MARKETING AND SPONSORSHIP OPPORTUNITIES

October 1-4, 2018
Walt Disney World Swan and Dolphin Resort
Orlando, FL
Splunk's largest educational and training event of the year.

Join thousands of Splunk enthusiasts at .conf18, Splunk's premier education and thought leadership event for security and IT professionals looking to tap into the power of their machine data.

".conf gives us the opportunity to share our new enhancements to our Splunk App and highlight where we are winning together. The event was a huge success and we had great meetings and constant traffic at our booth. We look forward to continuing this great collaboration showcasing how customers can extend their security posture with Palo Alto Networks' integration with Splunk! “

ERIC SCHOU  Sr. Director, Security Services and Alliances Marketing - Palo Alto Networks
“.conf2017 provided our business an easy way to demonstrate the new and innovative technical solutions we are building with Splunk to both buyer and user communities amongst our most important customer bases. It also gave our Splunkers the opportunity to showcase their smarts alongside their industry peers by presenting papers and listening to others, advancing their skill sets and reputation within our industry. .conf is an important event for us on multiple levels!”

KRISTEN SARGENT
Senior Associate, Booz Allen Hamilton
THE BIGGEST SPLUNK EVENT OF THE YEAR

• Multiple thought leadership keynotes and two Super Sessions that dive deeper into Security and IT Ops.

• Over 300 breakout sessions, workshops, and theater presentations led by customer, partners, and Splunk subject matter experts.

• 36 hours of networking opportunities designed to connect Splunk enthusiasts with thousands of their peers, Splunk employees, and our partner community.

• Invaluable 1:1 time with Splunk’s leading product, development, support, services teams and executives.

• Time to power down! Or Up? Attendees can let loose and talk about how much they like big data at the Welcome Soirée, Pub Crawl, and Search Party!
“Having the opportunity to interface with the Splunk user community one-on-one at .conf continues to be an invaluable experience for to CrowdStrike. Not only do we get to educate Splunk users about what’s going on at CrowdStrike, but we get equal value out of learning both how customers are using Splunk and as well as what they find valuable from the Splunk / CrowdStrike partnership. It’s a win-win event!”

JOSH KARP
Director of Global Technology Alliances - Crowdstrike
MEGA SPONSOR

Cost: $20,000
Limit: 50 sponsors

Includes
- Single turnkey booth with 42” monitor
- (1) stool
- (1) lead retrieval device
- (1) 10-amp electricity drop
- Wi-Fi access
- (2) Booth staffpasses
- (2) Full conference passes
- Company name/logo on the Exhibitor List page
- Company name/logo/link on the Exhibitor page
- Mobile app listing
- Keynote logo placement
- The registered names and publications of the press attendee list will be distributed one week prior to .conf18
GIGA SPONSOR

Cost: $40,000
Limit: 30 sponsors

Includes

• Double turnkey booth with (2) 42” monitors
• (2) stool
• (1) lead retrieval device
• Color company logo on booth header
• (1) 10-amp electricity drop
• Wi-Fi access
• (2) Booth staffpasses
• (4) Full conference passes
• (2) Full conference passes at a 50% discount
• Company name/logo/link on the Exhibitor page
• Mobile app listing
• Keynote logo placement
• The registered names and publications of the press attendee list will be distributed one week prior to .conf18
TEERA SPONSOR

Cost: $75,000
Limit: 10 sponsors

Includes
• 15x15 turnkey booth with demo stations and lounge
• (3) 42” Monitor
• (2) stool
• (2) lead retrieval device
• (1) 10-amp electricity drop
• Wi-Fi access
• (2) individual demo stations
• Company branded wall and sign graphics
• Dedicated Lounge Area
• (1) 45-minute breakout session (leads provided)
• (4) Booth staff passes
• (6) Full conference passes
• (4) Full conference passes at a 50% discount
• Company name/logo/link on the exhibitor page
• Booth visit as part of attendee game in mobile app
• Mobile app push notification for breakout session
• Logo on opening Keynote slide
• The registered names and publications of the press attendee list will be distributed one week prior to .conf18
• Abstract listing in mobile app
• 1 Tweet driving to your speaking session from Splunk’s Partner account
• May request a Splunk quote for their pre-approved press release as part of a sponsorship or product announcement at .conf18.
PETA SPONSOR

Cost: $125,000
Limit: 4 sponsors

Includes
- 30x30 turnkey booth with (4) demo stations plus lounge or theater.
- Includes either lounge area or theater as part of booth
- (10) headphones and mic included if theater is chosen
- Hanging 360 viewable banner
- (4) individual demo stations
- (2) lead retrieval device
- (4) 10-amp electricity drop
- Wi-Fi access
- Meeting room as part of booth
- (1) 45-minute session (leads provided)
- (2) Theater sessions (20 minutes each) (leads provided)
- (6) Booth staff passes
- (10) Full conference passes
- (6) Full conference passes at a 50% discount
- Company name/logo/link on the exhibitor page
- Booth visit as part of attendee game in mobile app
- Mobile app push for 45 minute session
- Logo on opening Keynote slide
- The registered names and publications of the press attendee list will be distributed one week prior to .conf18
- Abstract listing in mobile app
- Booth visit as part of attendee game in mobile app
- 1 Tweet and LinkedIn post pre-show on Splunk Corp account
- 1 Tweet and LinkedIn post during .conf on Splunk Partner account
- 1 Tweet driving to your session from Splunk’s Partner account
- 1 Tweet and LinkedIn post post-show on Splunk Partner account
- May request a Splunk quote for their pre-approved press release as part of a sponsorship or product announcement at .conf18.
**ZETA SPONSOR**

