



AnsibleFest

Sponsorship prospectus

May 19–22, 2025

Boston Convention and Exhibition Center (BCEC)
Boston, Massachusetts

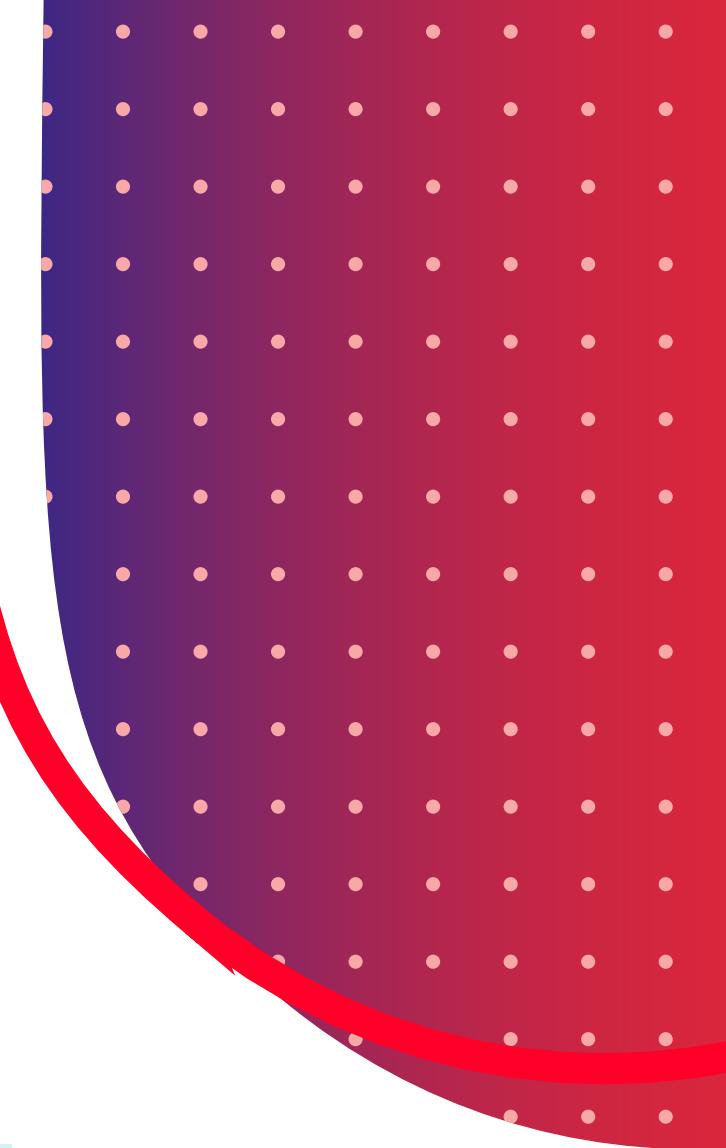


Table of contents

• <u>2024 event highlights and attendee demographics</u>	3
• <u>Thank you to our 2024 sponsors</u>	5
• <u>2025 event overview</u>	6
• <u>Why sponsor?</u>	7
• <u>Sponsorship packages overview</u>	8
• <u>Package details</u>	11
• <u>Conference pass access</u>	19
• <u>Agenda at a glance</u>	20
• <u>Reserve your sponsorship</u>	21
• <u>Timeline</u>	21



Red Hat® Summit and **AnsibleFest 2024** took place in Denver, Colorado, at the Colorado Convention Center from May 6-9, 2024. We welcomed thousands of customers, partners, community members, and IT professionals to learn and collaborate on technologies from the datacenter and public cloud to the edge and beyond.

2024 in-person event highlights



6,200+
attendees



76
sponsors



70+ analysts
and press



5,600+ labs and workshops
completed



300+ sessions
and labs



120M

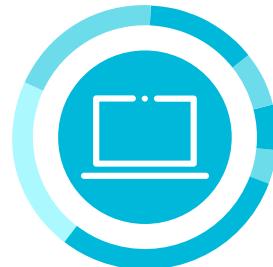
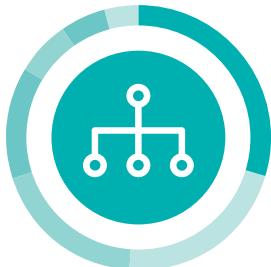
social
impressions



359K+ theCUBE
media views

Note: Highlights and attendee demographics are not projections for Red Hat Summit and AnsibleFest 2025 and should be used for reference only.

