



OPENINFRA SUMMIT BERLIN 2022 ► JUNE 7-9 2022

# Sponsorship Prospectus



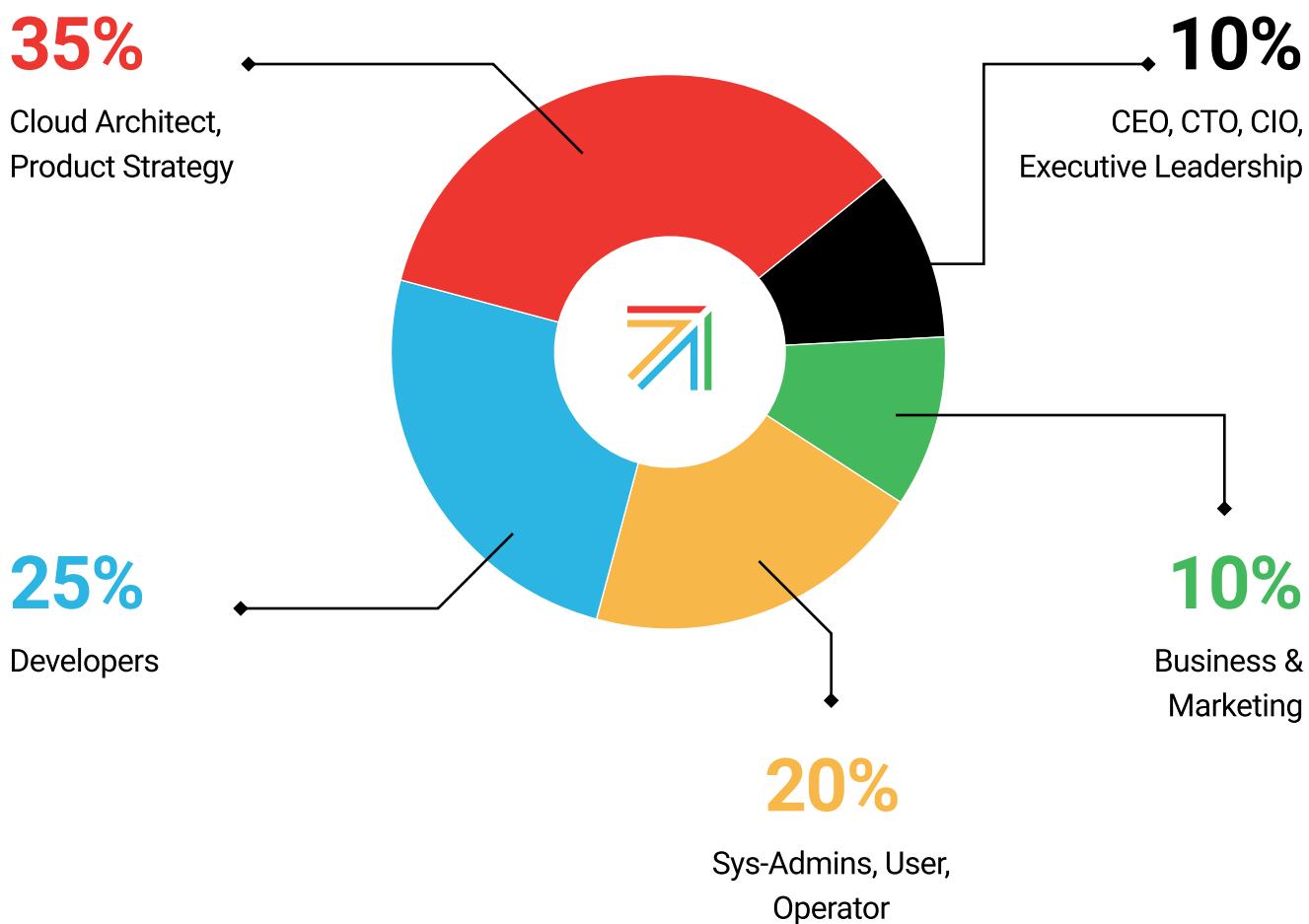


# About The Summit

The OpenInfra Summit is a global event for open source IT infrastructure professionals to collaborate on software development, share best practices about designing and running infrastructure in production, and make partnership and purchase decisions.

