

2015 EVENT PROSPECTUS

17TH INTERNATIONAL
CLOUD
EXPO®
www.CloudComputingExpo.com

4TH INTERNATIONAL
INTERNET OF THINGS
EXPO
www.ThingsExpo.com

BIG DATA
EXPO®
DEVOPS
SUMMIT 2015
AT CLOUD EXPO®



NOVEMBER 3 - 5, 2015

SANTA CLARA CONVENTION CENTER | SANTA CLARA, CA

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THE WORLD OF CLOUD COMPUTING ALL IN ONE PLACE

CLOUD COMPUTING | BIG DATA/ANALYTICS | INTERNET OF THINGS | DEVOPS | WEBRTC

AS WE ENTER 2015, CLOUD COMPUTING IS BEING EMBRACED BY A MAJORITY OF ENTERPRISES AND ORGANIZATIONS OF ALL SIZES. MORE THAN 90% OF ENTERPRISES ARE USING SOME FORM OF XAAS—PLATFORM, INFRASTRUCTURE, OR SOFTWARE AS A SERVICE.

FURTHERMORE, TODAY'S DISCUSSION REVOLVES AROUND HYBRID CLOUD—WITH 74% OF ENTERPRISES POSSESSING A HYBRID STRATEGY—AND HOW CLOUD COMPUTING CAN BEST BE INTEGRATED WITH BIG DATA/ANALYTICS AND IOT INITIATIVES.

Cloud Expo is the single event in which delegates and technology vendors can meet to experience and discuss the entire world of the Cloud. It is also the world's leading independent Cloud technology event—not a small hotel show or a diffuse vendor show oriented around entertainment. Cloud Expo is the one and only original, with a laser focus on the best speakers, content, and technology exhibition.

As Cloud Computing drives increasing percentages of enterprise IT budgets, it becomes paramount for technology vendors to reach their customers and prospects as effectively as possible.

Cloud Expo draws more than 7,500 of these customers and top prospects to the Santa Clara Convention Center in the heart of Silicon Valley in Santa Clara, CA. They attend to learn about the growth of Cloud Computing, the emergence of Big Data/Analytics & the IoT, and how DevOps and WebRTC are impacting and accelerating this growth.

ENSURE Your CLOUD – BIG DATA – IoT – DEVOPS Solutions Reach This Audience

Silicon Valley Remains the World's Technology & Innovation Capital – Cloud Expo Remains Its Premier Technology Event

Where else in the world can you exhibit your technology to an audience that is eager to learn about the latest in Cloud and all that it entails, in the heart of Silicon Valley?

You've seen all the projections. You know about the hundreds of billions of dollars of budget being spent on Cloud. You know about the hundreds of billions of sensors being designed and deployed to drive Big Data/Analytics and the IoT.

You're building your business around the Cloud. Join us at Cloud Expo to ensure and leverage your strategy.

To Learn More About
Sponsorship Opportunities

Call 1-201-802-3020

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**7,500 DELEGATES TO CONVERGE AT
 THE LARGEST COMBINED**

- * **CLOUD COMPUTING**
- * **BIG DATA/ANALYTICS**
- * **IOT EVENT ON EARTH**

THE PACKED 3-DAY EXPO FLOOR WILL SHOWCASE THE LARGEST NUMBER OF CLOUD, BIG DATA/ANALYTICS AND IOT PLAYERS EVER ASSEMBLED IN ONE PLACE. MAKE SURE YOUR COMPANY IS ONE OF THEM!

Themes & topics to be discussed by our 150+ speakers in Keynotes, General Sessions, & Breakouts

CLOUD EXPO

- Track 1 – Enterprise Cloud Adoption
- Track 2 – Cloud & Mobility | Hot Topics
- Track 3 – PaaS | Containers & Microservices
- Track 4 – Cloud APIs & Enterprise Security

BIG DATA EXPO

- Track 5 – Big Data/Analytics

@THINGSEXPO

- Track 6 – Consumer IoT
- Track 7 – Enterprise IoT
- Track 8 – IoT Developer | WebRTC Summit

DEVOPS SUMMIT

- Track 1 – “Dev” Developer Focus
- Track 2 – “Ops” Operations Focus



CLOUD COMPUTING

- Secure Clouds
- Agile Cloud Computing
- Cloud Networking
- Avoiding Cloud Sprawl
- Cloudbursting
- In-Cloud Data Encryption
- Internal Clouds
- The Speech Cloud
- Open Cloud Computing
- Private PaaS
- DaaS
- VDI
- Java in the Cloud
- Cloud Protectionism
- Infrastructure 2.0
- OpenNebula
- Cloud Data Management
- Virtual Private SaaS
- Cloud Analytics
- Cloud-Based Compliance
- HPC in the Cloud
- Monetizing the Cloud
- Cloud & Telecoms
- Carrier-Grade Clouds
- CloudFoundry
- OpenStack / OpenShift
- Data Virtualization
- vCloud
- The H-Cloud
- Cloud-Based Testing
- Elastic IT in Practice
- Cloud Music & TV
- Data Residency Issues
- Microsoft Azure
- Hardware as a Service

INTERNET OF THINGS

- Accelerating the Web for IoT
- The Perfect Storm: Cloud, BD, IoT
- Node-RED
- Real-World Business & the IoT
- Code Halos & the IoT
- The Internet of Everything
- Open-Source IoT at Eclipse
- XMPP
- Wearables & the IoT
- New Security Models
- Field-Force Automation & the IoT

