



OPENINFRA SUMMIT VANCOUVER 2023 ► JUNE 7-9 2023

# Sponsorship Prospectus



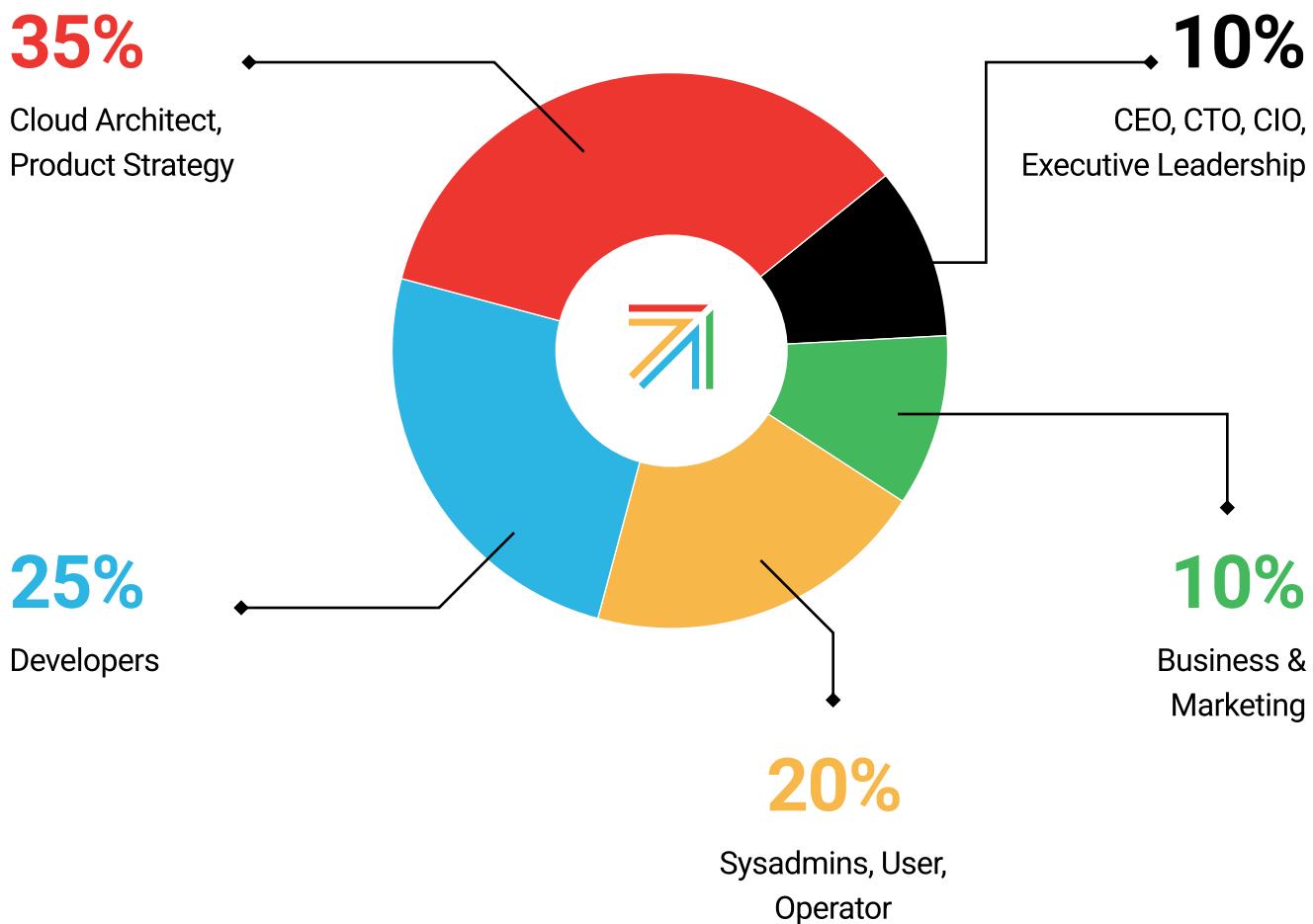


# About The Summit

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:





# OpenInfra Recent Events Background



## OPENINFRA SUMMIT BERLIN 2022

In June 2022, the OpenInfra Foundation brought the community together for the first in-person Summit since Shanghai in November of 2019. Over 900 attendees from 65+ countries gathered in Berlin, Germany for three days of cross-community collaboration, production case studies, over 100 presentations, demos and networking opportunities.