## WHO ATTENDS?

The OpenInfra Summit brings together 2,000+ influential IT decision makers, infrastructure architects and open source developers from around the world. Professionals from many industries, including financial services, government, manufacturing, telecom and IT rely on open infrastructure to run their business. On average, the demographic makeup is:





## WHICH OPEN SOURCE PROJECTS?

A primary goal of the Summit is to bring together open source communities to help them collaborate and integrate technologies, ranging from projects hosted by the OpenInfra Foundation to other widely deployed projects. On average, the Summit has seen participation from 30+ open source communities including Ceph, Kubernetes, Magma, ONAP, OPNFV and the projects hosted by the OpenInfra Foundation: Airship, Kata Containers, OpenInfra Labs , OpenStack, StarlingX, and Zuul.



## WHAT TOPICS WILL BE COVERED AT THE SUMMIT?

### SUMMIT TRACKS:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>▸ 5G, NFV &amp; Edge</li><li>▸ AI, Machine Learning, HPC</li><li>▸ CI/CD</li><li>▸ Container Infrastructure</li><li>▸ Getting Started</li><li>▸ Hands-On Workshops</li></ul> | <ul style="list-style-type: none"><li>▸ Hardware Enablement</li><li>▸ Open Development</li><li>▸ Private &amp; Hybrid Cloud</li><li>▸ Public Cloud</li><li>▸ Security</li></ul> |
|--|---|

### OPENINFRA VIRTUAL EVENTS BACKGROUND

What's been happening since the last in-person Summit.

#### ▸ Virtual OpenInfra Summit 2020

The OpenInfra Foundation's first virtual event took place in October 2020, highlighting over 100 sessions and attracting 10,000 attendees from 120 countries representing 30+ open source projects.

#### ▸ OpenInfra Live

In March 2021, the OpenInfra Foundation launched OpenInfra Live, a weekly interactive series sharing production case studies, open source demos, industry conversations, and the latest updates from the global open infrastructure community, taking live audience questions throughout. It streams on YouTube, LinkedIn, Facebook, and SegmentFault (China focused platform).

Episodes have received over 29,000 total unique viewers. To date we've produced over 30 episodes, with an average of 100 live viewers that typically grows to 1,500 views within the first month of streaming. Learn more at [openinfra.live](https://openinfra.live).

# Sponsorship Packages



Level	Member	Non-member
Headline	\$110,000	\$125,000
Premier	\$75,000	\$90,000
Spotlight	\$25,000	\$35,000
Exhibitor	\$10,000	\$15,000
Exhibitor (Startup)*	\$7,500	\$10,000
Supporting (No Booth)	\$2,500	\$5,000

(\*) Startup pricing qualifications: In business less than 3 years and less than \$5 Million USD in revenue



# OpenInfra Summit Berlin 2022

Collaborate directly with the people building and running open source infrastructure, including OpenStack, Kubernetes and 30+ other technologies.

## Member Pricing

In recognition of the ongoing support of companies that are Sponsors or Members of the OpenInfra Foundation, we are happy to offer a member-only price, which is a discount off the regular sponsorship package price. All Platinum members, Gold members, Silver members, and Associate members will receive this special price. If you are interested in becoming a sponsor or member of the OpenInfra Foundation, you can learn more at [openinfra.dev/join](https://openinfra.dev/join).

## Booth Selection

- All sponsors will have the opportunity to choose their booth location
- Sponsors will be contacted in the order that the agreements were processed, 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.
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship. You are required to follow all guidelines and meet all deadlines included in the sponsor manual.

## Important Dates:

- **December 15, 2021 at 17:00 UTC (11:00am CST)**  
Executable sponsorship contract made available at [openinfra.dev/summit](https://openinfra.dev/summit).

- **Early April 2022**  
Last day to sign Berlin sponsorship contract and receive full sponsorship benefits

Please reach out to [ashlee@openinfra.dev](mailto:ashlee@openinfra.dev) with any sponsorship questions.

