



# NGINX Conf 2018

## Journey to Microservices

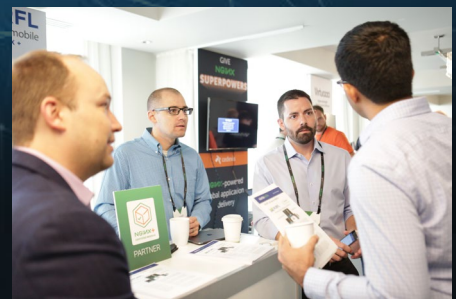
The official event for all things NGINX

October 8 – 11 | Atlanta, GA

### What is NGINX Conf?

NGINX Conf is the official event where the NGINX community learns about NGINX technologies, best practices, and community engagement. This year, we are focusing specifically on where organizations and practitioners stand on the journey from monoliths to microservices, and how NGINX can help. Join us!

As a sponsor, you get privileged access to one of the most desirable, most heavily technical audiences in computing. Past sponsors rave about the quality of conversations they've had, as well as all the other benefits of participating.



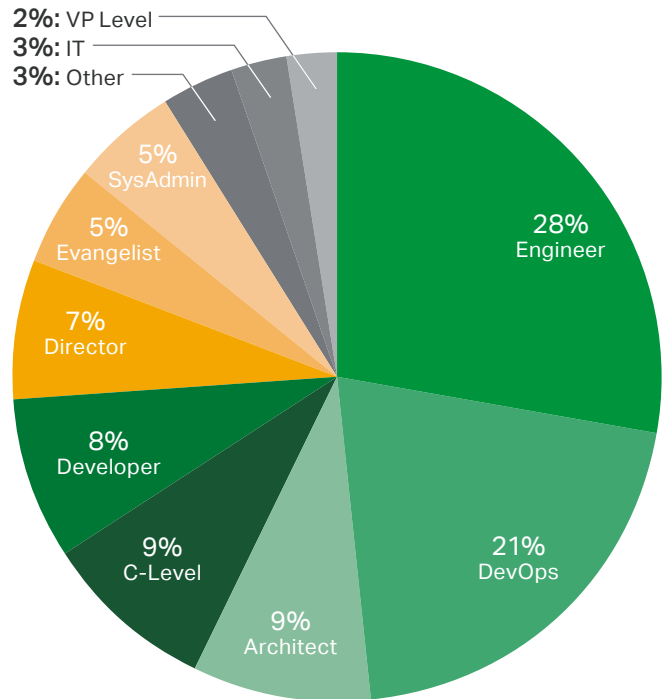
# Who attends NGINX Conf?

NGINX Conf is ideal for individual contributors, teams, and leaders of application development, operations, DevOps, and technical architecture. To ensure you get the most of the event, we've broken sessions into two tracks that ensure relevant content and networking opportunities for:

- **NGINX Builders:** Hands-on insights for developers, operations, and DevOps. Track 1 consists of best practices on designing, deploying, monitoring, and optimizing application architectures using NGINX. Technical experts, community members, and partners will present demos, reference architectures, and interactive technical discussions.
- **NGINX Architects:** Strategy and trends for architects and IT leaders. Track 2 has industry trends, product strategy, and case studies showing how NGINX fits in digital transformation initiatives. NGINX product leaders, customers, and partners will make the business case for NGINX and tips on how to get the most from your digital investments.

In addition to these tracks, NGINX Conf will also have mornings filled with keynotes from industry luminaries and NGINX experts. Be among the first to learn about new product releases, the product development road-map, and company announcements. Technical NGINX users will also find a full day of onsite training during the event.

## 2017 Attendees by Job Title



For inquiries contact [events@nginx.com](mailto:events@nginx.com).

# Sponsorship Opportunities: Platinum Sponsor

Cost: \$45,000 (1 Available)

## Presence

- One 45-minute keynote session opportunity on either Tuesday, October 9th or Wednesday, October 10th
- Exclusive lunch sponsorship throughout event (logo prominently displayed in dining area)
- Sponsorship of the conference lanyard (co-branded with NGINX)

## Networking and Exhibiting Opportunities

Three-meter turnkey custom unit in the Community Hall

Space includes:

- Wireless internet
- One electricity drop
- Two lead retrieval units

*\* Custom graphics and furniture are at an additional cost*

## Sponsorship Benefits

- Three (3) conference passes to NGINX Conf 2018
- Three (3) booth staff passes to NGINX Conf 2018
- A 15% discount code to share with employees and your community

## Event Marketing and Branding

- Logo and company listing on conference website as Platinum Sponsor
- Logo and company listing on keynote slide
- Logo on pre- and post-event email campaigns related to NGINX Conf 2018
- Acknowledgment in social media announcements/promotions
- Logo on sponsor signage throughout the conference
- Opportunity to be a guest blogger on [nginx.com/blog](http://nginx.com/blog)
- Contribute stickers to sticker-swap table accessible to all attendees

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# Sponsorship Opportunities: Gold Sponsor

Cost: \$25,000 (4 Available)

## Presence

- One 30-minute breakout session opportunity on either Tuesday, October 9th or Wednesday, October 10th