## 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?



AI



CI/CD



Containers



Edge Computing



Hardware  
Enablement



HPC



Hybrid Cloud



NFV



Public & Private  
Cloud



Security



# OpenInfra Summit Vancouver 2023

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

## Important Dates

**September 7 at 15:00 UTC  
(10:00am CDT)**

Executable sponsorship contract made available at [openinfra.dev/summit](https://openinfra.dev/summit).

**Early April 2023**

Last day to sign Vancouver sponsorship contract and receive full sponsorship benefits



Please reach out to [summit@openinfra.dev](mailto:summit@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.

# Sponsorship Packages Benefits



## EVENT PROMOTION

Benefits	Headline	Premier	Spotlight	Exhibitor	Supporter
<b>STRATEGY MEETING</b> 1 hour with our Foundation marketing team to help shape keynote content	✓				
<b>ONE SUPERUSER ARTICLE</b> Opportunity to contribute before or after the event	✓				
<b>OPENINFRA LIVE</b> Summit Preview Episode of OpenInfra Live	Promotion of solo OpenInfra Live episode	10 minute presentation by Sponsor	Mention of Spotlight Sponsors and Highlight up to 4 talks		
<b>FOUNDATION WECHAT</b> One feature article	✓				
<b>EMAIL PROMO</b> <b>100-word paragraph inclusion</b> in 2 emails sent to all attendees ahead of the event	✓				
<b>SOCIAL MEDIA</b> 280-character paragraph for inclusion in one post prior to the Summit on Twitter, LinkedIn and Facebook	✓				
<b>SPEAKER HIGHLIGHT PROMO</b> Inclusion of at least one featured session in our Speaker Highlight Promo email	✓	✓			
<b>FOUNDATION NEWSLETTER</b> <b>Logo inclusion</b> in Feb, Mar, Apr, May emails prior to the event	✓	✓	Name and Link Only		
<b>MEDIA CARE PACKAGE INCLUSION</b> Distributed to attending media & global media participating remotely	100 word paragraph + 5 session highlights	3 session highlights	2 session highlights	Name inclusion	Name inclusion
<b>EMAIL PROMO</b> <b>Logo inclusion</b> in all Summit promotional emails	✓	✓	✓		
<b>SOCIAL MEDIA PROMO</b> Opportunity to be featured in Social Media promotions prior to event	2 guaranteed posts	2 guaranteed posts	1 guaranteed post	Shared post with other Exhibitors	
<b>SPEAKER'S PROMO BADGE</b> Social media promotional badge for each org's accepted speakers	✓	✓	✓	✓	