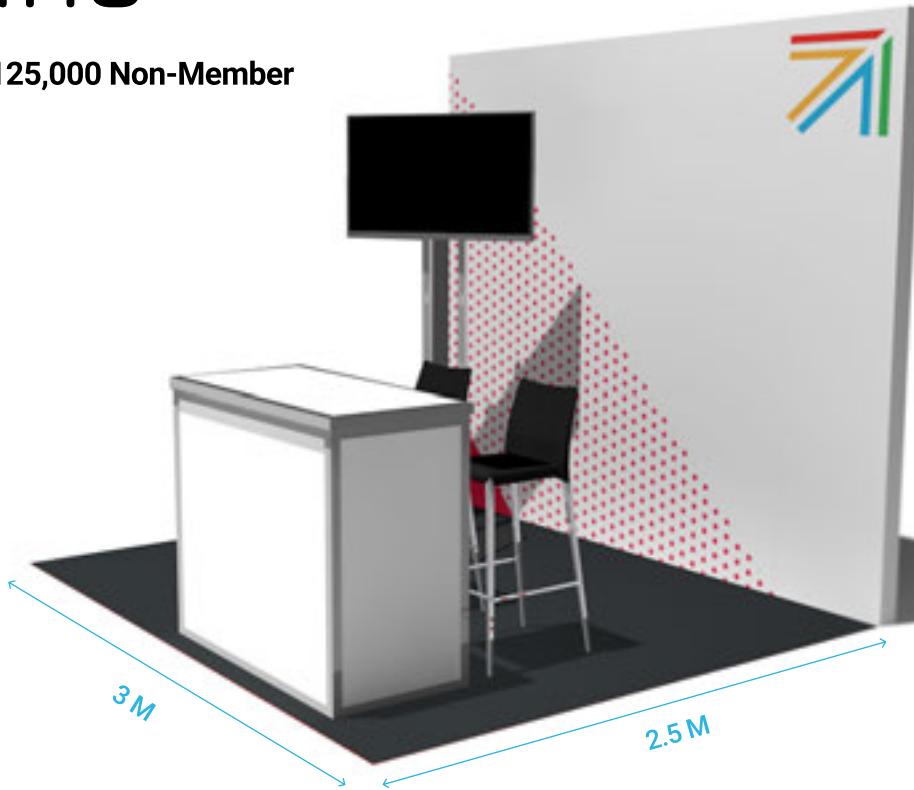
If your company has any past due balances owed to OpenInfra Foundation, these invoices will need to be paid in full in order to be eligible to sponsor the Summit. Please contact [billing@openinfra.dev](mailto:billing@openinfra.dev) if you think you may have any overdue invoices.



# Headline

**\$110,000 Member / \$125,000 Non-Member**

(4 Available)

**Features:**

- One 8 minute keynote presentation. All keynote speakers that are included as part of the sponsorship package will be mutually agreed upon by the sponsor and OpenInfra Foundation.
- Co-produced OpenInfra Live episode pre or post Summit to be coordinated with the Foundation. *OpenInfra Live is the Foundation's online show that gathers thousands of views per episode. Learn more at [openinfra.live](https://openinfra.live).*
- One 3m x 2.5m turnkey booth
  - Opportunity to customize at sponsor's additional cost; pending approval by Foundation
  - 3m wide x 250cm high banner backdrop with your company logo or custom design
  - Monitor with stand
  - Lockable white counter (104 cm x 102.5 cm x 54 cm) and 2 chairs
  - 15 amps of power and wireless internet
  - Ability to select booth location in order of your sponsorship agreement being confirmed
- Headline sponsor logo designation on Summit website
- Headline sponsor designation on all event sponsor signage at registration, hallways, and keynote sessions
- Opportunity to present a 60-second (maximum) pre-recorded video (no audio) that will be played on monitors located throughout the Summit venue
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the venue
- 12 Full Access passes (\$14,000+ value). Registration codes for all of these passes will be sent after the sponsorship agreement has been signed.
- Private meeting room onsite

**Headline continued on next page →**



# Headline (cont'd)

**\$110,000 Member / \$125,000 Non-Member**

(4 available)

## Marketing:

### Email Benefits

- Opportunity to submit a 100-word paragraph to be included in:
  - Summit schedule launch email (over 111,000 recipients)
  - One promotional email sent to all registered attendees
- Opportunity to feature one session in one of our speaker highlight promo emails
- Logo in all Summit promotional emails coming from the Foundation
- Logo in March, April and May OpenInfra Newsletters

### Social Media Benefits

- Opportunity to submit a 280-character paragraph for inclusion in one post prior to the Summit and one post after the Summit on Twitter, LinkedIn and Facebook.
- Opportunity to be featured in four posts on each platform (Twitter, LinkedIn, Facebook) prior to the Summit.
- Opportunity to be featured in one article on WeChat prior to the Summit.
- Channels being referenced above: OpenInfra Foundation Twitter (including retweets from OpenStack handle), LinkedIn, Facebook and WeChat

### Promotional Materials

- Foundation will provide digital promotional “badge” for each speaker to share on speaker’s and sponsor’s social media accounts.

