

The logo consists of a red speech bubble shape pointing downwards, containing the text "Red Hat Summit" in white. "Red Hat" is in a smaller font above "Summit".

Red Hat
Summit

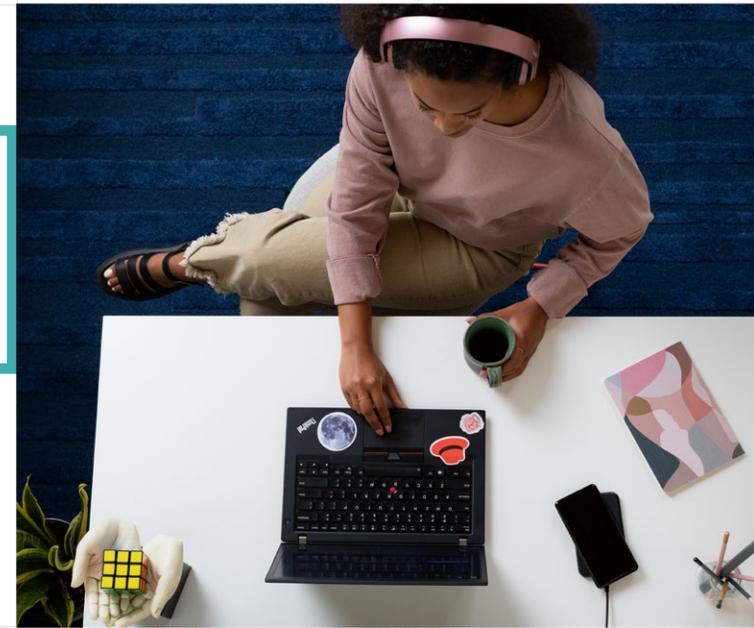
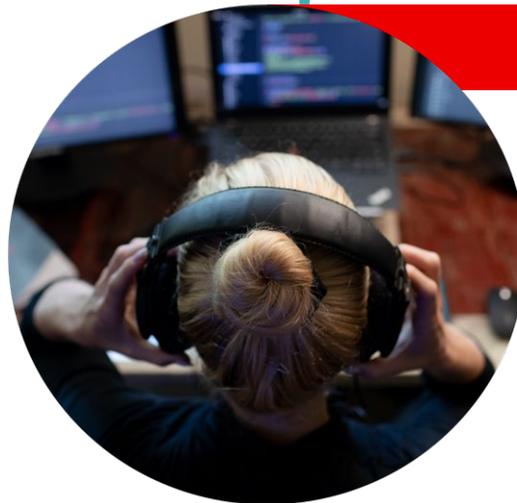
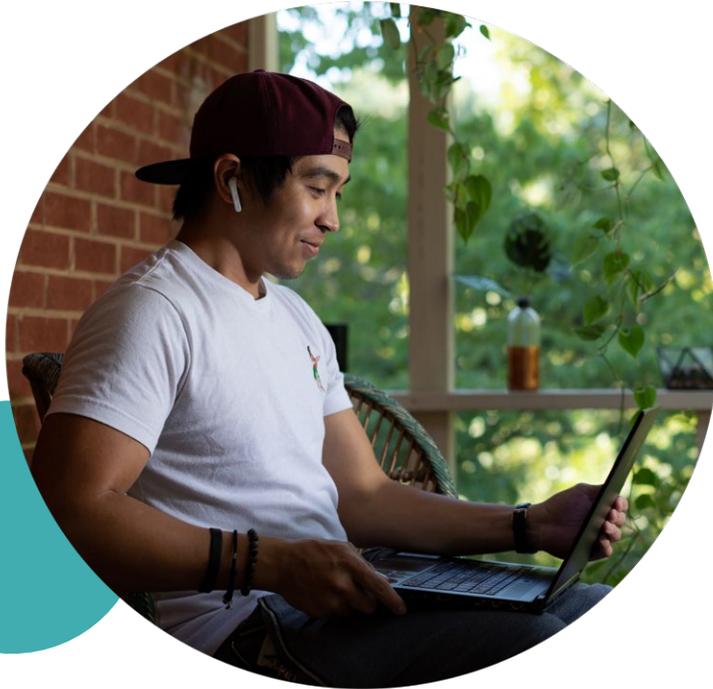
2021 Sponsorship Prospectus

