



ZendCon & OpenEnterprise

The enterprise open source conference

Sponsorship Prospectus

CONFERENCE DATES:

Monday, October 15 – Wednesday, October 17, 2018

EXHIBIT HALL DATES:

Monday, October 15 – Wednesday, October 17, 2018

Monday, October 15:

Opening reception in exhibit hall from 4:30 p.m. – 6:30 p.m.

Tuesday, October 16:

Exhibit hall open from 11:00 a.m. – 8:00 p.m.

Wednesday, October 17:

Exhibit hall open from 11:00 a.m. – 5:00 p.m.

LOCATION:

Hard Rock Hotel Conference Center | Las Vegas, Nevada

CONTACT:

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ZendCon & OpenEnterprise is the premier technology conference designed to teach and share practical experiences from the front lines of enterprise PHP and open source environments. Focused on solving real-world, enterprise-class problems, technical business leaders, strategists, and developers will assemble to discuss case studies and best practices around the application of PHP and open source to transform business.

ZendCon & OpenEnterprise is. . .

3 DAYS, 12 TUTORIALS, 60 SESSIONS

MULTI-TRACK WITH SESSIONS FOR ALL LEVELS

WHY SPONSOR ZENDCON & OPENENTERPRISE

Beyond being a showcase of cool technologies and popular vendors, ZendCon & OpenEnterprise is a collaborative, community-driven classroom for enterprise leaders and practitioners. From thought leadership, opinions, and advice from Fortune 500 companies to live coding sessions in our hackerspace, take advantage of this opportunity to grow your business with lead generation, networking, branding or talent recruitment, we can design a package to help achieve your business goals.

READY TO SPONSOR?

We have a variety of packages designed to fit your business objectives. However, if you have other creative ideas that would better serve your business goals, we're always open to working with you on a creatively tailored package to fit your needs.

ZendCon 2017 audience snapshot

SIZE OF COMPANY

1-99 employees **44%**
100-499 employees **27%**
500-999 employees **9%**
1000+ employees **20%**

ROLE OF ATTENDEES

Developer **69%**
Development manager **14%**
Architect **7%**
Executive (C-level, VP, director) **6%**
Other **4%**

PRIMARY PLATFORM

Linux **63%**
IBM **17%**
Windows **13%**
Other **7%**

Sponsorship opportunities:

Platinum

AVAILABLE
2 sponsorships

STANDARD US PRICING
\$45,000

EVENT MARKETING AND BRANDING

- Color logo, company URL, and 50-word description on conference website
- Acknowledgment in social media announcements
- Company logo on signage throughout the conference
- Company logo included in conference agenda
- Company logo included in **ZendCon & OpenEnterprise** keynote slides
- Company logo included in “meet our sponsors” email (top position) sent to attendees prior to conference
- One item included in the conference bag insert given to all attendees. Item must fit within the size of the conference bag.
- Access to additional sponsorship opportunities available on page 10

EXHIBIT SPACE

- 20'x 20' booth space in the exhibit hall. Space includes:
 - » Wireless internet and one electrical drop
 - » Up to 4 covered tables, 8 chairs

SPEAKING OPPORTUNITY

- 60-minute speaking opportunity on either Tuesday, October 16 or Wednesday, October 17. Date and time subject to availability. Content must be approved by Rogue Wave Software.
- Twitter announcement on conference twitter feed
- Sponsor provided video posted on conference twitter and conference website

NETWORKING OPPORTUNITIES

- Dedicated meeting space for one 2-hour block at conference
- Dedicated signage and promotion at exhibit hall reception Tuesday evening

BENEFITS

- 4 full conference passes and 2 exhibitor passes

Sponsorship opportunities:

Gold

AVAILABLE
4 sponsorships

STANDARD US PRICING
\$25,000

EVENT MARKETING AND BRANDING

- Color logo, company URL, and 50-word description on conference website
- Acknowledgment in social media announcements
- Company logo on signage throughout the conference
- Company logo included in conference agenda
- Company logo included in **ZendCon & OpenEnterprise** keynote slides
- Company logo included in “meet our sponsors” email (second position) sent to attendees prior to conference
- One item included in the conference bag insert given to all attendees. Item must fit within the size of the conference bag.
- Access to additional sponsorship opportunities available on page 10

EXHIBIT SPACE

- 10'x 20' booth space in the exhibit hall. Space includes:
 - » Wireless internet and one electrical drop

- » 8' high backwall drape, 3' high sidewall drape
- » Up to 2 covered tables, 4 chairs

SPEAKING OPPORTUNITY

- 60-minute speaking opportunity on either Tuesday, October 16 or Wednesday, October 17. Date and time subject to availability. Content must be approved by Rogue Wave Software.
- Twitter announcement on conference twitter feed

NETWORKING OPPORTUNITIES

- Dedicated signage and promotion at lunch, Tuesday, October 16 or Wednesday, October 17.
- 2 sponsored “birds of a feather” lunch tables, Tuesday, October 16 or Wednesday, October 17. Themes must be approved by Rogue Wave Software.

BENEFITS

- 2 full conference passes and 2 exhibitor passes

Sponsorship opportunities:

Silver

AVAILABLE

Until space is sold out

STANDARD US PRICING

\$15,000

EVENT MARKETING AND BRANDING

- Color logo, company URL, and 25-word description on conference website
- Acknowledgment in social media announcements
- Company logo on signage throughout the conference
- Company logo included in conference agenda
- Company logo included in **ZendCon & OpenEnterprise** keynote slides
- Company logo included in “meet our sponsors” email (third position) sent to attendees prior to conference
- One item included in the conference bag insert given to all attendees. Item must fit within the size of the conference bag.
- Access to additional sponsorship opportunities available on page 10

EXHIBIT SPACE

- 10'x 10' booth space in the exhibit hall. Space includes:
 - » Wireless internet and one electrical drop
 - » 8' high backwall drape, 3' high sidewall drape
 - » 1 covered table, 2 chairs

SPEAKING OPPORTUNITY

- 25-minute TechTalk in exhibit hall on either Tuesday, October 16 or Wednesday, October 17. Date and time subject to availability. Content must be approved by Rogue Wave Software.

