

A large audience is seated in a convention hall, facing a stage with three large projection screens. The central screen displays the 'SpringOne Platform by Pivotal' logo. The side screens show a colorful, abstract pattern of small shapes and text. The stage is lit with blue and white lights.

SpringOne Platform

by Pivotal

SpringOne Platform

by Pivotal.

September 24-27, 2018

Gaylord National Resort & Convention Center  
Washington, D.C.

**SPONSORSHIP PROSPECTUS**



# Join us in 2018

Let's build amazing software together. SpringOne Platform (S1P) is the premier conference for those that build, deploy, and run cloud-native software. Learn how to deliver transformational software by collaborating with leading software companies, enterprises, and cloud experts at this unique four-day event.

Meet cloud-native experts from the Pivotal and Spring communities.



“

The power of SpringOne Platform is that it brings together digital and technology thought leaders from the largest companies in the world. It was great to see large enterprises get up on stage and share their transformation stories. The Solstice team left feeling inspired by new connections and excited about PCF 2.0.”

Mike Koleno  
VP, Technology  
Solstice

**41** of the top **FORTUNE 100**  
attended S1P

**97%** of attendees rated the  
**OVERALL CONFERENCE**  
good/excellent

**84%** of attendees said they  
would **RECOMMEND S1P** to a peer

**94%** of attendees rated the  
**MAIN STAGE** as good/excellent

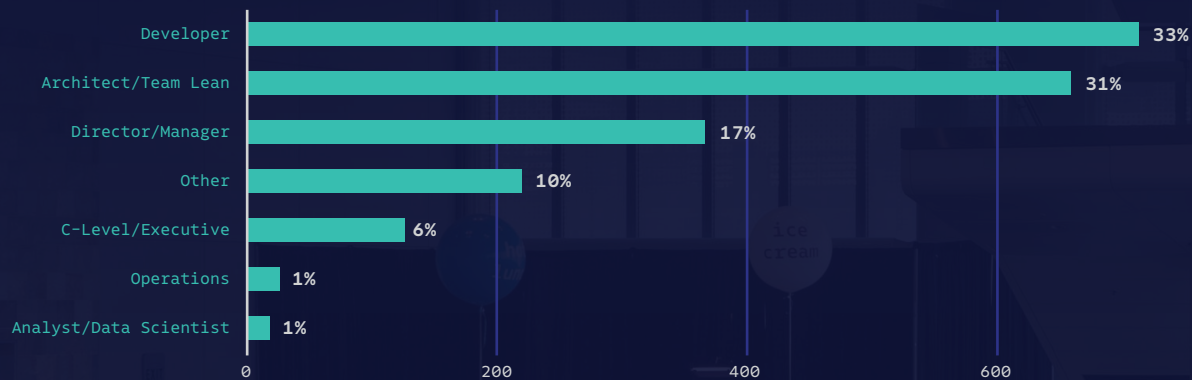
**93%** of attendees rated the  
**BREAKOUT SESSIONS** as  
good/excellent



# By the numbers

(SpringOne Platform 2017)

2017 Attendees by Job Title



2954

REGISTRATIONS (sold out)

145+

BREAKOUT SESSIONS

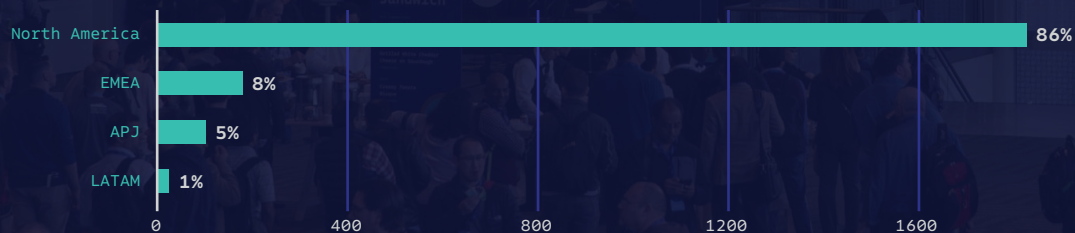
43

KEYNOTES

200+

SPEAKERS

2017 Attendees by Region



43

SPONSORSHIPS (sold out)

# Sponsors make it happen

Thank you to our 2017 sponsors!