An all-new sponsorship experience

April 27-28, 2021 | June 15-16, 2021



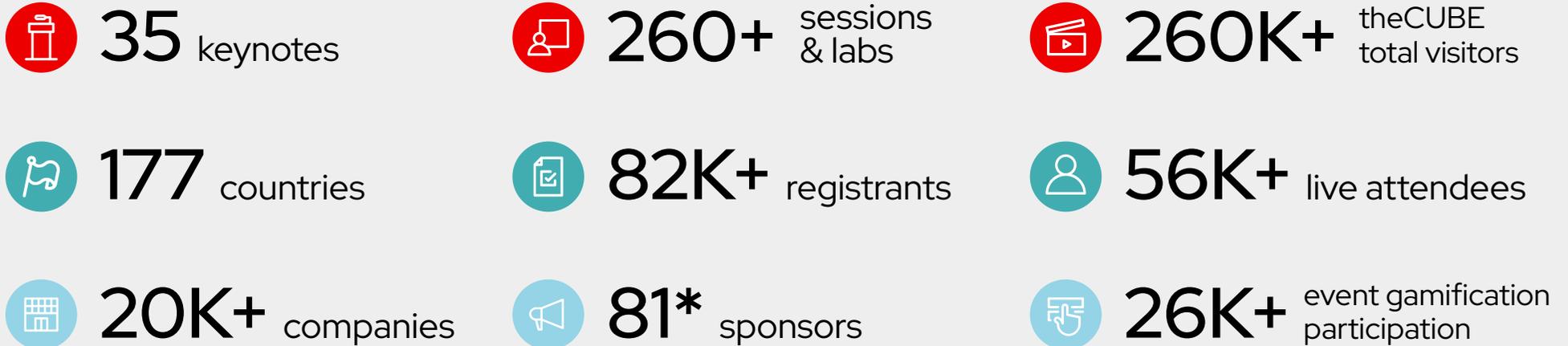
We're creating a
new global experience
for our audience, partners, and customers.



In 2020, the world's premier open source event was free and open to all to attend—and, it went viral.

With sessions, breakouts, keynotes, and more—available at a click of a button—attendees were able to learn about technology topics that matter to them. This medium created a new opportunity to expand our messages, together, across the globe.

Red Hat Summit 2020 Virtual Experience at a glance:



All data pulled from April 27-29, 2020. *81 complimentary sponsor recognition.



Attendees & demographics

Red Hat Summit 2020 Virtual Experience



Region

46%
North America

24%
Europe, Middle East, & Africa

15%
Latin America

15%
Asia Pacific



Top industries

35%
IT consulting & services

15%
Technology

11%
Financial services

8%
Government

7%
Telecommunications

4%
Healthcare



Influence role

56%
Influencer

30%
End user

14%
Decision maker



Top technical roles

21%
Engineer / Specialist

14%
Architect

12%
SysAdmin

9%
Manager

7%
Consultant

All data pulled from April 27-29, 2020 and excludes Red Hatters. This information was self-selected by attendees during registration.

Evolve your Red Hat Summit experience

Partner with us at the premier open source event of the year

Red Hat Summit 2021 is now a three-part experience that includes two virtual components and a series of in-person events later in the year.

What energizes us most about this new approach to Red Hat Summit is that it enables us to be more inclusive and engaging throughout the year. Bringing more customers, partners, technology industry leaders, and open source enthusiasts together from around the world means we can provide more opportunities for innovation, collaboration, and learning.

- Attendees will get the latest news and announcements, opportunities to ask experts technology questions, and learn how open source is innovating the future of the enterprise.

- Attendees will gain insights from breakout sessions and technical content geared toward the topics most relevant to their careers. Attendees can also interact live with Red Hat professionals and partners.

- Attendees will explore labs, demos, training offerings, and networking opportunities at smaller scale, in-person events held in several cities across North America. More details to come around our sponsorship opportunities for this Red Hat Summit experience.*



April 27-28, 2021



June 15-16, 2021



Sept.-Nov. 2021

*Limited opportunities available. Potential future 2021 in-person offerings will be released at a later date in 2021. More to come.



An all-new event sponsorship experience

Red Hat Summit continues to be the premier open source technology event for thousands of IT professionals by offering a mix of innovation, collaboration, and learning opportunities.

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 virtually with some of the brightest minds in the open source ecosystem—including thousands of Red Hat customers, partners, and community contributors.

Our new sponsorship offerings are designed with you in mind:

- **Connect** with Red Hat customers and prospects, and gain a deeper understanding of their needs and challenges.
- **Network** through opportunities incorporated into the new virtual event design.
- **Benefit** from an intentional integration of sponsors that helps create a more meaningful experience.
- **Collect** new leads to engage with and nurture after the event, through our new virtual matchmaking process.
- **Access** in-depth Red Hat technology overviews and demos.
- **Promote** your company's visibility pre-event, during, and post-event through Red Hat Summit's growing social media following.

