



2020 Sponsorship Prospectus

Moscone Center, San Francisco, CA
Conference: April 27-29, 2020



Sponsor the premier open source event

We invite you to partner with us as a 2020 sponsor of **Red Hat Summit** in San Francisco, April 27-29, 2020. Red Hat Summit is the premier open source technology event for thousands of IT professionals to innovate and focus on high-performing Linux®, cloud, automation and management, container, and Kubernetes technologies.

This event is an exceptional opportunity to build awareness of your brand among technology leaders and practitioners from hundreds of Fortune 500 organizations. Share your company's message with some of the brightest minds in the open source ecosystem, including thousands of Red Hat customers, partners, and community contributors.

Connect with Red Hat customers and prospects and gain a deeper understanding of their needs and challenges. Collect new leads to engage with and nurture after the event. Access in-depth Red Hat technology overviews and demos. Promote your company's visibility pre-event, onsite and post-event through Red Hat Summit's growing social media following.



Last year, sponsorships sold out at a record rate. You don't want to miss it. Explore our prospectus to learn more and find the right opportunity for you.

2019 event highlights



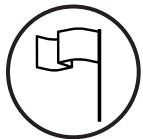
8,900+
attendees



130 sponsors



2,000+ unique
companies



77 countries
represented



315+ breakout
sessions & labs



158K+ theCUBE unique
online viewers



215+ analysts
& press



3,000+ hands-on labs
completed



350M social
impressions

2019 attendee demographics



Region

73%
North America

14%
Europe, Middle East, Africa

7%
Latin America

6%
Asia Pacific



Top industries

20%
IT consulting & services

18%
Technology

16%
Financial Services

9%
Government

5%
Telecommunications



Influence role

60%
Influencer

20%
End user

20%
Decision maker



Top technical roles

25%
Engineer

19%
Architect

13%
SysAdmin

8%
Programmer / Developer

2%
IT Specialist

Sponsorship packages at a glance

See package benefits for details

	DIAMOND one available invite only	PLATINUM invite only \$165,000	GOLD \$95,000	EMERALD \$62,000	SILVER \$38,000	BRONZE \$20,000	GENERAL \$12,000	POD \$8,000
Exhibit experience								
Booth size	30' x 20'	20' x 20'	10' x 20'	10' x 20'	10' x 10'	6' x 10'	Demo pod in a shared floor space	
Booth design (turnkey graphic panels included)	Bring your own or turnkey	Bring your own or turnkey	Bring your own or turnkey	Bring your own or turnkey	Turnkey	Turnkey		
Overhead hanging space (over booth, provided by sponsor)	•	•						
Lead retrieval devices	4	4	2	2	1			
Executive meeting space	3 days	1 day	Limited number of meeting rooms will be available as Marketing Promotional Opportunities					
Conference access								
Executive Exchange invitations (VP-level participants only, includes Red Hat Summit access)	2	1						
Full conference passes	10	8	5	4	2	2	1	
Exhibitor staff passes	14	12	11	7	5	3	2	
Registration discount code for employees and customers	•	•	•	•	•	•	•	
Messaging reach								
theCUBE interview	1 (20 min)							
theCUBE digital ad	1 (30 sec)	1 (15 sec)	1 (15 sec)					
Breakout session	2 (45 min)	1 (45 min)						
Theater session	1 (20 min)	1 (20 min)	1 (20 min)					
Digital ad space at event venue	1 (30 sec)	1 (15 sec)	1 (15 sec)					
Blog promo	•							

Sponsorship packages at a glance

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Pre-event marketing								
Social media promotional kit	•	•	•	•	•	•	•	•
Press list	•	•	•	•	•	•	•	•
Access to company name list	•	•	•	•	•	•	•	•
Company logo, description, and URL link on event website	100 words	75 words	75 words	75 words	50 words	50 words	50 words	25 words
Promotional banner on event website	•							
Logo included in one pre-conference email to registered attendees	•							
Pre-conference email ad to opt-in, registered attendees	•	•						
Social media recognition and promotion	•	•						
Mobile app recognition	•	•	•	•	•	•	•	•
Onsite marketing								
Logo recognition at opening general session and in keynote livestream overflow space	•							
Marketing promotional opportunity valued at \$10,000		•						
Welcome reception sponsorship	•							
Expo Hall Crawl sponsorship	•	•						
Logo displayed on Ecosystem Expo theater signage	•	•	•					
Mobile app push notification (Expo hall reception promotion)	•	•	•	•	•	•	•	•
Logo featured in daily Red Hat Summit email communications the day of theater session	•	•	•					
Logo featured on Ecosystem Expo bag	•	•	•	•				

