

# OSDC

## SPONSORSHIP OPPORTUNITIES

# 20

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## WHAT IS OSDC ABOUT? **KEY CHARACTERISTICS OF THE EVENT**

Trendsetting concepts, state-of-the-art technical expertise, innovative developments, top-level discussions and new perspectives in dealing with complex data centers have distinguished the Open Source Data Center Conference since 2009.

The international OSDC audience includes renowned data center specialists, numerous

representatives from industry leaders, experienced administrators and architects as well as a wide variety of OS community enthusiasts.

Expect exciting discussions, an intensive exchange of experiences, inspiring encounters and great networking opportunities with the multifaceted field of participants!

### OPEN SOURCE DATA CENTER CONFERENCE

OSDC promotes the annual meeting of top OS specialists catching up on current know-how and initiating forward-looking projects. Well-known international professionals present their ideas on the current challenges of modern IT infrastructures within the two-day lecture program.

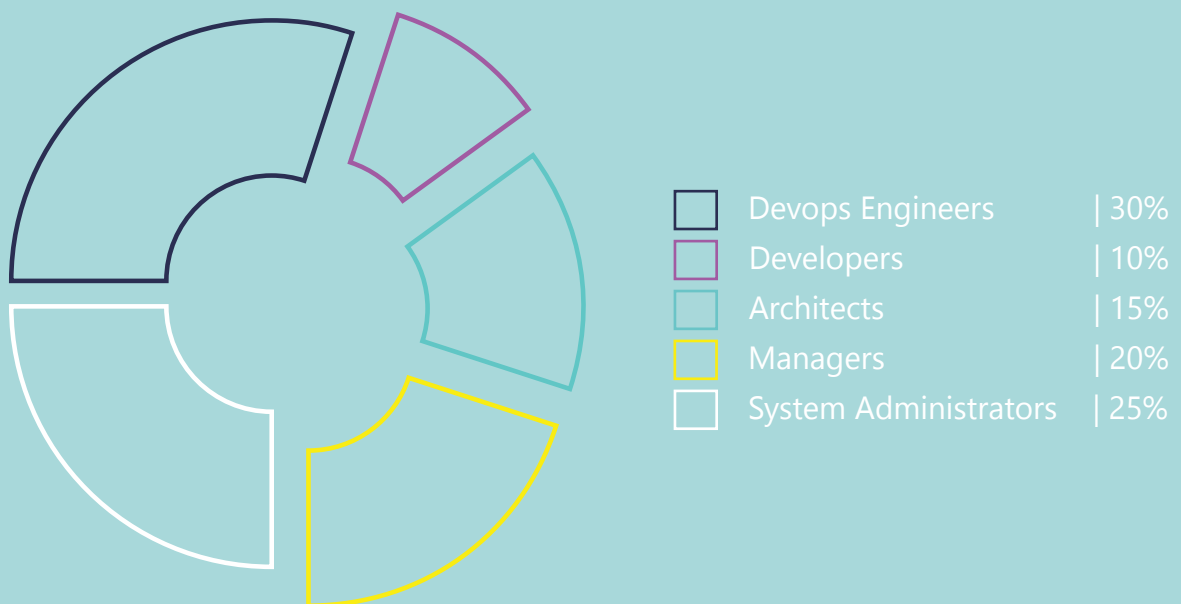
The conference audience benefits from the extensive experience of participating IT specialists and the opportunity to engage with a wide range of industry leaders.

As one of the leading OS events in Europe the expert meet-up attracts more than 150 visitors per year and is firmly established in Berlin.

## WHO PARTICIPATES IN OSDC? **INTENDED AUDIENCE OF THE CONFERENCE**

- CTOs and CIOs
- Systems and network administrators
- Developers and data center architects
- IT decision makers and managers responsible for large and complex IT environments
- and of course
- A great bunch of OS community enthusiasts

## WHAT ABOUT THE AUDIENCE STRUCTURE? **ATTENDEE BREAKDOWN**



## WHY SPONSOR OSDC? **SPONSORSHIP BENEFITS AND POSSIBILITIES**

### ▪ **TARGET AUDIENCE**

Present your company in a focused environment of IT professionals, decision makers and managers

### ▪ **CASUAL NETWORKING**

Get in contact with first class OS specialists in a relaxed setting

### ▪ **GOAL-ORIENTED COMMUNICATION**

Address your audience where they seek solutions

### ▪ **BRAND BUILDING**

Position your corporate brand at a conference known for its Open Source leadership

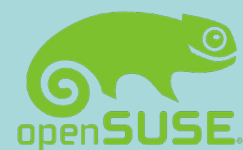
### ▪ **MEDIA EXPOSURE**

Profit from media coverage by the most important business and IT publications before, during and after the event

### ▪ **TALENT RECRUITMENT**

Take advantage of the diversity of the OSDC audience to identify and approach promising IT professionals

WHO IS REPRESENTED AT OSDC?  
**PARTICIPANTS IN 2018 COME FROM**



... AND MANY MORE!

