

The image features a large, stylized 'X17' logo at the top. The 'X' is a green outline, while the '17' is solid black. Below the logo is a grey mountain range. In the foreground, there is a white line-art city skyline. On the left, a sign with a horse and the text 'Portland Oregon' is visible. The background has a light green diamond grid pattern.

X17

nginx.conf 2017

September 6–8 | Portland, Oregon

SPONSOR PROSPECTUS

What is nginx.conf?

nginx.conf is an annual conference for technical professionals who are passionate about delivering better application and web performance.

This three-day conference will bring together users and customers alike for hands-on learning, direct access to NGINX experts, and thought-provoking presentations about best practices and techniques in application architecture and infrastructure, including microservices, DevOps, cloud, and containers.

NGINX

About nginx.conf 2017

In a world driven and powered by software, nginx.conf is the place for developers, technologists, thought leaders, and futurists from around the world to come together and discuss how they are architecting and deploying some of the world's latest and greatest digital innovations.

Audience Profile

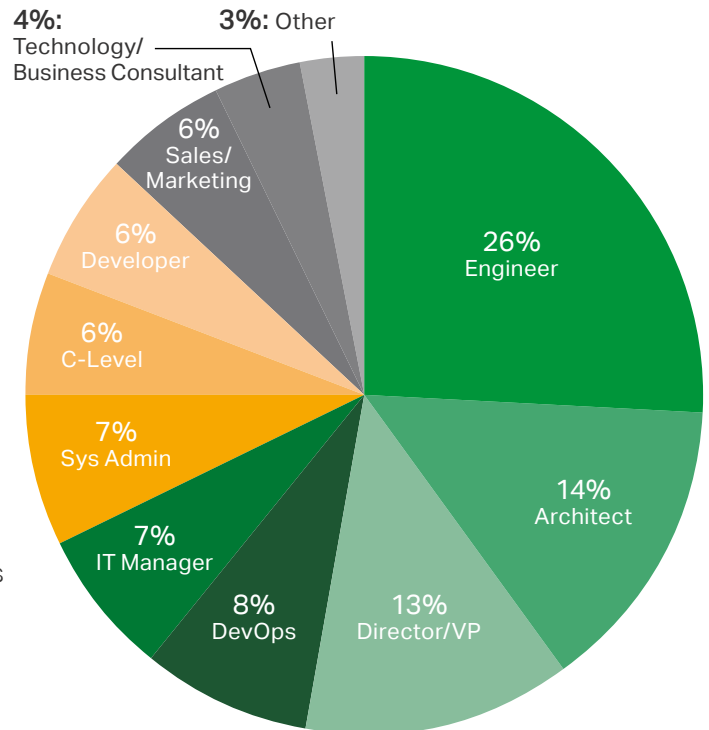
nginx.conf is targeted towards:

- System administrators, developers, engineers, and architects
- Companies of all sizes from large enterprises to startups
- Technical decision makers with a focus on enterprise architecture, application deployment, web operations, and related areas

Notable Prior Attendees and Sponsors

3Scale	Dynatrace	OKmeter
Accenture	Expedia	Pinterest
Adobe	Google	Signal Sciences
Amazon Web Services	Home Depot	Shutterfly
Apple	Hyatt	Solarflare
ARM	IBM	Tarantool
Automattic	Intel	Trustwave
ChickTech	LinkedIn	Uber
Cloudflare	Mashape	Virtuozzo
Datadog	Microsoft	Wavefront
Distil Networks	MuleSoft	Whole Foods
Dropbox	Nodesource	WP Engine

2016 Attendees by Job Title



For inquiries contact events@nginx.com.

Sponsorship Opportunities: Headline Sponsor

Cost: \$30,000 (1 Available)

Presence

- Opportunity to introduce a keynote talk, with a 5-minute marketing message on either Wednesday, September 6 or Thursday, September 7
- One 40-minute conference session opportunity on either Wednesday, September 6 or Thursday, September 7
- Exclusive lunch sponsorship throughout event (logo prominently displayed in meal area)
- Sponsorship of the conference lanyard (co-branded with NGINX)

Networking and Exhibiting Opportunities

- 3 meter custom kiosk 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

- Five (5) conference passes to nginx.conf 2017
- Three (3) booth staff passes to nginx.conf 2017
- Two (2) NGINX hands-on training passes
- A 25% discount code to share with employees and with your community
- Three (3) invitations to the VIP Speaker and Sponsor Dinner

Event Marketing and Branding

- Color logo and company listing on conference website as Headline Sponsor
- Color logo and company listing in keynote slides
- Color logo and company listing in pre-event email campaigns related to nginx.conf 2017
- Color logo and company listing in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on nginx.com/blog
- Opportunity to be a guest blogger on nginx.com/blog
- Contribute stickers to sticker-swap table accessible to all attendees

For inquiries contact events@nginx.com.

Sponsorship Opportunities: Gold Sponsor

Cost: \$15,000 (8 Available)

Presence

- One 20-minute conference session opportunity on either Wednesday, September 6 or Thursday September 7

Networking and Exhibiting Opportunities

- 2 meter custom kiosk 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

- Four (4) conference passes to nginx.conf 2017
- Two (2) booth staff passes to nginx.conf 2017
- A 25% discount code to share with employees and with your community
- Two (2) invitations to the VIP Speaker and Sponsor Dinner

Event Marketing and Branding

- Color logo and company listing on conference website as Gold Sponsor
- Color logo and company listing in welcome keynote slides
- Color logo and company listing in pre-event email campaigns related to nginx.conf 2017
- Color logo and company listing in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on nginx.com/blog
- Opportunity to be a guest blogger on nginx.com/blog
- Contribute stickers to sticker swap table accessible to all attendees

For inquiries contact events@nginx.com.