2024 in-person event attendee demographics



Top regions	Top industries	Top influencer roles	Top technical roles
73% North America	18% Technology	34% Influencer	22% Engineer
12% Europe, Middle East, Africa	11% IT consulting and services	12% Decision-maker	17% Architect
8% Latin America	11% Financial services	8% End user	16% System Administrator (SysAdmin)
7% Asia Pacific	10% Government and public sector	33% None of the above	9% Manager
	10% Telecommunications		7% Director

Note: Highlights and attendee demographics are not projections for Red Hat Summit and AnsibleFest 2025 and should be used for reference only.

Thank you to our 2024 sponsors

Platinum



DELL Technologies

Hewlett Packard Enterprise



Microsoft

Gold

Capgemini

carahsoft

CISCO

Deloitte

dynatrace

kyndryl

Lenovo

ORACLE

portworx[®]
by Pure Storage

SAP

Silver

Accenture
AMD
CrowdStrike
Crunchy Data
DXC Technology
EDB
F5
Google Cloud
KPMG LLP
NetApp
Nutanix
Palo Alto Networks
TD SYNNEX
World Wide Technology
NVIDIA Corporation

Bronze

Arrow ECS
BigPanda
CDW
Citrix | NetScaler
Cloudera
Coralogix
CyberArk
Datadog
GitLab Inc.
HCLTech
Infosys
LINBIT
ManageEngine
One Technology Corporation
Oxide Computer Company
Run: AI
Samsung Semiconductor, Inc.

Solo.io
Spacelift, Inc.
Tech Mahindra Limited
Tigera
Veeam Software Corporation
Western Digital Corporation

General

Arista Networks, Inc.
Checkmk
CloudBees, Inc.
Cockroach Labs
Converge Technology Solutions
Fierce Software
Fujitsu Enterprise Postgres
Ingram Micro
Miracle Software Systems, Inc
Nagios
Presidio
Qt Group
SoftwareOne, Inc.
Storix
Stromasys
Yubico
ZABBIX

Pod

Coder
NTT DATA
Seiko Solutions
Wipro Limited
XLAB Steampunk

Red Hat Summit 2025

Unlock what's next

On May 19-22, 2025, a collaborative community of technology professionals will gather at **Red Hat Summit** and **AnsibleFest** to unlock what's next in open source. Join us in Boston, Massachusetts, to build new skills, challenge tech complexity, and move your organization forward.

Attendees and partners gain the best knowledge in the industry through:

- Hundreds of **technical and business sessions**
- Presenter-led and self-paced **hands-on labs**
- Customer **panels and presentations**
- Visionary **keynotes** from industry leaders
- **Networking opportunities** and events
- **1:1 collaboration** with Red Hat subject matter experts



Why sponsor?

Red Hat Summit and colocated AnsibleFest is an exceptional opportunity to build awareness of your brand among technology leaders and practitioners from hundreds of **Fortune 500 organizations**.

- **Share** your organization's brand and messaging with thousands of the brightest minds in the open source ecosystem.
- **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.
- **Promote** your company's visibility pre-event, on site, and post-event to Red Hat Summit's social media following.

Interested in sponsoring Red Hat Summit and AnsibleFest 2025? View our package options below. For marketing promotional opportunities (MPOs), email sponsorships@redhat.com to request a contract.