# SPONSORSHIP PACKAGES BENEFITS



## ONSITE PROMOTIONAL OPPORTUNITIES

Benefits	Headline	Premier	Spotlight	Exhibitor	Supporter
<b>KEYNOTE PRESENTATION</b> 8-minute Keynote presentation. Subject to Foundation approval	✓				
<b>PRESS CONFERENCE PRESENTATION</b> 5-minute presentation during Summit press conference	✓				
<b>PRIVATE MEETING ROOM</b>	✓	Available for purchase	Available for purchase		
<b>SPEAKING SLOTS</b> outside of keynotes	One 30 min session	Two 30 min sessions	One 30 min session	One 15 min lightning talk	
<b>MEDIA PRESS LIST</b> Access to attending list	✓	✓	✓		
<b>PRESS CONFERENCE</b> and press deck logo inclusion	Individual slide for all Headlines	Individual slide for all Premiers	Slide with all logos	Slide with all logos	Slide with all logos
<b>DIGITAL SIGNAGE</b> 60-second pre-recorded video to play during keynotes and OpenInfra Theater	✓	Available for purchase	Available for purchase	Available for purchase	Available for purchase
<b>DIGITAL SIGNAGE</b> 30-second pre-recorded video to play during keynotes and OpenInfra Theater	Available for purchase	✓	Available for purchase	Available for purchase	Available for purchase
<b>"HOUSEKEEPING" AD SLIDE</b> To display on monitors throughout venue	✓	✓	Available for purchase	Available for purchase	Available for purchase
<b>"HOUSEKEEPING" SPONSOR SLIDE</b> To display on monitors throughout venue	Individual slide for all Headlines	Individual slide for all Premiers	Slide with all logos	Slide with all logos	Slide with all logos
<b>KEYNOTE DISPLAY</b> of Sponsor Logos	Individual slide for all Headlines	Individual slide for all Premiers	Slide with all logos	Slide with all logos	Slide with all logos
<b>SUMMIT SIGNAGE</b> Logo placement	✓	✓	✓	✓	✓
<b>FULL ACCESS PASSES</b>	12	10	8	4	0

# SPONSORSHIP PACKAGES BENEFITS



## ONSITE BOOTH

See booth illustrations at the end →

Benefits	Headline	Premier	Spotlight	Exhibitor	Supporter
TURNKEY SPONSOR BOOTH*	5m x 3m x 3m	3m x 3m x 3m	1.5m x 1.5m	1.5m x 1.5m	N/A
CUSTOM BANNER BACKDROP	5m x 3m	3m x 3m	N/A	N/A	N/A
BASIC WHITE COUNTER	✓	✓	✓	✓	N/A
STOOLS	2	2	1	1	N/A
MONITOR WITH STAND	✓	✓	Optional to purchase	Optional to purchase	N/A
POWER	15 amps	10 amps	5 amps	5 amps	N/A

## POST EVENT PROMOTIONAL OPPORTUNITIES

Benefits	Headline	Premier	Spotlight	Exhibitor	Supporter
SOCIAL MEDIA 280-character paragraph for inclusion in one post after the summit on Twitter, LinkedIn and Facebook.	✓				
SOCIAL MEDIA HIGHLIGHTS Opportunity to be featured in Social Media highlights after the event	2 guaranteed posts	1 guaranteed post			
YOUTUBE PLACEMENT in descriptions as an official Summit Sponsor	✓	✓			
EMAIL PROMO Logo inclusion in post event emails	✓	✓	✓	✓	✓

Packages	Headline	Premier	Spotlight	Exhibitor	Supporter
MEMBER	\$130,000	\$90,000	\$35,000	\$18,000*	\$2,500
NON-MEMBER	\$140,000	\$100,000	\$42,500	\$25,000*	\$5,000

(\*) Startup pricing available for Exhibitor level sponsors. Qualification: in business less than 3 years and less than \$5 Million USD in revenue. Contact [summit@openinfra.dev](mailto:summit@openinfra.dev) for details.

OpenInfra Foundation membership offers a significant discount off of your Summit Sponsorship. If you're interested in pursuing membership with the Foundation, please reach out to [jimmy@openinfra.dev](mailto:jimmy@openinfra.dev) for additional details.



# Sponsorship Booths

## HEADLINE

5m x 3m x 3m

(4 available)

- Custom Banner Backdrop 5m x 3m
- Basic white counter
- 2 Stools
- Monitor with stand
- 15 amps Power

