

SpringOne

Sponsorship Prospectus

Washington State Convention Center
September 21–24, 2020



SpringOne is the premier gathering for developers, cloud engineers, and visionary leaders who make the modern apps that shape the world.

With our acquisition by VMware, the Pivotal team has joined with Heptio, Bitnami, Wavefront, and other VMware teams to bring the VMware Tanzu portfolio of products and services to market. This will transform the way the world builds software on Kubernetes. The combination of Pivotal's developer capabilities with the VMware Kubernetes runtime infrastructure and management will deliver a comprehensive enterprise Kubernetes solution for modern applications in any environment—data center, cloud, and at the edge.

To continue to leverage, expand and accelerate resources to the developer and Spring communities, we'll continue hosting our annual SpringOne conference, happening this September 21–24, 2020, in Seattle. We look forward to seeing you there.

Sponsors make it happen

Thank you to our 2019 sponsors!

accenture

vmware

Atos | Syntel

DELL Technologies

Google Cloud

IBM

Microsoft Azure

PLURALSIGHT

redislabs
HOME OF REDIS

Signal Sciences

solstice
KIN+ARTA

wipro digital

aws

CGI

Cognizant Softvision

confluent

CONTRAST
SECURITY

DATADOG

Deloitte.

dynatrace

HEROKU

mongodb

New Relic

okta

PERFICIENT

snyk

solace

yugabyteDB

ALTOROS

APPDYNAMICS

ATOMIST

EVOLVEN

EXPRESS SCRIPTS

FUJITSU

Gradle

INSTANA

JETBRAINS
THE DRIVE TO DEVELOP

LaunchDarkly

Magenic

Mphasis
The Next Applied

NTT DATA

OverOps

Phlyt

SENTRY

softserve

THALES

vaadin}}

wavemaker

WhiteSource

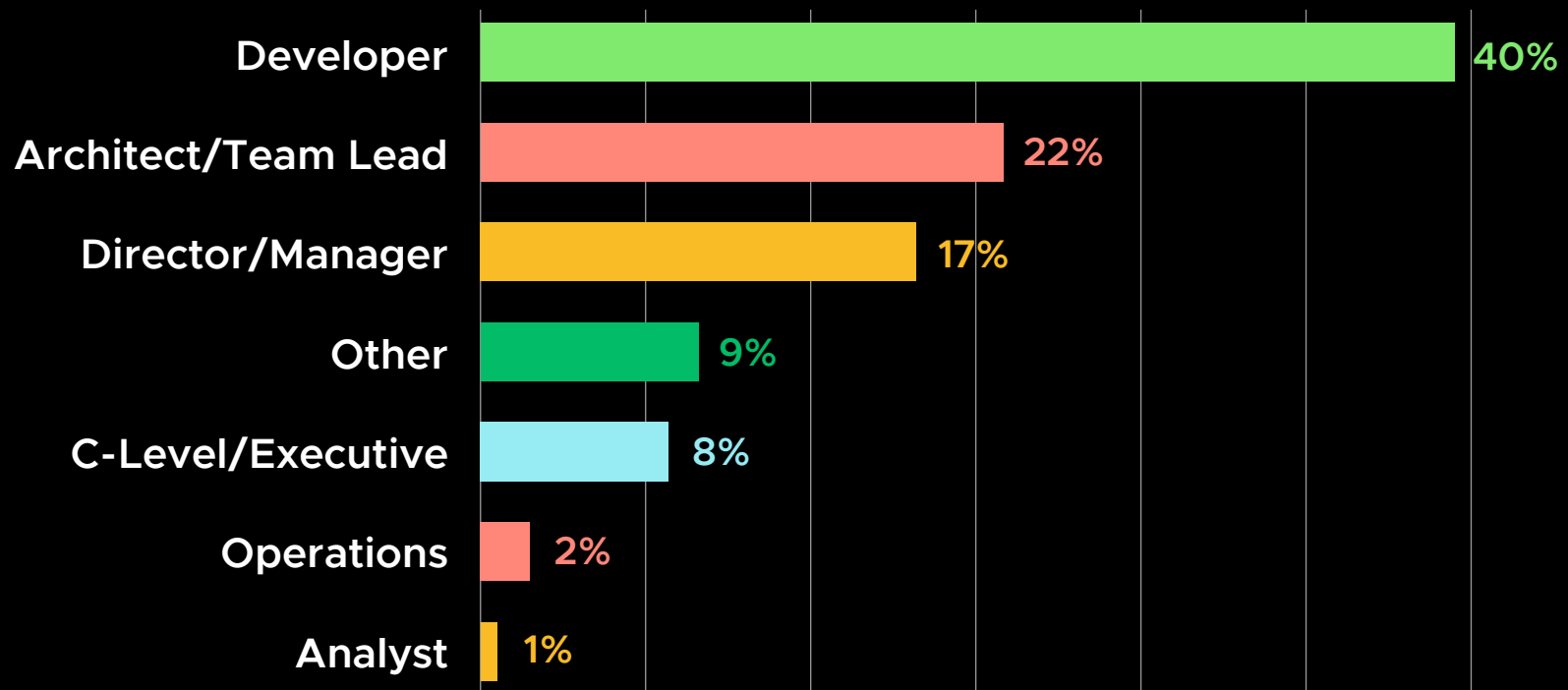
Zettaset

Capgemini

carahsoft

cloudbees

2019 attendee demographics



2019 by the numbers

ATTENDEE STATS

3,500 attendees
283 speakers
55 sponsors
800+ companies represented

SWAGLESS STATS

\$120k raised
20 sponsors participated
36k+ promotional items saved from landfill / donation

PROGRAM STATS

18 main stage talks
269 breakout sessions
298 attended training
86 attendees certified
550 attendees at 10 workshops

SOCIAL MEDIA

212m impressions
~30k views on LinkedIn Livestream
70k views on video content
5,200 content creators
20k posts created about SpringOne

Sponsorship at a glance

Sponsorship investment	Platinum \$70,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Access				
Full Conference passes	10	8	5	5
Discounted passes	20% off	20% off	20% off	20% off