Sponsorship packages overview

See package benefits for details

	PLATINUM by invitation US\$170,000	GOLD by invitation US\$95,000	SILVER US\$60,000	BRONZE US\$25,000	GENERAL US\$15,000	POD US\$10,000
--	--	-------------------------------------	----------------------	----------------------	-----------------------	-------------------

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(60 sec)		1(30 sec)	1(15 sec)		

Conference access

Executive Exchange invitations (VP-level participants only, includes Red Hat Summit and AnsibleFest access)	2	1				
Speaker full conference passes (can only be used for sponsored session speakers)	3	2	1			
Full conference passes	10	6	4	3	2	1
Exhibitor staff passes	13	10	8	5	2	2
Registration discount code for customers and employees	•	•	•	•	•	•

Exhibit experience

Booth size	30'x20'	20'x20'	10'x20'	10'x10'	6'x10'	Kiosk in shared footprint
Booth design (turnkey graphic panels included)	Turnkey or bring your own booth	Turnkey or bring your own booth	Turnkey or bring your own booth	Turnkey	Turnkey	
Overhead hanging space (over booth, provided by sponsor)	•	•				
Lead retrieval devices	4	3	2	1		
Executive meeting space	3 days	1 day	Limited number of meeting rooms will be available as marketing promotional opportunities			

Sponsorship packages overview

See package benefits for details

	PLATINUM by invitation US\$170,000	GOLD by invitation US\$95,000	SILVER US\$60,000	BRONZE US\$25,000	GENERAL US\$15,000	POD US\$10,000
--	--	-------------------------------------	----------------------	----------------------	-----------------------	-------------------

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 + PDF resource	75 words + PDF resource	75 words	50 words	50 words	25 words
Sponsored session linked to sponsor listing on the Red Hat Summit website	•	•	•			
Promotional banner on event website	•					
Logo included in 1 preconference email to registered attendees sent by Red Hat	•					
Preconference email ad to opted in, registered attendees	•	•				
Social media recognition and promotion	•	•				
Mobile app recognition	•	•	•	•	•	•

On-site marketing

Logo displayed at opening keynote	•					
Welcome party presenting sponsorship	•					
Hall crawl sponsorship	•	•				
Logo displayed on 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 expo hall bag	•	•	•			

Sponsorship packages overview

See package benefits for details

PLATINUM by invitation US\$170,000	GOLD by invitation US\$95,000	SILVER US\$60,000	BRONZE US\$25,000	GENERAL US\$15,000	POD US\$10,000
--	-------------------------------------	----------------------	----------------------	-----------------------	-------------------

On-site marketing (cont.)

Gift or promotional item (provided and placed by sponsor)	Breakout sessions only	Breakout sessions only			
Branding on sponsor recognition signage	Logo	Logo	Logo	Logo	Logo
Discount on MPOs (through February 3, 2025)	20%	15%	10%		
Lunch sponsorship (logo recognition)	Tuesday only	Wednesday only			

Post-event marketing

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

Platinum

\$170,000 | Available by invitation

Package benefits

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

Exhibit experience

30'x20' booth space

Provided turnkey booth (design to be released early in 2025) with sponsor logo header—or provide your own custom booth. Turnkey booth design includes:

- Option to hang overhead banner (provided by sponsor)
- Four (4) monitors within your booth
- Wastebasket, nightly vacuuming, and trash-removal services

Wireless internet, electricity, and power strips

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

Four (4) lead-retrieval devices

Dedicated meeting room for customer and prospect meetings with custom signage, table, chairs, and electricity

- Sponsor to manage all meeting scheduling
- Catering can be purchased through show services

Conference access | Twenty-eight (28) passes

Two (2) VP-level+ invitations to Executive Exchange, a colocated executive event (includes Red Hat Summit and AnsibleFest access)

Three (3) speaker full conference passes (can only be used for sponsored session speakers)

Ten (10) full conference passes

Thirteen (13) exhibit staff passes (does not include access to breakout sessions or labs)

Discount code to purchase limited quantity of additional full conference passes at US\$799 rate

Messaging reach

One (1) 20-minute live executive interview on theCUBE

One (1) 30-second digital ad on theCUBE

Two (2) 45-minute, sponsor-led breakout sessions (signed presenter release required)

One (1) 20-minute theater session in the expo hall (signed presenter release required)

Social media promotion of breakout sessions

One (1) 60-second digital ad at event venue

Pre-event marketing

Social media announcement once contract is signed

Social media promotional kit (includes approved text posts, branded graphics, and customizable graphics)