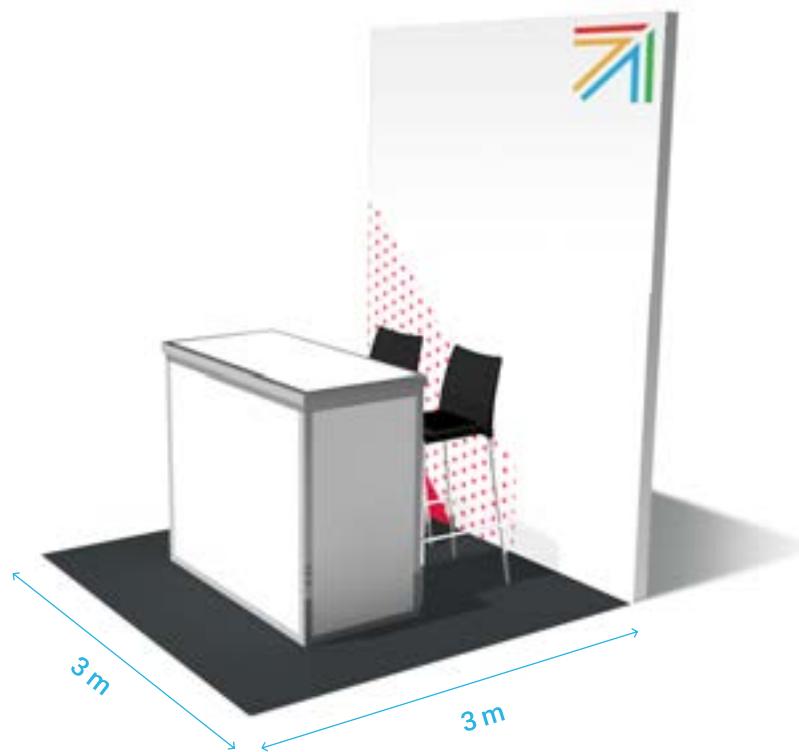


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## PREMIER

3m x 3m x 3m

- Custom Banner Backdrop 3m X 3m
- Basic White Counter
- 2 Stools
- Monitor With Stand
- 10 Amps Power





### SPOTLIGHT AND EXHIBITOR

1.5m x 1.5m

- Basic White Counter
- 1 Stool
- Optional To Purchase Monitor With Stand
- 5 Amps Power



### SOME ADDITIONAL DETAILS

#### 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.



# Sponsorship Add-Ons

In addition to the sponsorship packages, there are several add-ons to complement your Summit presence. Please note that to purchase an add-on, you must purchase a sponsorship package of Exhibitor or above.

Benefits	Description	Cost
<b>INCREASE BOOTH WIDTH BY 5 FEET (1.5 M)</b>	<ul style="list-style-type: none"> <li>This opportunity will allow the sponsor to increase their booth width on the expo hall floor by 5 feet (1.5 meters).</li> <li>Must be added on before booth selection process</li> <li>Limited quantity available</li> </ul>	<b>\$ 15,000</b>
<b>30-MINUTE BREAKOUT SPEAKING SESSION</b>	<ul style="list-style-type: none"> <li>Includes full A/V production, recording, Summit wifi, and theater style setup</li> <li>Session will be promoted on the official Summit schedule</li> <li>Session will be in an official breakout room</li> <li>Video will be uploaded to YouTube</li> </ul>	<b>\$ 7,000</b>
<b>15-MINUTE LIGHTNING TALK</b>	<ul style="list-style-type: none"> <li>Includes full A/V production, recording</li> <li>Presentation will be promoted on the official Summit schedule</li> <li>Session will be in the OpenInfra Theater</li> <li>Video will be uploaded to YouTube</li> </ul>	<b>\$ 3,500</b>
<b>60-SECOND VIDEO COMMERCIAL</b>	<ul style="list-style-type: none"> <li>60-second max (no audio)</li> <li>Plays during Keynote pre-show roll and in between sessions at the OpenInfra Theater throughout the week</li> <li>Sponsor sends final pre-recorded video cut (deadline to be provided)</li> <li>Must be approved by Foundation</li> </ul>	<b>\$ 6,000</b>
<b>30-SECOND VIDEO COMMERCIAL</b>	<ul style="list-style-type: none"> <li>30-second max (no audio)</li> <li>Plays during Keynote pre-show roll and in between sessions at the OpenInfra Theater throughout the week</li> <li>Sponsor sends final pre-recorded video cut (deadline to be provided)</li> <li>Must be approved by Foundation</li> </ul>	<b>\$ 6,000</b>

