACH DOES NOT INCLUDE COST OF FOOD/BEVERAGE OR SERVICE

- We encourage sponsors to offer tasty snacks and drinks for Summit attendees to enjoy.
- Opportunity to gain additional visibility and branding at the Summit
- Opportunity to display one quickscreen pull up banner. Maximum dimensions for banner: 33"Wx78"H. Sponsor is responsible for producing and shipping the banner to the Summit.
- Sponsor is responsible for paying all costs for supplying the food and beverage for Summit attendees. The OpenStack production team will put you in contact with the venue to facilitate the logistics and billing."
- Example Food and Beverage Station ideas: Smoothie bar, cold pressed juices, desserts, etc.
- Food or Beverage must be approved by OpenStack Foundation in advance.
- Food and Beverage Station may not exceed a 6'x6' footprint.
- OpenStack Foundation will select the location of the Food & Beverage Station within a high traffic area of the Summit venue.
- Only the official Coffee Break sponsor will be permitted to provide coffee, espresso, cappuccino, or similar drinks in a Food & Beverage Station.

BRANDED COMMUNITY LOUNGE AREAS - LOCATED OUTSIDE MARKETPLACE EXPO HALL

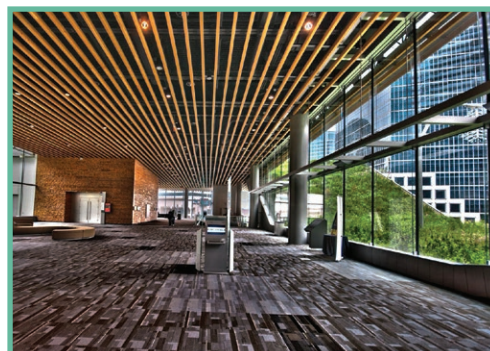
The Vancouver Convention Centre is a beautiful venue with plenty of open areas and large floor-to-ceiling windows with views of the water, mountains and skyline. In these high traffic areas we plan to build lounges where attendees can relax, enjoy a snack, host a quick face-to-face meeting or simply catch up on email. Each lounge will be themed to include aspects of the different neighborhoods in Vancouver: Yaletown, Gastown, Granville Island, SoMa. Lounge sponsors are encouraged to be creative with the space. Ideas might include: shoulder massage chairs, a smoothie bar, dessert/pastries, hot chocolate, etc.

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 and power strips located at each couch/chair area for people to use to charge their devices
- Special lighting to help brand / theme the lounge space (perhaps your company color)
- Meterboard signage designating the sponsor and providing more information about the featured Vancouver neighborhood (Yaletown, Granville Island, etc).

Lounge Add-On for Additional Fee:

- Custom branding. Examples: throw pillows, cocktail napkins, window clings, etc.
- Food / Beverage served in lounge



ZELJKO TRAVICA

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Parameters for All Sponsored Lounges:

- OpenStack Foundation approval required for:
 - all custom branding add-ons
 - any changes in lounge furniture, lighting, layout, etc
 - any additional equipment or signage added to the lounge
 - any custom food or beverage provided in the lounge
- Sponsor may not make any demands or requirements of the attendees who enter in the lounge
- 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 OpenStack community and ALL Full Access attendees should be welcome to enjoy the space. (Both Full and Keynote+Expo level badge holders may access Gastown Lounge.)

FOUR (4) LOUNGE SPACES AVAILABLE FOR SPONSORSHIP (See below venue map for Lounge locations and layouts)

YALETOWN COMMUNITY LOUNGE sponsored by Company X

- \$60,000
- Dimensions: 50'Wx25'D
- Located on Level 2 inside the Design Summit area where developers and operators spend the majority of their time.
- Includes coffee and basic snacks (granola bars, fruit, nuts, and chips. Any additional F&B or upgraded/custom F&B requests will cost extra.
- Only Full Access pass holders may enter this lounge



GRANVILLE ISLAND COMMUNITY LOUNGE sponsored by Company X

- \$55,000
- Dimensions: 80'WX25'D
- Located on Level 1 in Main Conference breakout session area
- Includes Indoor/Outdoor space overlooking the water
- Includes outdoor fire pits
- Does not include any food or beverage. Sponsor may provide F&B for an extra cost
- Only Full Access pass holders may enter this lounge



SOMA COMMUNITY LOUNGE sponsored by Company X

- \$40,000
- Dimensions: 40'Wx20'D
- Located on Level 1 adjacent to the two Sponsored Track breakout session rooms
- Does not include any food or beverage. Sponsor may provide F&B for an extra cost
- Only Full Access pass holders may enter this lounge



