



SPONSORSHIP OPPORTUNITIES

May 2-4, 2017 | Boston, MA





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EVENT OVERVIEW

Red Hat Summit is the premier open source technology event to showcase the latest and greatest in cloud computing, platform, virtualization, middleware, storage, and systems management technologies.

Attendees gain the best knowledge in the industry through:

- Hundreds of technical and business sessions.
- Presenter-led and self-paced hands-on labs and demos.
- Customer panels and presentations.
- Visionary keynotes from industry leaders.
- Networking opportunities and events.
- Direct collaboration with Red Hat engineers.

Each year, this event brings together Red Hat customers, partners, industry experts, and community contributors to learn, network, and experience the full potential of open source. The 13th annual Red Hat Summit will take place on **May 2-4, 2017** at the **Boston Convention and Exhibit Center (BCEC)** in Boston, Massachusetts.

EVENT THEME

Red Hat Summit returns to Boston in 2017, an area that's no stranger to revolution. But revolutions—from the birth of a nation in Boston Harbor to the birth of open source at MIT—don't just happen. They take people, individuals looking toward the future who are willing to step up and say change won't happen *to me* but *because of me*.

So this year at Red Hat Summit, let us celebrate the individuals, the explorers, the builders. Let us recognize the unsung hero of the server room, the doer who keeps the lights on and the enterprise running. Let us spotlight the explorer, the dreamer who boldly offers a new solution to an old problem we just can't seem to overcome.

For open source innovation is only possible because of the people behind it.

Red Hat Summit 2017: Explore. Build. Share.

SPONSORSHIP OPPORTUNITIES

	PREMIER \$180,000	PLATINUM \$150,000	GOLD \$75,000	SILVER \$30,000	BRONZE \$15,000	GENERAL \$10,000
ONLINE						
Company description	100 words	100 words	75 words	75 words	50 words	50 words
Company logo	•	•	•	•	•	•
Mobile application promotion <i>(level of exposure varies by sponsorship)</i>	•	•	•	•	•	•
Banner ad on event site	•	•				
Session presentations posted to event website post-event	•	•	•			
EMAIL						
Logo included in one (1) pre-event email to registered attendees	•	•				
One pre-conference email blast to opt-in, registered attendees through Red Hat	•	•	•			
Press list (2 weeks before the event)	•	•	•	•	•	•
Company list (2 weeks before the event)	•	•	•	•	•	
CONFERENCE PASSES						
Speaker passes	4	3	1			
Full conference attendee passes	8	6	6	4	2	1
Exhibit staff passes	10	10	8	6	4	3
Discount code for employees and customers	•	•	•	•	•	•
CONFERENCE PRESENCE						
Keynote presentation and live streaming	•	•				
Session presentation(s) and lead scans from session(s)	3	2	1	1 (theater)		
Executive meeting space	•	•	• (1 day)			
Keynote drop	•	•				
Opt-in attendee list (post-event)	•	•				
BOOTH						
Size and space	30'x30'	30'x20'	20'x20'	10'x20'	10'x10'	6'x10'
ON-SITE ADVERTISEMENT						
Bag insert	•	•				
Logo displayed on signage and in conference materials	•	•	•	•	company name	
Discount on additional MPOs through March 3, 2017	25%	20%	15%	10%		

The premier sponsorship level is a customizable package. Availability is limited to one sponsor each year
If you are interested in this sponsorship tier, please reach out to sponsorships@redhat.com to further discuss.

PLATINUM SPONSORSHIP

Price and Availability

\$150,000 | Six Available

SESSION SPEAKING OPPORTUNITIES

Keynote presentation: An executive or technology leader from your company will give a 20-minute address to Red Hat Summit conference attendees. This talk should address your company's commitment and strategy in transforming the future of IT, as well as fall in line with the overall Red Hat Summit theme.
(All presentations are subject to approval by Red Hat.)

Keynote live streaming: Your keynote presentation will be recorded and streamed live online to reach an even broader, global community and audience. The live streaming channel will be promoted pre-event to all Red Hat audiences, as well as available for you to promote to your channels.

Session presentations: Your company will host two 45-minute breakout sessions at Red Hat Summit.

