



OPENSTACK SUMMIT OCTOBER 2015

SPONSORSHIP PROSPECTUS

TOKYO, JAPAN | OCTOBER 27 - 30, 2015

Grand Prince International Convention Center & Hotels



THE FYI

THE OPENSTACK SUMMIT 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 Tuesday - Thursday.

The developer and operator working sessions will run Tuesday - Friday.

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

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
- This pass includes the Summit giveaway item

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 Tokyo 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.
- The exact date and time that the contract will be published will be announced soon. Stay tuned to openstack.org/summit for announcements.
- Once signed contracts are received, sponsors will be contacted in the order that the agreements were processed, and 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.

SPONSOR SCHEDULE OF EVENTS		
Tuesday	Wednesday	Thursday
<p>(Afternoon) Marketplace open to attendees</p> <p>(Evening) Marketplace Booth Crawl</p>	<p>Marketplace open during show hours (except morning keynotes)</p>	<p>Marketplace open during show hours</p> <p>Booth teardown will begin immediately following the afternoon coffee break</p>

SUMMIT DEMOGRAPHICS

AUDIENCE:

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

May 2015 Vancouver OpenStack Summit Metrics:

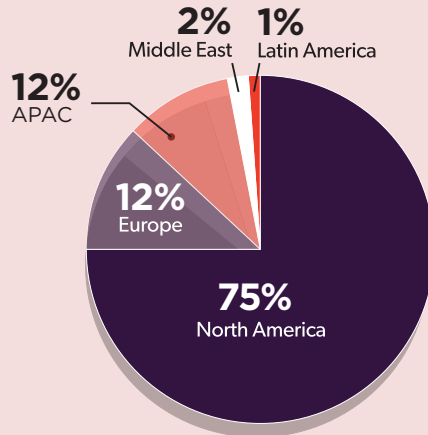
6,000+
Total Summit attendees

86
Press & Analysts in attendance

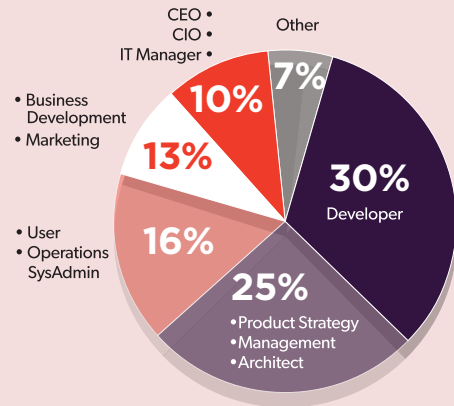
119
Sponsoring companies

976
Companies represented by attendees

54%
Percent of people attending an OpenStack Summit for their first time



Attendees by Region



Attendees by Organizational Role

Countries represented by the most attendees, top 10 in descending order:
(55 Countries represented)

- | | |
|-----------|------------|
| 1) USA | 6) India |
| 2) Canada | 7) Germany |
| 3) Japan | 8) France |
| 4) UK | 9) Israel |
| 5) China | 10) Russia |

November 2014 Paris OpenStack Summit Metrics:

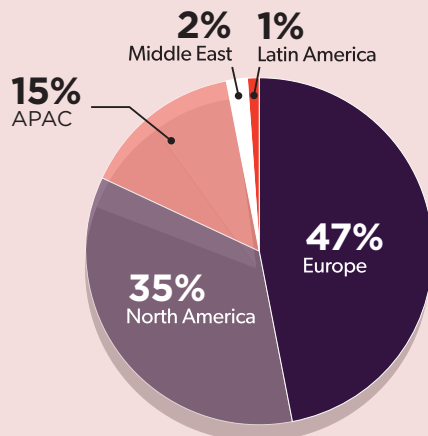
4,600+
Total Summit attendees

80
Press & Analysts in attendance

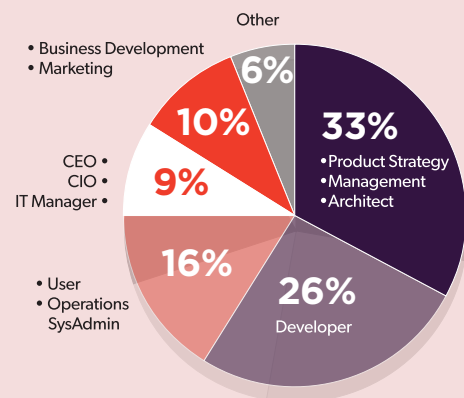
91
Sponsoring companies

876
Companies represented by attendees

58%
Percent of people attending an OpenStack Summit for their first time



Attendees by Region



Attendees by Organizational Role

Countries represented by the most attendees, top 10 in descending order:
(62 Countries represented)