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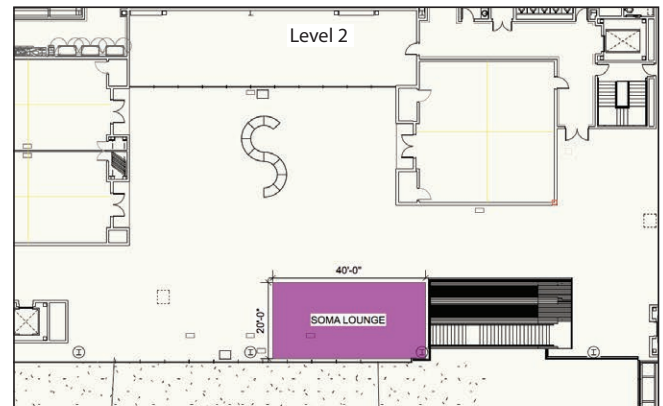
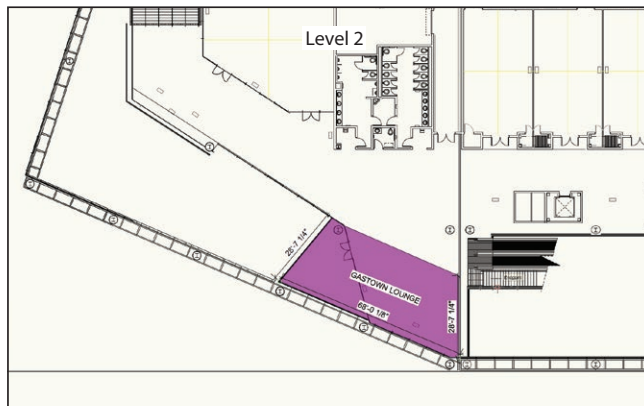
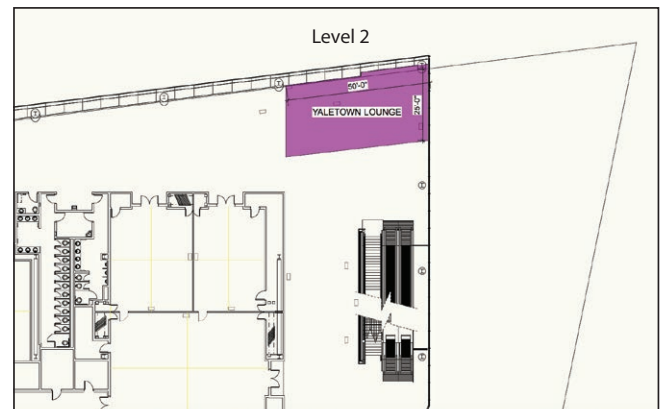
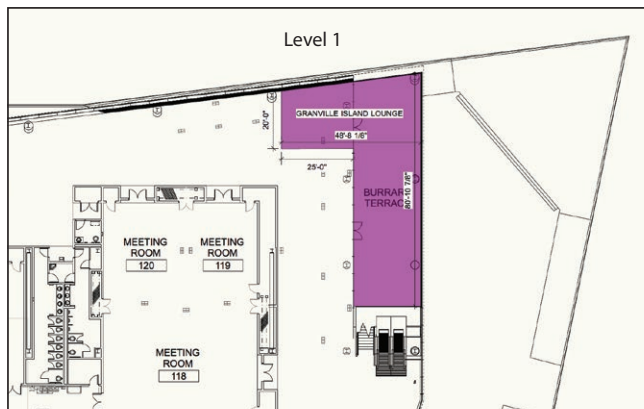
GASTOWN COMMUNITY LOUNGE sponsored by Company X

- \$30,000
- Dimensions: 25'Wx25'D
- Located on Level one in a high traffic area between the main staircase and escalator entrance to the main conference breakout sessions
- Includes small outdoor terrace overlooking the street / entrance to the Vancouver Convention Centre
- Does not include any food or beverage. Sponsor may provide F&B for an extra cost
- Both Keynote+Expo and Full Access pass holders may enter this lounge

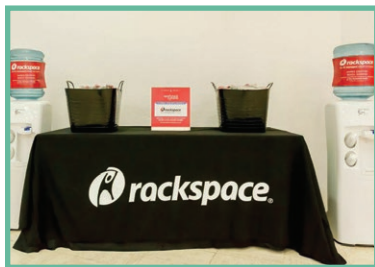


Gastown Lounge space (furniture may be replaced with different Lounge furniture)

