



Sponsorship prospectus

May 11-14, 2026

Georgia World Congress Center (GWCC)
Atlanta, Georgia

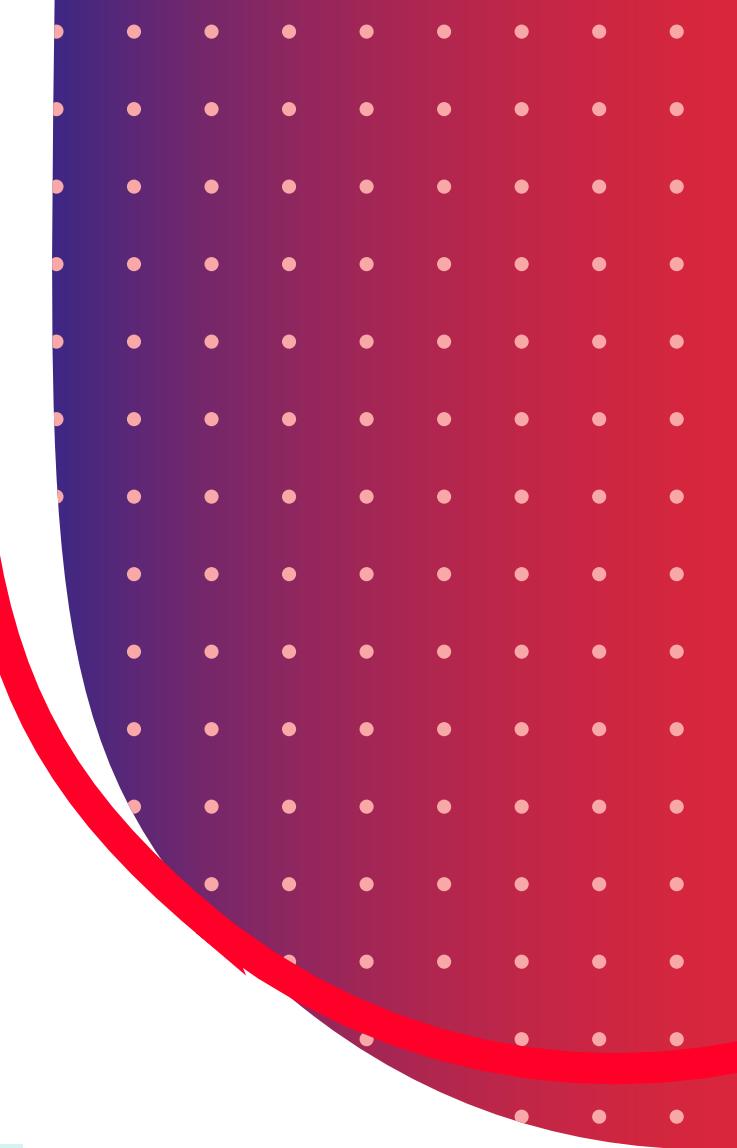


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Last year, we welcomed thousands of customers, partners, community members, and IT professionals in Boston to learn and collaborate on technologies from AI and cloud environments to the edge and beyond.

2025 event highlights



6,600+
attendees



77
sponsors



70+ analysts
and press



5,200+ labs
completed



400+ sessions and
labs offered



2M+ social
impressions



317K+ theCUBE
media views

Note: Highlights and attendee demographics are not projections for Red Hat® Summit 2026 and should be used for reference only.

2025 attendee demographics



Top regions	Top content interest	Top attendee roles	Top technical roles
72% North America	70% Automation	41% Partner	11% Engineer
14% Europe, Middle East, Africa	66% Infrastructure	39% Technical subject matter expert	8% Architect
8% Latin America	43% Application platforms	12% Manager or business-focused role	8% Manager
6 % Asia Pacific	42% Edge, AI, and emerging technologies	8% Executive	7% Director
			6% System administrator (Sysadmin)

Note: Highlights and attendee demographics are not projections for Red Hat® Summit 2026 and should be used for reference only.
For "top content interest," total percentage exceeds 100% as attendees were able to select multiple options.