- | | |
|-------------------|-----------------|
| 1) USA | 6) Japan |
| 2) France | 7) India |
| 3) United Kingdom | 8) Canada |
| 4) Germany | 9) Italy |
| 5) China | 10) Switzerland |

JOIN US IN TOKYO

at the Grand Prince International Convention Center & Hotels

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



PROCESS FOR

RESERVING SPONSORSHIPS

A LINK TO THE OCTOBER 2015 OPENSTACK SUMMIT SPONSORSHIP AGREEMENT IN ECHOSIGN WILL BE POSTED TO THE WEBSITE: [HTTP://WWW.OPENSTACK.ORG/SUMMIT](http://www.openstack.org/summit) IN JUNE 17, 2015 at 22:00 UTC / 3:00pm PDT (June 18 at 7:00am Tokyo time).

September 1, 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 October 2015 OpenStack Summit contract goes live. All other contracts will be processed starting 24 hours later starting on June 18, 2015 after 3:00pm PT.. 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 22:00-23:00 UTC / 3:00pm-4:00pm PDT) 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.

Evening Events. For the Tokyo 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 Tuesday and 6:30pm Tuesday and Wednesday.. 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!**

SPONSORSHIP PACKAGES:

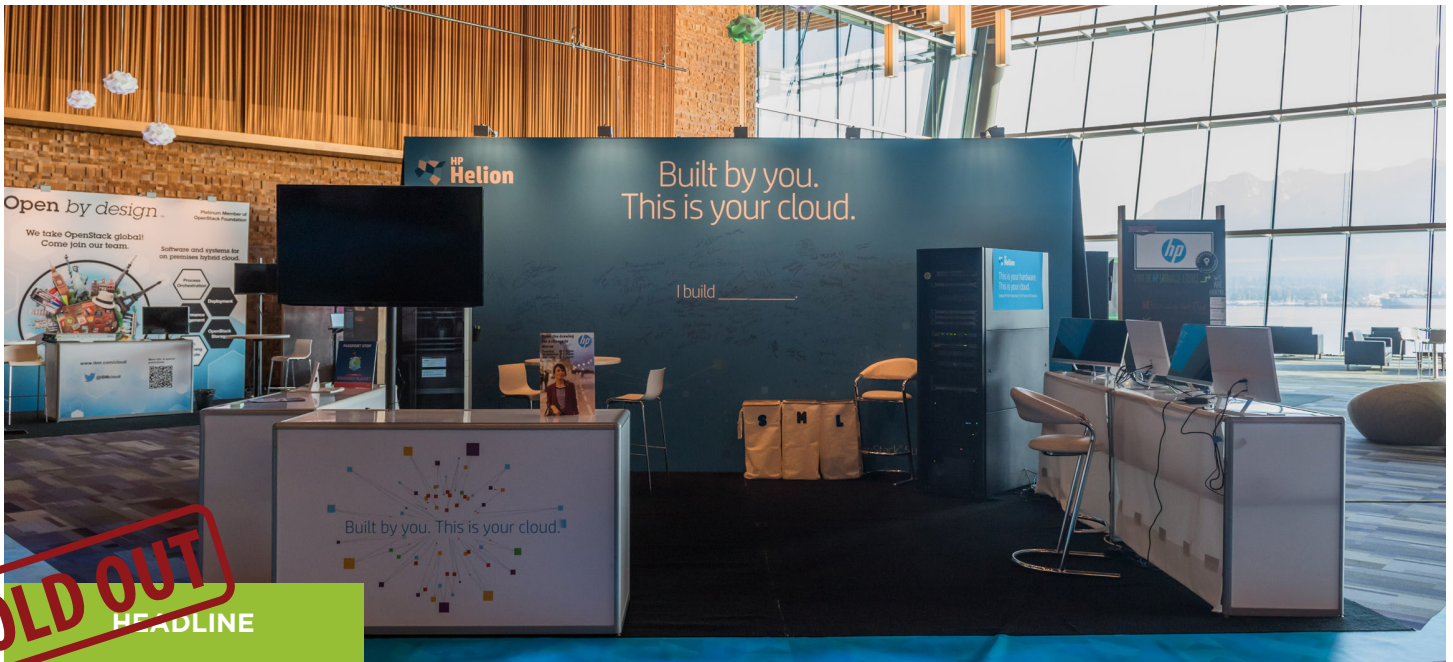
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Page 13 - Startup
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SPONSORSHIP BOOTHS