## Networking and Exhibiting Opportunities

Two-meter custom unit in the Community Hall

Space includes:

- Wireless internet
- One electricity drop
- One lead retrieval unit

*\* Custom graphics and furniture are at an additional cost*

## Sponsorship Benefits

- Two (2) conference passes to NGINX Conf 2018
- Two (2) booth staff passes to NGINX Conf 2018
- A 10% discount code to share with employees and with your community

## Event Marketing and Branding

- Logo and company listing on conference website as Gold Sponsor
- Logo and company listing in welcome keynote slides
- Logo on pre- and post-event email campaigns related to NGINX Conf 2018
- Acknowledgment in social media announcements/promotions
- Logo on sponsor signage throughout the conference
- Opportunity to be a guest blogger on [nginx.com/blog](http://nginx.com/blog)
- Contribute stickers to sticker swap table accessible to all attendees

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# Sponsorship Opportunities: Silver Sponsor

Cost: \$15,000 (10 Available)

## Networking and Exhibiting Opportunities

1-meter custom unit in the Community Hall

Space includes:

- Wireless internet
- One electricity drop
- One lead retrieval unit

*\* Custom graphics and furniture are at an additional cost*

## Sponsorship Benefits

- One (1) conference pass to NGINX Conf 2018
- Two (2) booth staff passes to NGINX Conf 2018
- A 10% discount code to share with employees and with your community

## Event Marketing and Branding

- Logo and company listing on conference website as Silver Sponsor
- Logo and company listing in welcome keynote slides
- Logo on pre- and post-event email campaigns related to NGINX Conf 2018
- Acknowledgment in social media announcements/promotions
- Logo on sponsor signage throughout the conference
- Opportunity to be a guest blogger on [nginx.com/blog](http://nginx.com/blog)
- Contribute stickers to sticker-swap table accessible to all attendees

# Sponsorship Opportunities: Bronze Sponsor

Cost: \$5,000

## Networking and Exhibiting Opportunities

Table top in the Community Hall

Space includes:

- One lead retrieval unit
- One (1) 6-foot table and two (2) chairs
- Wireless internet
- One electricity drop
- Opportunity to bring a banner stand for table area

## Sponsorship Benefits

- Two (2) booth staff passes to NGINX Conf 2018
- A 10% discount code to share with employees and with your community

## Exposure

- Logo and company listing on conference website as Bronze Sponsor
- Logo and company listing in welcome keynote slides
- Opportunity to be a guest blogger on [nginx.com/blog](http://nginx.com/blog)
- Logo on pre- and post-event email campaigns related to NGINX Conf 2018
- Contribute stickers to sticker-swap table accessible to all attendees

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# Marketing Promotional Opportunities

## Happy Hour

**Cost: \$15,000 (1 Available)**

*Exclusive sponsorship of the Happy Hour*

Sponsorship includes:

- Signage in the space where the Happy Hour is held
- Branded cocktail napkins with Sponsor logo
- Option to include a giveaway and/or company literature in the area

## Branded Hotel Key Cards

**Cost: \$10,000 (1 Available)**

*Reach attendees staying at the conference hotel by placing your company logo on each attendee's hotel key card.*

Sponsorship includes:

- A great opportunity to gain recognition and connect with attendees throughout the meeting
- NGINX manages card production (art provided by sponsor)

## Mobile Charging Station

**Cost: \$10,000 (2 Available)**

*Sponsor free mobile device charging stations stationed around the venue.*

Sponsorship includes:

- One (1) branded charging station (opportunity to purchase multiple)

## Coffee Breaks AM/PM

**Cost: \$8,000 (2 Available)**

*Sponsor morning and afternoon breaks on one day of NGINX Conf.*

Sponsorship includes:

- Signage in the break area
- Option to include a giveaway item and/or company literature in the break area

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# Sponsor Packages

		Platinum	Gold	Silver	Bronze
# of Opportunities		1	4	10	
Cost		\$45,000	\$25,000	\$15,000	\$5,000
PRESENCE	45-minute Keynote session (to be approved by NGINX)	✓	—	—	—
	30-minute conference session (to be approved by NGINX)	—	✓	—	—
	Lunch sponsorship throughout event with logo prominently displayed in meal area	✓	—	—	—
REGISTRATION	Number of complimentary full conference passes	3	2	1	0
	Number of booth staff passes	3	2	2	2
	Discount on passes for customers, community members, and partners	15%	10%	10%	10%
EXPOSURE	nginx.conf provided booth or table package (includes branded signage, wireless internet, one electricity drop)	3-meter turnkey	2-meter turnkey	1-meter turnkey	Tabletop
	Exclusive sponsorship of the conference lanyard co-branded with NGINX	✓	—	—	—
	Logo & company listing on conference website, welcome slides, pre-event email campaigns, and post-event thank you email to all attendees	✓	✓	✓	✓
	Acknowledgment in social media announcements	✓	✓	✓	✓
	Logo on sponsor signage throughout the conference	✓	✓	✓	✓
	Opportunity to be a guest blogger on <a href="https://nginx.com/blog">nginx.com/blog</a>	✓	✓	✓	✓
	Lead retrieval units included	2	1	1	1