Thank you to our 2025 sponsors

Platinum



Google Cloud



Gold



crunchydata

DELL Technologies



Hewlett Packard
Enterprise

Lenovo

NetApp

ORACLE

Silver

Accenture
Arrow Electronics, Inc.
EDB
HashiCorp Federal, Inc.
Kove
Kyndryl, Inc.
Palo Alto Networks
Rubrik
World Wide Technology

Bronze

Arctera
Carahsoft
CDW
Chronosphere
CockroachDB
Coralogix
CyberArk
Datadog
Elasticsearch, Inc.
Fujitsu Limited
GitLab
HCLTech
Hitachi Vantara
Infosys
Ingram Micro
Isovalent
Jozu

KPMG LLP
LINBIT
ManageEngine
Open Nebula Systems
RackN, Inc.
ScaleOps
Spacelift, Inc.
Tech Mahindra, Inc.
Tigera
Veeam
Wipro Limited
Zabbix

General

Arista Networks, Inc.
AuriStor
Aurora Labs
Checkmk
Coder
Cohesity
Fierce Software
Lightbits Labs
Nagios
NVIDIA Corporation
Presidio
Sandfly Security
Security Compass
Stromasys
Trillo

Pod

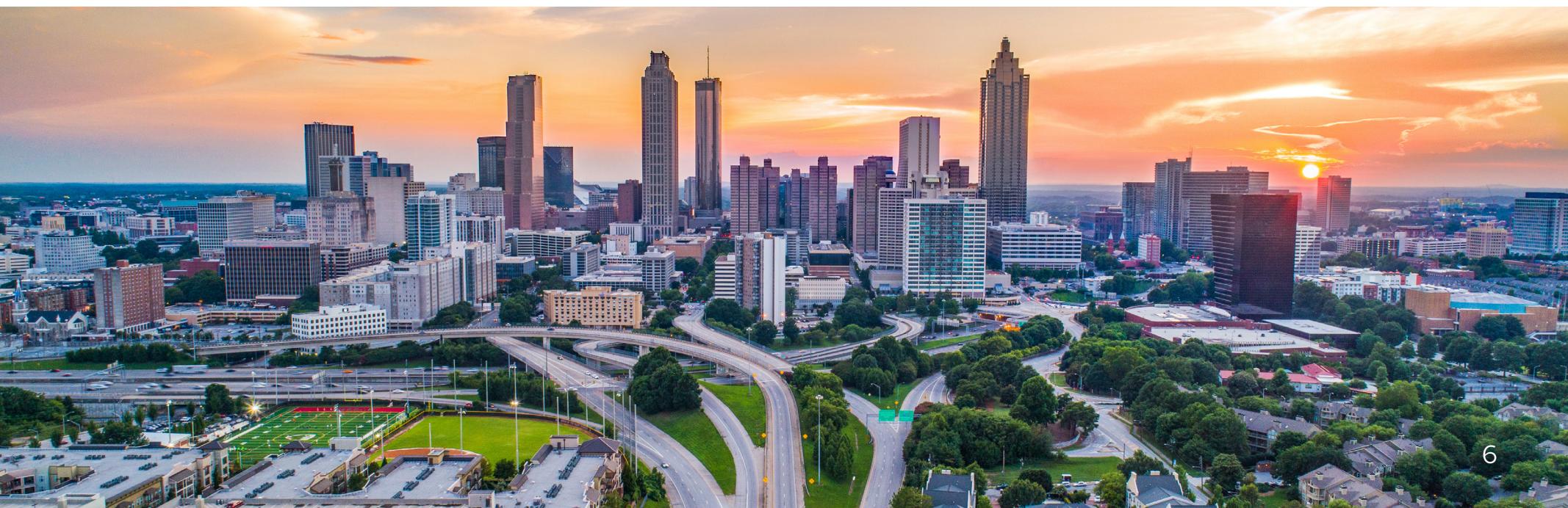
AppsCode, Inc.
Catalogic Software
NetBox Labs
NudgeBee
OneTechnology Corporation
Seiko Solutions
SIOS Technology Corp.
XLAB Steampunk

Red Hat Summit 2026

On May 11-14, 2026, a collaborative community of technology professionals will gather at **Red Hat Summit** to unlock what's next in enterprise IT. Join us in Atlanta, Georgia, 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**
- Instructor-led and self-paced **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 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 pre-event, on site, and post-event to Red Hat Summit's social media following.