BIG DATA

- Big Data Analytics
- Scaling Big Data
- Avoiding Big Data Silos
- Hadoop as a Service
- Data Warehousing
- MapReduce
- Big Data Economics
- Predictive Analytics
- Big Data with Java
- High-Performance Computing (HPC)
- Big Data & Enterprise Integration
- Federal Big Data
- Big Data Tools
- Next-Gen IO Architecture for Big Data
- HBase Data Stores
- Big Data & Virtualization
- Big Data in Academia
- Scientific Big Data
- Big Data & Security
- Big Data & Governance
- Database Sharding
- Big Unstructured Data
- Big Data PaaS
- Enterprise Big Data
- Big Data Search
- Bioinformatics
- Moving Big Data In & Out of the Cloud
- “The BigData Office”
- Big Data Virtualization
- The World’s DNA Big Data Challenge
- Big Data Services
- Interactive Analytics
- COBOL in Big Data Analytics
- Big Data & Healthcare
- The Data Science Era

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IN THE TECHNICAL SESSIONS...

GO beyond the hype, the brands, and the buzzwords. What do the terms really mean and how are they applied to today's enterprise IT budgets?

LEARN how differences in architecture, infrastructure, security and design will impact enterprise IT's ability to take advantage of the cost-effectiveness and agility of Cloud Computing, to leverage their Big Data, and to create a complete IoT strategy.

DISCOVER why Cloud Computing is consuming ever greater portions of business and government budgets, and why billions of dollars are being allocated to Big Data and the IoT.

ON THE EXPO FLOOR...

SHOW why your products, services, and solutions are the best in the world.

DEMONSTRATE real-life use cases and why they matter to enterprise IT buyers.

REACH the world's largest audience of targeted enterprise IT professionals who must be up to speed on the Big Three – Cloud Computing, Big Data, and the Internet of Things.

CONFERENCE TRACK & WORKSHOP SPONSORSHIPS

Position yourself as a leader in today's IT ecosystem, showcase thought leadership and benefit from branding, profile building, and lead generating. These sponsorship packages will put you in touch with your target audience and deliver the reach, impact and visibility necessary to stay competitive in today's market.

- ONE-DAY TRACK SPONSORSHIPS
- HALF-DAY TRACK SPONSORSHIPS
- HALF-DAY WORKSHOP
- ONE OR TWO-DAY CO-LOCATED EVENT
- EVENING ROUNDTABLES
- LUNCH KEYNOTE

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Who Will Attend

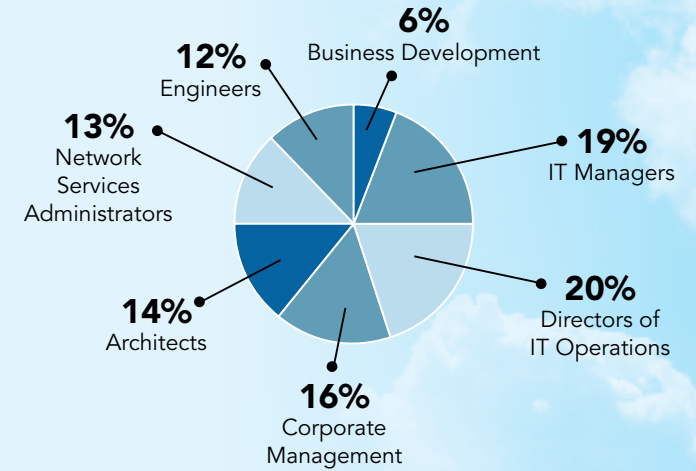
Senior Technologists:

CIOs, CTOs & VPs of Technology
Chief Systems Engineers
IT Directors and Managers
Network and Storage Managers
Enterprise Architects
Communications and Networking Specialists
Directors of Infrastructure

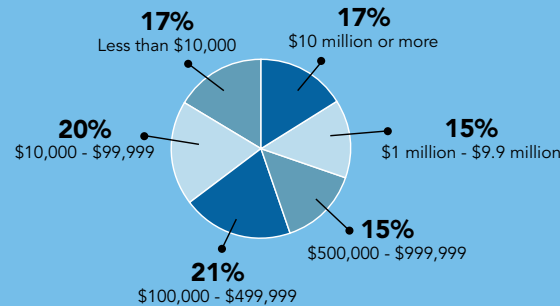
Business Executives:

CEOs, CMOs, & CIOs
Presidents & SVPs
Directors of Business Development
Directors of IT Operations
Product and Purchasing Managers
IT Managers

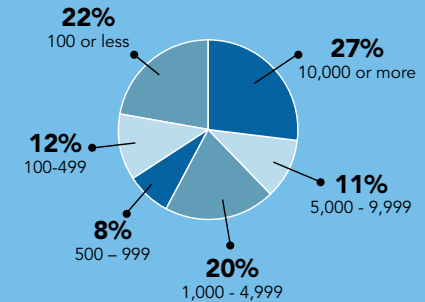
ATTENDEE PROFILE



YEARLY SPENDING



COMPANY SIZE



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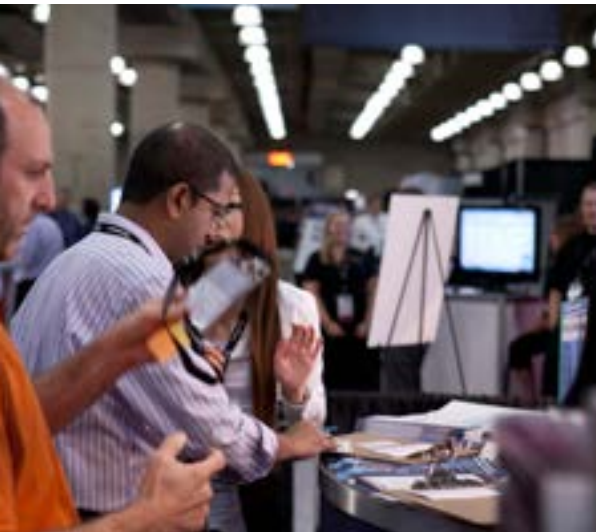
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DEVOPS SUMMIT 2015