Sponsorship packages at a glance

See package benefits for details

DIAMOND one available invite only	PLATINUM invite only \$165,000	GOLD \$95,000	EMERALD \$62,000	SILVER \$38,000	BRONZE \$20,000	GENERAL \$12,000	POD \$8,000
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Onsite marketing (cont.)

Gift or promotional item	Breakout sessions only	Breakout session only					
Conference bag insert	•						
Branding on sponsor recognition signage	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Discount on marketing opportunities (MPOs) (through February 3, 2020)	20%	15%	15%	10%	10%	5%	
Executive lounge sponsorship	•						
Lunch sponsorship		Monday only	Tuesday only				
Red Hat Summit Guide recognition	Logo	Logo	Logo	Logo			

Post-event marketing

Logo featured in conference email recap	•						
Event recap report	•	•					
Access to booth lead scans within 24 hours	•	•	•	•	•		
Access to sponsored session lead scans within 1 week	•	•	•				

Platinum

\$165,000 | Invitation only

Package benefits

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Exhibit & meeting room experience

30'x20' booth space

Provide your own custom booth **or** provided turnkey booth with sponsor logo header

Turnkey booth design includes:

- Carpet
- Standard booth graphics included*
- Ability and space to hang overhead banner
- Four 32" booth monitors
- Five wastebaskets and nightly vacuuming and trash removal

Wireless internet and electricity
(four 4,000-watt power drop, four power strips, and one extension cord)

Ability to purchase additional monitors, dedicated internet, furniture, and other booth amenities (to be provided through show services)

Four lead retrieval devices

Executive meeting room for customer and prospect meetings

**This is a new item and graphics must be submitted by the deadline date to be announced.*

Conference access | 26 passes

Two VP-level+ invitations to Executive Exchange, a co-located executive event. Includes Red Hat Summit.

10 full conference passes

14 exhibit staff passes. Includes access to exhibit hall, on-site meals and receptions, general session, and off-site party. *Does not include access to breakout sessions or labs.*

Discount code to purchase additional full conference passes at the \$1,200 rate and exhibit passes at the \$600 rate

Messaging reach

Red Hat reserves the right to change a session type based on session content and attendee demand.

One 20-minute live executive interview on theCUBE

One 30-second digital ad on theCUBE

Two 45-minute, sponsor-led breakout sessions

One 20-minute theater session

One 30-second digital ad space at venue

Guest blog post written by partner, subject to Red Hat approval

Pre-event marketing

Social media promotional kit including sponsor-specific content and graphics

Advanced access to opt-in press list one week prior to conference

Red Hat will provide attendee list one week prior to conference (list will include company names only)

Company logo, 100-word description, and URL link on sponsor event webpage

Full-width promotional banner on Red Hat Summit event site

Logo included in one pre-conference email to registered attendees

One email with all top-tier company names and call to action (200 characters with spaces) sent on sponsor's behalf to opt-in registered attendees

Social media recognition and promotion

Mobile app recognition (company logo, description, and URL link to sponsor webpage)

Platinum

\$165,000 | Invitation only

Package benefits (cont.)

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Onsite marketing

Logo recognition at opening general session and in keynote livestream overflow space

Platinum-sponsored welcome reception on Monday (recognition included in event app)

Tuesday night Expo Hall Crawl includes choice of exclusive craft beer or wine from customized menu to be served from booth during hall crawl

Logo displayed on Ecosystem Expo Theater signage

Mobile app push notification promoting Ecosystem Expo Hall receptions and sponsors

Logo featured in daily Red Hat email communications the day of theater session

Logo featured on Ecosystem Expo bag

One gift or promotional item distributed at sponsored breakout sessions (sponsor to supply, subject to Red Hat approval)

One conference bag insert (sponsor to supply, subject to Red Hat approval)

Logo displayed on sponsor-recognition signage

20% discount on additional on-site marketing promotional opportunities (MPOs) through February 3, 2020

Executive Lounge Sponsorship includes logo recognition in an enhanced experience with this exclusive space for our Executive Exchange, C-level, attendees. VIP attendees will be able to enjoy an elevated lounge environment with customized menus and access to keynote live streaming.