Cost: $200,000

Limit: 1 sponsor

**Includes**
- Custom 30x30 turnkey booth with lounge area, demo stations and small theater
- Includes lounge area and small theater as part of booth
- (3) LARGE Monitor demo stations
- Hanging 360 viewable banner
- (2) lead retrieval device
- (4) 10-amp electricity drop
- Wi-Fi access
- Meeting Suite for the week (Swan)
- 2 Invitations to Executive Summit (Title Appropriate)
- (2) 45-minute session (leads provided)
- (2) Theater sessions (20 minutes each) (leads provided)
- (8) Booth staff passes
- (15) Full conference passes
- (10) Full conference passes at a 50% discount
- Company name/logo/link on the exhibitor page
- Booth visit as part of attendee game in mobile app
- Mobile app push for main 45 minute sessions
- Logo on opening keynote slide
- The registered names and publications of the press attendee list will be distributed one week prior to .conf18
- 1 Tweet and LinkedIn pre-show on Splunk Corp account
- 1 Tweet and LinkedIn during .conf on Splunk Partner account
- 1 Tweet driving to your session from Splunk’s Partner account
- 1 Tweet and LinkedIn post-post-show on Splunk Partner account
- May request a Splunk quote for their pre-approved press release as part of a sponsorship or product announcement at .conf18.
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<thead>
<tr>
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<th>ZETA-Lounge</th>
<th>ZETA-Theater</th>
<th>PETA-Lounge</th>
<th>PETA-Theater</th>
<th>TERA</th>
<th>GIGA</th>
<th>MEGA</th>
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<tbody>
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<td>Company Branded Wall &amp; Sign Graphics</td>
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<td>Full Conference Passes</td>
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<td>Booth Staff Passes</td>
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<td>Discount Passes</td>
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<td>45 minute breakout session with leads</td>
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<td>15 minute theCube session</td>
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<td>20 minute theater speaking session with leads</td>
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<td>Meeting Suite in the Swan with leads</td>
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<td>Company name/logo on .conf website with link</td>
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<td>Keynote walk in screen logo placement</td>
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<td>TheButterCUP mobile app/game inclusion</td>
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<td>Mobile app push notification for session</td>
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<td>1 Tweet and LinkedIn post for their approved press release</td>
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BE HEARD

20 MINUTE THEATER SESSION
$12,000
Includes: A 20 minute session in the theater on the show floor. Seating capacity is 100 people with additional standing room available. Order by August 15th.
Limit: 20 available slots

MEETING ROOM
$15,000
Private room in the Swan Hotel for up to 14 from Monday - Thursday with a monitor. Room includes access to water coolers, coffee, and tea daily.
Limit: 5 sponsors

45 MINUTE BREAKOUT SESSION
$25,000
Includes: A 45-minute breakout session in room that seats at least 300 attendees. Comes with one mobile app push notification promoting the session. To be sent out any time prior to session. Order by August 15th.
Limit: 5 available slots

Must be exhibiting sponsor to leverage MPOs
FUEL THE MASSES

WATER BOTTLE
$20,000
Includes: Co-branded logo on water bottle that every attendee receives during registration. Order by July 13th. Limit 1 sponsor.

BARISTA BAR
$20,000
Includes: An onsite barista bar that will be located on the Pavilion floor. Your logo will be included on coffee cups and napkins throughout the show. Limit 1 sponsor.
SPREAD THE WORD

CONFERENCE BAG INSERT
$8,000
Includes: One 4x6 printed promo. Collateral to be provided by sponsor (to be approved by Splunk). Limit 5 sponsors.

DIGITAL SIGNAGE
$3,000 (for static slide)
$5,000 (for 30 second video)
$8,000 (for 60 second video)
All videos play without sound
A PARTY WITH YOUR NAME ON IT

CUSTOM COCKTAIL AT SEARCH PARTY!
$20,000
Includes: Custom cocktail of your choosing to be provided at the Search Party! Along with your logo on all the bars. Limit 1 sponsor.

CARNIVAL GAME AT SEARCH PARTY!
$10,000
Includes: Carnival game with game attendant wearing shirt of your choice *Provide your own branded items for prize giveaways at the game. Limit 8 sponsors.

ATTRACTION PHOTOS AT SEARCH PARTY!
$20,000
Includes: Your logo will be alongside Splunk’s logo on all attraction photos at the Search Party! Limit 1 sponsor.
TRICK THAT RIDE

RICKSHAWS
$12,000
Includes: (8) rickshaws used to transport attendees to and from the Swan, Dolphin and Boardwalk hotels. Limit 1 sponsor.

• Carts are branded and drivers will wear branded shirts.

GOLF CARTS
$15,000
Includes: Your logo on branded golf carts used to transport attendees to and from Dolphin, Yacht and Beach hotels.

Both Rickshaws and Golf Carts will be live Monday, October 1, upon the opening of .conf18 registration through Thursday, October 4, 4pm.

YOUR LOGO HERE

Must be exhibiting sponsor to leverage MPOs
MARKETING AND SPONSORSHIP OPPORTUNITIES

October 1-4, 2018
Walt Disney World Swan and Dolphin Resort
Orlando, FL

For more information please contact
conf sponsors@splunk.com