BORN OUT OF PROVEN SUCCESS IN AGILE DEVELOPMENT, CLOUD COMPUTING, AND PROCESS AUTOMATION, DEVOPS IS A MACRO TREND YOU CANNOT AFFORD TO MISS.

FROM SHOWCASE SUCCESS STORIES FROM EARLY ADOPTERS AND WEB-SCALE BUSINESSES, DEVOPS IS EXPANDING TO ORGANIZATIONS OF ALL SIZES, INCLUDING THE WORLD'S LARGEST ENTERPRISES – AND DELIVERING REAL RESULTS. AMONG THE PROVEN BENEFITS, DEVOPS IS CORRELATED WITH 20% FASTER TIME-TO-MARKET, 22% IMPROVEMENT IN QUALITY, AND 18% REDUCTION IN DEV AND OPS COSTS, ACCORDING TO RESEARCH FIRM VANSON-BOURNE. IT IS CHANGING THE WAY IT WORKS, HOW BUSINESSES INTERACT WITH CUSTOMERS, AND HOW ORGANIZATIONS ARE BUYING, BUILDING, AND DELIVERING SOFTWARE.

With a growing number of both adopters and providers, this rapidly changing market is full of opportunity for technology providers, practitioners, and consumers alike. In this explosive market opportunity, it is not enough to just get in on the action, you need to stand out from the crowd.



THEMES AND TOPICS:

- Application delivery
- ROI and business value
- Site reliability
- Continuous delivery
- Kanban, Scrum, and Agile
- Continuous integration
- Release scalability
- Continuous release
- Service virtualization
- Operational monitoring
- Capacity management
- Load testing
- Quality assurance
- Manager and exec support
- Release automation
- Cultural change
- Breaking down IT silos
- Cloud development
- Cloud platforms
- Test automation
- Teaming
- Application security
- API management
- Identity and access
- Audit and control
- DevOps and ITIL, ISO, Six Sigma, COBIT
- Mobile DevOps
- DevOps for legacy systems
- Software-defined servers
- Network automation
- Server automation
- Configuration automation
- Continuous support
- DevOps anti-patterns
- Enterprise DevOps
- DevOps system architecture
- IT orchestration
- Containerization
- DevOps skills and training
- WebOps, CloudOps, ChatOps, NoOps
- Change management

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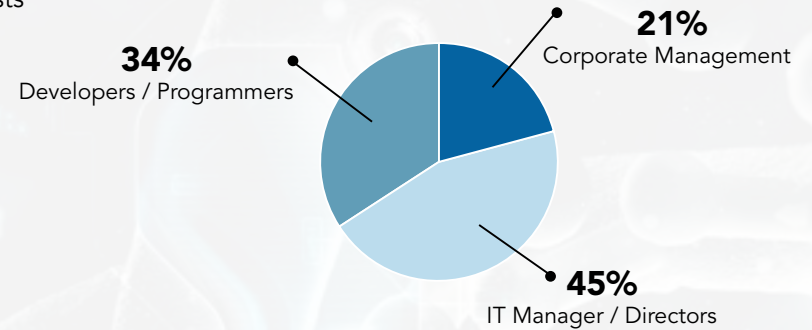
Senior Technologists:

CIOs, CTOs & VPs of Technology
 Chief Systems Engineers
 IT Directors and Managers
 Enterprise Architects
 Communications and Networking Specialists
 Directors of Infrastructure
 Software Architects / System Analysts
 Software Developers / System Analysts

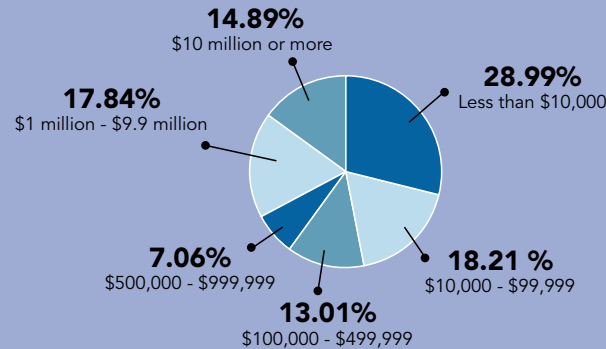
Business Executives:

CEOs, CMOs, & CIOs
 Presidents & SVPs
 Directors of Business Development
 Directors of IT Operations
 Product and Purchasing Managers
 IT Managers

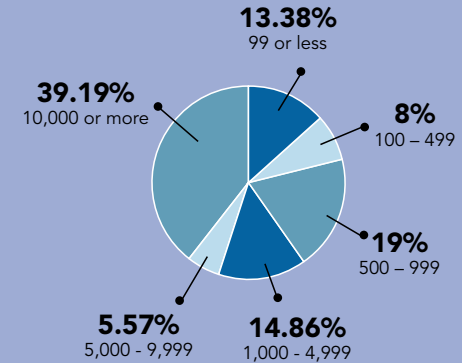
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YEARLY SPEND