Logo included in the Summit Guide

Post-event marketing

Logo featured in Red Hat Summit post-event recap email

Event recap report

Access to booth leads from booth within 24 hours

Access to sponsored session lead scans within 1 week



Gold

\$95,000

Package benefits

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Exhibit & meeting room experience

20'x20' booth space

Provide your own custom booth **or** provided turnkey booth with sponsor logo header

Turnkey booth design includes:

- Carpet
- Standard booth graphics included*
- Ability to hang overhead banner
- Four 32" booth monitors
- Five wastebaskets and nightly vacuuming and trash removal

Wireless internet and electricity

(four 4,000-watt power drop, four power strips, and one extension cord)

Ability to purchase additional monitors, dedicated internet, furniture, and other booth amenities (to be provided through show services)

Three lead retrieval devices

One day of access to executive meeting room for customer and prospect meetings (scheduling based upon first-come, first-served basis)

**This is a new item and graphics must be submitted by the deadline date to be announced.*

Conference access | 21 passes

One VP-level+ invitation to Executive Exchange, a co-located executive event. Includes Red Hat Summit.

Eight full conference passes

12 exhibit staff passes. Includes access to exhibit hall, on-site meals and receptions, general session, and off-site party. *Does not include access to breakout sessions or labs.*

Discount code to purchase additional full conference passes at the \$1,200 rate and exhibit passes at the \$600 rate

Messaging reach

Red Hat reserves the right to change a session type based on session content and attendee demand.

One 15-second digital ad on theCUBE

One 45-minute sponsor-led breakout session

One 20-minute theater session

One 15-second digital ad space at venue

Pre-event marketing

Social media promotional kit including sponsor-specific content and graphics

Advanced access to opt-in press list one week prior to conference

Red Hat will provide attendee list one week prior to conference (list will include company names only)

Company logo, 75-word description, and URL link on sponsor webpage

One email with all top-tier company names and call to action (200 characters with spaces) sent on sponsor's behalf to opt-in registered attendees

Social media recognition and promotion

Mobile app recognition (company logo, description, and URL link to sponsor webpage)

Gold

\$95,000

Package benefits (cont.)

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Onsite marketing

Tuesday night Expo Hall Crawl includes choice of exclusive tasty snack from customized menu to be served from booth during hall crawl

Logo displayed on Ecosystem Expo Theater signage

Mobile app push notification promoting Ecosystem Expo Hall receptions and sponsors

Logo featured in daily Red Hat email communications the day of theater session

Logo featured on Ecosystem Expo bag

One gift or promotional item distributed at sponsored breakout sessions (sponsor to supply, subject to Red Hat approval)

\$10,000 marketing promotional opportunity (MPO) credit to use towards choice of MPO

Logo displayed on sponsor recognition signage

15% discount on additional on-site MPOs through February 3, 2020

Gold-sponsored lunch on Monday (recognition included in event app)

Ecosystem Expo recognition announcement

Logo included in the Summit Guide

**Marketing promotional opportunity Inclusion: choice of an MPO with value up to \$10,000 of face value. If the MPO value is over the \$10,000, any additional expense would be eligible for the 15% discount. MPOs will be announced in December and available for purchase in January and will be on a first come, first served basis. MPOs must be confirmed prior to February 3, 2020.*

Post-event marketing

Event recap report

Access to booth leads from booth within 24 hours

Access to sponsored session lead scans within 1 week



Emerald

\$62,000

Package benefits

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Exhibit experience

10'x20' booth space

Provide your own custom booth **or** provided turnkey booth with sponsor logo header

Turnkey booth design includes:

