



NOVEMBER 2 & 3, 2015 | BERLIN

CLOUD **FOUNDRY** SUMMIT

November 2 & 3, 2015 | Andel's Hotel, Berlin, Germany

Sponsorship Prospectus



The Cloud Foundry Europe Summit is a 2 day event for developers, operators and managers leveraging the industry's leading open source platform-as-a-service.

The first day will be comprised of training offerings, while the second day will offer plenary sessions and breakout tracks covering operations, development, and devops.

The impact of cloud computing, mobile and the internet of things is creating opportunity in every industry, but only organizations who become software-centric can take full advantage.

Cloud Foundry lets developers focus on code and operators focus on being strategic business partners in a cloud native platform designed to be operated at scale. Minimize undifferentiated heavy lifting and enable the strategies already proven effective building massive web applications with Cloud Foundry.

Why Sponsor Cloud Foundry Europe Summit?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of technical pioneers that are defining the new application delivery platform for the cloud and the enterprise.

Cloud Foundry Summit Europe 2015 offers the opportunity for companies and community members in Europe to garner the highest level of education and collaboration opportunities.

By sponsoring this event, you will join other prominent previous industry sponsors of Cloud Foundry events such as Accenture, Altoros, Cisco, EMC, GE, Huawei, HP, IBM, Intel, Mesosphere and SAP in supporting the growth and innovation of Cloud Foundry, the fast-growing de facto standard platform for building the next generation enterprise applications.

Cloud Foundry Europe Summit 2015 will gather 500+ attendees from community segments including:

- Application Developers
- IT Operations
- Technical Management
- Line-of-Business (LOB) Leadership
- Service Providers
- Cloud Foundry Contributors

SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact us at events@cloudfoundry.org.

	HOST <small>1 AVAILABLE</small> SOLD OUT	DIAMOND <small>2 AVAILABLE</small> SOLD OUT	PLATINUM <small>4 AVAILABLE</small> 3 AVAILABLE	GOLD <small>8 AVAILABLE</small> 2 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Advisory Lunch with the Cloud Foundry Team	•					
CloudFoundry.org Blog Coverage	•	•	•			
Email to Opt-In Attendees	•	•	•			
Recognition in Event News Release	•	•	•			
Speaking Opportunity All speaking content must be approved by the program committee	20 Minute Keynote	15 Minute Keynote	30 Minute Breakout Session	5 minute Lightning Talk		
Additional Sponsorship / Marketing Opportunity	Evening Event Sponsor (includes branded signage)	Lunch Co-Sponsor (includes branded signage)	Breakfast Co-Sponsor (includes branded signage)	Coffee Break Co-Sponsor (includes branded signage)		
Social Media Recognition: Posts from @CloudFoundry showcasing your sponsorship	3 Posts	3 Posts	2 Posts	1 Post		
Sponsor Video Playing on Looped Screens at Event (up to one minute, no audio)	3x Frequency	3x Frequency	2x Frequency	1x Frequency		
On-Stage Recognition at Event	•	•	•	•		
Ability to Make Announcements Onsite: Access to Pre-Event Press List and Access to Press Room On-site	•	•	•	•		
Exhibit Opportunity	10' wide by 6' deep—with backwall & counter	10' wide by 6' deep—with backwall and counter	10' wide by 6' deep—with backwall and counter	10' wide by 6' deep—with backwall & counter	4' Counter only with graphic—one banner stand allowed	4' Counter only with graphic—no banner stands
Recognition in Event Promotional Emails	•	•	•	•	•	
Recognition on Event Website and Signage	•	•	•	•	•	•
Event Attendance Passes: 20% discount on additional passes	30	20	20	15	5	2
Sponsorship Cost	\$75,000	\$50,000	\$35,000	\$20,000	\$7,500	\$3,500

ADDITIONAL MARKETING OPPORTUNITIES

These enhanced marketing opportunities are available to add to your sponsorship package.

We are happy to create customized opportunities as well. Please contact us to discuss.

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Charging Station \$3,000 • 1 OPPORTUNITY

Sponsor a charging station for attendee's laptops and phones. Your logo will appear on branded signage at the charging stations.



Lanyards \$4,000 • 1 OPPORTUNITY SOLD OUT

The opportunity for every attendee at the event to wear your logo.



Water Bottle \$5,000 • 1 OPPORTUNITY

Your logo on a reusable water bottle distributed to each attendee.



Diversity Luncheon \$7,500 • 1 OPPORTUNITY SOLD OUT

Show your support of a more diverse Cloud Foundry community and for all of those community members who are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch



Industrial Strength Internet \$10,000 • 1 OPPORTUNITY

As the internet sponsor of the event, we will (a) name the SSID any name of your preference and (b) provide signage throughout the entire conference venue notating your company as the sponsor.



Attendee Lounge \$10,000 • 1 OPPORTUNITY

The attendee lounge will be thematic and create a very collaborative and unique experience built for maximum attendee interaction. Sponsor branding will appear throughout lounge.



Attendee Evening Event \$25,000 • 1 OPPORTUNITY SOLD OUT

Provide the opportunity for attendees to continue collaboration at the evening event. Sponsor branding will appear throughout and the sponsor can offer branding ideas to increase visibility.