COMPANY SIZE



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WHAT OUR SPONSORS & EXHIBITORS ARE SAYING ABOUT CLOUD EXPO



How does Cloud Expo do it every year? *Another INCREDIBLE show* - our heads are spinning - so fun and informative." — **@SOASOFTWAREINC**



This week I had the pleasure of delivering the opening keynote at Cloud Expo New York. It was amazing to be back in the great city of New York with thousands of cloud enthusiasts eager to learn about the next step on their journey to embracing a cloud-first world." — **@STEVE_MAR_MSFT** General Manager of Window Azure



Cloud Expo *has been great.*"
— **@CODEFUTURES**



Thank you @ThingsExpo for such a great event. All of the people we met over the past three days makes us confident IoT has a bright future."
— Yasser Khan, CEO of **@CNNCT2ME**



One of the best conferences we have attended in a while. Great job, Cloud Expo team! Keep it going." — **@PEAK_TEN**



Great crew at @ThingsExpo. *Love sessions where the after conversation is as long as the session.*" — **@REIDCARLBERG**



Great response at #CloudExpo."
— **@HARBINGERSYS**

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SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

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		PREMIUM DIAMOND	PREMIUM PLATINUM PLUS	PREMIUM PLATINUM	PREMIUM GOLD	PREMIUM SILVER	PREMIUM BRONZE	PREMIUM EXHIBITOR
SPONSORSHIP PRICES	Early Bird Special : Contracts Signed & Deposits Before 6/30/15	\$105,000	\$95,000	\$85,000	\$60,000	\$40,000	\$25,000	\$13,000
	Regular Price: Contracts Signed & Deposits After 6/30/15	\$120,000	\$85,000	\$75,000	\$70,000	\$50,000	\$35,000	\$15,000
	Booth Space (Booth Structure and Carpet Not Included)	30 x 30	20 x 20	20 x 20	20 x 20	10 X 20	10 X 20	10 X 10
	Upgrades: \$55 Per Sq. Ft.			Upgrade Avail.	Upgrade Avail.	Upgrade Avail.	Upgrade Avail.	Upgrade Avail.
ON-SITE BENEFITS	Opening Keynote	45 Minutes						
	Day Two or Three Keynote: Only Two Available		45 Minutes	45 Minutes				
	Vendor Presentation Opportunities	45 Minutes	45 Minutes	45 Minutes	30 Minutes	30 Minutes		
	Guaranteed Technical Session Opportunities	Up to 4	Up to 4	Up to 4	Up to 3	Up to 2	1 Tech Session	
	Technical Session Opportunities: Upon Availability							1 Tech Session
	Power Panel Opportunities					1 PP Spot	1 PP Spot	
	Demo Theater: Recorded 20-Minute Demo					√	√	
ADDITIONAL ON-SITE BENEFITS	Entrance Unit Sponsorship	√						
	One 15-Amp Electrical Drop	√	√	√	√	√	√	√
	One Internet Drop	√	√	√	√	√	√	√
	Table & Two Chairs	√	√	√	√	√	√	√
	Literature Placement in Your General Session	√	√	√	√	√		
	Company Logo on Signage at the Keynote Session	√	√	√	√	√		
	Company Logo on Conference Delegate Bag	√	√	√	√	√		
	One Insert in Conference Delegate Bag	√	√	√	√	√		
	Logo on Conference Directionals & Signage	√	√	√	√	√		
	Unlimited Access to Opt-In Attendee List	√	√	√	√	√	√	√
	SYS-CON.TV Interview	√	√	√	√	√	√	√



SPONSORSHIP OPPORTUNITIES AT-A-GLANCE (CONTINUED)

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		PREMIUM DIAMOND	PREMIUM PLATINUM PLUS	PREMIUM PLATINUM	PREMIUM GOLD	PREMIUM SILVER	PREMIUM BRONZE	PREMIUM EXHIBITOR	
EVENT PASSES PROVIDED	Full Conference Pass	5	4	4	3	3	2	1	
	Speaker Pass	√	√	√	√	√	√	√	
	Unlimited VIP Passes (Does Not Include Lunch)	√	√	√	√	√	√	√	
	Booth Staff Passes	10	10	7	5	3	3	2	
SHOW DIRECTORY	4/Color Show Directory Ad	Back Cover	Full Page	Full Page	Half Page	Half Page	Quarter Page		
	Logo & Company Description	250 Words	200 Words	150 Words	150 Words	100 Words	50 Words	25 Words	
PRE-SHOW SPONSORSHIP BENEFITS	728X90 Banner on Main Event Site	√	√	√	√	√	√		
	Company Logo on All Event Pages	√	√	√	√	√	√	√	
	Company Description, Logo on Sponsor & Exhibitor Site	√	√	√	√	√	√		
	Company Description & Logo on Exhibitor Site	√	√	√	√	√	√	√	
	Company Logo on Direct Mail & Email Newsletters Leading Up to the Show	√	√	√	√	√	√	√	
POST-SHOW SPONSORSHIP BENEFITS	On-Demand Benefits	Vendor Presentation / Power Panel: On-Demand Viewing for Up to 6 Months	√	√	√	√	√		
		Contact Information for Every Prospect Who Views On-Demand	√	√	√	√	√		
		On-Demand Vendor Presentation Promoted to Target Audience: Banners, Text Links, E-newsletters	√	√	√	√	√		
		Receive Copy of Vendor Presentation	√	√	√	√			
		Demo Theater Presentation: Posted Online for 3-Months On-Demand Viewing						√	
		SYS-CON.TV Interview: 3-Months On-Demand Viewing	√	√	√	√	√	√	√
	Online Media Advertising Program	Online Banner Advertising: 728X90, 160X600, 336X280	4 Months	3 Months	3 Months	2 Months	2 Months	2 Months	1 Month
		One-Time Use of Opt-In Subscriber List	10,000 Records	10,000 Records	5,000 Records	5,000 Records	2,500 Records		
		E-newsletter Sponsorships	√	√	√	√	√	√	√
		Text Link	√	√	√	√	√	√	√