Access to email templates and banner graphics that can be used to invite your customers and promote your sponsorship

Company logo, 100-word description, URL link, and one (1) PDF resource on sponsor event webpage

- PDF resource is provided by sponsor and will be available for download
- Examples include traditional whitepapers and customer success brochures
- PDF format only, limit 1MB per file
- Mention of Red Hat is required

Sponsored sessions linked to sponsor listing

Full-width promotional banner on Red Hat Summit event website

Logo included in one (1) preconference email to registered attendees

One (1) email with top-tier company names and call to action (200 characters with spaces) sent on sponsor's behalf to opted in, registered attendees (subject to Red Hat approval)

Platinum

\$170,000 | Available by invitation

Package benefits (cont.)

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

Pre-event marketing (cont.)

Advanced access to press list 2 weeks prior to conference (from those press that have opted in to receiving communications from sponsors)

Red Hat will provide attendee list 2 weeks prior to conference (list will include company names only)

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

On-site marketing

Logo displayed on sponsor-recognition conference signage

Logo recognition at opening keynote

Platinum-sponsored welcome party (recognition included in event app)

Hall crawl sponsorship includes choice of craft beer or wine to be served from booth during event

One (1) gift or promotional item distributed at sponsored breakout sessions (sponsor to supply, subject to Red Hat approval)

Logo displayed on expo theater signage

Mobile app push notification promoting expo hall reception and sponsors

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

Logo featured on expo hall bag

Platinum-sponsored lunch on Tuesday (logo recognition included in signage)

On-site gamification inclusion to encourage attendees to visit your space during event days

20% discount on additional on-site marketing promotional opportunities through February 3, 2025

Post-event marketing

Session presentation or presentations hosted on event website in session catalog (signed presenter release required)

Access to leads from booth and sponsored sessions within 24 hours after event conclusion

Logo featured in Red Hat Summit and AnsibleFest post-event recap email

Customized event recap report

Gold

\$95,000 | Available by invitation

Package benefits

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

Exhibit experience

20'x20' booth space

Provided turnkey booth (design to be released early in 2025) with sponsor logo header—or provide your own custom booth. Turnkey booth design includes:

- Option to hang overhead banner (provided by sponsor)
- Three (3) monitors within your booth
- Wastebasket, nightly vacuuming, and trash-removal services

Wireless internet, electricity, and power strips

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

Three (3) lead-retrieval devices

One (1) day of access to a dedicated meeting room for customer and prospect meetings with custom signage, table, chairs, and electricity

- Scheduling based upon first come, first served
- Sponsor to manage all meeting scheduling
- Catering can be purchased through show services

Conference access | Nineteen (19) passes

One (1) VP-level+ invitation to Executive Exchange, a colocated executive event (includes Red Hat Summit and AnsibleFest access)

Two (2) speaker full conference passes (can only be used for sponsored session speakers)

Six (6) full conference passes

Ten (10) exhibit staff passes (does not include access to breakout sessions or labs)

Discount code to purchase limited quantity of additional full conference passes at US\$799 rate

Messaging reach

One (1) 15-second digital ad on theCUBE

One (1) 45-minute, sponsor-led breakout session (signed presenter release required)

One (1) 20-minute theater session in the expo hall (signed presenter release required)

Social media promotion of breakout session

One (1) 30-second digital ad at event venue

Pre-event marketing

Social media announcement once contract is signed

Social media promotional kit (includes approved text posts, branded graphics, and customizable graphics)

Access to email templates and banner graphics that can be used to invite your customers and promote your sponsorship

Company logo, 75-word description, URL link, and one (1) PDF resource on sponsor event webpage

Sponsored sessions linked to sponsor listing

One (1) email with top-tier company names and call to action (200 characters with spaces) sent on sponsor's behalf to opted in, registered attendees (subject to Red Hat approval)

Advanced access to press list 2 weeks prior to conference (from those press that have opted in to receiving communications from sponsors)

Red Hat will provide attendee list 2 weeks prior to conference (list will include company names only)

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

Gold

\$95,000 | Available by invitation

Package benefits (cont.)

