

RED HAT  
TECH  
EXCHANGE  
Asia Pacific

Share. Solve.  
Create.

Sponsorship  
Opportunities

HSINCHU, TAIWAN, 10-14 SEPTEMBER 2018



redhat®

# RED HAT TECH EXCHANGE, HSINCHU, TAIWAN

Dear Red Hat Business Partner,

We are pleased to announce the Red Hat Tech Exchange will be held at the Sheraton Hotel in Hsinchu, Taiwan, from the 10-14 September 2018.

For the 7th time, the Red Hat Tech Exchange in APAC enables the technical business audience by providing the latest technology updates and skills in Information Technology. The Red Hat Tech Exchange does not exchange technology knowledge only, it provides a switchboard for Red Hat associates and partners that need to understand business and technology to exchange knowledge, experience and skills. The theme for this year is:

**"Share. Solve. Create."**

Red Hat commits to transforming our partner and customer's business with technology, and technology with business. Red Hat Tech Exchange is the answer on how we embark on that journey with our customers and partners and the focus this year takes our transformation strategy towards Open Hybrid Cloud, focusing on 3 key technology pillars:

**Hybrid Cloud Infrastructure  
Cloud Native Application Platform  
Automation and Management**

As a sponsor you will be able to address the technical sellers and trusted advisers and create mindshare amongst these Red Hatters and Partners.

In the evenings you will be able to network in various formats and on various opportunities. I believe that as a sponsor of the RHTE you will be able to amplify our message and increase the mindshare to achieve business successes. The technical partnership is a strong one and will ultimately make the customer successful.

For more information about the RHTE, please contact the Red Hat Enablers at [apac-enablement@redhat.com](mailto:apac-enablement@redhat.com).

I look forward to our collaboration at the Red Hat Tech Exchange.

Best regards,  
Red Hat APAC

# WHY SPONSOR?

## Drive thought leadership and mindshare within the Red Hat APAC technical community and selected partners

- Get the attention and mindshare of the technical sellers, implementers and trusted advisors.
- Share insights with the Open Source technical and business community.
- Collaborate and influence the technical audience and enhance the partnership with Red Hat.
- Stay ahead of your competitors with this key industry event.

## Innovate with Red Hat's global and APAC product leaders on technical and business levels

- Access to Global and APAC product leadership.
- Enhance your B2B relationship on a technical and combined business level.
- Stay current with the actual content from the business and technology leaders.
- Provide insights and ideas to the entire Red Hat APAC technical community.

## Get the latest updates in the technology industry

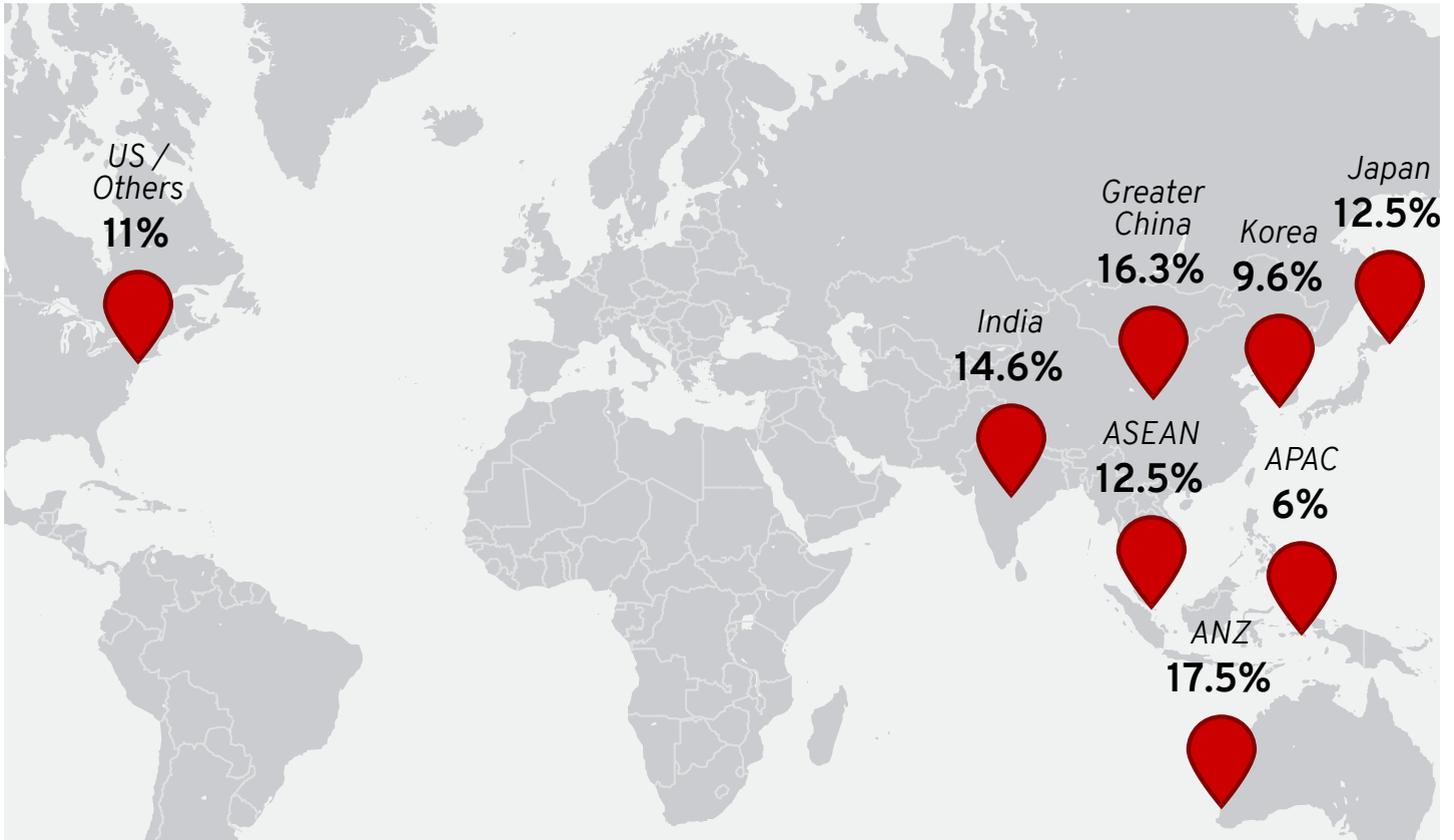
- Hybrid Cloud Infrastructure - Infrastructure software across the 4 footprints, with RHEL at the very core.
- Cloud Native Application Platform - Software to rapidly & efficiently develop & deploy apps across hybrid cloud.
- Management & Automation - Software can simplify management & automation of hybrid cloud environments.