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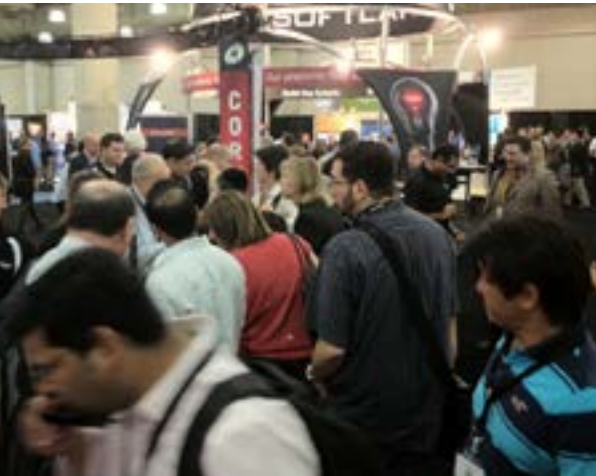
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AS A SPONSOR OF CLOUD EXPO | @ THINGSEXPO | DEVOPS SUMMIT...

YOU WILL BENEFIT FROM OUR NEW THOUGHT LEADERSHIP SPONSORSHIP PACKAGES. THE NEW AND IMPROVED SPONSORSHIPS PROVIDE YOUR COMPANY WITH A UNIQUE AND CREATIVE INTEGRATED MARKETING PROGRAM THAT WILL SURELY CONVEY YOUR MESSAGE(S) TO AN ENGAGED GLOBAL AUDIENCE AND ULTIMATELY GENERATE AWARENESS FOR YOUR SERVICES WITH OUR READERS, USERS AND CONFERENCE ATTENDEES.

SYS-CON Media and SYS-CON Events delivers to its partners the most efficient and highest performing outlets to reach their target audience. With a combined 1.2 million IT professionals, SYS-CON has the tools and the experience you need to deliver a message that is striking and unforgettable.

Here are the 10 top reasons why you should sponsor and exhibit at Cloud Expo, @ThingsExpo, Big Data Expo & DevOps Summit 2015 West and ensure your Cloud, Big Data, IoT & DevOps solutions are seen and understood by the entire enterprise IT industry including CIOs, CTOs, CIOs, Directors of Infrastructure, VPs of Technology & Engineering, IT Directors and Managers...

REACH MORE THAN 250,000 QUALIFIED IT PROFESSIONALS YOU ARE NOT CURRENTLY REACHING TODAY!

1. Cloud Expo is an invaluable resource for meeting with today's top industry buyers, making new contacts and, most important, closing business deals.
2. Cloud Expo's intensive three-day schedule of keynotes and general and breakout sessions ensures attending delegates will have your top resources, ideas and examples that they can apply immediately to leveraging the cloud, helping them maximize performance, minimize costs and improve the scalability of their enterprise IT endeavors.
3. Demo Theaters on the Expo Floor so delegates can hear firsthand about your solutions and offerings, and engage in one-on-one discussions with your top industry experts on how to integrate it into the enterprise.
4. Network with and influence a qualified audience during our new extended dedicated expo hours.
5. Featured on-site presentation and ongoing on-demand webcast exposure to a captive audience of top industry decision-makers.
6. Breakout session priority scheduling for sponsors that have been guaranteed a 45-minute technical session.
7. Capitalize on our comprehensive marketing efforts leading up to the show with print mailings, e-newsletters and extensive online media coverage.
8. Unprecedented PR coverage - editorial coverage on CloudComputing.sys-con.com, online advertising in SYS-CON's top i-Technology publications, Tweetup to over 75,000 plus followers, press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo - making it the best-covered Cloud Expo in the world.
9. Your presentation is simulcast on SYS-CON.tv, plus post-show on-demand viewing.
10. SYS-CON.tv interview with Cloud Expo Conference Chair, also available online for continued viewing.

