

An abstract network diagram on a dark gray background. It features several interconnected paths represented by colored lines (blue, red, yellow, green) and nodes represented by small circles. The blue path is the most prominent, starting from the left and extending towards the right. Other paths in red, yellow, and green branch off or connect to the main blue path. Some nodes are larger than others, possibly indicating different types of components or gateways.

IstioCon 2021 Partner Packages

The Istio Conference is a community-focused event that aims to **connect contributors with the project's ecosystem.**

The largest area of contribution to the conference is **producing content that is useful to the project and its adoption.**

An abstract line art graphic in white on a light gray background. It consists of several interconnected lines and circular nodes, some of which are larger than others, creating a network-like structure that flows from the bottom left towards the top right.

1. Getting involved - Content

Keynotes

- 6 Keynotes for US TZ
- 2 Keynotes for China TZ

Workshops

- 4 Workshops of 2.5 hours each for US TZ
- 1 Workshop of 2.5 hours for China TZ

Tech Talks

- 14 tech talks of 40 minutes each for US TZ
- 6 Tech talks of 40 minutes each for China TZ

Lightning talks

- 8 lightning talks of 10 minutes each for US TZ
- 4 for China TZ

2. Getting involved - Financial support

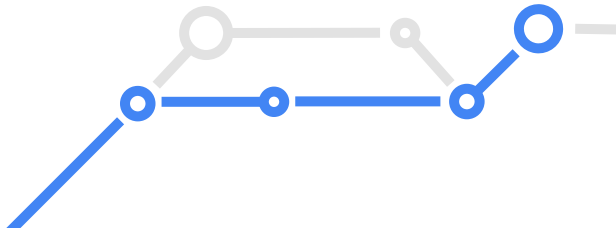
The following table describes the event bundles that allow IstioCon to showcase a multi-vendor ecosystem of partners associated with certain levels:

Tier level	Commitment
Platinum	Participants gifts (t-shirts)
Gold	Event fun (photo booth, graphic recordings, etc)
Silver	Event organization (joining a committee)

- Tiers & sponsors' logos will be displayed on the conference event page
- Each sponsoring company and committee chairs will be individually called out in social media posts for their contributions.

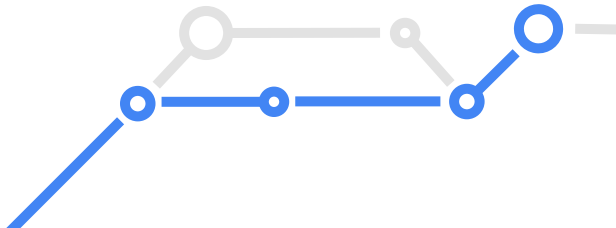
PII from conference registration



- This PII refers to the information participants share with the event organizer* on the event website.
 - This PII is used to send attendees links to the live stream, communicate important event details and collect aggregate attendance data.
 - This PII will not be shared with any other third parties.
 - This PII will be deleted right after the event wrap-up.
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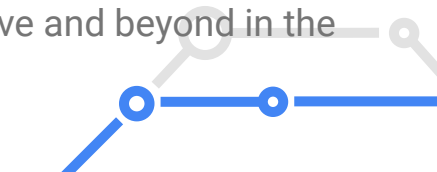
PII from registrations for gifts



- Vendors who want to offer financial support for the conference (“Sponsoring vendor”) will choose one category to engage in, and will be connected with a provider that can produce those items.
 - Sponsoring vendors will set up a separate registration form on their own platform, directed from the event site. The participants who want to receive gifts will share their PII with the sponsoring vendor, and the sponsoring vendor sends out gifts to those participants.
 - The Organizers Committee will work with sponsoring vendors interested in paying for goods or services for the conference, to find a provider for the selected category and facilitate all the conversations.
- 