## ADD-ONS



Benefits	Description	Cost
<b>SPONSORED TRAINING SESSION</b>	<ul style="list-style-type: none"><li>One 3-hour training session located in the main Summit area with a room capacity of at least 36 people.</li><li>Summit Attendee RSVP required. The OpenInfra Foundation will manage the RSVP list and share the list of registrants with Sponsor in advance of the Summit.</li><li>Training includes full A/V production, Summit wifi, and classroom style set-up with power strips.</li><li>Limited quantity available</li></ul>	<b>\$ 15,000</b>
<b>DIGITAL ADVERTISING SLIDE</b>	<ul style="list-style-type: none"><li>Advertising slide to be displayed during Keynote pre-show roll and on monitors throughout the event venue</li><li>Sponsor is responsible for providing the Advertising Slide prior to the event</li><li>Slide will run on a loop along with other slides and video content</li><li>Sponsors are encouraged to use this to advertise their presence at the event</li><li>Must be approved by Foundation</li></ul>	<b>\$ 1,500</b>





# À La Carte Sponsorships

Please note that to purchase an à la carte sponsorship, you must purchase a sponsorship package of Supporter or above. We recommend selecting the Supporter Sponsorship Package if you would not like a booth.

If you would like to pursue something creative that's not listed below, please contact [summit@openinfra.dev](mailto:summit@openinfra.dev) and tell us all about it.

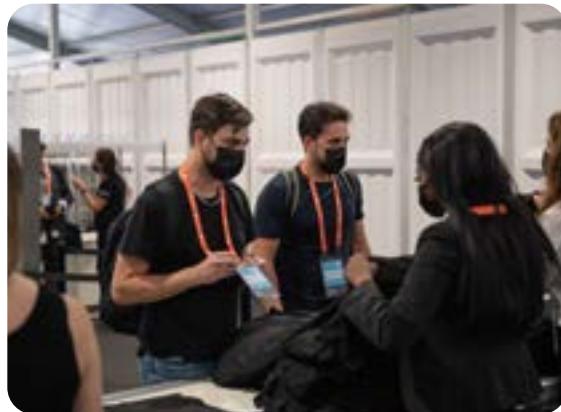
Benefits	Description	Cost
<b>BRANDED BADGE LANYARD</b> (1 available)	<ul style="list-style-type: none"> <li>Brand the lanyard for all attendees</li> <li>One opportunity available; first come, first serve</li> <li>Only the official lanyard sponsor is permitted to distribute lanyards at the event</li> </ul>	<b>\$ 30,000</b>
<b>DIVERSITY NETWORKING LUNCH</b> (1 available)	<p>The Diversity &amp; Inclusion Working Group comes together for lunch to discuss accomplishments, hear lightning talks, and break into small groups for discussion.</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> <li>A call out during the Summit Keynotes</li> <li>Pre-Summit promotion on official Summit schedule and RSVP</li> <li>Food &amp; beverage for lunch (capacity of at least 65)</li> <li>Printed signage at the lunch</li> <li>Opportunity to produce and distribute a giveaway item to attendees (for additional cost)</li> <li>Day and room information will be decided by the Foundation closer to the event</li> </ul>	<b>\$ 20,000</b>