NETWORKING OPPORTUNITIES

- Dedicated signage and promotion at morning or afternoon snack break, Tuesday, October 16 or Wednesday, October 17.

BENEFITS

- 2 full conference passes and 2 exhibitor passes

Sponsorship opportunities:

Bronze

AVAILABLE

Until space is sold out

STANDARD US PRICING

\$10,000

EVENT MARKETING AND BRANDING

- Color logo and company URL on conference website
- Acknowledgment in social media announcements
- Company logo on signage throughout the conference
- Company logo included in conference agenda
- Company logo included in **ZendCon & OpenEnterprise** keynote slides
- Company logo included in “meet our sponsors” email (fourth position) sent to attendees prior to conference
- One item included in the conference bag insert given to all attendees. Item must fit within the size of the conference bag.
- Access to additional sponsorship opportunities available on page 10

EXHIBIT SPACE

- 10'x 10' booth space in the exhibit hall. Space includes:
 - » Wireless internet and one electrical drop
 - » 8' high backwall drape, 3' high sidewall drape
 - » 1 covered table, 2 chairs

BENEFITS

- 1 full conference pass and 2 exhibitor passes

Sponsorship opportunities:

Exhibitor

AVAILABLE

Until space is sold out

STANDARD US PRICING

\$5,000

EVENT MARKETING AND BRANDING

- Color logo and company URL on conference website
- Acknowledgment in social media announcements
- Company logo included in conference agenda
- Company logo included in **ZendCon & OpenEnterprise** keynote slides
- Company logo included in “meet our sponsors” email (fifth position) sent to attendees prior to conference
- One item included in the conference bag insert given to all attendees. Item must fit within the size of the conference bag.

EXHIBIT SPACE

- 10'x 10' booth space in the exhibit hall. Space includes:
 - » Wireless internet
 - » 8' high backwall drape, 3' high sidewall drape
 - » 1 covered table, 2 chairs

BENEFITS

- 2 exhibitor passes

Sponsorship grid

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITOR
Price	\$45,000	\$25,000	\$15,000	\$10,000	\$5,000
Exhibit Space	20X20	10X20	10X10	10X10	10X10
Included Rentals	4 covered tables, 8 chairs, Wi-Fi, electric drop	2 covered tables, 4 chairs, Wi-Fi, electric drop, pipe & drape	1 covered table, 2 chairs, Wi-Fi, electric drop, pipe & drape	1 covered tables, 2 chairs, Wi-Fi, electric drop, pipe & drape	1 covered tables, 2 chairs, Wi-Fi, pipe & drape
Availability	2	4	Available until space is sold out	Available until space is sold out	Available until space is sold out
Full Conference Passes	4	2	2	1	N/A
Booth Passes	2	2	2	2	2
Speaking Opportunity	60 minute session	60 minute session	25 minute TechTalk	N/A	N/A
Networking opportunity	Exhibit hall reception & games	Lunch (1 day) 2 Birds of a feather sponsored tables	Snack break (1 day)	N/A	N/A
Collateral Insert in Bag	Yes	Yes	Yes	Yes	Yes
Meeting Room Access	One 2-hour block	N/A	N/A	N/A	N/A
Brand Visibility on Zendcon.com	Logo, URL & 50-word description	Logo, URL & 50-word description	Logo, URL & 25-word description	Logo & URL	Logo & URL
Email Outreach	Top position in bundled sponsor email, dedicated email & logo in promos	Second position in bundled sponsor email & logo in promos	Bundled sponsor email & logo in promos	Bundled sponsor email & logo in promos	Bundled sponsor email & logo in promos
Logo on conference materials and signage	Yes	Yes	Yes	Yes	Yes

Additional marketing opportunities

HACKATHON – \$10,000

- Host a dynamic space during the conference and encourage developers to showcase their best work, contribute to the community, and/or help you solve a real live business challenge.

POOLSIDE LUNCH – \$10,000

- Take center stage on Tutorial Day (October 15) during a lunch by the pool.

PODCAST LOUNGE – \$7,500

- Host a recording area right in the exhibit hall, among all the action.

ZEND CERTIFIED ENGINEERS (ZCE) BREAKFAST – \$7,500

- Sponsor a morning pick-me-up for the distinguished ZCEs in attendance.

CONFERENCE BAG – \$5,000

- Stamp the sack each attendee receives.

SPEAKER RECEPTION – \$5,000

- Entertain and mingle with this year's speaker talent. Sit at the table with the keynotes in attendance.

WI-FI SPONSORSHIP – \$5,000

- Splash your brand all over the splash screen.

BADGE LANYARD – \$4,000

- Picture your logo on the **ZendCon & OpenEnterprise** lanyard.

WOMEN IN PHP LUNCH – \$5,000

- Help us recognize and support women in PHP.

We want your **ZendCon & OpenEnterprise** sponsorship to be the best fit for your company. If you have ideas on creative additions or ideas on how to get more out of your sponsorship please send them our way! We are always open to working with you on creating the best sponsorship package for your company.

sponsors@zendcon.com

The enterprise
open source conference

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ZendCon &
OpenEnterprise