Presentation online availability: Your company's session presentation will be posted to the event website post-event for attendees to access, based on your company approval.

EXHIBITION AND CONFERENCE PRESENCE

Size and space: You will receive a 30×20 booth space. Your company will be able to bring your own booth for maximum branding exposure or opt-in to a standard turnkey booth, which includes the structure, basic electricity, wireless internet, and an overhead logo. Ability to rent additional items (monitors, wired internet, lead retrievals devices, etc.) and print additional booth graphics will be available through show services. Full booth details will be provided closer to the event.

Advertisement exposure: Your company will have the opportunity to advertise in the Red Hat Summit daily guide. Details will be provided closer to the event.

Executive meeting space: Your company will have a meeting space to host meetings with customers, partners, and prospects during the event.

Keynote drop: Your company may provide a special gift or promotional item to give to attendees at your keynote session. You will produce the item for distribution, pending approval from Red Hat.

Bag insert: You have the opportunity to submit one bag insert for each attendee to receive in his or her conference bag upon arrival at Red Hat Summit. The bag insert can be any document up to four pages or a small item (USB, pen, etc). Item must be approved by Red Hat.

Hanging banner location: Opportunity to use the space above your booth for a hanging banner that you produce and hang.

NETWORKING OPPORTUNITIES

Speaker passes: Three (3) speaker passes (3 total – 1 keynote, 2 sessions) will grant your speakers full access to Red Hat Summit, including all conference sessions, exhibit hall, keynotes, meals, and receptions.

Full-conference passes: Six (6) full-conference passes will grant full access to Red Hat Summit, including all conference sessions, exhibit hall, keynotes, meals, and receptions.

Exhibit staff passes: Ten (10) general staff exhibition passes will grant access to the exhibit hall, keynotes, meals, and the on-site receptions only.

Discount customer code: You will be given an exclusive discount code to offer your customers and partners to attend Red Hat Summit. For every five registrations that use this code, you will receive an additional full-conference pass for your company's use.

MARKETING AND LEAD GENERATION

Pre-conference email blasts: Your company logo will be included in one pre-event email to all registered attendees promoting your keynote session and speaker. In addition, your presence in the partner pavilion will be promoted in a pre-event email.

One pre-conference email blast to opt-in, registered attendees (pending Red Hat approval): Your company will have the opportunity to send an email to pre-registered, opt-in attendees to help promote your presence at the event. You provide the email and Red Hat will deploy it to the opt-in list.

Mobile application promotion: Your company will be featured prominently within the event's mobile application as platinum level sponsor with a logo, external URL, and booth location. The mobile application will be available to all attendees and accessible before, after, and during the on-site events.



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- Press list:** You will have access to the press list two weeks prior to the event. This list will include each individual's name, company, and email address.
- Company list pre-event:** Red Hat will provide the list of attendees' company and title information only, two weeks prior to the event.
- Session leads:** You will have access to the leads from your sponsored sessions in the exhibitor resource center post-event.
- Attendee list post-event:** You will have access to the full, opt-in Red Hat Summit attendee list after the event ends. This list will include each individual's name, job title, company, and email address.

BRAND REACH

- Company logo:** Your company logo will be shown on the event sponsor page of the Red Hat Summit website.
- Company description:** Your 100-word company description will appear on the Red Hat Summit event website under the platinum sponsor header.
- Banner ad on event site:** You will be given exclusive space for a full-width promotional banner on the Red Hat Summit website featuring you as a platinum sponsor of the event.
- Comprehensive marketing on-site:** Your logo will be prominently displayed on signage throughout the conference.
- Keynote slides:** A slide exclusively thanking our platinum sponsors will be included in the slides rotating before and after a keynotes each day.
- Marketing promotional opportunity (MPO) discount:** You will be given an exclusive 20% discount on any additional MPOs purchased through March 3, 2017.



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GOLD SPONSORSHIP

Price and Availability

\$75,000 | Four Available

SESSION SPEAKING OPPORTUNITIES

Session presentations: Your company will host one 45-minute breakout session at Red Hat Summit. Sessions are scheduled on a first-come, first-served basis once content is finalized and approved by Red Hat.