# À LA CARTE SPONSORSHIPS



Benefits	Description	Cost
<b>LOUNGES</b>	<p>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.</p> <p>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.</p> <p>All Lounge Sponsorships include:</p> <ul style="list-style-type: none"> <li>• A call out during the Summit Keynotes</li> <li>• Basic lounge furniture; custom options available for additional cost</li> <li>• One monitor and stand</li> <li>• Sponsor is responsible for providing the content displayed on the monitor</li> <li>• No audio; Includes basic power for the monitor</li> </ul> <p>Parameters for sponsored lounges:</p> <ul style="list-style-type: none"> <li>• Sponsor understands that these Lounges are intended for the greater community</li> <li>• Lounge layout must be approved by the Foundation</li> <li>• Sponsor may not require attendees to have their badges scanned by lead retrieval device in order to enter the lounge</li> <li>• Sponsor understands that these Lounges are intended for the greater OpenInfra community and ALL Full Access pass holders</li> </ul>	\$ 25,000
<b>Diversity &amp; Inclusion Lounge</b> (1 available)	This is your opportunity to show your organization's commitment to D&I along with providing a staffed lounge with informative one-sheets and giveaways for the community. Diversity & inclusion is bigger than just our community, but this is a great way to show your organization is leading the way!	
<b>Terrace Lounge</b> (1 available)	Located adjacent to the OpenInfra Marketplace on the main floor of the Summit, the Terrace Lounge will provide attendees with a chance to step outside, take pictures of the beautiful Vancouver skyline, and get some fresh air during the event. This will be the only mask free area in the official Summit space. Basic lounge furniture mentioned above will be provided, but a great opportunity for a sponsor to customize this memorable space!	
<b>Openinfra Unconference Demo Lounge</b> (1 available)	Demos often receive the highest attendance and engagement at the OpenInfra Summit. In this branded lounge opportunity, we provide a monitor, a sign-up sheet, and a sign with your logo. Then attendees sign up on-site and present their best and brightest tech ideas to the community.	
<b>Community Charging Lounge</b> (1 available)	Have fun and give attendees a place to rest, relax, and recharge... literally because there will be plugs! The average Summit attendee has four devices. Where better for them to top off than in your branded community lounge featuring international charging stations. Reflect your org's unique personality and verve, while creating some buzz!	
<b>Contributors Corner Lounge</b> (1 available)	Located just down the hallway from the Forum, this is your opportunity to support the contributors that make the software possible! Equipped with several small working booths and tables with power, the Contributors Corner is the place for OpenInfra project contributors to collaborate together in-person at the Summit to get work done.	

## À LA CARTE SPONSORSHIPS



Benefits	Description	Cost
<b>SPONSOR MEETING ROOM</b> (1 available)	<p>(Included with Headline sponsorship. Available for purchase by Premier and Spotlight only)</p> <p>Meeting room is located inside the Vancouver Convention Centre.</p> <ul style="list-style-type: none"> <li>Cost includes: Standard power, lighting, Summit wireless internet, table with 10-12 chairs</li> <li>Extra services available through the show services portal</li> <li>Meeting attendees must be registered Full Access Summit badge holders in order to access the private meeting room area. No exceptions</li> </ul>	<b>\$ 15,000</b>
<b>BEVS &amp; BADGES</b> (1 available)	<ul style="list-style-type: none"> <li>At the previous Summit, 30% of attendees attended the Day 0 Beverages &amp; Badges event where we offered early badge pickup and gave a drink ticket for a beverage of their choice. This is a very visible sponsorship opportunity. Cost of beverages included in sponsorship package.</li> <li>Mention on Summit Schedule</li> <li>1 drink ticket per person picking up badge</li> <li>Signage at registration on Day 0</li> <li>Inclusion in at least 5 emails promoting Summit registration to all attendees</li> <li>Mention in at least 3 social media posts</li> </ul>	<b>\$ 20,000</b>
<b>COFFEE SPONSOR</b> (1 available)	<p>Not your average cup of joe coffee sponsorship! Be your own Tim Hortons and provide the entire Summit with delicious sweet, hot (or iced) caffeine. Be the talk of the town as attendees flock to your buzz worthy coffee station and sip on that sweet black nectar. (water, juice, and sodas included).</p> <p><b>Sponsor will receive:</b></p> <ul style="list-style-type: none"> <li>Coffee Bar located in the OpenInfra Marketplace with sponsor branding, basic furniture (customization available for additional cost)</li> <li>Recognition in official event schedule</li> <li>Branded coffee cup with company logo</li> <li>Print signage by coffee/snack station</li> <li>Social media promotion about sponsorship during event week</li> </ul>	<b>\$ 20,000</b>