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

On-site marketing

Logo displayed on sponsor-recognition conference signage

Logo recognition at opening keynote

Hall crawl sponsorship includes choice of tasty snack from customized menu to be served from booth during the event

One (1) gift or promotional item distributed at sponsored breakout session (sponsor to supply, subject to Red Hat approval)

Logo displayed on expo theater signage

Mobile app push notification promoting expo hall reception and sponsors

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

Logo featured on expo hall bag

Gold-sponsored lunch on Wednesday (logo recognition included in signage)

On-site gamification inclusion to encourage attendees to visit your space during event days

15% discount on additional on-site marketing promotional opportunities through February 3, 2025

Post-event marketing

Session presentation or presentations hosted on event website in session catalog (signed presenter release required)

Access to leads from booth and sponsored sessions within 24 hours after event conclusion

Logo featured in Red Hat Summit and AnsibleFest post-conference recap email

Customized event recap report

Silver

\$60,000

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

Provided turnkey booth (design to be released early in 2025) with sponsor logo header—or provide your own custom booth. Turnkey booth design includes:

- Two (2) monitors within your booth
- Wastebasket, nightly vacuuming, and trash-removal services

Wireless internet, electricity, and power strips

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

Two (2) lead-retrieval devices

Conference access | Thirteen (13) passes

One (1) speaker full conference passes (can only be used for sponsored session speakers)

Four (4) full conference passes

Eight (8) exhibit staff passes (does not include access to breakout sessions or labs)

Discount code to purchase limited quantity of additional full conference passes at US\$799 rate

Messaging reach

One (1) 15-second digital ad on theCUBE

One (1) 20-minute theater session in the expo hall (signed presenter release required)

One (1) 15-second digital ad at event venue

Pre-event marketing

Access to email templates and banner graphics that can be used to invite your customers and promote your sponsorship

Social media promotional kit (includes approved text posts, branded graphics, and customizable graphics)

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

Sponsored session linked to sponsor listing

Advanced access to press list 2 weeks prior to conference (from those press that have opted in)

Red Hat will provide attendee list 2 weeks prior to conference (list will include company names only)

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

On-site marketing

Logo displayed on sponsor-recognition conference signage

Mobile app push notification promoting expo hall reception and sponsors

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

Logo featured on expo hall bag

Silver-sponsored lunch on Thursday (logo recognition included in signage)

10% discount on additional on-site marketing promotional opportunities through February 3, 2025

Post-event marketing

Session presentation hosted on event website in session catalog (signed presenter release required)

Access to leads from booth and sponsored sessions within 24 hours after event conclusion

Bronze

\$25,000

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

Turnkey booth (design to be released early in 2025) with sponsor logo header includes:

- One (1) monitor within your booth
- Wastebasket, nightly vacuuming, and trash-removal services

Wireless internet, electricity, and power strip

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

One (1) lead-retrieval device

Conference access | Eight (8) passes

Three (3) full conference passes

Five (5) exhibit staff passes (does not include access to breakout sessions or labs)

Discount code to purchase limited quantity of additional full conference passes at US\$799 rate

Pre-event marketing

Access to email templates and banner graphics that can be used to invite your customers and promote your sponsorship

Social media promotional kit (includes approved text posts, branded graphics, and customizable graphics)

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

Advanced access to press list 2 weeks prior to conference (from those press that have opted in)

Red Hat will provide attendee list 2 weeks prior to conference (list will include company names only)

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

On-site marketing

Company name displayed on sponsor-recognition conference signage

Logo included on expo hall bag

Mobile app push notification promoting expo hall reception and sponsors

Post-event marketing

Access to booth leads within 24 hours

General

\$15,000

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

Turnkey booth (design to be released early in 2025) with sponsor logo header includes:

- One (1) monitor within your booth
- Wastebasket, nightly vacuuming, and trash removal services

Wireless internet, electricity, and power strip

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

Conference access | Four (4) passes

Two (2) full conference passes

Two (2) exhibit staff passes (does not include access to breakout sessions or labs)

Discount code to purchase limited quantity of additional full conference passes at US\$799 rate

Pre-event marketing

Access to email templates and banner graphics that can be used to invite your customers and promote your sponsorship

