Marketing and Sponsorship Opportunities

A Hybrid Event

The Venetian Resort, Las Vegas, NV
October 18 - 21, 2021
Join fellow Splunk enthusiasts at .conf21, Splunk’s premier education event for thousands of IT, security and business professionals looking to bring data to every question, decision and action. We’ll feature a hybrid approach this year, offering virtual and in-person events designed to give you a mix of opportunities for education, networking and collaboration.
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# What to Expect at .conf21

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<th>Hybrid Event</th>
<th>Attendance</th>
<th>Leads</th>
<th>Social Media Kit</th>
<th>Driving Attendees to Your Booth</th>
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| Your sponsorship package will include an in-person and virtual presence. | **In-Person:** 3,000  
**Virtual:** 12,000 | **In-Person:** Leads will be provided for badges scanned.  
**Virtual:** Leads will be provided for those who visited your booth and consented to have their information shared. | We’ll provide a social media enablement kit with graphics and suggested content to help promote your sponsorship. | Attendees will be encouraged to visit your booth, both in-person and virtually, via numerous prompts and call outs. |
.conf19 Attendee Profile
Our last physical .conf!

Top Roles

- **23%** Security / SOC Analyst, Security Engineer
- **21%** Systems Engineer / Architect
- **19%** Manager (of team/s)
- **15%** Splunk Admin (setup, configure and monitor Splunk)
- **7%** IT / Systems Analyst
- **6%** Executive (CIO, CISO, etc.)
- **4%** Business or Data Analyst (heavily use tools like Excel, Tableau, etc.)
- **3%** App Developer
- **2%** Network / NOC Analyst, Network Engineer

Top Industries

- **34%** Technology
- **16%** Financial Services
- **8%** Public Sector
- **8%** Healthcare
- **7%** Other
- **6%** Aerospace and Defense
- **4%** Energy and Utilities
- **3%** Manufacturing
- **3%** Retail
- **3%** Communications
- **3%** Higher Education
- **2%** Travel and Transportation
- **2%** Media and Entertainment
- **1%** Online Services
- **1%** Nonprofit

Countries

- AMER 85%
- EMEA 10%
- APAC 05%
.conf20 Attendee Profile
A virtual experience

30,000 Attendees
50,000 Registrations
111 Countries
All United States Represented

Top Industries
- Technology
- Higher Education
- Banking
- Biotech, Healthcare, Pharma
- Financial Services
- Public Sector
- Energy & Utilities
- Aerospace & Defense
- Manufacturing

Top Roles
- Security/SOC Analyst, Security Engineer
- Systems Engineer/Architect
- Manager (of team/s)
- Splunk Admin
- App Developer
- IT/Systems Analyst
- Executive (CIO, CISO etc.)
- Business or Data Analyst
- Network/NOC Analyst, Network Engineer
.conf20 Sponsors
Mega Sponsor

Cost: $25,000
Limit: 35 sponsors

In-Person Benefits

- 5x5 Single turnkey booth with monitor
- Color company logo on booth header
- (1) Stool
- (1) Lead retrieval device
- 10-amp electricity drop
- Wi-Fi access
- (2) Booth staff passes
- (2) Full conference passes
- Company name/logo/link on Exhibitor List page
- Mobile app listing
- Keynote logo placement
Giga Sponsor

Cost: $50,000
Limit: 15 sponsors

In-Person Benefits

- 10x10 Double turnkey booth with (2) monitors
- Color company logo on booth header
- (2) Stools
- (1) Lead retrieval device
- (2) 10-amp electricity drop
- Wi-Fi access
- (2) Booth staff passes
- (4) Full conference passes
- (2) Full conference passes at a 50% discount
- Company name/logo/link on Exhibitor List page
- Mobile app listing
- Keynote logo placement
Tera Sponsor