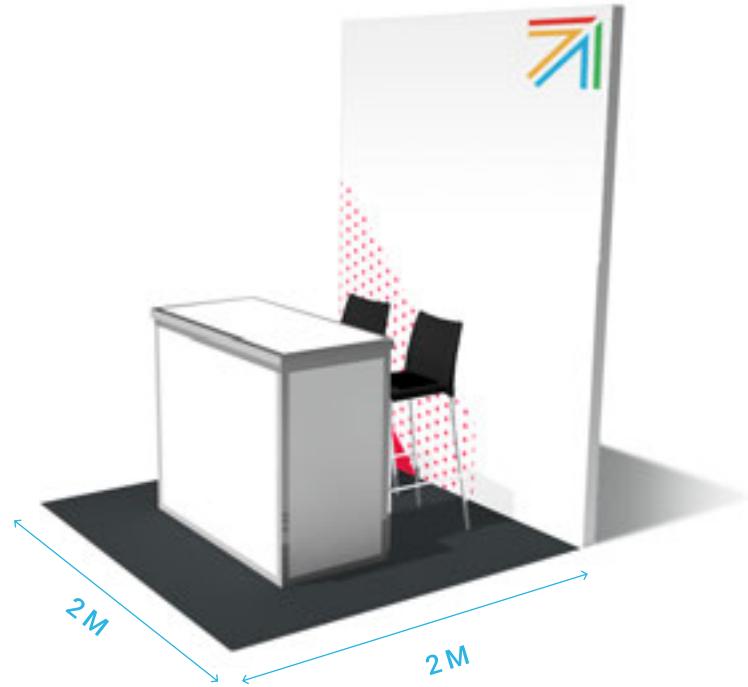


# Premier

**\$75,000 Member / \$90,000 Non-Member**

## Features:

- One 30-minute speaking session during the Summit breakout tracks with video recording
- Inclusion in co-produced OpenInfra Live episode pre or post Summit
- One 2.5m x 2m turnkey booth
  - 2m wide x 250cm high banner with company logo or custom design
  - Lockable white counter (104 cm x 102.5 cm x 54 cm) and 2 chairs
  - 10 amps of power and wireless internet
  - Ability to select booth location in order of your sponsorship agreement being confirmed
- Premier sponsor logo designation on Summit website
- Premier sponsor designation on all event sponsor signage at registration, hallways, and keynote sessions.
- Opportunity to present a 30-second (maximum) pre-recorded video (no audio) that will be played on monitors located throughout the Summit venue



- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the venue.
- 8 Full Access passes (\$9,000+ value). Registration codes for all of these passes will be sent after the sponsorship agreement has been signed.

## Marketing:

Email Benefits	Social Media Benefits
<ul style="list-style-type: none"> <li>• Logo in all Summit promotional emails coming from the Foundation</li> <li>• Logo in March, April and May OpenInfra Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to submit a 280-character paragraph for inclusion in one post per channel prior to the Summit</li> <li>• Opportunity to be featured in two posts per channel prior to the Summit.</li> <li>• Channels being referenced above: OpenInfra Foundation Twitter (including retweets from OpenStack handle), LinkedIn, Facebook and WeChat</li> </ul>
Promotional Materials	
<ul style="list-style-type: none"> <li>• Foundation will provide digital promotional "badge" for each speaker to share on speaker's and sponsor's social media accounts.</li> </ul>	

