

SpringOne

by VMware Tanzu

Sponsorship Prospectus

Moscone Center West
San Francisco, CA
December 6–8, 2022

springone.io



SpringOne is the biggest gathering of Spring enthusiasts, beginners, and innovators who build the apps that make the world run.

A huge thank you to our 2021 sponsors!

Platinum

accenture

Mphasis
The Next Applied

Deloitte.

Microsoft Azure



Gold

ALTOROS™

broadleaf
commerce

CAMUNDA

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diffblue
AI for Code

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Rollbar

solace.

STACKHAWK

styra

yugabyteDB

2021 Virtual

ATTENDEE STATS

26k+ Registrations
12k+ Attended virtually

PROGRAM

17 Main Stage talks
106 Breakout sessions
28 Workshops

SOCIAL

18k+ Engagements on social
129k+ Page views

2020 Virtual

ATTENDEE STATS

41k+ Registrations
18k Attended virtually

PROGRAM

14 Main Stage talks
109 Breakout sessions
12 Workshops

SOCIAL

42k Engagements on social

2019 Onsite

ATTENDEE STATS

3,500+ Registrations

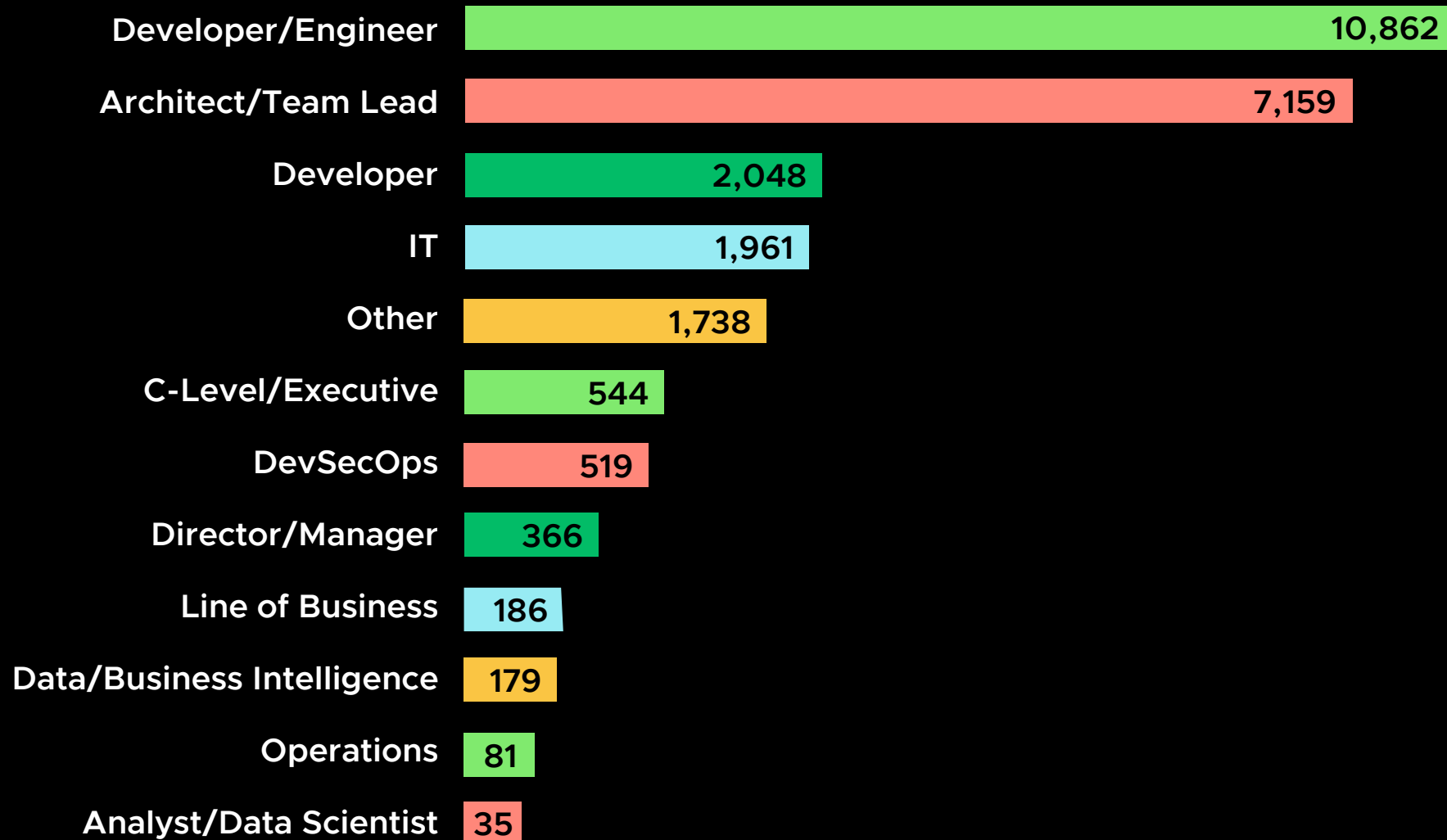
PROGRAM

18 Main Stage talks
269 Breakout sessions
10 Workshops

SOCIAL

212m Impressions
~30k Views on LinkedIn
Livestream
70k Views on video
content
5,200 Content creators
20k Posts created
about SpringOne

2021 Attendee Demographics



All sponsorship opportunities include:

- Networking throughout the conference
- Featured branding designed to showcase each sponsor company and generate exposure pre-conference, onsite, and post-conference

How our sponsorship packages work:

We're offering sponsorship packages with many high-value benefits. Sponsors can extend their impact by adding one or more of our many à la carte sponsorship opportunities. The Diamond sponsorship pricing is fixed, but all other sponsorship benefit levels are based on your à la carte choices, so build your own package to get the most from your investment!

Diamond Sponsorship

Limited availability

Sponsorship pricing: \$100,000

EXPOSURE

- Company logo and hyperlink on SpringOne website
- Company logo, hyperlink, and description on SpringOne mobile app
- Company logo and description included in event digital signage kiosks
- Company logo on printed event signage
- Company logo and hyperlink included in SpringOne attendee emails
- Social media mentions via SpringOne account
 - One (1) dedicated shared “Thank you” Diamond sponsor post
 - One (1) exclusive featured asset promoting your speaking session (including video) that will be shared on VMware’s SpringOne social channels
 - Two (2) social media posts (native post or retweet)

INTERACTION