Cost: $75,000
Limit: 8 sponsors

In-Person Benefits
- 15x15 Turnkey booth with 2 demo stations
- Color company logo on booth header
- (3) Monitors
- (4) Stools
- (2) Lead retrieval device
- (2) 10-amp electricity drop
- Wi-Fi access
- (1) 20-min theater session (leads provided)
- (4) Booth staff passes
- (6) Full conference passes
- (4) Full conference passes at a 50% discount
- Company name/logo/link on Exhibitor List page
- Mobile app listing
- Keynote logo placement
Peta Sponsor
Cost: $135,000
Limit: 6 sponsors

In-Person Benefits
• 30x30 Turnkey booth with (4) demo stations plus lounge or theater
• Hanging 360 viewable banner
• (2) Lead retrieval device
• Electrical outlets
• Wi-Fi access
• (2) 20-min theater sessions (leads provided)
• (6) Booth staff passes
• (10) Full conference passes
• (6) Full conference passes at a 50% discount
• Sponsor Room Block
• Company name/logo/link on Exhibitor List page
• Mobile app listing
• Keynote logo placement
Zetta Sponsor

Cost: $230,000
Limit: 2 sponsors

In-Person Benefits

- 40x40 Turnkey booth with lounge area, 6 demo stations and theater
- Hanging 360 viewable banner
- (4) Lead retrieval device
- Electrical Outlets
- (1) 45 minute breakout session (leads provided)
- (2) Theater sessions (20 minutes each, leads provided)
- Wi-Fi access
- (8) Booth staff passes
- (15) Full conference passes
- (10) Full conference passes at a 50% discount
- Sponsor Room Block
- Company name/logo/link on Exhibitor List page
- Mobile app listing
- Keynote logo placement
Virtual Event

Pre-Event
• Logo and description on the event website.
• Partner enablement toolkit to help promote your sponsorship.

Event Day
• Expo booth in .conf21 Virtual Partner Zone featuring downloadable content, on demand demos and videos.
• Prominent positioning of company logo on on-site banners throughout the virtual conference.
• (5) Virtual Booth staff passes.

Post Event
• Full analytics on all booth traffic – name, title, company, location of all visitors who opt in to have their information shared.
• Sponsor booth on-demand with program for 30 days post event.
# Booth Packages

<table>
<thead>
<tr>
<th>Level</th>
<th>ZETTA</th>
<th>PETA</th>
<th>TERA</th>
<th>GIGA</th>
<th>MEGA</th>
<th>VIRTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$230,000</td>
<td>$135,000</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$25,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Available</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>15</td>
<td>35</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## Turnkey Inclusions

<table>
<thead>
<tr>
<th>Footprint</th>
<th>40x40</th>
<th>30x30</th>
<th>15x15</th>
<th>10x10</th>
<th>5x5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A/V</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td>(3) Monitors</td>
<td>(2) Monitors</td>
<td>(1) Monitor</td>
</tr>
<tr>
<td>Demo Stations</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Theater or Charging Lounge</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td>On-demand</td>
</tr>
<tr>
<td>Private Meeting Area in Booth</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
</tr>
<tr>
<td>Lead Retrieval</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Company Branded Wall and Sign Graphics</td>
<td>2</td>
<td>2</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td>Logo in virtual booth</td>
</tr>
<tr>
<td>Hanging 360 Viewable Banner</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
</tr>
<tr>
<td>Electricity</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td>(2) 10 Amp</td>
<td>(2) 10 Amp</td>
<td>(1) 10 Amp</td>
</tr>
<tr>
<td>Wi-Fi</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
</tr>
<tr>
<td>Furnishings</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td>(4) Stools</td>
<td>(2) Stools</td>
<td>(1) Stool</td>
</tr>
<tr>
<td>Waste/Recycle Bin</td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
<td><strong>●</strong></td>
</tr>
</tbody>
</table>