Benefits listed do not apply to all packages. Review package descriptions within this prospectus for details on specific package inclusions.



Digital platinum

\$135,000 | Invitation only

Package benefits

For information purposes only. Guidelines, specs, and due dates are included within the Exhibitor Resource Center (ERC). Use of Red Hat® logos or trademarks must be submitted for approval prior to usage. All items are subject to Red Hat approval.

Virtual sponsor catalog

Your sponsor space inclusions:

- Landing page with sponsor logo, **custom header**, company message, website URL, and social media links.
- Opportunity to share **your message** through one 10-minute video; must be produced and provided by the sponsor.
- **Live chat feature** for up to four team members (subject matter experts, technology professionals, solutions architects, and more) to communicate directly with attendees.
- Feature for attendees to **request additional information**, like a demo, from you. Requests will appear in your ERC during the live event, giving you the opportunity to follow-up live or after the event.
- **Meeting scheduling feature** for attendees to request a meeting with your experts. Requests will appear in your ERC for you to approve. (Note: meetings will take place outside of the event platform.)
- Inform and educate attendees through **four whitepapers** available for download. Note: A mention of Red Hat is required in at least three of the four whitepapers.
- **Opt-in attendee* list**, based on asset downloads within your sponsor space, accessible in real time via your ERC during the April and June live events.

Catalog includes filters for attendees to find your listing easily:

- Attendees can “like” your sponsor space to save your details for easy reference at a later time.
- Opt-in attendees who visit your space will be accessible in **real time** via your ERC.*
 - Sponsor space visits are also encouraged through gamification features.

**Opt-in attendee leads will be shared in real time during the live April and June event dates only. During registration, all attendees are required to either opt-in or out of sharing their information with sponsors.*

Digital platinum

\$135,000 | Invitation only

Package benefits (cont.)

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Educate and engage opportunities

Speaking sessions:

- **One 30-minute breakout session** included in the **April event**. Session guidelines will be provided by Red Hat as this session is thought leadership-driven and supports the April Red Hat Summit theme and overall event messaging.
 - Cross-promotion tile for your session will be included in your sponsor space for attendees to add to their schedules.
- **One 30-minute breakout session** included in the **June event**. Session guidelines will be provided by Red Hat as this session is technical-driven and supports the June Red Hat Summit theme and overall event messaging.
 - Cross-promotion tile for your session will be included in your sponsor space for attendees to add to their schedules.

Session leads:

- One opt-in attendee list will be provided one week following sponsored sessions scheduled during the April and June event dates. Lists will not be provided following on-demand sessions.

Digital platinum

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Package benefits (cont.)

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Matchmaking

Receive leads through an all-new matchmaking process. Here's how it works:

1. During registration, all Red Hat Summit registrants are required to opt-in or opt-out of sharing information with sponsors.
2. Industry, job role, and job department are captured and then used in the matchmaking.
3. Through your ERC, you will rank preference of industry, job role, and job department to determine your list. Our team is available to assist with this process.
 - Every effort will be made to accommodate the above choices; however, Red Hat is not responsible for registration trends or numbers, and cannot guarantee any particular result.*

In addition to the matchmaking program, you will receive:

- A full attendee list (company name only) one week prior to the April event.
- A post-event recap report customized to you, shared after the June event.

**Lead count shared upon request and prior to contracting. Subject to Red Hat's approval in its discretion.*

Digital platinum

\$135,000 | Invitation only

Package benefits (cont.)

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Recognition

- Company logo, description, and URL link on Red Hat Summit event website
- Promotional banner on Red Hat Summit event website, provided by sponsor
- One social media sponsor recognition post
- Logo included in one pre-conference email to registered attendees (scheduling determined by Red Hat)
- Customized message (200 characters with spaces) included in one pre-conference email of all company messages to opt-in, registered attendees (scheduling determined by Red Hat)

Digital gold

\$65,000 | Invitation only

Package benefits

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Virtual sponsor catalog

Your sponsor page inclusions:

- Landing page with sponsor logo, **custom header**, company message, website URL, and social media links.
- Opportunity to share **your message** through one two-minute video; must be produced and provided by the sponsor.
- **Live chat feature** for up to four team members (subject matter experts, technology professionals, solutions architects, and more) to communicate directly with attendees.
- Feature for attendees to **request additional information**, like a demo, from you. Requests will appear in your ERC during the live event, giving you the opportunity to follow-up live or after the event.
- Inform and educate attendees through **two whitepapers** available for download. (Note: One mention of Red Hat is required.)
- **Opt-in attendee* list**, based on asset downloads within your sponsor space, accessible in real time via your ERC during the April and June live events.