## RHTE Landing page

<https://www.redhat.com/en/events/rhte-apac>

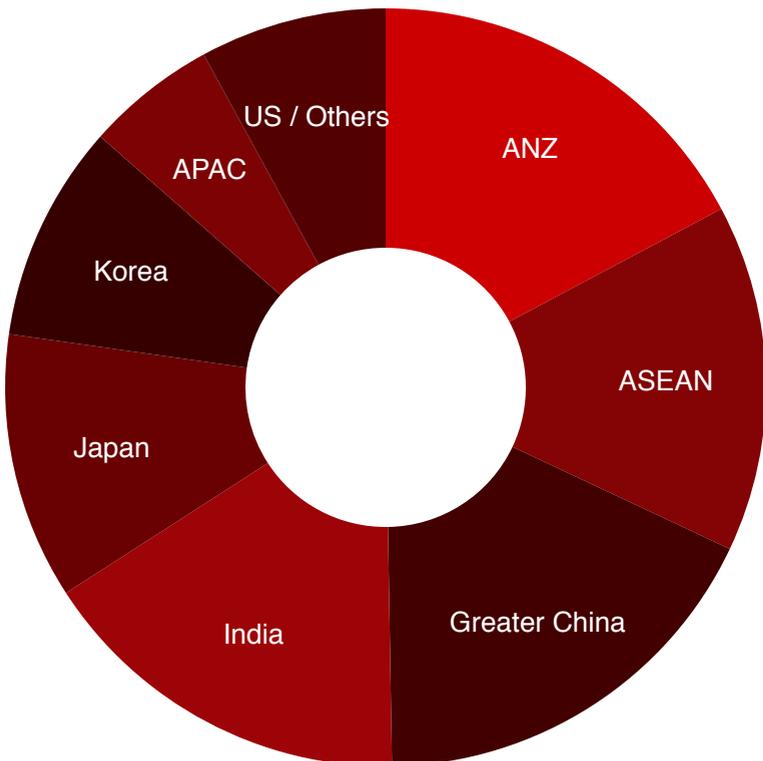
# ATTENDEE DEMOGRAPHICS

## RED HAT TECH EXCHANGE, 2017



## AUDIENCE BREAKDOWN

Number of attendees 2017 (total 492)



## FOCUS TOPICS

DevOps, PaaS, Containers, Microservices

Business Automation, Messaging and Integration

Cloud Management and Infrastructure: Orchestration and Automation, OpenStack

NFV, Storage (Ceph, Gluster)

# EVENT HIGHLIGHTS



Sheraton, Hsinchu, Taiwan



Welcome cocktail



Technical Breakouts



Engineering Nite



Gala Themed Dinner

# SPONSORSHIP PACKAGES

## PLATINUM

50,000 USD

### BUILD MINDSHARE AND TRUSTED RELATIONS

#### PRE-EVENT

- Company logo and profile (max 50 words) on website
- Company logo on invitation / confirmation emails
- 4 RHTE passes (4 x single room, entire event)

#### EVENT

- 1 x keynote slot addressing the entire audience
- 2 x speaker slots in technical breakouts
- Logo on printed Red Hat banners
- Company marketing brochures distributed on event-day registration
- Bring and place your own banners on assigned areas

#### POST-EVENT

- Access to attendee list

## GOLD

25,000 USD

### HAVE AN IMPACT, GLOBALLY

#### PRE-EVENT

- Company logo on website
- Company logo on invitation / confirmation emails
- 2 RHTE passes (2 x single room, entire event)

#### EVENT

- 1 x speaker slot in technical breakouts
- Logo on printed Red Hat banners
- Company marketing brochures distributed on event-day registration

**BEAT THE COMPETITION**

## PRE-EVENT

- Company logo on website
- 1 x RHTE pass (1 x single room, entire event)

## EVENT

- 1 x speaker slot in technical breakouts

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## **CONTACTS**

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