Sponsorship Opportunities: Silver Sponsor

Cost: \$10,000 (6 Available)

Networking and Exhibiting Opportunities

- 1 meter custom kiosk 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 2017
- One (1) booth staff pass to nginx.conf 2017
- A 25% discount code to share with employees and with your community
- One (1) invitation to the VIP Speaker and Sponsor Dinner

Event Marketing and Branding

- Color logo and company listing on conference website as Silver Sponsor
- Color logo and company listing in welcome keynote slides
- Color logo and company listing in pre-event email campaigns related to nginx.conf 2017
- Color logo and company listing in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on nginx.com/blog
- Contribute stickers to sticker-swap table accessible to all attendees

Sponsorship Opportunities: Supporter Sponsor

Cost: \$2,500

Sponsorship Benefits

- One (1) conference pass to nginx.conf 2017
- A 25% discount code to share with employees and with your community

Event Marketing and Branding

- Color logo and company listing on conference website as Community Sponsor
- Color logo and company listing in welcome keynote slides
- Contribute stickers to sticker-swap table accessible to all attendees

Marketing Promotional Opportunities

Welcome Party

Cost: \$25,000 (1 Available)

nginx.conf 2017 co-branding at Welcome Party on Wednesday, September 6.

Sponsorship includes:

- All food and beverage
- Branded cocktail napkins
- Signage at the party
- Sponsor logo featured on main stage screens and breakout rooms during the conference, and on the official conference website
- Branding and promotion as Welcome Party Sponsor in promotional emails
- Two (2) invitations to the VIP Speaker and Sponsor Dinner
- Option to include a giveaway either at the Welcome Party or in attendee welcome bag*

Wi-Fi

Cost: \$20,000 (1 Available)

Exclusive sponsorship of the conference wi-fi.

Sponsorship includes:

- Branded wi-fi signage and information cards
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website

Happy Hour

Cost: \$15,000 (1 Available)

Exclusive sponsorship of the closing Happy Hour on Thursday, September 7.

Sponsorship includes:

- Signage in the space where the Happy Hour is held
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website
- Branded napkins and beer “mugs”
- Option to include a giveaway and/or company literature in the area

Water Bottle

Cost: \$12,000 (1 Available)

Keep attendees hydrated and reduce conference waste by providing a refillable water bottle for each attendee.

Sponsorship includes:

- Logo on official conference water bottle included in attendee welcome bag
- Opportunity to demonstrate corporate concern for the environment
- NGINX, Inc. manages bottle production and shipping to venue

For inquiries contact events@nginx.com.

Marketing Promotional Opportunities (cont.)

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
- Reach approximately 400 attendees staying at nginx.conf hotel
- NGINX manages card production (art provided by sponsor)

Coffee Breaks

Cost: \$8,000 (3 Available)

Sponsor morning and afternoon breaks on one day of nginx.conf. Sponsorship includes:

- All food and beverage
- Signage in the break area
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website
- Option to include a giveaway item and/or company literature in the break area

Hotel Room Drop

Cost: \$6,000 (1 Available)

Direct communication opportunity to drive traffic to your booth. Sponsorship includes:

- Single item to be approved by NGINX and must be shipped and received by deadline date
- Choice of Wednesday, September 6 or Thursday, September 7
- Reach approximately 400 attendees at nginx.conf hotel
- Sponsor must supply item

Mobile Charging Station

Cost: \$5,000 (3 Available)

Sponsor free mobile device charging stations stationed around the venue. Sponsorship includes:

- One (1) branded charging station (opportunity to purchase multiple)
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website

Media Sponsorships

Contact us for more information.

For inquiries contact events@nginx.com.

Sponsor Packages

		Headline	Gold	Silver	Supporter
	# of Opportunities	1	8	6	
	Cost	\$30,000	\$15,000	\$10,000	\$2,500
PRESENCE	5-minute Keynote introduction <i>(to be approved by NGINX)</i>	✓	—	—	—
	40-minute conference session <i>(to be approved by NGINX)</i>	✓	—	—	—
	20-minute conference session <i>(to be approved by NGINX)</i>	—	✓	—	—
	Lunch sponsorship throughout event with logo prominently displayed in meal area	✓	—	—	—
REGISTRATION	Number of complimentary full conference passes	5	4	2	1
	Number of booth staff passes	3	2	1	—
	Discount on passes for customers, community members, and partners	25%	25%	25%	25%
	Invitation(s) to the VIP Speaker and Sponsor Dinner	3	2	1	—
EXPOSURE	Exclusive sponsorship of the conference lanyard co-branded with NGINX	✓	—	—	—
	Color logo & company listing on conference website	✓	✓	✓	Logo only
	Color logo & company listing in welcome slides	✓	✓	✓	✓
	Color logo & company listing in pre-event email campaigns, from date of signature	✓	✓	✓	✓
	Color logo and company listing in post-event thank you email to all attendees	✓	✓	✓	—
	Acknowledgment in social media announcements	✓	✓	✓	—
	Sponsor logo on signage throughout the conference	✓	✓	✓	✓
	Blog mention on nginx.com/blog	✓	✓	—	—
	Opportunity to be a guest blogger on nginx.com/blog	✓	✓	—	—
	Optional bag insert <i>(item to be approved by NGINX)</i>	✓	✓	—	—
	nginx.conf provided booth package (includes a branded header, Internet, one power drop)	3 meter custom kiosk	2 meter custom kiosk	1 meter custom kiosk	—
Lead retrieval units included	2	1	1	—	