EXAMPLES FROM MAY 2015 VANCOUVER SUMMIT



HEADLINE SPONSOR

PACKAGE PRICE: USD \$185,000
(4 AVAILABLE)

SOLD OUT



Turn Key Booth:
All items included with
sponsorship package

Chalkboard

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 Tuesday or Wednesday 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 Tuesday or Wednesday. Sponsor is responsible for producing the video and providing it to OpenStack Foundation for review by a specified date.
- One 20 Feet Wide x 15 Feet Deep (6 Meters Wide x 4.5 Meters Deep) turnkey booth space located in a high traffic area.

EACH TURNKEY BOOTH INCLUDES:

- 46 Inch (117 Centimeter) HD capable LCD monitor with stand
- 6 Foot (1.8 Meter) table with black drape and 2 chairs
- 5 amps of power and wireless internet
- Printed 20 Feet Wide x 10 Feet High (6 Meters Wide x 3 Meters High) 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 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. Sponsored track speakers will not receive free registration.
Note: Only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.
- 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.

BOOTH RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls. You are required to use the turnkey booth that's provided.
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 8.5' wide x 21' deep x 7' high (2.6 meters wide x 6.7 m deep x 2.2 m high) with maximum weight load of 11,000 lbs (5400 kg). The venue elevators cannot accommodate items that are any larger.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.

SUMMIT PASSES

Headline sponsors will receive 16 Full Access passes. 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 in early October 2015, the exact registration deadline will be provided in your Sponsorship confirmation email.

PREMIER SPONSOR

PACKAGE PRICE: USD \$90,000
(12 AVAILABLE)

SOLD OUT



Turn Key Booth:
All items included with
sponsorship package

Chalkboard

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 Feet Wide x 15 Feet Deep (3 Meters Wide x 4.5 Meters Deep) turnkey booth space located in a high traffic area. Each turnkey booth includes:
- 46 Inch (117 Centimeters) HD capable LCD monitor with stand
- 6 Feet (1.8 Meter) table with black drape and 2 chairs
- 10 amps of power and wireless internet
- Printed 10 Feet Wide x 15 Feet High (3 Meters Wide x 4.5 Meters high) backdrop with your company logo or custom design
- Opportunity to increase booth width by 5 Feet (1.5 meters) for an additional fee
- 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. Note - Only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.
- 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.

BOOTH RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls. You are required to use the turnkey booth that's provided.
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 8.5' wide x 21' deep x 7' high (2.6 meters wide x 6.7 m deep x 2.2 m high) with maximum weight load of 11,000 lbs (5400 kg). The venue elevators cannot accommodate items that are any larger.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.

SUMMIT PASSES

Premier sponsors will receive 13 Full Access passes. 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 in early October 2015, the exact registration deadline will be provided in your Sponsorship confirmation email.

SPOTLIGHT SPONSOR

PACKAGE PRICE: USD \$60,000
(20 AVAILABLE)



Turn Key Booth:
All items included with sponsorship package

Chalkboard

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 Feet Wide x 10 Feet deep (3 Meter Wide x 3 Meter Deep) turnkey booth space located in a high traffic area. Each turnkey booth includes:
- 46 Inch (117 Centimeters) HD capable LCD monitor with stand
- 6 Foot (1.8 Meter) table with black drape and 2 chairs
- 10 amps of power and wireless internet
- Printed 10 Feet Wide x 10 Feet High (3 Meters Wide x 3 Meters High) backdrop with your company logo or custom design
- Opportunity to increase booth width by 5 Feet (1.5 meters) for an additional fee
- 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. **Note:** Only Full Access pass holders will be able to attend sponsored breakout tracks and sessions.
- 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.