- Carpet
- Standard booth graphics included*
- Two 32" booth monitors
- Two wastebaskets and nightly vacuuming and trash removal

Wireless internet and electricity (two 1,000-watt power drops, three power strips, and one extension cord)

Ability to purchase additional monitors, dedicated internet, furniture, and other booth amenities (to be provided through show services)

Two lead retrieval devices

**This is a new item and graphics must be submitted by the deadline date to be announced.*

Conference access | 16 passes

Five full conference passes

11 exhibit staff passes. Includes access to exhibit hall, on-site meals and receptions, general session, and off-site party. *Does not include access to breakout sessions or labs.*

Discount code to purchase additional full conference passes at the \$1,200 rate and exhibit passes at the \$600 rate

Message reach

Red Hat reserves the right to change a session type based on session content and attendee demand.

One 15-second digital ad on theCUBE

One 20-minute theater session

One 15-second digital ad space at venue

Pre-event marketing

Social media promotional kit including sponsor-specific content and graphics

Advanced access to opt-in press list one week prior to conference

Red Hat will provide attendee list one week prior to conference (list will include company names only)

Company logo, 75-word description, and URL link on sponsor webpage

Mobile app recognition (company logo, description, and URL link to sponsor webpage)

Onsite marketing

Logo displayed on Ecosystem Expo Theater signage

Mobile app push notification promoting Ecosystem Expo Hall receptions and sponsors

Logo featured in daily Red Hat email communications the day of theater session

Logo featured on Ecosystem Expo bag

15% discount on additional on-site marketing promotional opportunities (MPOs) through February 3, 2020

Logo displayed on sponsor recognition signage

Emerald-sponsored lunch on Tuesday (recognition included in event app)

Ecosystem Expo recognition announcement

Logo included in the Summit Guide

Post-event marketing

Access to booth leads from booth within 24 hours

Access to sponsored session lead scans within 1 week

Silver

\$38,000

Package benefits

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Exhibit experience

10'x20' booth space

Provide your own custom booth **or** provided turnkey booth with sponsor logo header

Turnkey booth design includes:

- Carpet
- Standard booth graphics included*
- Two 32" booth monitors
- Two wastebaskets and nightly vacuuming and trash removal

Wireless internet and electricity (two 1,000-watt power drops, three power strips, and one extension cord)

Ability to purchase additional monitors, dedicated internet, furniture, and other booth amenities (to be provided through show services)

Two lead retrieval devices

**This is a new item and graphics must be submitted by the deadline date to be announced.*

Conference access | 11 passes

Four full conference passes

Seven exhibit staff passes. Includes access to exhibit hall, on-site meals and receptions, general session, and off-site party. *Does not include access to breakout sessions or labs.*

Discount code to purchase additional full conference passes at the \$1,200 rate and exhibit passes at the \$600 rate

Pre-event marketing

Social media promotional kit including sponsor-specific content and graphics

Advanced access to opt-in press list one week prior to conference

Red Hat will provide attendee list one week prior to conference (list will include company names only)

Company logo, 75-word description, and URL link on sponsor webpage

Mobile app recognition (company logo, description, and URL link to sponsor webpage)

Onsite marketing

Mobile app push notification promoting Ecosystem Expo Hall receptions and sponsors

Logo featured on Ecosystem Expo bag

10% discount on additional on-site marketing promotional opportunities (MPOs) through February 3, 2020

Logo displayed on sponsor recognition signage

Logo included in the Summit Guide

Post-event marketing

Access to booth leads from booth within 24 hours

Bronze

\$20,000

Package benefits

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Exhibit experience

10'x10' booth space including:

Turnkey booth with sponsor logo header

- Carpet
- Standard booth graphics included*
- One 32" booth monitor
- Wastebasket and nightly vacuuming and trash removal

Wireless internet and electricity (one 1,000-watt power drop and one power strip)

Ability to purchase additional monitors, dedicated internet, furniture, and other booth amenities (to be provided through show services)

One lead retrieval device

**This is a new item and graphics must be submitted by the deadline date to be announced.*

Conference access | 7 passes

Two full conference passes

Five exhibit staff passes. Includes access to exhibit hall, on-site meals and receptions, general session, and off-site party. *Does not include access to breakout sessions or labs.*