Vendor logos representation



1. Social Media mentions of presenter and their company
 - a. Keynotes: 2x
 - b. Tech talks, lightning talks, workshops: 1x
 - c. Event supporters: 2x
 2. Screensaver / screen between sessions. This screen will have all event partner logos displayed according to the level they are engaging at.
 3. Swag bags. The virtual swag bag will have the logos of all the companies offering swag.
 4. Slack / event chat mentions:
 - a. Keynotes: 1x
 - b. Tech talks, lightning talks, workshops: 1x
 - c. Event supporters: 1x
 5. One shared mention at slack and social media for those who go above and beyond in the organization of the event.
 6. Logos on bumpers (for session recordings)
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Vendor logo representation - Examples



A graphic for the Airflow Summit 2020. The background is a dark, grainy photo of an audience. A large white circle on the right contains various vendor logos. The text 'For your support' is in blue, and 'THANK YOU SO MUCH!' is in large white letters. The bottom of the graphic is a solid blue bar with the event name and dates.

For your support

**THANK
YOU SO
MUCH!**

Google Cloud

ASTRONOMER

Polidea

Databand

preset

THE APACHE SOFTWARE FOUNDATION

GO DATA DRIVEN

inovex

MANNING PUBLICATIONS

Packt

Airflow Summit 2020

July 6th-17th, 2020. Join from anywhere.
<https://airflowsummit.org>

Vendor logo representation - Examples



All Things Open @AllThingsOpen · Oct 2

...

We're excited to have María Cruz (@marianarra_), Program manager, open source community engagement for @GoogleOSS, presenting at #AllThingsOpen! 2020.allthingsopen.org/sessions/commu...



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Participant gift & event activities



Participant T-shirts [Unavailable]

Available sponsorship: 2

- Includes 2 social media mentions, 1 slack mention during the event.
- The sponsor(s) are responsible for the data collection, production and distribution is a responsibility of the sponsoring vendor.
- The t-shirt design should have the conference logo in the front, and the organizer's logo in the back. Option to include sponsor logo on the arm for highlight.
- Only the first 200 registered to the event will receive a t-shirt(*)

\$20-\$25 per/u depending on producer. Total estimated cost: \$5,000 usd



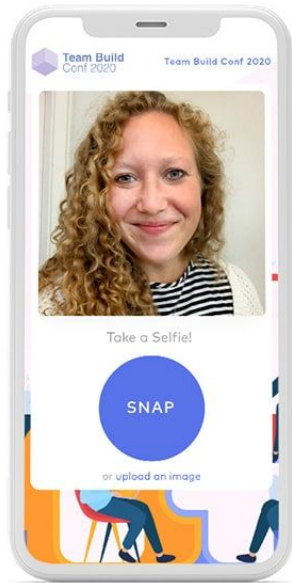
Speaker gifts

Available sponsorship: 1

- The sponsoring vendor will send a gift box to all speakers of the IstioCon (estimated 40 speakers)
- Box will include a sticker with the Istio logo, and a sticker of each of the sponsors.
- The sponsor will be responsible for delivering the logos to the gift box producer.

\$50-\$100 depending on gift box choice.

Estimated total: \$3,200 usd



Virtual photo booth [Unavailable]

Available sponsorship: 1

- Attendees can take selfies with IstioCon logo in frame, post on social media, and add conference hashtags
- A slack channel will be dedicated to the photo booth activities, and it will be named as the sponsor:

#photobooth-by-SPONSORNAME

\$850usd one time payment

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50% off Google Cloud specializations on Coursera



Google Cloud

Get 50% off the first month on Google Cloud Specializations on Coursera.

