



# THE MATRIX CONFERENCE

SPONSOR PROSPECTUS

SEPTEMBER 19–22, 2024 · BERLIN, GERMANY · [2024.MATRIX.ORG](https://2024.matrix.org)

# ABOUT THE MATRIX CONFERENCE

SEPTEMBER 19–22, 2024 · BERLIN, GERMANY

Join us for the first annual flagship conference organized by The Matrix.org Foundation, in partnership with the Matrix Community Summit team.

Our audience are policy makers, public and private sector leaders, technologists and product managers, FOSS maintainers and contributors, and enthusiasts.

This is THE gathering place for people who care about secure, private, decentralised communications, as well as encryption, standards, data sovereignty, digital rights, and digital public infrastructure.

Over four days we'll have a BarCamp, two days of keynotes, breakout sessions, and open spaces, and a day of contributor sprints and meetings.

# WHY SPONSOR

## Brand recognition

Make sure your brand name is known when talking about Matrix.

## Recruit top talent

The most brilliant minds of the Matrix community will be around.

## Generate leads

Get in touch with major players and offer your services.

## Build together

Create new partnerships, build common projects, reduce costs.

## Showcase your products

Demonstrate your work to prospective customers.

# SPEAKERS & ATTENDEES

## SPEAKERS

We are proactively reaching out to experts on data sovereignty, open standards, privacy. Speakers will include leaders from organisations building on Matrix, project maintainers, and spec experts.

## AUDIENCE

We expect around 200 attendees and are advertising to: public sector leaders, decision makers, hackers, service providers, and digital rights advocates.

## ACCESSIBILITY

The event will be wheelchair accessible and accommodating of dietary restrictions. You can find our Health & Safety policy at [2024.matrix.org/attend#health-and-safety](https://2024.matrix.org/attend#health-and-safety)

# SPONSORSHIP TIERS

	Anchor (1 available) €20k	Champion (4 available) €10k	Sustaining (unlimited) €5k
Recognition during the opening keynote	Yes	Yes	Yes
Keynote (content has to be approved by 1 week ahead)	5 minutes on stage	2 minutes on stage	1 minute pre-recorded video
Dedicated mentions on social media (LinkedIn, Mastodon, Twitter)	Yes	Yes	Yes
Reshare on social media (LinkedIn, Mastodon, Twitter; content has to be approved)	Yes	Yes	No
Booth	1 guaranteed	1 guaranteed	1 of 2 booths, if available, based on a first come first serve basis
Business tickets included	4	2	1

## EXCLUSIVE SPONSORSHIPS

Livestream and video recordings	€10k	Exclusively sponsor our online event and therefore enable people from all over the world to participate. Your organisation's branding will be shown on the website, online event platform, the livestream, and in the video recordings.
Breakfast (x2)	€4k	You provide our participants with a good start to the day. Your logo will be displayed in the catering area next to the breakfast.
Snacks (x2)	€4k	You allow us to to serve freshly made vegan and vegetarian snacks for all on-site participants. Your logo will be displayed in the catering area next to snacks.
Drinks (x2)	€2k	All participants stay refreshed and hydrated thanks to you. Your logo will be displayed in the catering area next to drinks.
Local food guide	€4k	Berlin is a vibrant city with plenty of restaurants, bars, and places for all tastes. With your help, our attendees will make the most of their stay! Your logo will be displayed on the local food guide.
Lanyards	€10k	Your branding will be on all lanyards, providing you with constant exposure throughout the event.
Captioning	€10k	You help bring the online event to all audiences! Your logo will be displayed in the livestream.
Official evening event	Inquire	Would you like to host an evening event around the conference and be part of the official program? Reach out to us and we can work with you.

## CONTACT US

Do you have **any questions** about our sponsoring options, or couldn't find a suitable solution?

Please reach out for further information or an individual package **taylor-made for your objectives and budget.**

Please feel free to contact us – we're looking forward to hearing from you!



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