Discount code to purchase additional full conference passes at the \$1,200 rate and exhibit passes at the \$600 rate

Pre-event marketing

Social media promotional kit including sponsor-specific content and graphics

Advanced access to opt-in press list one week prior to conference

Red Hat will provide attendee list one week prior to conference (list will include company names only)

Company logo, 50-word description, and URL link on sponsor webpage

Mobile app recognition (company logo, description, and URL link to sponsor webpage)

Onsite marketing

Mobile app push notification promoting Ecosystem Expo Hall receptions and sponsors

Logo displayed on sponsor recognition signage

10% discount on additional on-site marketing promotional opportunities (MPOs) through February 3, 2020

Post-event marketing

Access to booth leads from booth within 24 hours

General

\$12,000

Package benefits

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Exhibit experience

6'x10' booth space including:

Turnkey booth with sponsor logo header

- Carpet
- Standard booth graphics included*
- One 32" booth monitor
- Wastebasket and nightly vacuuming and trash removal

Wireless internet and electricity (one 1,000-watt power drop and one power strip)

Ability to purchase lead retrieval device, monitors, wired internet, furniture, and other booth amenities (to be provided through show services)

**This is a new item and graphics must be submitted by the deadline date to be announced.*

Conference access | 5 passes

Two full conference passes

Three exhibit staff passes. Includes access to exhibit hall, on-site meals and receptions, general session, and off-site party. *Does not include access to breakout sessions or labs.*

Discount code to purchase additional full conference passes at the \$1,200 rate and exhibit passes at the \$600 rate

Pre-event marketing

Social media promotional kit including sponsor-specific content and graphics

Advanced access to opt-in press list one week prior to conference

Red Hat will provide attendee list one week prior to conference (list will include company names only)

Company logo, 50-word description, and URL link on sponsor webpage

Mobile app recognition (company logo, description, and URL link to sponsor webpage)

Onsite marketing

Mobile app push notification promoting Ecosystem Expo Hall receptions and sponsors

Logo displayed on sponsor-recognition signage

5% discount on additional on-site marketing promotional opportunities (MPOs) through February 3, 2020

Package benefits

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Exhibit experience

Demo Pod in a shared floor space with sponsor logo header and:

- Carpet
- Standard pod graphics included*
- One 32" booth monitor
- Wastebasket and nightly vacuuming and trash removal

Wireless internet and electricity (one 10-amp power drop and one power strip)

Ability to purchase lead retrieval device, monitors, wired internet, furniture, and other booth amenities (to be provided through show services)

**This is a new item and graphics must be submitted by the deadline date to be announced.*

Conference access | 3 passes

One full conference pass

Two exhibit staff passes. Includes access to exhibit hall, on-site meals and receptions, general session, and off-site party. *Does not include access to breakout sessions or labs.*

Discount code to purchase additional full conference passes at the \$1,200 rate and exhibit passes at the \$600 rate

Pre-event marketing

Social media promotional kit including sponsor-specific content and graphics

Company logo, 25-word description, and URL link on sponsor webpage

Red Hat will provide attendee list one week prior to conference (list will include company names only)