LOUNGE LAYOUTS



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OFFICIAL WATER SPONSORSHIP

\$20,000

- One opportunity available; first come, first served
- Includes branding on all water jugs located throughout Summit venue.
- Sponsor is responsible for paying the additional costs for the production and shipping of water bottles if you choose to do so - otherwise attendees will use disposable paper cups

BRANDED LUNCH SPONSORSHIP

\$25,000/DAY NAMED SPONSOR

- Available Monday - Thursday
- Hot buffet lunch will be served in a space that is separate from the expo hall area. By sponsoring lunch, your company will be the only company that has branding located within the main lunch area. There will also be other grab and go lunch areas located within the Summit venue.

Lunch branding includes

- 4 monitor stands located throughout lunch area - sponsor is responsible for providing the video or slide footage to be displayed on the monitors
- Opportunity to provide sponsor-produced napkins or other items (for an additional fee).
- Opportunity to run a contest, promote a high-end giveaway item, etc to drive traffic to your booth in the expo hall
- Opportunity to have large banners, "Lunch sponsored by X Company" displayed in lunch area (for an additional fee).

TRAVEL SUPPORT PROGRAM

\$25,000 NAMED 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 travel and accommodation costs. With the sponsorship of the Travel Support Program, 20 people from 10 different countries, spanning 5 continents, were able to attend the OpenStack Summit in Paris.

Sponsors will receive

- Special mention during the opening Keynote
- Prominent signage displayed in the Expo Hall, Developers Lounge and Press/Analyst Lounge
- Recognition with the program promotion in the months leading up to the Summit, including the pre-Summit email blast to all attendees

WOMEN OF OPENSTACK EVENT

\$30,000 NAMED SPONSOR; CO-SPONSORSHIP AND CREATIVE IDEAS ENCOURAGED

- At each Summit, the Women of OpenStack Event offers women a place to network and share ideas for how to create more opportunities for women to get involved in the industry. By sponsoring this event, you are empowering women to meet their peers and get more involved in the community.
- Pre-Summit promotion

Sponsor will receive

- Signage in the event area
- Opportunity to produce and distribute a giveaway item
- One large monitor with stand at the event. Sponsor is responsible for providing video/slide content to be played on loop on the monitor



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BRANDED SUMMIT BADGE LANYARD

\$30,000

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



20 MINUTE DEMO PRESENTATION TIME SLOT & VIDEO RECORDING

\$1,000

(Spotlight, Event and Startup level sponsors only)

- Maximum one 20-minute slot per sponsor company
- Limited quantity available, sold on a first come, first serve basis
- Video recording is included
- Video will be made available on OpenStack website along with all Summit breakout session videos
- Demo Theater located in expo hall area with seating for 50+ people

INCREASE BOOTH SIZE BY 5 FEET

\$20,000

(Premier & Spotlight sponsors only)

- This opportunity will allow you to increase the size of your booth on the expo hall floor by 5' of width.



FULL-DAY SPONSORED BREAKOUT SPEAKING TRACK

\$60,000

(Headline, Premier & Spotlight sponsors only)

- 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, classroom or theater style set-up
- Limited opportunity available; first come, first served. Maximum one opportunity per sponsor company.
- Speakers in the sponsored breakout sessions will NOT be provided with a free Summit registration
- Sponsored breakout sessions must be presented during official Summit hours and cannot overlap with Keynote presentations
- Additional fee for special logistical or production requests
- Room capacity is 120 people, theater-style seating
- Day & time will be assigned on a first come, first serve basis
- *Only Full Access pass holders will be able to attend sponsored breakout tracks*

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HALF-DAY SPONSORED BREAKOUT SPEAKING TRACK

\$30,000

(Headline, Premier & Spotlight sponsors only)

- 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, classroom or theater style set-up
- Limited opportunity available; first come, first served. Maximum one opportunity per sponsor company.
- Speakers in the sponsored breakout sessions will NOT be provided with a free Summit registration
- Sponsored breakout sessions must be presented during official Summit hours and cannot overlap with Keynote presentations
- Additional fee for special logistical or production requests
- Room capacity is 80 people, theater-style seating
- Day & time will be assigned on a first come, first serve basis
- *Only Full Access pass holders will be able to attend sponsored breakout tracks*

PRIVATE MEETING ROOM

\$4,500/EACH - LIMIT TWO PER COMPANY (MONDAY - THURSDAY DURING SUMMIT HOURS)

- There's a very limited inventory of private meeting room space located in the East Building of the Vancouver Convention Center (about a 15 minute walk from the expo hall and main conference areas)
- Cost includes: Standard power, lighting, Summit wireless internet, table with 15-20 chairs
- Extra services available: daily cleaning, wired internet, AV requirements, additional furnishing, catering, extra power. All costs are TBD upon request.
- Please note that meeting attendees must be registered Summit badge holders in order to access the private meeting room area. No exceptions.