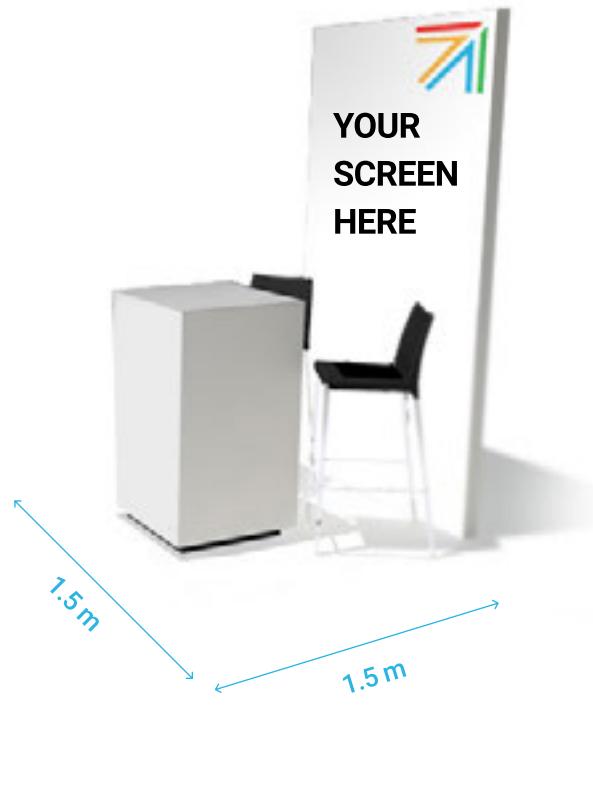


# Spotlight

**\$25,000 Member / \$35,000 Non-Member**

## Features:

- Inclusion/speaking spot on a pre or post event OpenInfra Live episode
- One 15-minute demo/speaking session with video recording
- One 1.5m x 1.5m turnkey booth
  - High top cube table (50 cm x 110 cm x 50 cm) with 2 stools
  - 5 amps of power and wireless internet
  - Opportunity to bring one 4 x 8ft quickscreen (Sponsor must provide)
  - Ability to select booth location in order of your sponsorship agreement being confirmed
- Spotlight sponsor logo designation on Summit website
- Spotlight sponsor designation on all event sponsor signage at registration, hallways, and keynote sessions.
- Opportunity to create one "housekeeping" advertisement slide to be displayed on monitors located throughout the venue.



- 4 Full Access passes (\$4,500+ value). Registration codes for all of these passes will be sent after the sponsorship agreement has been signed.





# Exhibitor

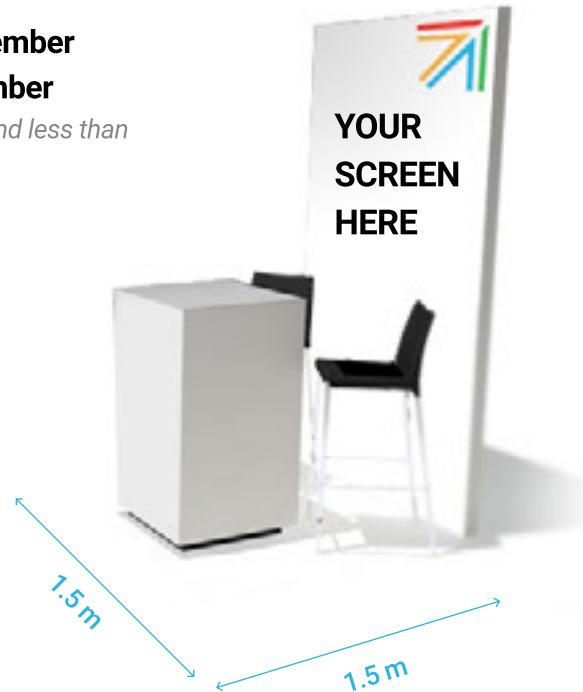
**Package price: \$10,000 Member / \$15,000 Non-Member**

**Startup price\*: \$7,500 Member / \$10,000 Non-Member**

(\*) Startup pricing qualifications: In business less than 3 years and less than \$5 Million USD in revenue

## Features:

- One 1.5m x 1.5m turnkey booth
  - High top cube table (50 cm x 110 cm x 50 cm) with 2 stools
  - 5 amps of power and wireless internet
  - Opportunity to bring one 4 x 8ft quickscreen (Sponsor must provide)
  - Ability to select booth location in order of your sponsorship agreement being confirmed
- Exhibitor sponsor logo designation on Summit website
- Exhibitor sponsor designation on all event sponsor signage at registration, hallways, and keynote sessions.
- Opportunity to create one “housekeeping” advertisement slide to be displayed on monitors located throughout the venue.



- 2 Full Access passes (\$2,000+ value). Registration codes for all of these passes will be sent after the sponsorship agreement has been signed.

# Supporting

**\$2,500 Member / \$5,000 Non-Member**

## Features:

- Supporting sponsor logo designation on Summit website
- Supporting sponsor logo designation on all event sponsor signage at registration, hallways, and keynote sessions
- Opportunity to create one “housekeeping” advertisement slide to be displayed on monitors located throughout the venue.



# Sponsorship Add-Ons

Only available for purchase by Headline, Premier, Spotlight, Exhibitor/Startup, and Supporting sponsors.