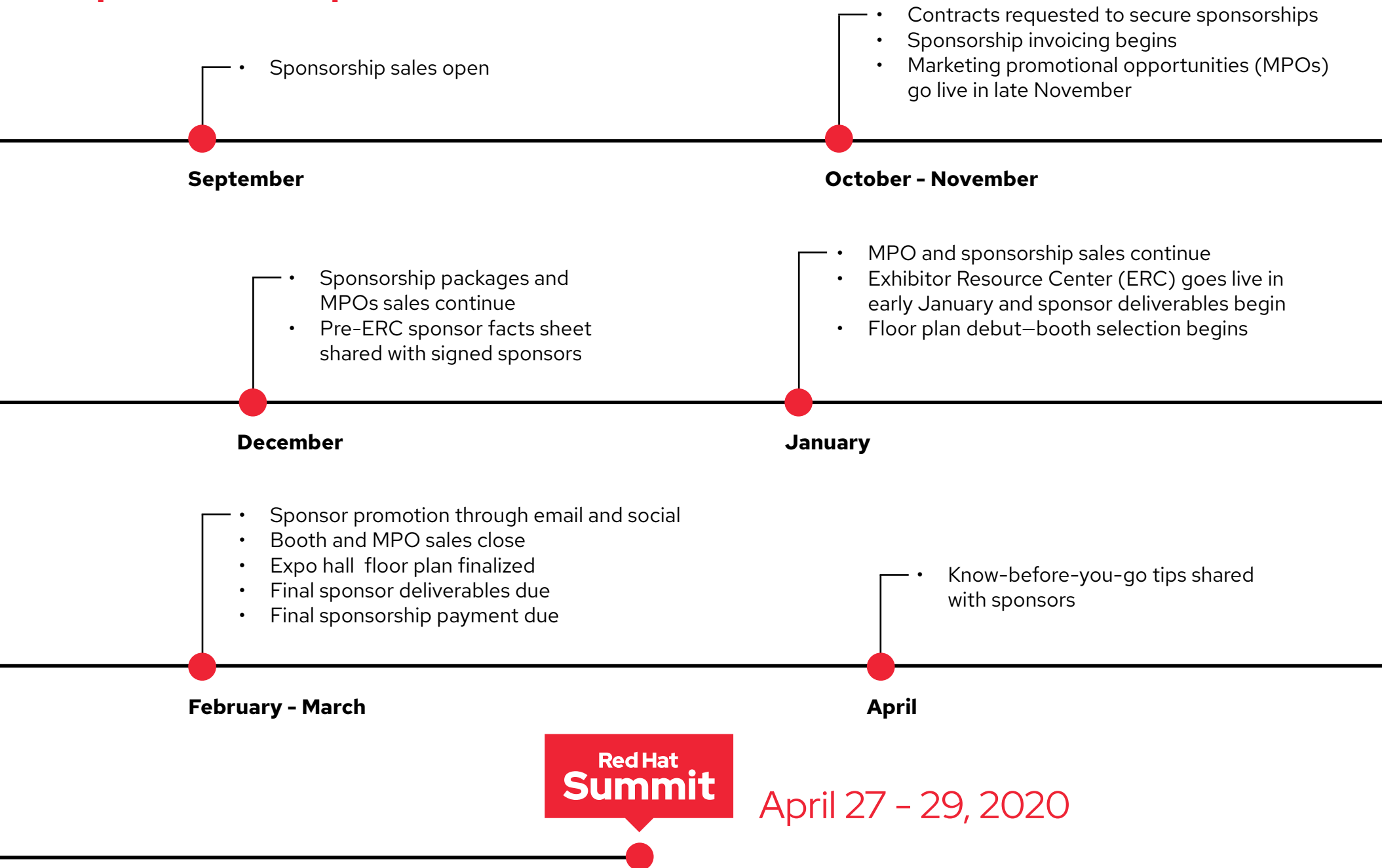
Mobile app recognition (company logo, description, and URL link to sponsor webpage)

Onsite marketing

Mobile app push notification promoting Ecosystem Expo Hall receptions and sponsors

Logo displayed on sponsor-recognition signage

Sponsorship timeline



Request a contract

Every year, many of our sponsorship packages sell out shortly after the **prospectus is released**. We recommend requesting a contract as soon as possible to ensure you secure your spot at **Red Hat Summit 2020**.

Once the contract request is sent, the Red Hat Summit sponsorship team will be in contact with you within 24-48 hours to walk you through the contract process. All packages are sold on a first-come, first-served basis. All items are subject to Red Hat approval. A signed contract is required to secure your sponsorship and be placed in the booth selection queue.

Mark your calendar – Marketing Promotional Opportunities (MPO)

Expand your presence and amplify your brand through customized MPOs. MPOs will be announced in November.



Get in touch

If you have any questions regarding our sponsorship packages or if you would like to customize a sponsorship package, please reach out to [**krysta@redhat.com**](mailto:krysta@redhat.com).

Red Hat
Summit

April 27 – 29, 2020
San Francisco, CA

Thank you!

We look forward to partnering with you!