OFFICIAL OFF-SITE EVENING EVENT PROMOTION

Free of Charge

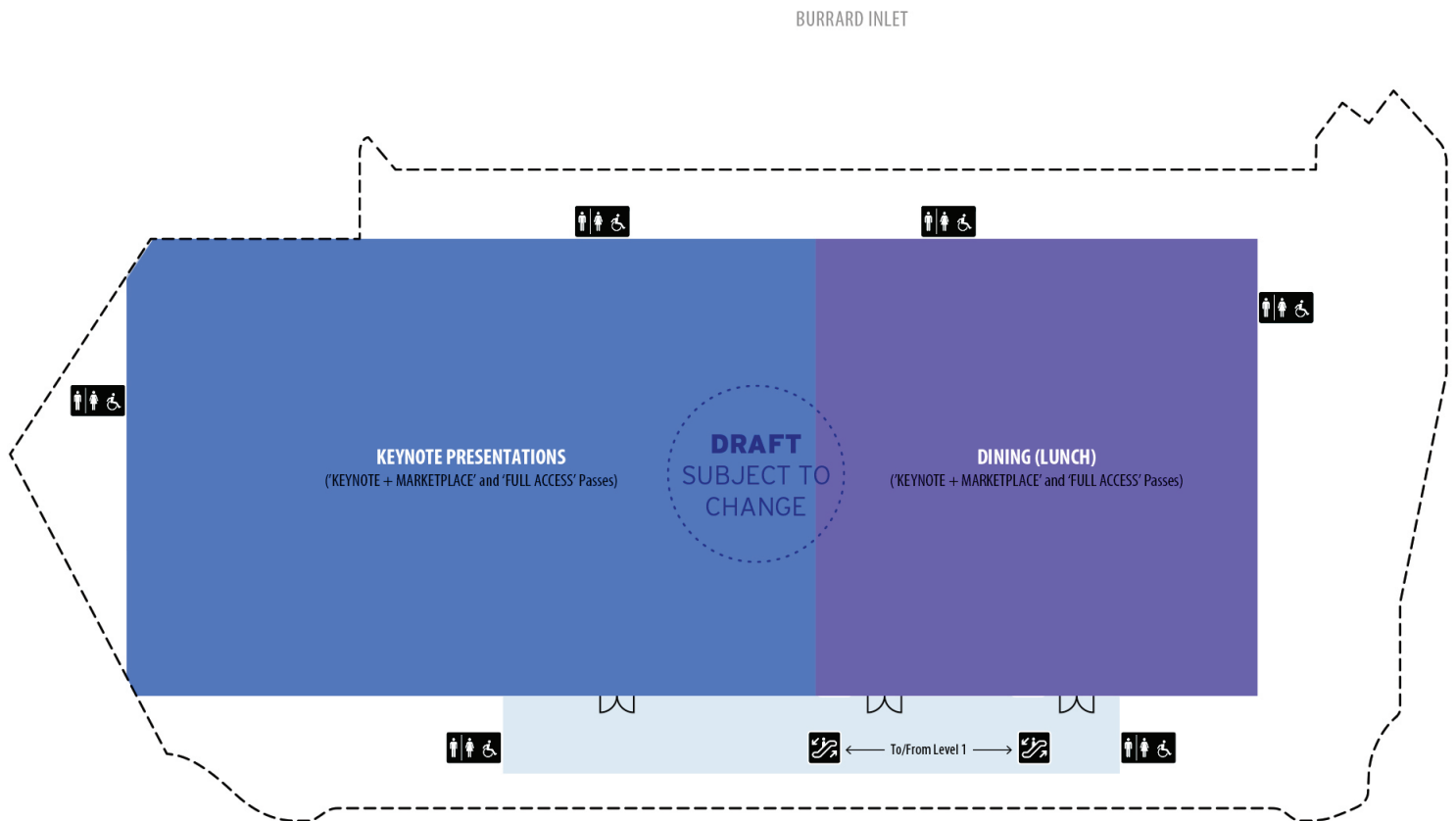
- Open to all sponsorship levels
- Official party promoted on Summit agenda
- Minimum capacity of 200 people to be considered an official party
- Event must be scheduled to start after official Summit hours, approximately 7:30pm on Monday and 6:30pm Tuesday - Friday.
- All evening events must adhere to the Summit Code of Conduct and each sponsor is responsible for securing their own venue, managing production and covering all costs associated with producing the evening event.