## Access

| Full Conference Passes | 15 | 10 | 6 | 4 | 2 | TBD |
| Booth Staff Passes    | 8  | 6  | 4 | 2 | 2 | 5  |
| 50% off Discount Passes | 10 | 6  | 4 | 2 |   |     |

## Content

| 45-min Breakout Session w/Leads | 1 |   |   |   |   |     |
| 20-min Theater Speaking Session w/Leads | 2 |   |   |   |   | 1   |

## Exposure

| Company Name/logo on conf Website w/Link | **●** | **●** | **●** | **●** | **●** | **●** |
| Mobile App Listing                  | **●** | **●** | **●** | **●** | **●** | **●** |
| Keynote Walk-in Screen Logo Placement | **●** | **●** | **●** | **●** | **●** | **●** |
| Partner Enablement Toolkit         | **●** | **●** | **●** | **●** | **●** | **●** |
Marketing Promotional Opportunities

Virtual Ad
Price: $4,000
- Drive attendees to your virtual booth with a static image displayed on the event platform. Graphic to be produced by Splunk Brand and Creative team with sponsor approval.
- Limit 3 sponsors

Digital Signage
- Static Slide: $5,000 (produced by Splunk)
- 30 Second Video: $6,000
- 60 Second Video: $8,000
  (Videos produced by you and no sound)

Venetian Meeting Room
Cost: $17,000
- Private room for up to 10 from Tuesday – Thursday with a monitor.
- Room includes access to water, coffee and tea daily. Sponsor has the option to purchase F&B.
- Limit 5 sponsors

Must be exhibiting sponsor to leverage MPOs
Marketing Promotional Opportunities (Cont.)

**source=*Pavilion Suite**
- Secure a private suite or boardroom inside of the source=*Pavilion during open hours to create the ideal VIP environment to host on-site meetings during .conf21.
- $14,000 (10x10)
- $19,000 (10x20)
- $25,000 (Boardroom)
- Limit 10 sponsors

**Hall Crawl**
Cost: $13,000
- Includes co-branding on cups and napkins used at Hall Crawl which takes place on source=*Pavilion floor.
- Limit 1 sponsor

**20 Minute Theater Session**
Cost: $8,000
- Amplify your message while engaging and educating attendees. Showcase your company’s thought leadership and educate attendees on your solution. Theater is located inside the source=*Pavilion.
- Limit: Contact your Sales Manager for availability

Must be exhibiting sponsor to leverage MPOs
Marketing Promotional Opportunities (Cont.)

Conference Sanitizer Stations
Cost: $10,000
- Help keep attendees safe and limit the spread of germs by sponsoring the sanitizer stations that will be placed throughout the conference.
- Includes full color design on signage.
- Limit 1 sponsor

Sanitation Kit
Cost: $25,000
- Protect yourself and others with this convenient kit that will be distributed to all attendees that includes a mask, hand sanitizer and wipes.
- Includes full color design on drawstring pouch.
- Limit 1 sponsor

Tote Bag
Cost: $25,000
- The conference tote bag is a necessity for all attendees. As the official sponsor, your company logo will be co-branded with the .conf21 logo and featured on the front of the bag that attendees will see and use beyond the conference.
- Limit 1 sponsor

Must be exhibiting sponsor to leverage MPOs
Marketing Promotional Opportunities (Cont.)

Large Format Signage
Cost: Contact your Sales Manager for availability
- Multiple co-branded options available in high traffic locations near Registration, source=Pavilion, Keynotes and more.
- Opportunities include column wraps, banners and clings.

Hotel Key Cards
Cost: $20,000
- First impressions are key! Get your brand handed to attendees upon check-in at the Venetian.
- Limit 1 sponsor

Water Bottle
Cost: $25,000
- Save the planet, rinse and reuse! Keep attendees hydrated and co-brand the .conf21 water bottle keepsake.
- Limit 1 sponsor

More Opportunities to Come
Thank You!

confsponsors@splunk.com