[Check it out! →](#)

Win Bose Noise Cancelling Headphones 700



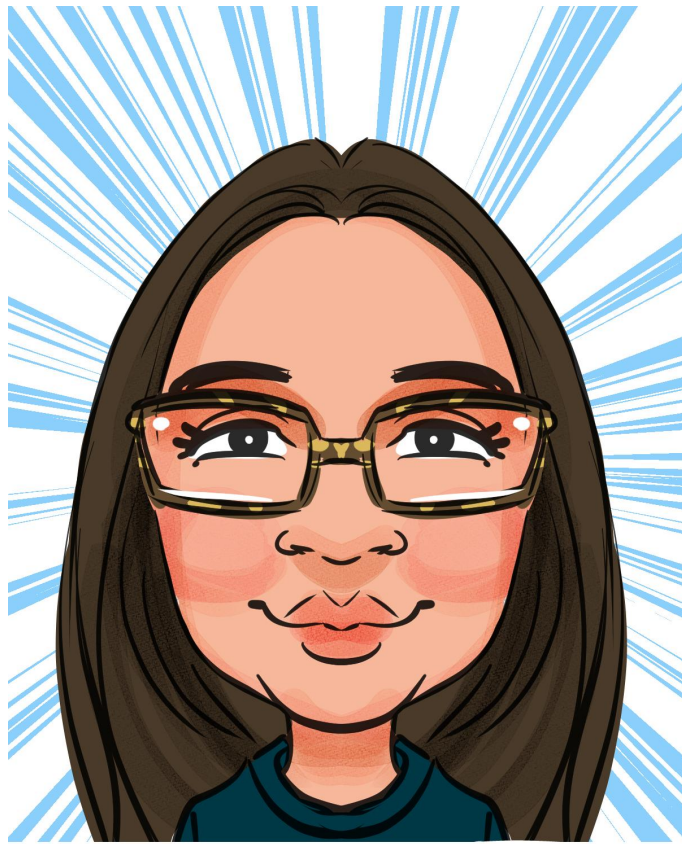
Participants who join live sessions of Beam Summit automatically enter a raffle for a set of Bose Noise Cancelling Headphones 700.

[Check it out! →](#)

Virtual swag bag

Available sponsorships: ANY

- Contributing partners can give away cloud credits, e-book, subscriptions to their services, discount codes, etc.
- Sponsors will set up a separate registration form on their own platform, directed from the event site. The participants who want to receive gifts will share their PII with the sponsor
- The sponsor will be responsible of sending the gifts



[Social hour] Cartoonist Available sponsorships: 1

- We hire a cartoonist to join during social hour, and they draw a cartoon depiction of some participants
- The drawing will include the sponsor logo.

\$1200-\$2000 depending on the number of drawings.



Social event Gift cards

Available sponsorship: 2

- Event attendees will be able to participate in a raffle of 10 a gift cards
- Event attendees will need to solve a scavenger hunt (quick questions, and visits to different places at Gather.town)
- The first 10 to solve the hunt, will get a gift card

10 x \$100 per gift card (\$1000 usd) per social event.

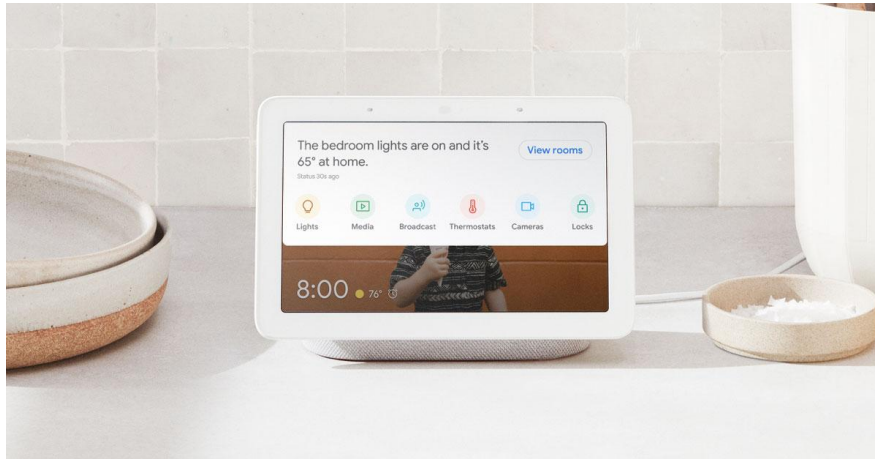


Trivia winners gifts

Available sponsorship: 1

- We give trivia winners a gift to the 1st 3 places.
- We will name the trivia as the sponsor name: Trivia by SPONSORNAME
- At the end of the event when the winners are mentioned, the sponsor will provide the rewards.