- Main Stage recognition
- One (1) 25-minute live breakout session
 - Session recorded and made available on demand post event
 - Does not include leads
- Access to press list and registered companies list (does not include contact information)

ACCESS

- Eight (8) full-conference passes

EXHIBIT HALL

- 10’ x 20’ booth space
- 20’ back wall with customized graphics
- Reception counter with storage space
- Four (4) booth passes
- Two (2) 500-watt electrical drops
- Conference Wi-Fi
- Carpeting
- Three (3) lead retrieval devices

Platinum Sponsorship

Sponsorship investment: \$80,000+

EXPOSURE

- Company logo and hyperlink on SpringOne website
- Company logo, hyperlink, and description on SpringOne mobile app
- Company logo and description included in event digital signage kiosks
- Company logo on printed event signage
- Company logo and hyperlink included in SpringOne attendee emails
- Social media mentions via SpringOne account
 - One (1) dedicated shared “Thank you” Diamond sponsor post
 - One (1) exclusive featured asset promoting your speaking session (including video) that will be shared on VMware’s SpringOne social channels
 - Two (2) social media posts (native post or retweet)

INTERACTION

- Access to press list and registered companies list (does not include contact information)
- Main Stage recognition

ACCESS

- Six (6) full-conference passes

Gold Sponsorship

Sponsorship investment: \$60,000+

EXPOSURE

- Company logo and hyperlink on SpringOne website
- Company logo, hyperlink, and description on SpringOne mobile app
- Company logo and description included in event digital signage kiosks
- Company logo on printed event signage
- Company logo and hyperlink included in SpringOne attendee emails
- Social media mention via SpringOne account
 - One (1) dedicated shared “Thank you” Gold sponsor post
 - One (1) social media retweet

INTERACTION

- Access to press list and registered companies list (does not include contact information)
- Main Stage recognition

ACCESS

- Four (4) full-conference passes

Silver Sponsorship

Sponsorship investment: \$30,000+

EXPOSURE

- Company logo and hyperlink on SpringOne website and attendee emails
- Company logo, hyperlink, and description on SpringOne mobile app
- Company logo and description included in event digital signage kiosks
- Company logo on printed event signage
- Social media mention via SpringOne account
 - One (1) dedicated shared “Thank you” Silver sponsor post

INTERACTION

- Access to press list and registered companies list (does not include contact information)
- Main Stage recognition