## 30 MINUTE BREAKOUT SPEAKING SESSION

- Includes full A/V production, recording, Summit wifi, and theater style setup
- Session will be promoted on the official Summit schedule
- Session will be in an official breakout room
- Video will be uploaded to YouTube

Available to Headline and Premier levels only  
**4 total available**

**\$ 6,000**

## VIDEO COMMERCIAL

- 20-second max (no audio)
- Plays during keynote pre-show roll and on monitors throughout venue
- Sponsor sends final pre-recorded video cut (deadline to be provided)
- Must be approved by Foundation

**\$ 4,000**

## 15 MINUTE DEMO PRESENTATION

- Includes video recording
- Video will be uploaded to YouTube
- Theater is located near the Forum, where many of the developers spend time, and seats 30+ people

**\$ 3,000**

## DIGITAL ADVERTISING SLIDE

- Advertising slide to be displayed on monitors throughout the event venue
- Sponsor is responsible for providing the Advertising Slide prior to the event
- Slide will run on a loop along with other slides and video content
- Sponsors are encouraged to use this to advertise their presence at the event if present
- Must be approved by Foundation

**\$ 1,000**



# Á La Carte Sponsorships

Can be purchased with or without a basic sponsorship package.

## BRANDED BADGE LANYARD

**\$20,000**

- Brand the lanyard for all attendees
- One opportunity available; first come, first served
- Note: Only the official lanyard sponsor is permitted to distribute lanyards at the event

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## SNACK BREAK SPONSOR

**\$15,000 (Full week)**

### Food & Beverage Includes:

- A welcome coffee, morning coffee break, lunch and afternoon coffee break each day
- Two snack options are offered for all of the coffee breaks (e.g. a bagel sandwich and a smoothie, cake and fruit salad, etc.)
- Standard drinks: still and sparkling water, coffee, tea, orange juice and apple juice

### Sponsor will receive:

- Recognition in official event schedule
- Branded napkins with company logo
- Print signage by coffee/snack stations
- Social media promotion about sponsorship during event week



## À LA CARTE SPONSORSHIPS



### COMMUNITY LOUNGE (Limited availability) \$25,000

Lounges will provide a place for attendees to relax, enjoy a snack, host a quick face-to-face meeting or simply catch up on email. Lounge sponsors are encouraged to be creative with the space to help achieve their sponsorship goals. The lounge will be located in a high traffic area in the venue and can be branded alongside a particular vertical that's strategic to your company.

All Lounge Sponsorships include:

- Basic lounge furniture; custom options available for additional cost
- One monitor and stand
- Sponsor is responsible for providing the content displayed on the monitor
- No audio; Includes basic power for the monitor

Parameters for sponsored lounges:

- Sponsor understands that these Lounges are intended for the greater community
- Lounge layout must be approved by the Foundation

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### DIVERSITY NETWORKING LUNCH

### \$15,000 NAMED SPONSOR or \$7,500 CO-SPONSORSHIP (Minimum of 2 sponsors)

The Diversity & Inclusion Working Group comes together for lunch to discuss accomplishments, hear lightning talks, and break into small groups for discussion.

Sponsor will receive:

- Pre-Summit promotion on official Summit schedule and RSVP page
- Food & beverage for lunch
- Joint welcome address given by sponsors (recommended to not exceed more than 6 minutes)
- Printed signage at the lunch
- Opportunity to produce and distribute a giveaway item to attendees (for additional cost)
- Day and room information will be decided by the Foundation closer to the event



## À LA CARTE SPONSORSHIPS



### FACE MASK SPONSOR

**\$15,000**

- Reusable masks branded with sponsor logo for all attendees

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### SWAG SPONSOR

**\$20,000**

- Sponsor the swag item that is given out to all attendees.
- Company logo will be displayed on the swag item
- OpenInfra Foundation to design swag item, but will coordinate with sponsor for design approval
- Social media mentions throughout the event week

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### COMMUNITY TRAVEL SCHOLARSHIP

**\$3,000** Per Community Member

Donations help deserving community members attend the OpenInfra events to further their education on open infrastructure. Just \$3,000 USD can support one deserving individual to attend the Summit. Sponsors can choose to sponsor up to as many individuals as desired! Please note that travel scholarships winners are awarded by the Travel Committee.

- Logo on 'Thank You' signage in prominent area in the event venue
- Logo on a recognition slide in the keynotes
- Recognition from OpenInfra Foundation leadership on keynote stage
- Inclusion in a Superuser recap article following the event
- Social media promotion of sponsor's participation in the Travel Support Program





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# See You In Berlin!

QUESTIONS? EMAIL US AT [EVENTS@OPENINFRA.DEV](mailto:EVENTS@OPENINFRA.DEV)