BOOTH RESTRICTIONS

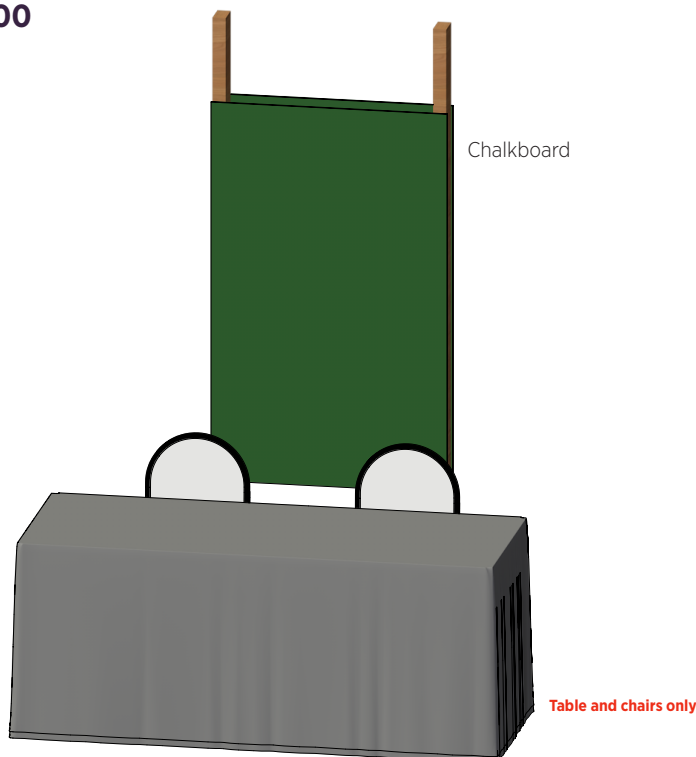
- Sponsors are not permitted to ship in their own custom booth backdrop or walls. You are required to use the turnkey booth that's provided.
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 8.5' wide x 21' deep x 7' high (2.6 meters wide x 6.7 m deep x 2.2 m high) with maximum weight load of 11,000 lbs (5400 kg). The venue elevators cannot accommodate items that are any larger.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.

SUMMIT PASSES

Spotlight sponsors will receive 10 Full Access passes. 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 in early October 2015, the exact registration deadline will be provided in your Sponsorship confirmation email.

EVENT SPONSOR

PACKAGE PRICE: USD \$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 Feet (1.8 Meter) exhibit space. Each table space will include
- 6 Feet (1.8 Meter) 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 Inch (117 Centimeters) HD capable LCD monitor and stand in your space (for an additional fee).
- Please see Add-on Sponsorship section for more details.

TABLE RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls, this includes 8'x8' pop-up booths. You are required to use the table set-up that is provided.
- Table sponsors are not permitted to ship in large booth displays - example: full racks, counters, etc.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.

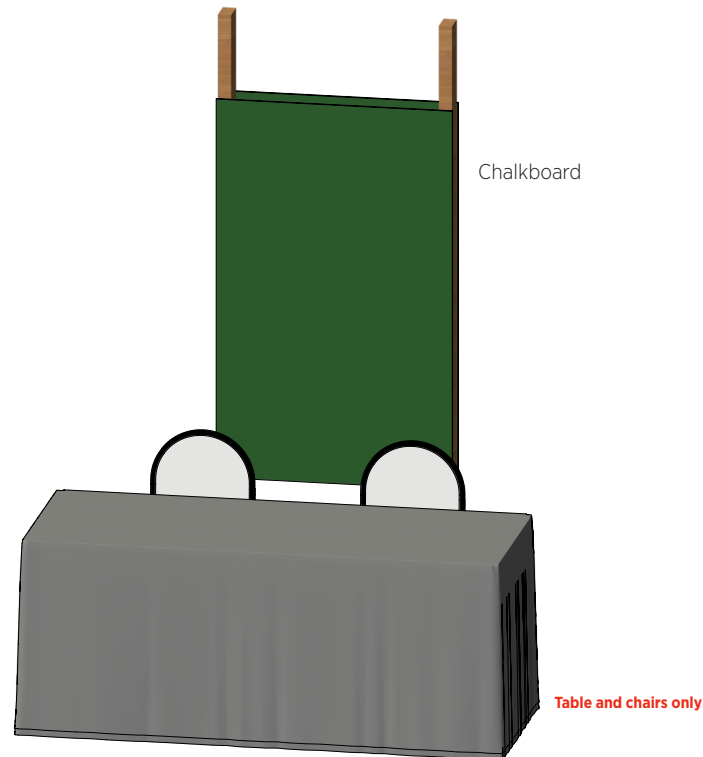
SUMMIT PASSES

Event sponsors will receive 6 Full Access passes. 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 in early October 2015, the exact registration deadline will be provided in your Sponsorship confirmation email.

STARTUP SPONSOR

PACKAGE PRICE: USD \$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 Feet (1.8 Meter) exhibit space. Each table space will include:
- 6 Feet (1.8 Meter) 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 Inch (117 Centimeters) HD capable LCD monitor and stand in your space (for an additional fee).
- Please see Add-on Sponsorship section for more details.