ACCESS

- Two (2) full-conference passes

Bronze Sponsorship

Sponsorship investment: \$10,000+

EXPOSURE

- Company logo and hyperlink on SpringOne website and attendee emails
- Company logo, hyperlink, and description on SpringOne mobile app
- Company logo and description included in event digital signage kiosks
- Company logo on printed event signage
- Social media mention via SpringOne account
 - One (1) dedicated shared “Thank you” Bronze sponsor post

INTERACTION

- Access to press list and registered companies list (does not include contact information)
- Main Stage recognition

ACCESS

- One (1) full-conference passes

SPONSORSHIP AT A GLANCE

Sponsorship investment	Platinum \$80,000+	Gold \$60,000+	Silver \$30,000+	Bronze \$10,000+
Access	• Six (6) full-conference passes	• Four (4) full-conference passes	• Two (2) full-conference passes	• One (1) full-conference pass
Interaction • Access to press list and register companies list (not including contact information) • Main Stage recognition	✓	✓	✓	✓
Exposure • Company logo and hyperlink on SpringOne website and attendee emails • Company logo, hyperlink, and description on SpringOne mobile app • Company logo and description included in event digital signage kiosks • Company logo on printed event signage • Social media mention via SpringOne account • One (1) dedicated shared “Thank you” sponsor tier post	In addition to the Exposure benefits, you also get one (1) social media post (native post or retweet)	In addition to the Exposure benefits, you also get one (1) social media retweet	✓	✓

To take advantage of this offer, please contact sponsorS1@vmware.com.

Turnkey booths

All of our booths are turnkey, saving you from onsite costs associated with delivery, setup and dismantle of a booth.

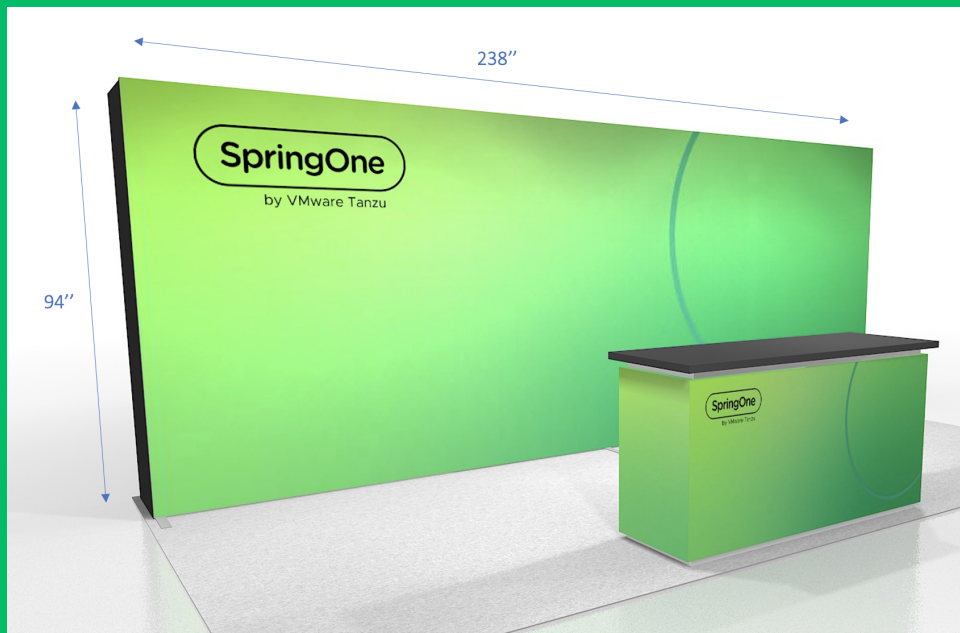


Exhibit Hall

	Package 1 \$70,000	Package 2 \$50,000	Package 3 \$25,000
Booth hard wall structure	10' x 20'	10' x 10'	6' x 6'
Graphic production on booth walls	✓	✓	✓
Reception counter with storage space	✓	✓	✓
Booth passes	Four (4)	Three (3)	Two (2)
Power drop	✓	✓	✓
Internet	✓	✓	✓
Carpet	✓	✓	✓
Lead retrieval devices	Three (3)	Two (2)	One (1)

Meeting room **LIMITED AVAILABILITY**

\$10,000

Secure private space in one of the meeting rooms to host your customer and executive meetings. Each room will come equipped with a boardroom table, eight (8) chairs, and signage. Additional items such as A/V and electrical may be ordered at the sponsor's expense.