EVENT & STARTUP LEVEL ADD-ON: 46" 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)

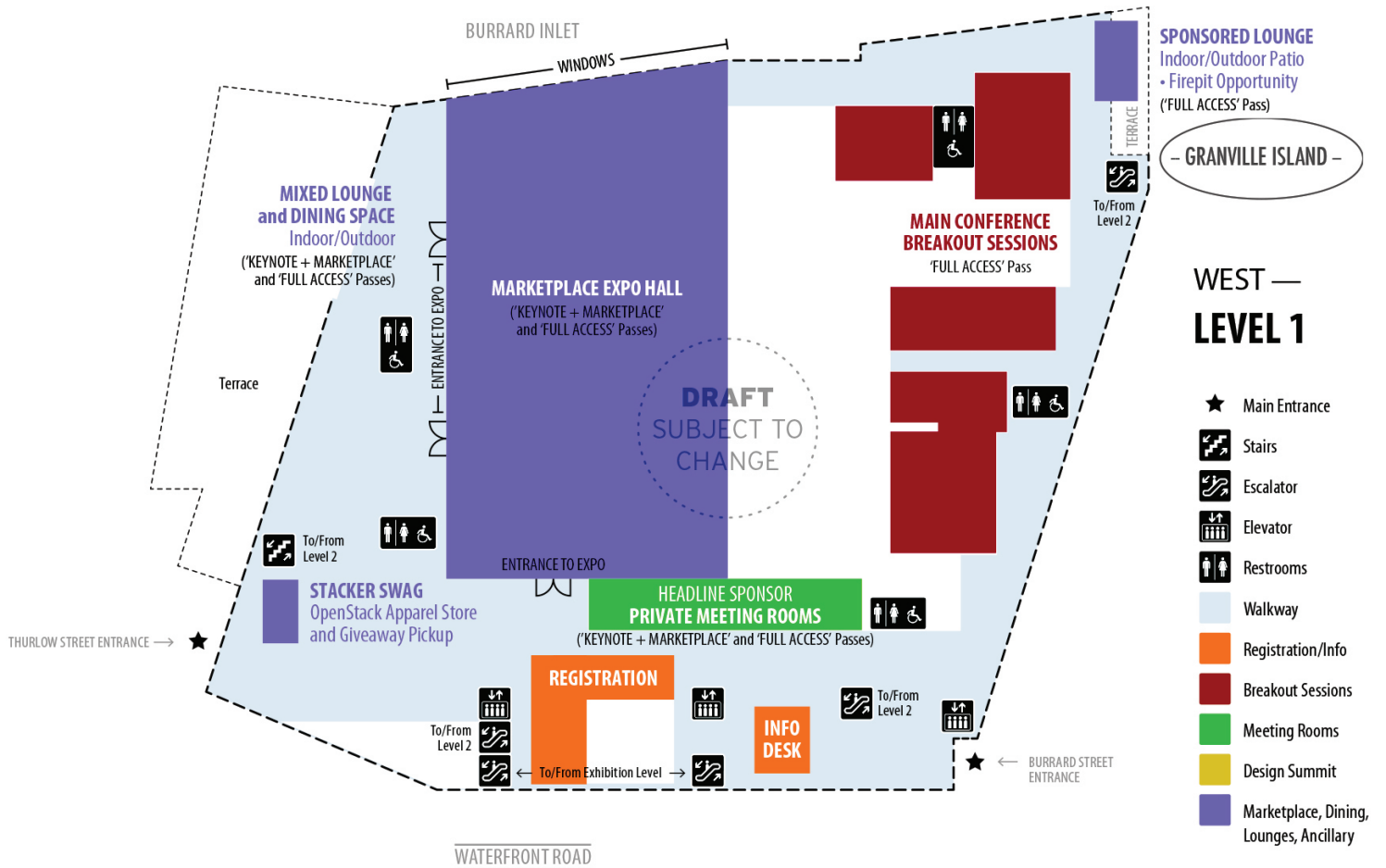
VENUE MAP: EXHIBITION LEVEL



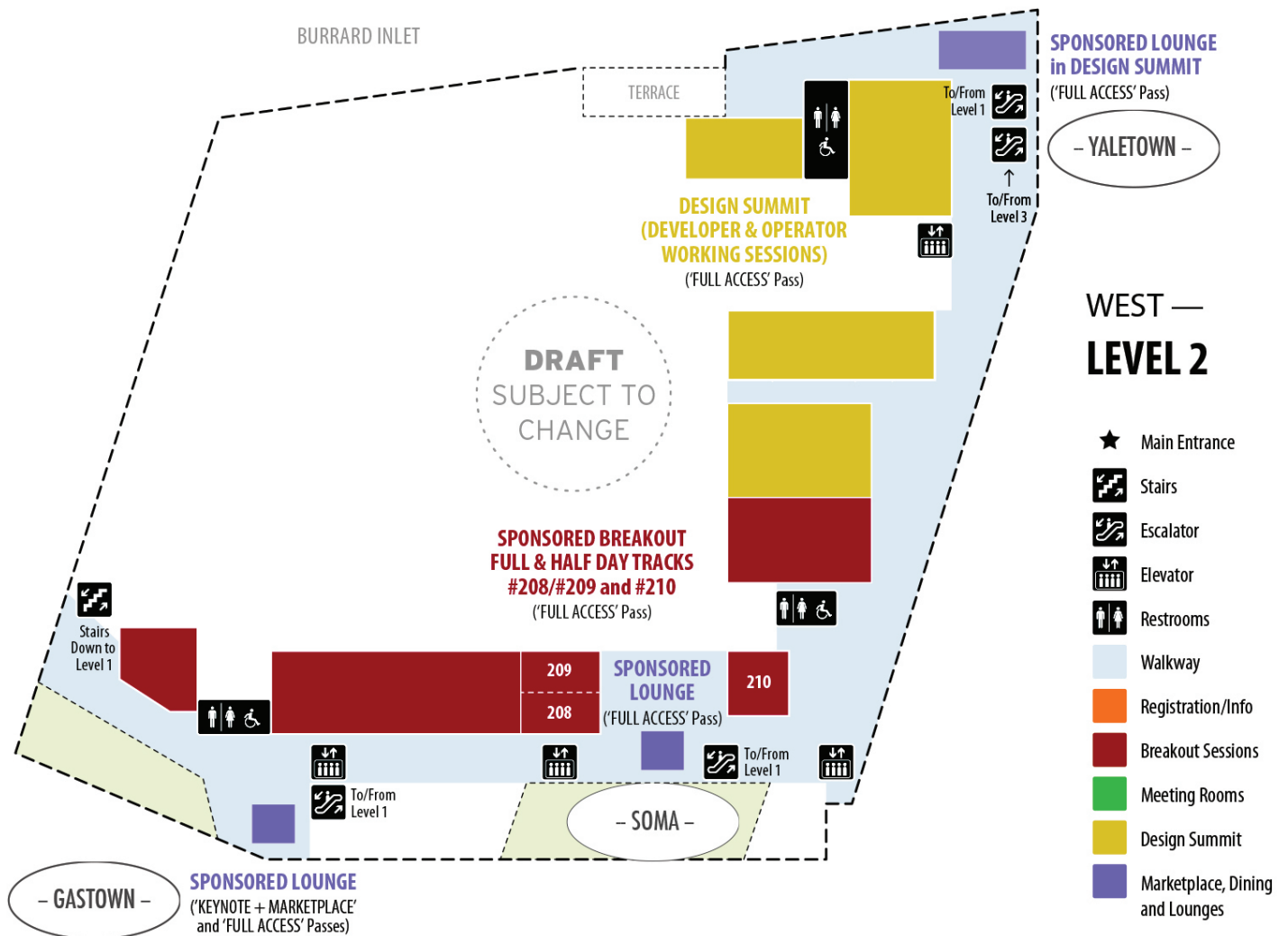
WEST — EXHIBITION LEVEL

- ★ Main Entrance
- Stairs
- Escalator
- Elevator
- Restrooms
- Walkway
- Registration/Info
- Breakout Sessions
- Meeting Rooms
- Design Summit
- Marketplace, Dining and Lounges

VENUE MAP: LEVEL 1



VENUE MAP: LEVEL 2



SEE YOU IN VANCOUVER!

For additional Summit Information, visit
openstack.org/summit