Catalog includes filters for attendees to find your listing easily:

- Attendees can “like” your sponsor space to save your details for easy reference at a later time.
- Opt-in attendees who visit your space will be accessible in **real time** via your ERC.*
 - Sponsor space visits are also encouraged through gamification features.

**Opt-in attendee leads will be shared in real time during the live April and June event dates only. During registration, all attendees are required to either opt-in or out of sharing their information with sponsors.*

Digital gold

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Package benefits (cont.)

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Educate and engage opportunities

Speaking sessions:

- **One 30-minute breakout session** included in the **June event**. Session guidelines will be provided by Red Hat as this session is technical-driven and supports the June Red Hat Summit theme and overall event messaging.
 - Cross-promotion tile for your session will be included in your sponsor space for attendees to add to their schedules.

Session leads:

- One opt-in attendee list will be provided one week following sponsored sessions scheduled during the June event. Lists will not be provided following on-demand sessions.

Digital gold

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Digital gold

\$65,000 | Invitation only

Package benefits (cont.)

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Recognition

- Company logo, description, and URL link on Red Hat Summit event website
- Logo included in one pre-conference email to registered attendees (scheduling determined by Red Hat)

Digital silver

\$30,000

Package benefits

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Virtual sponsor catalog

Your sponsor space inclusions:

- Landing page with sponsor logo, **custom header**, company message, website URL, and social media links.
- Inform and educate attendees through **one whitepaper** available for download. (Note: One mention of Red Hat is required.)
- **Opt-in attendee* list**, based on asset downloads within your sponsor space, accessible in real time via your ERC during the April and June live events.

Catalog includes filters for attendees to find your listing easily:

- Attendees can “like” your sponsor space to save your details for easy reference at a later time.
- Opt-in attendees who visit your space will be accessible in **real time** via your ERC.*
 - Sponsor space visits are also encouraged through gamification features.

**Opt-in attendee leads will be shared in real time during the live April and June event dates only. During registration, all attendees are required to either opt-in or out of sharing their information with sponsors.*

Digital silver

\$30,000

Package benefits (cont.)

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Digital silver

\$30,000

Package benefits (cont.)

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Recognition

- Company logo, description, and URL link on Red Hat Summit event website

Listing

\$9,000

Package benefits

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Listing

\$9,000

Package benefits (cont.)

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Recognition

- Company logo, description, and URL link on Red Hat Summit event website

Customize your sponsorship

with the virtual experience Marketing Promotional Opportunities (MPOs)

These opportunities for the April and June events are available only as add-ons to the Red Hat Summit sponsorship packages and must be contracted together. MPOs are available on a limited basis, and are subject to Red Hat approval. Guidelines and due dates are included within the ERC.

Network | Live chat feature | \$5,000

Available to Digital Silver sponsors to add-on. This feature, included within your sponsor space, is for up to four team members (subject matter experts, technology professionals, solutions architects, and more) to communicate directly with attendees during the April and June events.

Connect | Meeting scheduling feature | \$7,500

Available to Digital Gold sponsors to add-on. Within your sponsor space, attendees can request a meeting with your experts. Requests will appear in your ERC for you to approve. (Note: Meetings will take place outside of the event platform.)

Share your message | Virtual event banner ad | \$7,500

Your custom banner will be included within the virtual event environment, outside of the sponsor catalog and your space, for attendees to see. Location of the banner is determined by Red Hat.

Share your message | 2-minute video | \$3,000

Available to Digital Silver sponsors to add-on. Expand your messaging reach with this additional inclusion, available to view within your sponsor space.