Social media promotional kit (includes approved text posts, branded graphics, and customizable graphics)

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

Advanced access to press list 2 weeks prior to conference (from those press that have opted in)

Red Hat will provide attendee list 2 weeks prior to conference (list will include company names only)

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

On-site marketing

Company name displayed on sponsor-recognition conference signage

Mobile app push notification promoting expo hall reception and sponsors

Post-event marketing

Access to booth leads within 24 hours (*only applicable if lead-retrieval device has been added to package*)

Pod

\$10,000

Package benefits

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

Exhibit experience

Demo pod in a shared floor space with sponsor logo header. Also includes:

- One (1) monitor within your demo pod
- Wastebasket, nightly vacuuming, and trash removal services

Wireless internet, electricity, and power strip

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

Conference access | Three (3) passes

One (1) full conference pass

Two (2) exhibit staff passes (does not include access to breakout sessions or labs)

Discount code to purchase limited quantity of additional full conference passes at US\$799 rate

Pre-event marketing

Access to email templates and banner graphics that can be used to invite your customers and promote your sponsorship

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

Red Hat will provide attendee list 2 weeks prior to conference (list will include company names only)

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

On-site marketing

Company name displayed on sponsor-recognition conference signage

Mobile app push notification promoting expo hall reception and sponsors

Post-event marketing

Access to demo pod leads within 24 hours (*only applicable if lead-retrieval device has been added to package*)

Conference pass access

At a glance

Pass type	Full conference	Exhibit staff
Conference access		
General sessions	•	•
Expo hall (exhibit hall)	•	•
Meals (breakfast and lunch, on-site only)	•	•
AnsibleFest programming	•	•
Red Hat Summit and AnsibleFest receptions	•	•
Breakout sessions and hands-on labs	•	
Executive Exchange (colocated event)	Platinum - 2 passes Gold - 1 pass	

Agenda

At a glance

This agenda is subject to change. A detailed agenda with specific timing will be available on the Red Hat Summit and AnsibleFest event website in spring 2025. Note that conference access varies by pass type.

		Monday, May 19 Preconference	Tuesday, May 20 Conference	Wednesday, May 21 Conference	Thursday, May 22 Conference No expo hall
Morning	Community Day	Breakfast	Breakfast	Breakfast	
Afternoon		Red Hat Summit keynote Breakout sessions Labs Expo hall Executive Exchange	Red Hat Summit keynote Breakout sessions Labs Expo hall	Breakout sessions Labs	
Evening		Lunch	Lunch	Lunch	
Morning		AnsibleFest keynote Breakout sessions Labs Expo hall Executive Exchange	Breakout sessions Labs Expo hall	Breakout sessions Labs	
Evening	Kickoff party in expo hall	Hall crawl	Ancillary events Expo hall loadout	Departures	

How to reserve your sponsorship

Every year, many of our top-tier sponsorship packages sell out shortly after the prospectus is released. We recommend requesting a contract as soon as possible to secure your spot at Red Hat Summit and AnsibleFest 2025.

[Request a contract.](#)

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 next steps of the contract process. All packages are sold on a first-come, first-served basis. Guidelines and due dates are included within the contract and Exhibitor Resource Center (ERC). 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.

Interested in customizing your sponsorship?

If you have any questions regarding our sponsorship packages or MPOs, or if you would like to customize a sponsorship package, contact sponsorships@redhat.com.

The Red Hat Summit sponsorship team is excited to partner with you to ensure your presence on site meets your organization's objectives and offers you a successful event experience.

See you in Boston.

Sponsorship timeline

October 2, 2024	CFP opens
November 1, 2024	Sponsorship and MPO sales open
November 13, 2024	CFP closes
January 2025	Sponsor Exhibitor Resource Center (ERC) opens
March 14, 2025	Sponsorship and MPO sales close
May 19 - 22, 2025	Red Hat Summit and AnsibleFest 2025



AnsibleFest

May 19-22, 2025

Boston Convention and Exhibition Center (BCEC)
Boston, Massachusetts

Thank you

We look forward to partnering with you.