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DIAMOND SPONSORSHIP PACKAGES

SYS-CON MEDIA PRE & POST SHOW BENEFITS

PRE & POST SHOW EDITORIAL COVERAGE:

- Editorial coverage on SYS-CON Media Online Publications: www.sys-con.com
- Press Announcements through Cloud Computing, IoT & DevOps e-Newsletters and online portal
- Feature Cover Story & Case Studies, Interviews
- Ulitzer Custom Author and Topic Site: www.ulitzer.com
- Unprecedented PR Coverage: Tweetup to over 75,000 plus followers
- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: FOUR-MONTH ADVERTISING PROGRAM

- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT & DevOps Industry Newsletters: 150,000 online subscribers

SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS

- Vendor Presentation Webinar: On-Demand Viewing up to 6 months
- Contact information for every prospect who views on-demand
- On-Demand Vendor Presentation promoted to targeted audience: banners, text links, and e-Newsletters
- SYS-CON TV Interview: On-Demand Viewing up to 6 Months

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PREMIUM DIAMOND SPONSORSHIP PACKAGE \$105,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$120,000

- Day One Opening Keynote
- 45 Minute Vendor Presentation
- 4 Technical Sessions
- 30x30 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of the Opt-in Attendee List
- Entrance Unit Sponsorship

***All Pre & Post sponsorship benefits apply*

DIAMOND SPONSORSHIPS

Option I: \$80,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$90,000

- Day One Opening Keynote
- Or Day One 45 Minute Vendor Presentation
Following Morning Keynote
- 2 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

Option II: \$60,00

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$70,000

- Day One Lunch Keynote
- Or Day One 45 Minute Vendor Presentation
- 2 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

DIAMOND ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Five Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Full Page 4/Color Ad
- Logo & Company Description: up to 250 words

ADDITIONAL BENEFITS

- ✓ One 15 - AMP Electrical Drop
- ✓ One Internet Drop
- ✓ Table & Two Chairs
- ✓ Company Logo on Signage
- ✓ Company Logo on Delegate Bag
- ✓ Access to Full Press List
- ✓ SYS-CON.TV Interview
- ✓ Delegate Bag Insert

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PLATINUM PLUS SPONSORSHIP PACKAGES

SYS-CON MEDIA PRE & POST SHOW BENEFITS

PRE & POST SHOW EDITORIAL COVERAGE:

- Editorial coverage on SYS-CON Media Online Publications: www.sys-con.com
- Press Announcements through Cloud Computing, IoT & DevOps e-Newsletters and online portal
- Feature Cover Story & Case Studies, Interviews
- Ulitzer Custom Author and Topic Site: www.ulitzer.com
- Unprecedented PR Coverage: Tweetup to over 75,000 plus followers
- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: THREE-MONTH ADVERTISING PROGRAM

- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT & DevOps Industry Newsletters: 150,000 online subscribers



SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS

- Vendor Presentation Webinar: On-Demand Viewing up to 6 months
- Contact information for every prospect who views on-demand
- On-Demand Vendor Presentation promoted to targeted audience: banners, text links, and e-Newsletters
- SYS-CON TV Interview: On-Demand Viewing up to 6 Months

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PREMIUM PLATINUM PLUS SPONSORSHIP PACKAGE \$85,000

(Contracts Signed & Deposits Before 6/30/15)

Regular price: \$95,000

- Day Two Morning Keynote
- 45 Minute Vendor Presentation
- 4 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

PLATINUM PLUS SPONSORSHIPS

Option I: \$67,500

(Contracts Signed & Deposits Before 6/30/15)

Regular price: \$75,000

- Day Two Morning Keynote
- Or Day Two Vendor Presentation
Following Morning Keynote
- 2 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

Option II: \$54,000

(Contracts Signed & Deposits Before 6/30/15)

Regular price: \$60,000

- Day Two Lunch Keynote
- Or Day Two 45-Minute Vendor Presentation
- 2 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

PLATINUM PLUS ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Four Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Full Page 4/Color Ad
- Logo & Company Description: up to 200 words

ADDITIONAL BENEFITS

- ✓ One 15 - AMP Electrical Drop
- ✓ One Internet Drop
- ✓ Table & Two Chairs
- ✓ Company Logo on Signage
- ✓ Company Logo on Delegate Bag
- ✓ Access to Full Press List
- ✓ SYS-CON.TV Interview
- ✓ Delegate Bag Insert

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- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: THREE-MONTH ADVERTISING PROGRAM

- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT & DevOps Industry Newsletters: 150,000 online subscribers

SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS

- Vendor Presentation Webinar: On-Demand Viewing up to 6 months
- Contact information for every prospect who views on-demand
- On-Demand Vendor Presentation promoted to targeted audience: banners, text links, and e-Newsletters
- SYS-CON TV Interview: On-Demand Viewing up to 6 Months

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PREMIUM PLATINUM SPONSORSHIP PACKAGE \$75,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$85,000

- Day Three Morning Keynote
- 45 Minute Vendor Presentation
- 4 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

PLATINUM SPONSORSHIPS

Option I: \$58,500

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$65,000

- Day Three Morning Keynote
- Or Day Three 45-Minute Vendor Presentation
Following Morning Keynote
- 2 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

Option II: \$47,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$52,000

- Day Two Lunch Keynote
- Or Day Three 45-Minute Vendor Presentation
- 2 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

PLATINUM ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Four Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Full Page 4/Color Ad
- Logo & Company Description: up to 150 words

ADDITIONAL BENEFITS

- ✓ One 15 - AMP Electrical Drop
- ✓ One Internet Drop
- ✓ Table & Two Chairs
- ✓ Company Logo on Signage
- ✓ Company Logo on Delegate Bag
- ✓ Access to Full Press List
- ✓ SYS-CON.TV Interview
- ✓ Delegate Bag Insert

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POST-SHOW BRANDING & AWARENESS: TWO-MONTH ADVERTISING PROGRAM

- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT & DevOps Industry Newsletters: 150,000 online subscribers

SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS

- Vendor Presentation Webinar: On-Demand Viewing up to 6 months
- Contact information for every prospect who views on-demand
- On-Demand Vendor Presentation promoted to targeted audience: banners, text links, and e-Newsletters
- SYS-CON TV Interview: On-Demand Viewing up to 6 Months

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PREMIUM GOLD SPONSORSHIP PACKAGE \$60,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$70,000

- Day One 30-Minute Vendor Presentation
- 3 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

GOLD SPONSORSHIPS

Option I: \$48,500

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$54,000

- Day Two 30-Minute Vendor Presentation
- 2 Technical Sessions
- 20x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

Option II: \$39,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$43,500

- Day Two or Day Three 30-Minute Vendor Presentation
- 1 Technical Sessions
- 10x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

GOLD ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Three Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Half Page 4/Color Ad
- Logo & Company Description: up to 150 words

ADDITIONAL BENEFITS

- ✓ One 15 - AMP Electrical Drop
- ✓ One Internet Drop
- ✓ Table & Two Chairs
- ✓ Company Logo on Signage
- ✓ Company Logo on Delegate Bag
- ✓ Access to Full Press List
- ✓ SYS-CON.TV Interview
- ✓ Delegate Bag Insert

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SILVER SPONSORSHIP PACKAGES

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PRE & POST SHOW EDITORIAL COVERAGE:

- Editorial coverage on SYS-CON Media Online Publications: www.sys-con.com
- Press Announcements through Cloud Computing, IoT & DevOps e-Newsletters and online portal
- Feature Cover Story & Case Studies, Interviews
- Ulitzer Custom Author and Topic Site: www.ulitzer.com
- Unprecedented PR Coverage: Tweetup to over 75,000 plus followers
- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: TWO-MONTH ADVERTISING PROGRAM

- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT & DevOps Industry Newsletters: 150,000 online subscribers



SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS

- On-Demand Viewing up to 4 months
- SYS-CON TV Interview and/or Demo Theater Presentation: On-Demand Viewing up to 4 months

PREMIUM SILVER POST-SHOW ON-DEMAND BENEFITS

- Contact information for every prospect who views on-demand
- On-Demand Vendor Presentation promoted to targeted audience: banners, text links, and e-Newsletters

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PREMIUM SILVER SPONSORSHIP PACKAGE \$40,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$50,000

- Day Two or Day Three 30 Minute Vendor Presentation
- 2 Technical Sessions
- 10x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List
- Power Panel

***All Pre & Post sponsorship benefits apply*

SILVER SPONSORSHIPS

Option I: \$27,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$30,000

- Power Panel Spot
- One Technical Session
- 10x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

Option II: \$21,500

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$24,000

- One Technical Session
- Demo Theater Presentation
- 10x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

SILVER ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Three Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Quarter Page 4/Color Ad
- Logo & Company Description: up to 50 words

ADDITIONAL BENEFITS

- ✓ One 15 - AMP Electrical Drop
- ✓ One Internet Drop
- ✓ Table & Two Chairs
- ✓ Company Logo on Signage
- ✓ Company Logo on Delegate Bag
- ✓ Access to Full Press List
- ✓ SYS-CON.TV Interview
- ✓ Delegate Bag Insert

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SYS-CON MEDIA PRE & POST SHOW BENEFITS

PRE & POST SHOW EDITORIAL COVERAGE:

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- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: TWO-MONTH ADVERTISING PROGRAM

- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT & DevOps Industry Newsletters: 150,000 online subscribers



SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS

- On-Demand Viewing up to 4 months
- SYS-CON TV Interview and/or Demo Theater Presentation: On-Demand Viewing up to 4 months

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PREMIUM BRONZE SPONSORSHIP PACKAGE \$25,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$35,000

- Power Panel
- One Technical Session
- Demo Theater Presentation
- 10x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

BRONZE SPONSORSHIPS

Option I: \$20,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$22,500

- One Technical Session
- Demo Theater Presentation
- 10x20 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

Option II: \$16,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$18,000

- One Technical Session
- Demo Theater Presentation
- 10x10 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

BRONZE ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Two Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Quarter Page 4/Color Ad
- Logo & Company Description: up to 50 words

ADDITIONAL BENEFITS

- ✓ One 15 - AMP Electrical Drop
- ✓ One Internet Drop
- ✓ Table & Two Chairs
- ✓ Access to Full Press List
- ✓ SYS-CON.TV Interview

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EXHIBITOR PACKAGES

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PRE & POST SHOW EDITORIAL COVERAGE:

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- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: ONE-MONTH ADVERTISING PROGRAM

- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT & DevOps Industry Newsletters: 150,000 online subscribers

SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS

- SYS-CON TV Interview: On-Demand Viewing up to 3 months

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PREMIUM EXHIBITOR PACKAGE

\$13,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$15,000

- One Technical Session Upon Availability
- 10x10 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List
- One Electrical and One Internet Drop

***All Pre & Post sponsorship benefits apply*

EXHIBITOR PACKAGES

Option I: \$10,000

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$11,700

- One Technical Session Upon Availability
- 10x10 Booth Space (Structure & Carpet Not Included)
- 2x Use of the Opt-in Attendee List
- One Electrical Drop

***All Pre & Post sponsorship benefits apply*

Option II: \$8,100

(Contracts Signed & Deposits Before 6/30/15)
Regular price: \$9,000

- 10x10 Booth Space (Structure & Carpet Not Included)
- 2x Use of the Opt-in Attendee List