Breakout session **LIMITED AVAILABILITY** **INVITATION ONLY**

\$15,000

- 25-minute in-person breakout session
- Session will be recorded and made available on demand after the event
- Does not include leads



Hands-on workshop

LIMITED AVAILABILITY**INVITATION ONLY**

\$20,000

Connect with SpringOne attendees by hosting a two-hour hands-on workshop on Tuesday, December 6.

This package includes:

- Workshop landing page hosted on the SpringOne website and listed on agenda
- Pre-event email to workshop registered attendees
- Workshop promotion to attendees managed by S1 team
- Three (3) conference pass for instructors
- Classroom-style seating for 75 attendees
- Event Wi-Fi access
- A/V (including projector, screen, audio, and laptop connection)
- Room attendant to support check-in/scan attendee badges
- Leads provided after the event



Hydration station

\$10,000

Get your branding in front of attendees as they hydrate throughout the day! Fully wrapped water jug sleeves provide the perfect spot for logos and messaging while attendees fill their bottles.

Digital signage kiosks

\$15,000

These digital signage kiosks will be stationed around the event, providing a perfect opportunity for attendees to see them wrapped with your branding!

Commercial featured on digital signage kiosks

\$5,000

Get your branding on interactive digital kiosks placed throughout the venue that attendees use to browse the agenda, view maps, learn about sponsors, and engage in social content. Sponsorship includes a 30-second onscreen video.

Hotel keycard

\$20,000

Make your logo the first thing attendees see in the morning and last thing they see at night! We'll distribute eco-friendly key cards made of recycled PVC at all official conference hotels. You have the option to add branded sleeves at additional expense.

Coffee bar

\$15,000

Get your messaging in every attendee's hands. Specialty coffee bars will be stationed at various high-traffic areas throughout the event. Sponsorship includes branded signage and coffee sleeves, with the option to add branded beverage napkins at the sponsor's expense.

Smoothie/juice station

\$15,000

Help attendees eat clean and stay healthy while on the road! Delicious, refreshing juices made from locally sourced produce will keep them coming back for more. Sponsorship includes branded signage and beverage napkins.

Local craft beer bar

\$20,000

Stand out at the Welcome Reception by offering attendees some local tasty brews! Sponsorship includes branded signage and beverage napkins.

Custom snack station

\$15,000

Want to offer attendees a tasty treat while they connect with you? We can work with you on a customized snack station to attract attendees to your booth, with options like ice cream, yogurt parfaits, french fries, and more.

Communal charging stations

\$15,000

Get charged up with our attendees! Communal charging tables will be available for attendees to power up their devices throughout the conference. Display your branding at the most on-demand attendee service area.

Gaming tables/zones

\$20,000

Ping pong, cornhole, shuffleboard, and more! There's nothing our attendees love more than engaging in some friendly competition between sessions. See your branding around the Community Hub and in their hands on paddles, tables, bean bags, and signage.

Caricaturist

\$15,000

Bring an artistic experience to your booth by having a live caricature artist to draw attendees!



Morning and afternoon breaks

\$10,000

Everyone needs a little pick-me-up during long conference days. Re-energize attendees by sponsoring their morning and afternoon coffee and snack breaks. Sponsorship includes branded signage and beverage napkins.

Photo booth

\$20,000

Want to remember SpringOne 2022 forever? What better way to network with attendees and remember the fun than to host a photo booth at the event? Sponsors can select different photo booth variations to host.

Relaxation station (body massages)

\$25,000

Relax and unwind with a chair massage. Professional massage therapists will provide massages while the Community Hub is open. Sponsors will be provided a table, chairs, foot massage machines, and signage adjacent to the lounge to engage with attendees as they wait for their massage. Sponsors have the option to provide branded t-shirts for the massage therapists at their expense.

Musical entertainment

\$10,000

Who doesn't love a live set? Select from various local artists to perform at SpringOne, whether in the lobby for registration, during the Welcome Reception, or simply in between breaks. Sponsors have the option to provide branded t-shirts for the entertainers at their expense.

Custom sponsorship

Got an idea for a unique SpringOne sponsorship? We'd love to hear it! Contact us and we'd be happy to work with you on a customized á la carte sponsorship.





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Sign up today!

sponsorS1@vmware.com