CLOUD F**O**UNDRY

SUMMIT **EUROPE 2016**

September 27-28, 2016 | Europe

Sponsorship Prospectus

CLOUD FOUNDRY

SUMMIT **EUROPE 2016**

The Cloud Foundry Europe Summit is a 2 day event for developers, operators and managers leveraging the industry's leading open source platform-as-a-service.

The impact of cloud computing, mobile and the internet of things is creating opportunity in every industry, but only organizations who become software-centric can take full advantage.

Cloud Foundry lets developers focus on code and operators focus on being strategic business partners in a cloud native platform designed to be operated at scale. Minimize undifferentiated heavy lifting and enable the strategies already proven effective building massive web applications with Cloud Foundry.

Why Sponsor Cloud Foundry Europe Summit?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of technical pioneers that are defining the new application delivery platform for the cloud and the enterprise.

Cloud Foundry Summit Europe 2016 offers the opportunity for companies and community members in Europe to garner the highest level of education and collaboration opportunities.

By sponsoring this event, you will join other prominent previous industry sponsors of Cloud Foundry events such as Accenture, Altoros, Cisco, EMC, GE, Huawei, HP, IBM, Intel, Mesosphere and SAP in supporting the growth and innovation of Cloud Foundry, the fast-growing de facto standard platform for building the next generation enterprise applications.

Cloud Foundry Europe Summit 2016 will gather 600+ attendees from community segments including:

- Application Developers
- IT Operations
- Technical Management
- Line-of-Business (LOB) Leadership
- Service Providers
- Cloud Foundry Contributors

SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact us at events@cloudfoundry.org.

	PLATINUM ~~5 AVAILABLE~~ **3** AVAILABLE	GOLD ~~6 AVAILABLE~~ **4** AVAILABLE	SILVER ~~5 AVAILABLE~~ **3** AVAILABLE	BRONZE **5** AVAILABLE
Personal Attendee Introductions: Introductions to 10 Attendees of Your Choice via Email (by CFF Executive Director or Cloud Foundry Summit program chair) for Pre-Event Networking and Appointment scheduling *(Opt-In Attendees Only)*	•			
Speaking Opportunity: All speaking content must be approved by the program committee	20 Minute Keynote	5 minute Lightning Talk		
Executive Meeting Room	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event	Bookable for (1) 1-hour meeting during event		
Keynote Stage Sponsor Recognition	Signage & Opening Session Thank You	Opening Session Thank You		
Email to Opt-In Attendees	•	•		
Event Press List: Access 2 weeks prior to event	•	•	•	
Social Media Recognition (posts from CF showcasing your sponsorship)	3 Posts	2 Posts	1 Post	
Looping Sponsor Video: Sponsor Video Playing on Looped Screens (up to 1 minute, no audio)	3x Frequency	2x Frequency	1x Frequency	
Recognition in Event Promotional Emails: Recognition in Event Promotional Emails	•	•	•	
Exhibit Opportunity	10' wide by 6' deep - includes backwall, counter, stools, and wifi	10' wide by 6' deep - includes backwall, counter, stools, and wifi	4' backwall, counter, stools, and wifi	Counter, stools, and wifi
Recognition on Event Website and Signage: Logo included on website and on-site signage	•	•	•	•
Discounted Conference Passes: Unlimited at 20% discount	•	•	•	•
Event Attendance Passes	20	15	10	3
Sponsorship Cost	**$75,000**	**$35,000**	**$17,000**	**$7,500**

ADDITIONAL MARKETING OPPORTUNITIES

These enhanced marketing opportunities are available to add to sponsorship packages.

We are happy to create customized opportunities as well. Please contact us to discuss.

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Lanyard $4,500 • ~~1 OPPORTUNITY~~ SOLD OUT
The opportunity for every attendee at the event to wear your logo.

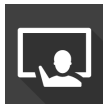## Industrial Strength Internet $5,000 • 1 OPPORTUNITY
We will (a) name the SSID any name of your preference and (b) provide signage through the entire conference venue notating your company as the sponsor.

Water Bottle $7,500 • 1 OPPORTUNITY
Your logo on a reusable water bottle distrubuted to each attendee.

Breakout Session Recording
$10,000 • 1 OPPORTUNITY
Logo branding on opening screen of each session recording.

Attendee Lounge $10,000 • 2 OPPORTUNIES
The attende lounge will be thematic and create a very collaborative and unique experience built for maximum attendee interaction. Sponsor branding will appear throughout lounge for one day.

Diversity Luncheon $10,000 • ~~1 OPPORTUNITY~~ SOLD OUT
Show your support of a more diverse Cloud Foundry community and for all of those community members who are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.

Attendee Off-Site Evening Event
$50,000 • 1 OPPORTUNITY
Provide the opportunity for attendees to continue collaboration at the evening event. Sponsor branding will appear throughout and the sponsor can offer branding ideas to increase visibility.

GLOBAL SPONSOR 2016 PACKAGE

ATTENTION CLOUD FOUNDRY FOUNDATION MEMBERS

Interested in sponsoring Cloud Foundry Foundation's 3 Global Summits in 2016? Sign up for your sponsorship level of choice by **February 29, 2016***, and we'll give you a* **3% discount** *on the sponsorship costs!*