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# PLATINUM

Cost \$64,000 / Booth size 10x20

## ACCESS

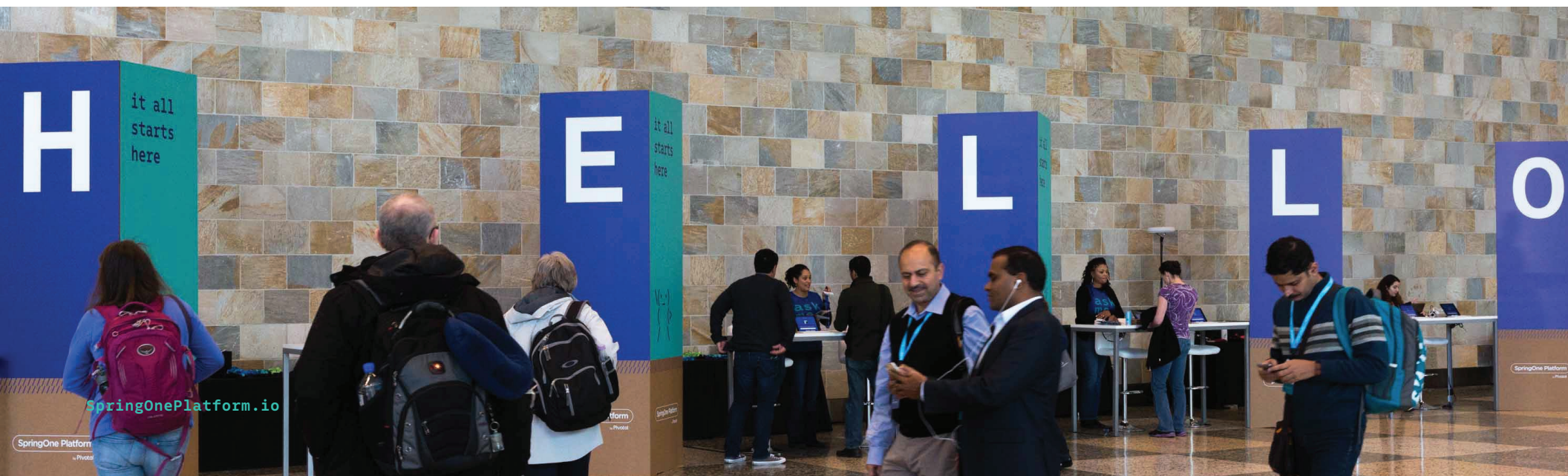
- 10 full conference passes
- Discounted passes:
  - 20% off passcode
  - For every 10 registered guests, you receive 1 complimentary conference pass

## INTERACTION

- Booth size 10x20 / Custom approved graphics
- Lead retrieval devices: 2
- Access to press list and registered companies list (does not include contact information)
- 1 breakout session (limited availability)

## EXPOSURE

- S1P website
  - Company logo
  - Hyperlink to company website via logo
  - Logo on emails
  - Social media mention via Pivotal account
- Onsite
  - Company logo and/or name on signage





# GOLD

Cost \$45,000 / Booth size 10x10

## ACCESS

- 8 full conference passes
- Discounted passes:
  - 20% off passcode
  - For every 10 registered guests, you receive 1 complimentary conference pass

## INTERACTION

- Booth size 10x10 / Custom approved graphics
- Lead retrieval devices: 2
- Access to press list and registered companies list (does not include contact information)

## EXPOSURE

- S1P website
  - Company logo
  - Hyperlink to company website via logo
  - Logo on emails
  - Social media mention via Pivotal account
- Onsite
  - Company logo and/or name on signage



# SILVER

Cost \$22,000 / Booth size 5x5

## ACCESS

- 5 full conference passes
- Discounted passes:
  - 20% off passcode
- For every 10 registered guests, you receive 1 complimentary conference pass

## INTERACTION

- Booth size 5x5 / Custom approved graphics
- Lead retrieval devices: 2
- Access to press list and registered companies list (does not include contact information)

## EXPOSURE

- S1P website
  - Company logo
  - Hyperlink to company website via logo
  - Logo on emails
- Onsite
  - Company logo and/or name on signage





The background of the image is a photograph of a large, modern building with a curved glass facade, illuminated at night. In the foreground, there is a green lawn with some trees and a fountain. The text is overlaid on the image.

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# Sign Up Today

Email [sponsorS1P@pivotal.io](mailto:sponsorS1P@pivotal.io)