Interested in sponsoring Red Hat Summit 2026? 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\$185,000	GOLD by invitation US\$105,000	SILVER US\$65,000	BRONZE US\$28,000	GENERAL US\$18,000	POD US\$12,000
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Messaging reach

theCUBE interview	1(20 min)				
theCUBE digital ad	1(30 sec)	1(15 sec)	1(15 sec)		
Sponsored breakout session (includes social media promotion of sessions)	2 (45 min)	1(45 min)			
Lightning talk in expo hall	1(20 min)	1(20 min)	1(20 min)		
Digital ad at event venue	1(60 sec)	1(30 sec)	1(15 sec)		

Conference access

Executive Exchange invitations (C-suite level participants only, includes access to Red Hat Summit)	2	1				
Full conference passes for speakers (can only be used for speakers of sponsored sessions)	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 banner 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			

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See package benefits for details

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Pre-event marketing

Social media promotional kit	✓	✓	✓	✓	✓	✓
Press list	✓	✓	✓	✓	✓	✓
Access to company name list	✓	✓	✓	✓	✓	✓
Company logo, description, and URL 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	Breakouts and lightning talk	Breakout and lightning talk	Lightning talk			
Promotion on Red Hat Summit 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	✓					
Kickoff party presenting sponsorship	✓					
Logo displayed on expo theater signage	✓	✓	✓			
Mobile app push notification (promoting expo networking reception)	✓	✓	✓	✓	✓	✓
Logo featured in daily Red Hat Summit email the day of lightning talk	✓	✓				
Logo featured on expo hall bag	✓	✓	✓			

Sponsorship packages overview

See package benefits for details

PLATINUM by invitation US\$185,000	GOLD by invitation US\$105,000	SILVER US\$65,000	BRONZE US\$28,000	GENERAL US\$18,000	POD US\$12,000
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On-site marketing (cont.)

Gift or promotional item (provided and placed by sponsor)	At breakout sessions only	At breakout session only			
Logo on sponsor recognition signage	✓	✓	✓	✓	✓
Discount on MPOs (through February 3, 2026)	20%	15%	10%		
Lunch sponsorship (logo included on signage)	Tuesday only	Wednesday only	Thursday 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

US\$185,000 | 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

Turnkey booth (design to be released in early 2026) 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) C-suite invitations to Executive Exchange, a colocated executive event (includes Red Hat Summit access)

Three (3) full conference passes for speakers (can only be used for speakers of sponsored sessions)

Ten (10) full conference passes

Thirteen (13) exhibitor 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 lightning talk in the expo hall (signed presenter release required)

Social media promotion of sponsored 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 post copy, branded graphics, and customizable graphic template)

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, 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

Promotion 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

US\$185,000 | 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.)

Advance access to press list 2 weeks prior to conference (from press that have opted in to receive 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 to sponsor webpage)

On-site marketing

Logo displayed on sponsor recognition conference signage

Logo recognition at opening keynote

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

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 networking reception and sponsors

Logo featured in daily Red Hat Summit email the day of lightning talk

Logo featured on expo hall bag

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

On-site gamification through mobile app to encourage attendees to visit your space during event days

20% discount on additional on-site marketing promotional opportunities through February 3, 2026

Post-event marketing

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

Access to booth lead scans within 24 hours

Access to sponsored session lead scans within 24 hours

Logo featured in Red Hat Summit post-event recap email

Customized event recap report

Gold

US\$105,000 | 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

Turnkey booth (design to be released in early 2026) 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 (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 is first come, first served
- Sponsor to manage all meeting scheduling
- Catering can be purchased through show services

Conference access | Nineteen (19) passes

One (1) C-suite invitation to Executive Exchange, a colocated executive event (includes Red Hat Summit access)

Two (2) full conference passes for speakers (can only be used for speakers of sponsored sessions)

Six (6) full conference passes

Ten (10) exhibitor 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 lightning talk in the expo hall (signed presenter release required)

Social media promotion of sponsored 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 post copy, branded graphics, and customizable graphic template)

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, 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 session 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)