Share your message | Whitepapers | \$1,000 each

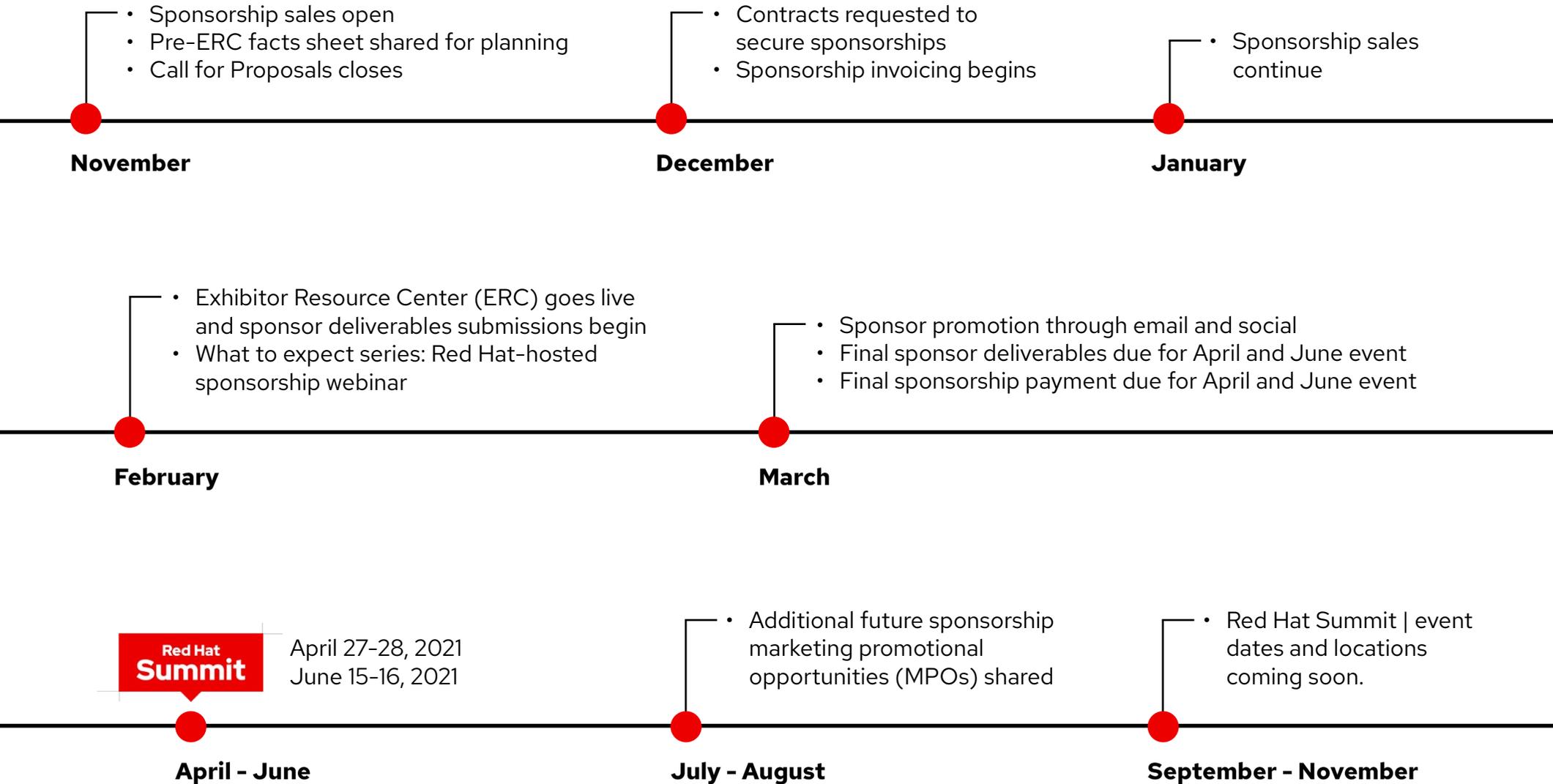
Expand your messaging reach with this additional inclusion, available for download in your sponsor space. The document must be in PDF format and mention Red Hat. Opt-in attendee list, based on asset downloads within your sponsor space, accessible in real time via the ERC during the April and June live events. Maximum number of whitepapers that can be purchased is three.

Share your message | Pre-event email ad | \$7,500

Send your message to thousands of attendees. Your logo and a 75-word message will be included in a Red Hat Summit 2021 email alongside event information. (Note: Scheduling determined by Red Hat.)



Sponsorship timeline



Interested? Fill out the [sponsorship request form](#) today.

Every year, many of our sponsorship packages sell out shortly after the prospectus is released. We recommend completing the sponsorship request form as soon as possible. All sponsorship requests must go through an internal review process.

After you submit the request form, the Red Hat Summit sponsorship team will be in contact with you within two business days to walk you through next steps. A signed contract is required to secure your sponsorship. Sponsorship opportunities are limited, so be sure to complete a request form today.

Questions? Reach out to our team at sponsorships@redhat.com.

We look forward to partnering with you!