TABLE RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls, this includes 8'x8' pop-up booths. You are required to use the table set-up that is provided.
- Table sponsors are not permitted to ship in large booth displays - example: full racks, counters, etc.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship.

SUMMIT PASSES

Startup sponsors will receive 6 Full Access passes. 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 in early October 2015, the exact registration deadline will be provided in your Sponsorship confirmation email.

SPONSORSHIPS AT-A-GLANCE

	HEADLINE	PREMIER	SPOTLIGHT	EVENT	STARTUP
Price in USD	\$185,000	\$90,000	\$60,000	\$20,000	\$8,000
Physical Presence	20'W x 15D (6M W x 4.5M D) Turnkey booth	10'W x 15'D (3M W x 4.5M D) Turnkey booth	10'W x 10'D (3M W x 3M D) Turnkey booth	6'W (1.8M) exhibit space with chairs	6'W (1.8M) exhibit space with chairs
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	16 Full Access	13 Full Access	10 Full Access	6 Full Access	6 Full Access

ADD-ON SPONSORSHIPS

(SPONSORSHIP PACKAGE LEVEL REQUIRED)

BRANDED COMMUNITY LOUNGE AREAS - LOCATED OUTSIDE MARKETPLACE EXPO HALL

MORE DETAILS COMING SOON

We will brand the already established lounge areas in the Grand Prince International Convention Center & Hotels where attendees can relax, enjoy a snack, host a quick face-to-face meeting or simply catch up on email.

All Lounge Sponsorships include:

- Two Full Access Passes for sponsor lounge staffers
- Basic furniture that is already in the lounge - soft seating, coffee tables, etc.
- One 46" (117cm) 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 Tokyo neighbourhood.
- Food / Beverage can be served in lounge for an additional fee. All food / beverage must be provided through venue catering - with whom our production team can put you in touch with for direct orders and billing.

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 attendees should be welcome to enjoy the space.

FIVE (5) LOUNGE SPACES AVAILABLE FOR SPONSORSHIP

Community Lounge A (Branding/Name TBD at later date)

Location: Keynotes/Breakouts Building (Level 1)

- \$50,000
- This lounge is located in a main corner of the building where Keynote Presentations and general Breakout Sessions will be held; it's across from the event Registration area.
- Dimensions: 6.4m X 21.6m ; roughly 135 sqm
- 70+ seats
- Does not include any food or beverage. Sponsor may provide F&B for an extra cost



Community Lounge A

Community Lounge B (Branding/Name TBD at later date)

Location: Keynotes/Breakouts Building (Level 2)

- \$50,000
- This lounge is located on a corner overlooking the lobby, as guests will pass this lounge on the way to Keynote Presentations and Breakout Sessions.
- Dimensions: 10.3m X 25.4m ; roughly 263 sqm
- 40+ seats
- Does not include any food or beverage. Sponsor may provide F&B for an extra cost, which is encouraged since there is a bar counter included



Community Lounge B

Community Lounge C (Branding/Name TBD at later date)

Location: Hotel Lobby, Marketplace building

- \$40,000
- This lounge is located near the main entrance to the the Marketplace Expo Hall, several boutique shops and the hotel front desk.
- Dimensions: 13m X 35.1m ; roughly 455 sqm; 100+ seats
- Does not include any food or beverage. Sponsor may provide F&B for an extra cost

Community Lounge D (Branding/Name TBD at later date)

Location: Hotel Lobby, Design Summit Building (Level 1)

- \$40,000
- Dimensions: 10.1m X 24.3m ; roughly 228 sqm ; 80+ seats
- Does not include any food or beverage. Sponsor may provide F&B for an extra cost

Community Lounge E (Branding/Name TBD at later date)

Location: Design Summit Building (Level 11F)

- \$60,000
- This lounge is currently located in the common area between Design Summit sessions.
- Dimensions: roughly 354 sqm ; 20+ seats
- Includes basic snacks and beverage. Sponsor may increase quantity or quality for an extra cost

SOLD OUT



Community Lounge D

OPENSTACK COMMUNITY BOOTH CRAWL

- The OpenStack Marketplace Expo Booth Crawl will be held on Tuesday 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.
- Details will be provided once sponsorship agreements are signed.



SPONSORED COFFEE BREAKS IN EXPO HALL \$20,000/DAY OR \$50,000/WEEK (TUESDAY - THURSDAY DURING SUMMIT HOURS)



- Branded disposable coffee cups with custom design
- Print signage by coffee stations
- Includes one 40" monitor (101.6 cm) stand at each coffee station. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor.