Advance access to press list 2 weeks prior to conference (from press that have opted in to receive 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 to sponsor webpage)

Gold

US\$105,000 | 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

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 networking reception and sponsors

Logo featured in daily Red Hat Summit email the day of lightning talk

Logo featured on expo hall bag

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

On-site gamification through mobile app to encourage attendees to visit your space during event days

15% discount on additional on-site marketing promotional opportunities through February 3, 2026

Post-event marketing

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

Access to booth lead scans within 24 hours

Access to sponsored session lead scans within 24 hours

Logo featured in Red Hat Summit post-conference recap email

Customized event recap report

Silver

US\$65,000

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

Turnkey booth (design to be released in early 2026) 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) full conference pass for speaker (can only be used for speaker of sponsored session)

Four (4) full conference passes

Eight (8) exhibitor 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 lightning talk 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 post copy, branded graphics, and customizable graphic template)

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

Lightning talk linked to sponsor listing

Advance access to press list 2 weeks prior to conference (from press that have opted in to receive 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 to sponsor webpage)

On-site marketing

Logo displayed on sponsor recognition conference signage

Mobile app push notification promoting expo networking reception and sponsors

Logo featured in daily Red Hat Summit email the day of lightning talk

Logo featured on expo hall bag

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

10% discount on additional on-site marketing promotional opportunities through February 3, 2026

Post-event marketing

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

Access to booth lead scans within 24 hours

Access to sponsored session lead scans within 24 hours

Bronze

US\$28,000

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 in early 2026) with sponsor logo header.

Also 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) exhibitor 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 post copy, branded graphics, and customizable graphic template)

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

Advance access to press list 2 weeks prior to conference (from press that have opted in to receive 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 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 lead scans within 24 hours

General

US\$18,000

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 2026) with sponsor logo header.

Also 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 (provided through show services)

On-site marketing

Company name displayed on sponsor recognition conference signage

Mobile app push notification promoting expo networking reception and sponsors

Post-event marketing

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

Conference access | Four (4) passes

Two (2) full conference passes

Two (2) exhibitor 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 post copy, branded graphics, and customizable graphic template)

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

Advance access to press list 2 weeks prior to conference (from press that have opted in to receive 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 to sponsor webpage)

Pod

US\$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

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 (provided through show services)

Conference access | Three (3) passes

One (1) full conference pass

Two (2) exhibitor 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 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 to sponsor webpage)

On-site marketing

Company name displayed on sponsor recognition conference signage

Mobile app push notification promoting expo networking reception and sponsors

Conference pass access

At a glance

Pass type	Full conference	Exhibitor staff
Conference access		
Keynotes	✓	✓
Expo hall	✓	✓
Meals (breakfast and lunch; on-site only)	✓	✓
Red Hat Summit 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 website in spring 2026. Note that conference access varies by pass type. *Programming by invitation only.*

		Monday, May 11	Tuesday, May 12	Wednesday, May 13	Thursday, May 14
		Breakfast	Breakfast	Breakfast	
Morning	Registration opens	Keynote Breakout sessions Labs Expo hall Executive Exchange*	Keynote Breakout sessions Labs Expo hall	Breakout sessions Labs	
Afternoon	Expo hall Community programming Partner programming	Lunch	Lunch	Lunch	
Evening	Kickoff party in expo hall	Breakout sessions Labs Expo hall Executive Exchange*	Breakout sessions Labs Expo hall	Breakout sessions Labs	
		Expo networking reception Late-night labs	Closing event	Departures	

How to reserve your sponsorship

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 for Red Hat Summit 2026.

[Request a contract](#)

Once the contract request is sent, the Red Hat Summit sponsorship team will contact you within 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 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 Atlanta.

Sponsorship timeline

October 1, 2025	Call for proposals opens
November 4, 2025	Sponsorship and MPO sales open
November 12, 2025	Call for proposals closes
January 2026	Sponsor Exhibitor Resource Center (ERC) launches
March 13, 2026	Sponsorship and MPO sales close
May 11-14, 2026	Red Hat Summit 2026



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Georgia World Congress Center (GWCC)
Atlanta, Georgia

Thank you

We look forward to partnering with you.