## SPONSORSHIP PACKAGE **PLATINUM | 15.000 €**

### **EXHIBIT SPACE**

- Exhibit counter (120x93x48cm) in premium position
- 2m x 2m banner display

### **CONFERENCE ACCESS**

- 5 complimentary conference tickets "plus"
- 25% discount on additional conference tickets

### **SPEAKING OPPORTUNITIES**

- Welcome session
- Breakout session

### **BRANDING**

- Logo on OSDC website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Social media promotion

## SPONSORSHIP PACKAGE **GOLD | 10.000 €**

### **EXHIBIT SPACE**

- Exhibit counter (91x93x48cm)
- 1,5m x 2m banner display

### **CONFERENCE ACCESS**

- 3 complimentary conference tickets "plus"
- 20% discount on additional conference tickets

### **SPEAKING OPPORTUNITIES**

- Breakout session

### **BRANDING**

- Logo on OSDC website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Social media promotion

## SPONSORSHIP PACKAGE **SILVER | 7.500 €**

### **EXHIBIT SPACE**

- Exhibit counter (45x45x93cm)
- 1m x 2m banner display

### **CONFERENCE ACCESS**

- 2 complimentary conference tickets "plus"
- 15% discount on additional conference tickets

### **BRANDING**

- Logo on OSDC website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Social media promotion



## SPONSORSHIP PACKAGE **BRONZE | 4.000 €**

### **CONFERENCE ACCESS**

- 1 complimentary conference ticket "plus"
- 10% discount on additional conference tickets

### **BRANDING**

- Logo on OSDC website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Social media promotion

## SPONSORSHIP PACKAGE **CUSTOMIZED**

### **TAILORED SPONSORSHIP**

We are happy to assist you in customizing a sponsorship offer tailored to your individual requirements and goals!

**Contact us: [events@netways.de](mailto:events@netways.de)**

## OSDC SPONSORSHIP PACKAGES OVERVIEW

	PLATINUM	GOLD	SILVER	BRONZE
Individual conference stand	✓	✓	✓	×
Complementary conference tickets	5	3	2	1
Discount for each additional attendee	25%	20%	15%	10%
Speaking opportunities	Welcome & Breakout session	Breakout session	×	×
Logo on website	XL	L	M	S
Logo & reference in conference app	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓
Logo on event screens	XL	L	M	S
Logo on conference banners	✓	✓	✓	✓
Logo on sponsors pop-up banner	XL	L	M	S
Limitation	1	2	3	×
Investment	<b>15.000 €</b>	<b>10.000 €</b>	<b>7.500 €</b>	<b>4.000 €</b>

SPONSORSHIP ADD-ONS  
**DINNER & DRINKS EVENT | 10.000 €**

PRESENT YOUR BRAND AS EXCLUSIVE SPONSOR OF THE OSDC  
EVENING EVENT

**BRANDING**

- Logo on signage promoting the event
- Logo on website

**CONFERENCE ACCESS**

- 3 complimentary conference tickets

SPONSORSHIP ADD-ONS  
**NETWORKING LOUNGE | 7.500 €**

HOST CONFERENCE PARTICIPANTS IN THE NETWORKING LOUNGE  
DESIGNED FOR UP TO 20 PEOPLE:

**BRANDING**

- Branded lounge with seating for up to 20 people

**CONFERENCE ACCESS**

- 2 complimentary conference tickets

SPONSORSHIP ADD-ONS  
**WELCOME RECEPTION | 5.000 €**

HIGHLIGHT YOUR BRAND AT THE WELCOME & SOCIALIZING EVENT IN  
THE EVENING PRIOR TO THE CONFERENCE:

**BRANDING**

- Logo on signage promoting the event

## OSDC SPONSORSHIP ADD-ONS OVERVIEW

<b>DINNER &amp; DRINKS EVENT</b>	<b>NETWORKING LOUNGE</b>	<b>WELCOME RECEPTION</b>
<p>Promote your brand as exclusive sponsor of the OSDC evening event:</p> <p>Logo on signage promoting the event</p> <p>Logo on website</p> <p>3 complementary tickets</p>	<p>Host conference participants in the networking lounge designed for up to 20 people:</p> <p>branded room</p> <p>2 complementary tickets</p>	<p>Highlight your brand at the welcome &amp; socializing event in the evening prior to the conference:</p> <p>Logo on signage promoting the event</p>
<b>10.000 €</b>	<b>7.500 €</b>	<b>5.000 €</b>

## SPONSORSHIP REGISTRATION **SPONSORSHIP PACKAGE**

PLATINUM SPONSOR  
// 15.000 EUR

GOLD SPONSOR  
// 10.000 EUR

SILVER SPONSOR  
// 7.500 EUR

BRONZE SPONSOR  
// 4.000 EUR

## SPONSORSHIP REGISTRATION **SPONSORSHIP ADD-ON**

DINNER & DRINKS EVENT  
// 10.000 EUR

NETWORKING LOUNGE  
// 7.500 EUR

WELCOME RECEPTION  
// 5.000 EUR

## SPONSORSHIP REGISTRATION **ORDER FORM**

COMPANY

PHONE

CONTACT PERSON

MAIL

STREET & CITY

WEBSITE

COUNTRY & POSTCODE

Sponsorship packages and add-ons are subject to availability. The organizer is exempt from any additional costs incurred in the production of marketing materials provided by the sponsor. This sponsorship agreement is only effective upon confirmation by the organizer.

SPONSOR

ORGANIZER

DATE & PLACE

DATE & PLACE

SIGNITURE & COMPANY SEAL

SIGNITURE & COMPANY SEAL



