

AUGUST 1–4, 2016

Platform SpringOne

ARIA • LAS VEGAS

SPONSORSHIP PROSPECTUS

Thank You For Your Interest in Sponsoring Platform SpringOne 2016

As a sponsor, access to more than 2,000 of the cloud native developers, operators, architects, and executives who are transforming the world with software who are joining us for a 3 day event to engage in more than 200 presentations, technical deep dives, workshops, and training to gain deeper skills and knowledge of Spring, Cloud Foundry, Big Data, Data Science, Agile, Devops, Continuous Delivery, Microservices, and more related optimizing software delivery for their organization.

PROGRAM WILL INCLUDE:

- Spring, Spring, Spring
- Cloud Foundry
- Big Data and Data Science
- Roadmap for Pivotal Projects
- Startups and Enterprises
- Microservices
- Continuous Delivery
- Agile
- Devops
- Transformation
- Case Studies
- Hands-on Training
- Networking events
- Some surprises we're working on

MAXIMIZE YOUR SPONSORSHIP

This year we're transforming SpringOne into Platform SpringOne. To maximize your sponsorship investment, we're updating the sponsorship to incorporate more interaction with attendees, value added services, and promotional opportunities.

Here is a snapshot:

- Updated Floorplan: The Expo Hall will center on a lounge area with activities, refreshments and meal stations designed to drive traffic through the sponsoring partners
- Evening reception in the Expo Hall
- Turnkey Booth and Kiosk Options: Multiple cost-effective options to meet your needs

We're excited to have you with us to engage, entertain and educate the developers, operators, architects and executives building a cloud native future.

Contact us today to learn more about sponsorship and to reserve your space.
Rob Dunn • 510-463-6018 • rob.dunn@streamlinevents.com



PLATINUM Sponsorship

Cost 45k • Booth size 10x20

*Upgrade options available

ACCESS

- Ten (10) full conferences passes
- Discounted Passes:
 - 20% off pass code
 - For every 10 registered guests, you receive one (1) complimentary conference pass

INTERACTION

- Booth size 10x20 / Custom approved graphics
- Two (2) breakout session / Recording
- Two (2) lead retrievals included
- Meeting Room
- Access to press list
- Platinum sponsor giveaway:
 - Giveaway must be approved by organizers prior to raffle
 - Winner will be announced on Wednesday at evening reception from main stage
 - \$500–\$1,000 maximum valued giveaway provided by sponsor

EXPOSURE

- Website
 - Company description (100 word max)
 - Hyperlink to company page
 - Online banner ad
- Communication
 - Pre- and post-conference email blast to opt-in attendees
- Onsite
 - Company logo inclusion on conference signage
 - Logo inclusion in the opening keynote credits and thank you



GOLD Sponsorship

Cost 30k • Booth size 10x10

*Upgrade options available

ACCESS

- Eight (8) full conference passes
- Discounted Passes:
 - 20% off pass code
 - For every 10 registered guests, you receive one (1) complimentary conference pass

INTERACTION

- Booth size 10x10 / Custom approved graphics
- One (1) breakout session / Recording
- Two (2) lead retrievals included
- Access to Press List

EXPOSURE

- Website
 - Company description (100 word max)
 - Hyperlink to company page
- Communication
 - Pre- and post-conference email blast to opt-in attendees
- Onsite
 - Company logo inclusion on conference signage
 - Logo inclusion in the opening keynote credits and thank you



SILVER Sponsorship

Cost 15k • Booth size: Kiosk

*Upgrade options available

ACCESS

- Five (5) full conferences passes
- Discounted Passes:
 - 20% off pass code
 - For every 10 registered guests, you receive one (1) complimentary conference pass

INTERACTION

- Kiosk
- Two (2) lead retrievals included
- Access to press list

EXPOSURE

- Website
 - Company description (100 word max)
 - Hyperlink to company page
- Communication
 - Pre- and post-conference email blast to opt-in attendees
- Onsite
 - Company logo inclusion on conference signage
 - Logo inclusion in the opening keynote credits and thank you

THANK YOU

Looking forward to transforming how the world builds software together with you.

Pivotal®

We are uncovering better ways of developing software by doing it and helping others do it.