***All Pre & Post sponsorship benefits apply*

EXHIBITOR ON-SITE BENEFITS

EVENT PASSES PROVIDED

- One Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Logo & Company Description: up to 25 words

ADDITIONAL BENEFITS

- ✓ Table & Two Chairs
- ✓ Access to Full Press List
- ✓ SYS-CON.TV Interview

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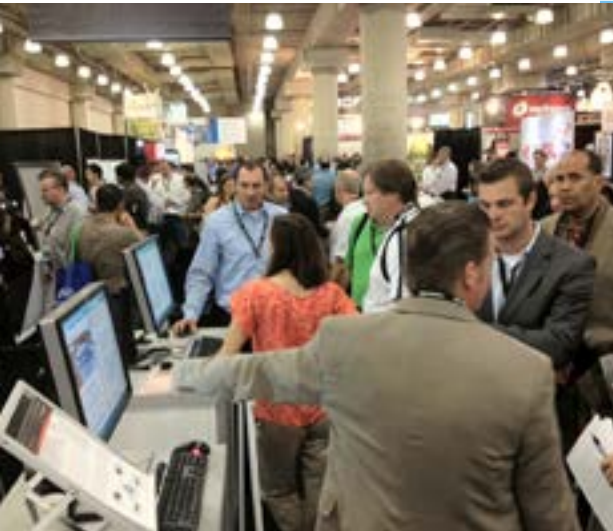
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STAND-ALONE EXHIBITOR PACKAGE

SYS-CON MEDIA PRE & POST SHOW BENEFITS

PRE & POST SHOW EDITORIAL COVERAGE:

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- Press Announcements through Cloud Computing, IoT & DevOps e-Newsletters and online portal
- Feature Cover Story & Case Studies, Interviews
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SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS

- Company Logo on All Event Pages
- Company Description, Logo

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STAND-ALONE EXHIBITOR PACKAGE

\$4,500

(Contracts Signed & Deposits Before 6/30/15)

Regular price: \$5,000

- 10x10 Booth Space (Structure & Carpet Not Included)
- SYS-CON TV Interview

***All Pre & Post sponsorship benefits apply*



STAND-ALONE EXHIBITOR ON-SITE BENEFITS

EVENT PASSES PROVIDED

- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

SHOW DIRECTORY

- Logo & Company Description: up to 25 words

ADDITIONAL BENEFITS

- ✓ Table & Two Chairs
- ✓ Access to Full Press List

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MARKETING OPPORTUNITIES

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Item	Description	# of Oppt	Price
Carpet Sponsorship	Connect with All Attendees As Soon As They Enter the Expo Floor with Your Carpet Sponsorship: Company Logo / Show Floor Entrance	1	\$12,500
Runway Carpet	Connect with Attendees During Each Keynote & General Session with Your Ballroom Runway Carpet Sponsorship: Company Logo on Both Aisle Runway Carpets	1	\$12,500
Runway Carpet	Connect with Attendees During 100 Plus Technical Sessions with Your Breakout Room Runway Carpet Sponsorship: Company Logo on Aisle Carpet	4	\$12,500
Lanyard	Company Logo on Event Lanyard	1	\$15,000
Welcome Reception	Promote Company During Reception: Branded Napkins, Shot Glasses, Logo on Signage & a 20-Minute Demo in the Expo Floor Demo Theater	1	\$12,500
Coffee / Snack Breaks	Promote Company During Break: Branded Coffee Mugs & Logo on Signage	4	\$7,500
Lunch Sponsorship	Literature Placement, Branded Napkins & Logo On Signage	2	\$5,500
Wireless Sponsorship	Attendees Will See Your Branded Sponsor Splash Screen When Accessing Wireless Throughout the Conference. Sponsor Logo Also Included in All Password Handouts	1	\$12,500
Coffee Cup Sleeves	Promote Your Company Logo on Coffee Cup Sleeves	3	\$3,500
Broadcast Lounge	Connect with Attendees on the Expo Floor As They Sit Back and Relax on Your Company Branded Bean Bags / Vendor Presentation Streaming / 30-Second Commercial	1	\$25,000
Demo Theater	20-Minute Demo: Recorded for 3-Months On-Demand Viewing	10	\$4,500
Footprint Sponsorship	Increase Show Impressions by Leading Attendees to Your Booth with Your Branded Footprints	1	\$9,000
e-Bulletin Sponsorships	Include Your Message in Cloud Expo's Show Daily: All Registered Attendees Will Receive Announcements & Updates 2x a Day with Your Message	9 (3 sponsors per day)	\$500

ON-SITE MARKETING PROMOTIONAL OPPORTUNITIES

BOOTH CRAWL SPONSORSHIP

The booth crawl will take place on the Expo Floor all three days, starting with the Welcome Reception until Day 3 Morning Expo Floor hours. Participating attendees will have the opportunity to enter a raffle after completing the Booth Crawl. Raffle will be on Day 3 on the Expo Floor during afternoon Expo hours.

CLOUD EXPO WILL BE RESPONSIBLE FOR ALL PROMOTIONS AND SIGNAGE:

- Your logo and booth number will be included in the official "Booth Crawl Route Map" handouts at the registration area
- Listing of giveaways in the daily schedule & online schedule
- Mention of your Booth Crawl sponsorship in our show daily e-newsletter
- Listing on on-site signage placed on the Expo Floor and registration area
- Sponsorship Highlight: Booth Crawl Sign with your logo at your booth
- Mention of your participation on the Silicon Valley site

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