## À LA CARTE SPONSORSHIPS



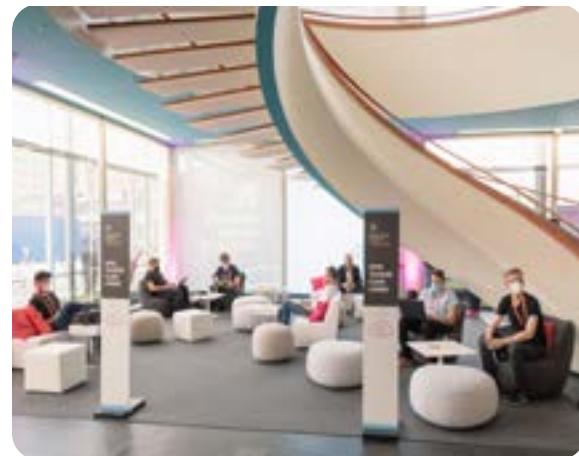
Benefits	Description	Cost
<b>SPEED MENTORING PANCAKE BREAKFAST WITH REAL MAPLE SYRUP FROM CANADA</b> (1 available)	<p>Ready for breakfast and some learning, eh? Sit down with some delicious pile of every lumberjack's favorite and tap into that authentic Canadian maple syrup! The speed mentoring flapjack breakfast will give you the chance to have a uniquely Canadian experience while being taught by the best! Speed mentoring is a critical activity to grow and diversify the community through interactive sessions with seasoned community leaders. Cost of pancakes included in the sponsorship package.</p> <ul style="list-style-type: none"> <li>• Speaking opportunity to kick off speed mentoring session</li> <li>• Signage at breakfast</li> <li>• Inclusion and mention in the Summit Schedule</li> <li>• Inclusion in at least 2 emails promoting Summit onboarding activities</li> <li>• Post event pictorial social promotion featuring your brand</li> </ul>	<b>\$ 15,000</b>
<b>SNACK BREAK OP-POUTINE-ITY</b> (1 available)	<ul style="list-style-type: none"> <li>• Branded snack sponsorship: Poutine bar with all the fixins for up to 500 attendees</li> <li>• Recognition as official poutine sponsor of the Summit</li> <li>• Print signage by poutine bar</li> <li>• Branded napkins</li> <li>• Social media promotion</li> </ul>	<b>\$ 15,000</b>
<b>SMOOTHIE SPONSOR</b> (1 available)	<ul style="list-style-type: none"> <li>• Branded snack sponsorship: up to 400 smoothies distributed each day of the Summit</li> <li>• Recognition as official smoothie sponsor of the Summit</li> <li>• Print signage near smoothie distribution</li> <li>• Branded napkins</li> <li>• Social media promotion</li> </ul>	<b>\$ 15,000</b>