OFFICIAL WATER SPONSORSHIP \$25,000

SOLD OUT



- One opportunity available; first come, first served
- Includes branding on all water servers / cooler stations 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 ACTIVITY STATIONS

\$8,000/EACH - DOES NOT INCLUDE COST OF FOOD/BEVERAGE OR SERVICE

- Limited to fun activities like shoulder massage stations, caricature drawings, 3D printing, photo booths and similar ideas.
- We encourage sponsors to provide creative interactive activities 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 (83.8 W x 198.1 H cm).
- 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 the activity, shipping, electricity, networking, etc.
- Includes 1 Full Access Pass for sponsor activity station staff
- Activity Station restrictions:
 - Station must be open during peak Summit hours - breaks, lunch, etc.
 - May not resemble or replicate an expo hall booth (branded counters, etc)
 - May not serve as a location only to scan badges or distribute branded giveaway items
 - May not exceed a 6'x 6' (1.8 meters x 1.8 meters) footprint.
- Activity must be approved by OpenStack Foundation in advance.



FOOD & BEVERAGE STATIONS (Limited Customization Available)

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

- Food and Beverage options are limited to what the venue is able to provide.
- 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.

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, 27 people from 14 different countries, spanning 5 continents, were able to attend the OpenStack Summit in Vancouver.

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

\$36,000 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 providing women to meet their peers and get more involved in the community.

- **Note:** OpenStack Foundation will handle all event planning including selecting the venue, entertainment, etc)

SPONSOR WILL RECEIVE:

- Pre-Summit promotion
- 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

SOLD OUT



BRANDED SUMMIT BADGE LANYARD

\$30,000

• Brand the lanyard for all attendees

• Limited opportunity available; first come, first served

Note: Only the official lanyard sponsor is permitted to distribute lanyards to general attendees.

20 MINUTE DEMO PRESENTATION TIME SLOT & VIDEO RECORDING

\$1,000 for Standard Sponsors

\$2,000 for Elite, Spotlight, Premier, Headline Sponsors

- 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 WIDTH BY 5 FEET (1.5 meters)

\$20,000

(Premier & Spotlight sponsors only)

- Must be selected when original Sponsorship Contract is first signed and cannot be added after a later date.
- This opportunity will allow you to increase the size of your booth on the expo hall floor by 5' of width.
- This add-on must be secured at on the original signed contract. It cannot be added on at a later date.
- Limited quantity available. First come, first served.

FULL-DAY SPONSORED BREAKOUT SPEAKING TRACK

\$65,000 (Headline, Premier & Spotlight sponsors only)

- Six to Eight 40-minute speaking time slots included
- 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 225 people, theater-style seating
- Day & time will be assigned on a first come, first served basis
- Only Full Access pass holders will be able to attend sponsored breakout tracks
- Speaking sessions will receive 1 full access pass for each 40 minute timeslot. Timeslots will be assigned on a first come, first serve basis.



HALF-DAY SPONSORED BREAKOUT SPEAKING TRACK \$35,000

(HEADLINE, PREMIER & SPOTLIGHT SPONSORS ONLY)

- Three to Four 40-minute speaking time slots included
- 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 225 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
- Speaking sessions will receive 1 full access pass for each 40 minute timeslot. Timeslots will be assigned on a first come, first serve basis.

PRIVATE MEETING ROOM
\$4,500/EACH - LIMIT TWO PER COMPANY
(TUESDAY - THURSDAY DURING SUMMIT HOURS)

SOLD OUT

- Cost includes: Standard power, lighting, Summit wireless internet, table with 15-20 chairs
- Extra services available: daily cleaning, wireless 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 Tuesday and 6:30pm Wednesday - Thursday.
- 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" (117cm)
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)

ON-SITE DIGITAL ADVERTISING OPPORTUNITIES
\$1,500

- Advertising slide to be displayed on monitors located in public lounge/hallways space throughout the Summit venue
- Monitor size: 1920x1080, 16:9 Aspect Ratio
- Sponsor is responsible for providing the Advertising Slide content to OpenStack prior to the Summit
- Slide will run on a loop along with other slides and video content
- Limit one slide per sponsor company.
- Sponsors can use this to advertise their presence at the Summit (booth number, evening event, speaking slots, etc)





Check for updates at:
www.openstack.org/summit/tokyo-2015