Complimentary conference pass (per 10 registered)	✓	✓	✓	
Interaction				
Booth size	10x20	10x10	5x5	
Lead retrieval devices	2	2	2	
Press & registered companies list access	✓	✓	✓	
Breakout session (30 min)	1			
Exposure				
Hyperlink to company website	✓	✓	✓	✓
Logo on emails	✓	✓	✓	✓
Social media mention	✓	✓	✓	✓
Company logo on signage onsite	✓	✓	✓	✓
Additional 6-ft table outside breakout sessions	✓			

Booth selection is on a first-come, first served basis.

If you wish to take advantage of this offer, please contact sponsors1@vmware.com

Platinum

Cost \$70,000 / 10x20 booth

Access

10 Full conference passes

Discounted passes:

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

Interaction

10x20 booth with custom-approved graphics

Lead retrieval devices: 2

Access to press list and registered companies list (does not include contact information)

One 30-minute breakout session (limited availability)

Exposure

SpringOne website

- Company logo
- Hyperlink to company website via logo
- Logo on emails
- Social media mention via VMware Tanzu account

Onsite

- Company logo and/or name on signage
- Additional 6-ft table outside breakout sessions

Gold

Cost \$50,000 / 10x10 booth

Access

8 Full conference passes

Discounted passes:

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

Interaction

10x10 booth with custom-approved graphics

Lead retrieval devices: 2

Access to press list and registered companies list (does not include contact information)

Exposure

SpringOne website

- Company logo
- Hyperlink to company website via logo
- Logo on emails
- Social media mention via VMware Tanzu account

Onsite

- Company logo and/or name on signage



Silver

Cost \$25,000 / 5x5 booth

Access

5 Full conference passes

Discounted passes:

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

Interaction

5x5 booth with custom-approved graphics

Lead retrieval devices: 2

Access to press list and registered companies list (does not include contact information)

Exposure

SpringOne website

- Company logo
- Hyperlink to company website via logo
- Logo on emails

Onsite

- Company logo and/or name on signage



Bronze

Cost \$15,000

Access

5 Full conference passes

Discounted passes:

- 20% off passcode

Exposure

SpringOne website

- Company logo
- Hyperlink to company website via logo
- Logo on emails

Onsite

- Company logo and/or name on signage



SpringOne

Sign up today

email sponsors1@vmware.com