Presentation online availability: Your company's session presentation will be posted to the event website post-event for attendees to access, based on your company approval.

EXHIBITION AND CONFERENCE PRESENCE

Size and space: You will receive a 20×20 booth space. Your company will be able to bring your own booth for maximum branding exposure or opt-in to a standard turnkey booth, which includes the structure, basic electricity, wireless internet, and an overhead logo. Ability to rent additional items (monitors, wired internet, lead retrievals devices, etc.) and print additional booth graphics will be available through show services. Full booth details will be provided closer to the event.

Advertisement exposure: Your company will have the opportunity to advertise in the Red Hat Summit daily guide. Details will be provided closer to the event.

Executive meeting space: Your company will have access to meeting space for one (1) day of the conference to host meetings with customers, partners, and prospects during the event. Date specifics will be determined closer to the event.

NETWORKING OPPORTUNITIES

Speaker pass: One (1) speaker pass will grant your speaker full access to Red Hat Summit, including all conference sessions, exhibit hall, keynotes, meals, and receptions.

Full-conference passes: Six (6) full-conference passes will grant full access to Red Hat Summit, including all conference sessions, exhibit hall, keynotes, meals, and receptions.

Exhibit staff passes: Eight (8) general staff exhibition passes will grant access to the exhibit hall, keynotes, meals, and the on-site receptions only.



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Discount customer code: You will be given an exclusive discount code to offer your customers and partners to attend Red Hat Summit. For every five registrations that use this code, you will receive an additional full-conference pass for your company's use.

MARKETING AND LEAD GENERATION

One pre-conference email blast to opt-in, registered attendees (pending Red Hat approval): Your company will have the opportunity to send an email to pre-registered, opt-in attendees to help promote your presence at the event. You provide the email and Red Hat will deploy it to the opt-in list.

Mobile application promotion: Your company will be featured within the event's mobile application as a gold level sponsor with a logo, external URL, and booth location. The mobile application will be available to all attendees and accessible before, during, and after the on-site events.

Press list: You will have access to the press list two weeks prior to the event. This list will include each individual's name and company.

Company list pre-event: Red Hat will provide the list of attendees' company and title information only, two weeks prior to the event.

Session leads: You will have access to the leads from your sponsored sessions in the exhibitor resource center post-event.

BRAND REACH

Company logo: Your company logo will be shown on the event sponsor page of the Red Hat Summit website.

Company description: Your 75-word company description will appear on the Red Hat Summit event website under the gold sponsor header.

Comprehensive marketing on-site: Your logo will be prominently displayed on signage throughout the conference.

Marketing promotional opportunity (MPO) discount: You will be given an exclusive 15% discount on any additional MPOs purchased through March 3, 2017.



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SILVER SPONSORSHIP

Price and Availability

\$30,000 | Ten Available

EXHIBITION AND CONFERENCE PRESENCE

Size and space: You will receive a 10×20 booth space. Your company will be able to bring your own booth for maximum branding exposure or opt-in to a standard turnkey booth, which includes the structure, basic electricity, wireless internet, and an overhead logo. Ability to rent additional items (monitors, wired internet, lead retrievals devices, etc.) and print additional booth graphics will be available through show services. Full booth details will be provided closer to the event.

Advertisement exposure: Your company's logo will be featured in the Red Hat Summit conference materials. Details to be provided closer to the event.

Theater presentation: Your company will be slotted for one (1) 20-minute theater presentation. The session will take place in the Open Source Theater in the Partner Pavilion during dedicated hours. You will have the opportunity to scan theater session attendees with your rented lead retrieval device.

NETWORKING OPPORTUNITIES

Full-conference passes: Four (4) full-conference passes will grant full access to Red Hat Summit, including all conference sessions, exhibit hall, keynotes, meals, and receptions.

Exhibit staff passes: Six (6) general staff exhibition passes will grant access to the exhibit hall, keynotes, meals, and the on-site receptions only.

Discount customer code: You will be given an exclusive discount code to offer your customers and partners to attend Red Hat Summit. For every five registrations that use this code, you will receive an additional full-conference pass for your company's use.