1st place: Bose headset \$400 usd
2nd place: Google Nest hub 10" \$230 usd
3rd place: Google Nest hub 7" \$70 usd

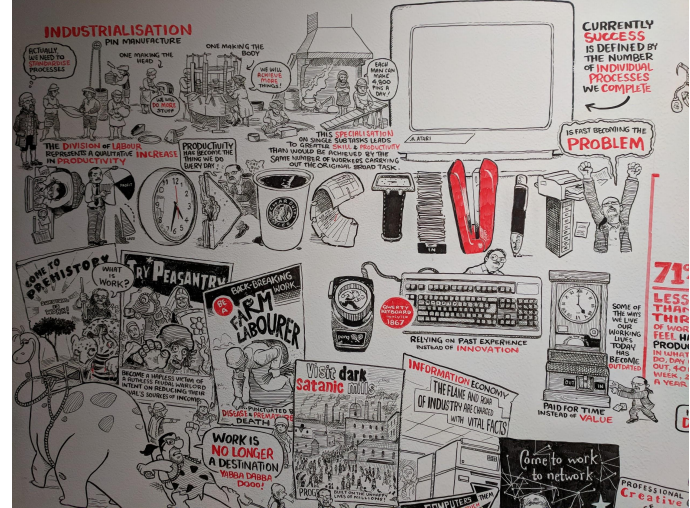




Social event live music

Available sponsorship: 2

- Only available for US timezone
- One live music option and one DJ
- The artist is playing in one sector of Gather Town, and people who approach that corner can listen to music.



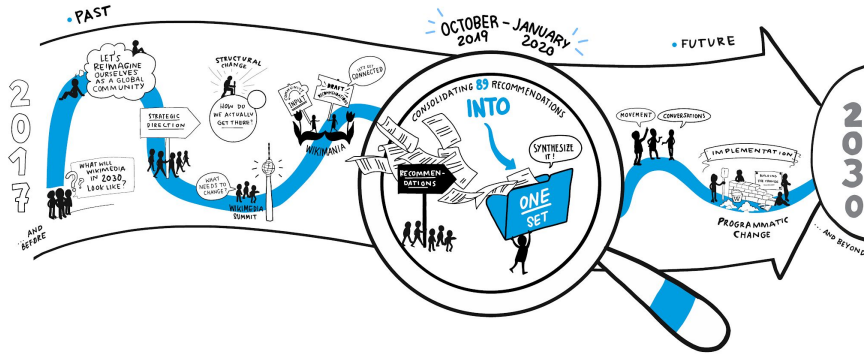
Artist for IstioCon mural

- We hire an artist to create a large scale unique piece that combines all the themes that are addressed during the conference.
- Sponsored by Google

(Example from the Royal Society of the Arts (London) "Animate" series, "[Re-imagining work](#)")

Graphic recording

BUILDING OUR FUTURE



- An illustration artist that captures key concepts in a linear illustration, to be incorporated during the Roadmap session. It is used to explain a process.
- Sponsored by Google

(Example from [Wikimedia movement 2030 strategy](#))



Process and implementation

Coordination and support

- **Software Guru** will help to find suppliers in what relates to **gifts and services**.
- Companies that commit to supporting a portion of the conference will pay the supplier directly to produce those items.

Thank you!

Aizhamal Nurmamat kyzy

Program manager,
Google Open Source

María Cruz

Program manager,
Google Open Source