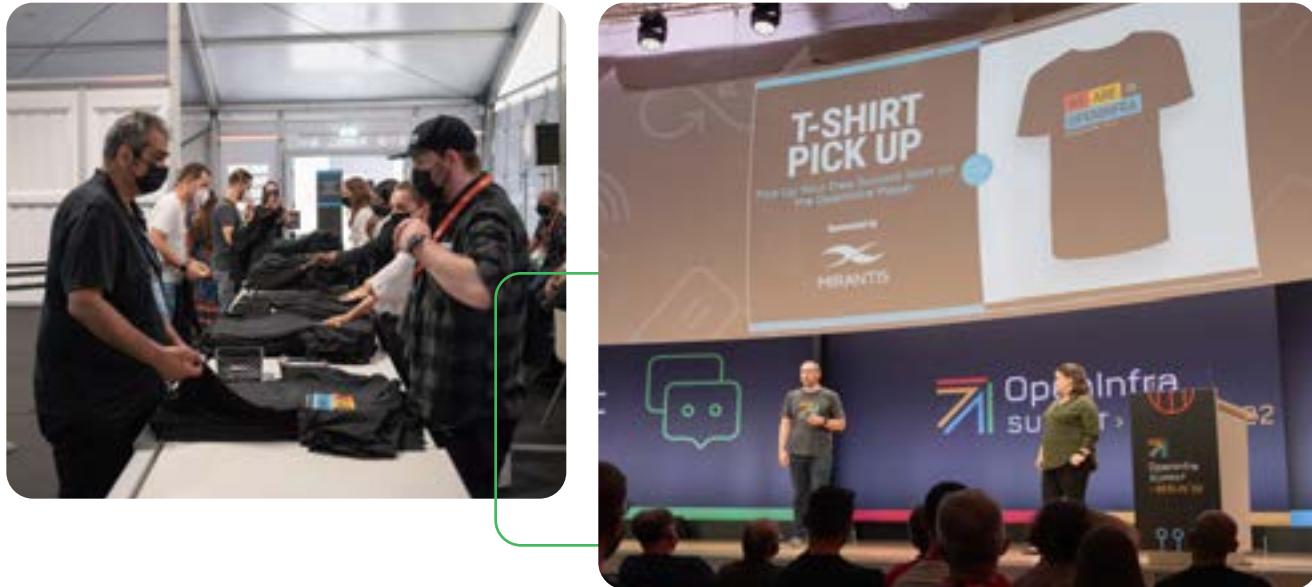
## À LA CARTE SPONSORSHIPS



Benefits	Description	Cost
<b>STICKER SPONSOR</b> (1 available)	Sticker sheet includes: <ul style="list-style-type: none"> <li>• Vancouver Summit 2023 branded sticker</li> <li>• Company logo branded sticker</li> <li>• OpenInfra Foundation to design sticker sheet, but will communicate with sponsor for design approval</li> <li>• Given out with sponsor swag at registration</li> </ul>	<b>\$ 10,000</b>
<b>OFFICIAL VIDEO POST-PRODUCTION SPONSOR</b> (1 available)	<ul style="list-style-type: none"> <li>• Branded sponsor slide will display for 10 seconds</li> <li>• Placement on all post-production videos on YouTube</li> <li>• No expiration on sponsorship</li> </ul>	<b>\$ 15,000</b>
<b>COMMUNITY TRAVEL SCHOLARSHIP</b>	<p>The reality is, international travel and conference ticket prices are out of reach for many of our community members that are looking to start contributing to the OpenInfra community. For \$3,000, your organization can sponsor 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 selected by the Travel Committee.</p> <ul style="list-style-type: none"> <li>• Logo on 'Thank You' signage in prominent area in the event venue</li> <li>• Logo on a recognition housekeeping slide before the keynote and on monitors throughout the venue</li> <li>• Recognition from OpenInfra Foundation leadership on keynote stage</li> <li>• Inclusion in a Superuser recap article following the event</li> <li>• Social media promotion of sponsor's participation in the Travel Support Program</li> </ul>	<b>\$ 3,000</b>



## À LA CARTE SPONSORSHIPS



Benefits	Description	Cost
<b>ICE CREAM SOCIAL</b> (1 available)	<ul style="list-style-type: none"><li>Up to 800 servings of your choice of pre-scooped house made honey vanilla gelato, chocolate, or Mango or raspberry sorbet (gluten free/vegan)</li><li>Additional custom flavors available upon request. Served in a small compostable cup (3 oz)</li><li>Print signage near ice cream distribution</li><li>Branded napkins</li><li>Social media promotion</li></ul>	<b>\$ 15,000</b>
<b>SWAG SPONSOR</b> (1 available)	<ul style="list-style-type: none"><li>Sponsor the swag item that is given out to all attendees</li><li>Company logo will be displayed on the swag</li><li>OpenInfra Foundation to design swag item, but will coordinate with sponsor for design approval</li><li>Shout out during the Summit Keynotes</li><li>3 Social media mentions throughout the event week</li></ul>	<b>\$ 30,000</b>
<b>ATTENDEE SWAG GIVEAWAY</b> (2 max)	<ul style="list-style-type: none"><li>Unsized give away (hat, tote, cup, etc.) that will be given out to all attendees at registration</li><li>Must be designed, produced and shipped by sponsor</li></ul>	<b>\$ 15,000</b>



OPENINFRA  
SUMMIT  
VANCOUVER  
2023

Thank  
You!