MARKETING AND LEAD GENERATION

Mobile application promotion: Your company will be featured within the event's mobile application as a silver level sponsor with a logo, external URL, and booth location. The mobile application will be available to all attendees and accessible before, during, and after the on-site events.



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Press list: You will have access to the press list two weeks prior to the event. This list will include each individual's name and company.

Company list pre-event: Red Hat will provide the list of attendees' company and title information only, two weeks prior to the event.

BRAND REACH

Company logo: Your company logo will be shown on the event sponsor page of the Red Hat Summit website.

Company description: Your 75-word company description will appear on the Red Hat Summit event website under the silver sponsor header.

Comprehensive marketing on-site: Your logo will be prominently displayed on signage throughout the conference.

Marketing promotional opportunity (MPO) discount: You will be given an exclusive 10% discount on any additional MPOs purchased through March 3, 2017.



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BRONZE SPONSORSHIP

Price and Availability

\$15,000

EXHIBITION AND CONFERENCE PRESENCE

Size and space: You will receive a 10×10 turnkey booth. Overhead logo header will be provided, as well as the booth structure, basic electricity and wireless internet access. Ability to rent additional items (monitors, wired internet, lead retrieval devices, etc.) and print additional booth graphics will be available through show services. Full booth details will be provided closer to the event.

NETWORKING OPPORTUNITIES

Full-conference passes: Two (2) full-conference passes will grant full access to Red Hat Summit, including all conference sessions, exhibit hall, keynotes, meals, and receptions.

Exhibit staff passes: Four (4) general staff exhibition passes will grant access to the exhibit hall, keynotes, meals, and the on-site receptions only.

Discount customer code: You will be given an exclusive discount code to offer your customers and partners to attend Red Hat Summit. For every five registrations that use this code, you will receive an additional full-conference pass for your company's use.

MARKETING AND LEAD GENERATION

Mobile application promotion: Your company will be featured within the event's mobile application as a bronze level sponsor with a logo, external URL, and booth location. The mobile application will be available to all attendees and accessible before, during, and after the on-site events.

Press list: You will have access to the press list two weeks prior to the event. This list will include each individual's name and company.

Company list pre-event: Red Hat will provide the list of attendees' company and title information only, two weeks prior to the event.



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BRAND REACH

Company logo: Your company logo will be shown on the event sponsor page of the Red Hat Summit website.

Company description: Your 50-word company description will appear on the Red Hat Summit event website under the bronze sponsor header.

Comprehensive marketing on-site: Your company name will be displayed on signage throughout the conference.



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GENERAL SPONSORSHIP

Price and Availability

\$10,000

EXHIBITION AND CONFERENCE PRESENCE

Size and space: You will receive a 6×10 turnkey booth. Overhead logo header will be provided, as well as the booth structure, basic electricity and wireless internet access. Ability to rent additional items (monitors, wired internet, lead retrieval devices, etc.) and print additional booth graphics will be available through show services. Full booth details will be provided closer to the event.

NETWORKING OPPORTUNITIES

Full-conference passes: One (1) full-conference pass will grant full access to Red Hat Summit, including all conference sessions, exhibit hall, keynotes, meals, and receptions.

Exhibit staff passes: Three (3) general staff exhibition passes will grant access to the exhibit hall, keynotes, meals, and the on-site receptions only.

Discount customer code: You will be given an exclusive discount code to offer your customers and partners to attend Red Hat Summit. For every five registrations that use this code, you will receive an additional full-conference pass for your company's use.

MARKETING AND LEAD GENERATION

Mobile application promotion: Your company will be featured within the event's mobile application as a general level sponsor with a logo, external URL, and booth location. The mobile application will be available to all attendees and accessible before, during, and after the on-site events.

Press list: You will have access to the press list two weeks prior to the event. This list will include each individual's name and company.

BRAND REACH

Company logo: Your company logo will be shown on the event sponsor page of the Red Hat Summit website.

Company description: Your 50-word company description will appear on the Red Hat Summit event website under the general sponsor header.



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Interested in becoming a 2017 sponsor?

Please contact Red Hat Sponsorships at sponsorships@redhat.com for further information