UNIVERSE

2017 SPONSORSHIP PROSPECTUS

githubuniverse.com | events@github.com

Oct 10-12, 2017 | Pier 70 | San Francisco

ABOUT UNIVERSE

CONTENT

GitHub Universe is a community and product conference dedicated to the connections that push technology forward.

Universe 2017 will highlight how software opens up possibilities that are otherwise unavailable. It brings people together to work on challenges that are bigger than any one person can tackle. Working together means creating ideas and finding solutions that are unique to that collection of people. Through software, we can achieve a sum that is greater than our parts.

The full program consists of executive keynotes, featured speakers from prominent customers and industry leaders across two full days of content. In addition, there is a full day of advanced training the day before the conference kicks off, and an afterparty you won't want to miss.

AUDIENCE

COMPANY TYPE	
Enterprise	45%
Small / Medium Business	25%
Startup / Independent	25%
Public Sector / Education	5%

JOB TYPE	
Engineer / Product	65%
Technical Lead	15%
Technical Executive	15%
Business Executive	5%

LOCATION	
USA	80%
International	20%

ACTIVATION LEVELS

BRING YOUR BRAND TO LIFE WITH A SPONSORED ACTIVATION

You won't find typical sponsorships like tradeshow booths and paper flyers at Universe. We deliver sponsorships that create memorable and meaningful interactions with attendees, and that add value to the attendee experience.

From custom art installations to delightful giveaways, we work closely with you to create something that expresses your brand values while helping to meet your goals for quality engagement. There's no limit to how creative we can get.

SELECT A SPONSORSHIP LEVEL THAT FITS YOUR GOALS

- **Engage:** Maximize attendee interaction with the most prominent on-site presence and a private demo station.

- **Delight:** Bring your brand to life with memorable additions to the attendee experience.

- **Sustain:** Put your brand in the hands of attendees with customized conference essentials.

- **Join:** Boost brand awareness on a budget.

	ENGAGE	DELIGHT	SUSTAIN	JOIN
Complimentary conference badge	5	5	3	2
Additional badges at a discount	50%	50%	40%	25%
Logo on website with link	✔	✔	✔	✔
Mention in communications to attendees	✔	✔	✔	
Logo on conference signage	✔	✔	✔	
Logo on interstitial slides	✔	✔	✔	
Onsite presence for team	✔	✔		
Product Demo	Private	Shared		
Attendee opt-in to be contacted	✔			

ENGAGE

THE MOST 1:1 TIME WITH ATTENDEES

Engage sponsorships are for companies that seek a high level of personal interaction with developers and technical leadership onsite. Featuring private demo stations and spacious, welcoming layouts, these opportunities are the perfect way to connect with attendees in a meaningful way.

Sponsors at the Engage level have a unique opportunity to collect attendee emails prior to the event, based on opt-in responses to the final pre-conference email.

Included in these opportunities:

- **5 conference passes + 5 additional badges at 50% discount**
- **Logo on signage and interstitial slides**
- **Logo and link on event website**
- **Mention in communications to attendees**
- **Private Demo Desk**
- **Attendee emails of those who opt-in to be contacted**

AFTERPARTY | $50k PARTIAL – $100K EXCLUSIVE

The GitHub Universe after party celebrates people who shape the future of software, featuring live musical entertainment for a great cause. In addition to conference benefits included with Engage sponsorships, this opportunity offers concert venue branding, a well-placed lounge, and special thanks in the pre-event attendee email.

Aug 7 deadline to contract - 2 partial or 1 exclusive available

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DEVELOPER LOUNGE | $40k

One of the best ways to engage with attendees on a deeper level, this is the only sponsorship that comes with a personal demo station. Designed to be inviting, these spaces will generally be full of attendees hanging out, getting work done or looking to have conversations with your team.

Sold out

DELIGHT

TAKING BRAND AWARENESS TO A NEW LEVEL

Delight sponsorships offer a balance of brand awareness and attendee engagement. We work closely with you to bring your brand values to life through memorable art installations and experiential elements, positioned in a central location of the venue. Delight sponsorships have the highest opportunity for social media traction and brand recognition.

Included in these opportunities:

- **5 conference passes + 5 additional badges at 50% discount**
- **Logo on signage and interstitial slides**
- **Logo and link on event website**
- **Mention in communications to attendees**
- **Dedicated time at the shared Demo Desk both days**

INTERACTIVE HANGOUT | $35k

A hybrid mini-lounge/art installation, Interactive Hangouts offer the best of both worlds. Hang out spaces are approachable and custom designed to showcase sponsor branding, while also bringing a more relaxed communal vibe to an industrial space.

Sold out

ART INSTALLATION | $25k

Art installations are a unique way to bring your brand to life. From dynamic murals to 30-foot balloon sculptures, we've helped teams create all sorts of memorable experiences that inspire conversation about your brand.

Sold out

SUSTAIN

YOUR BRAND IN EVERYONE'S HANDS

Sustain sponsorships provide attendees with those thoughtful extras that ensure they have a great time. Hydrate them, energize them, and inspire them with thoughtful extras – from delicious snacks to covetable giveaways. Sustain sponsorships are the best way to put your brand directly into the hands of attendees. Please note these sponsorships do not include a dedicated space for your team to congregate or demo.

Included in these opportunities:

- **3 conference passes + 3 additional badges at 40% discount**
- **Logo on signage and interstitial slides**
- **Logo and link on event website**
- **Mention in communications to attendees**

NOTEBOOKS | $18k

The only sponsorship that puts your brand in front of every attendee, notebooks are distributed at registration. Design 3 inside pages with messaging/branding of your choice.
July 25 deadline to contract - 1 available

FOOD OR BEVERAGE STATION | $18k

Treat attendees to a delicious snack or beverage. From fresh-pressed juice to mustard-dipped pretzels, we create custom packaging for your item of choice and distribute all day long.
August 4 deadline to contract - 2 available

BIKE VALET | $12k

Help support a greener community by encouraging attendees to ride their bike. Both the valet space and the tickets are customized with your branding.
August 4 deadline to contract - 1 available

JOIN

YOUR BRAND IN EVERYONE'S HANDS

This opportunity is perfect for cost-conscious companies who are eager to get their brand in front of attendees, or who would like a taste of a GitHub event experience before committing to a larger package. Please note these sponsorships do not include an onsite space for your team to congregate or demo.

Included in these opportunities:

- **2 conference passes + 3 additional badges at 25% discount**
- **Logo on signage and interstitial slides**
- **Logo and link on event website**
- **Mention in communications to attendees**

COMMUNITY | $6k

If you're interested in having a presence at Universe but don't have a huge budget, this is a great way to put your logo in front of 1800 attendees from the software development spectrum.

August 15 deadline to contract - 4 available