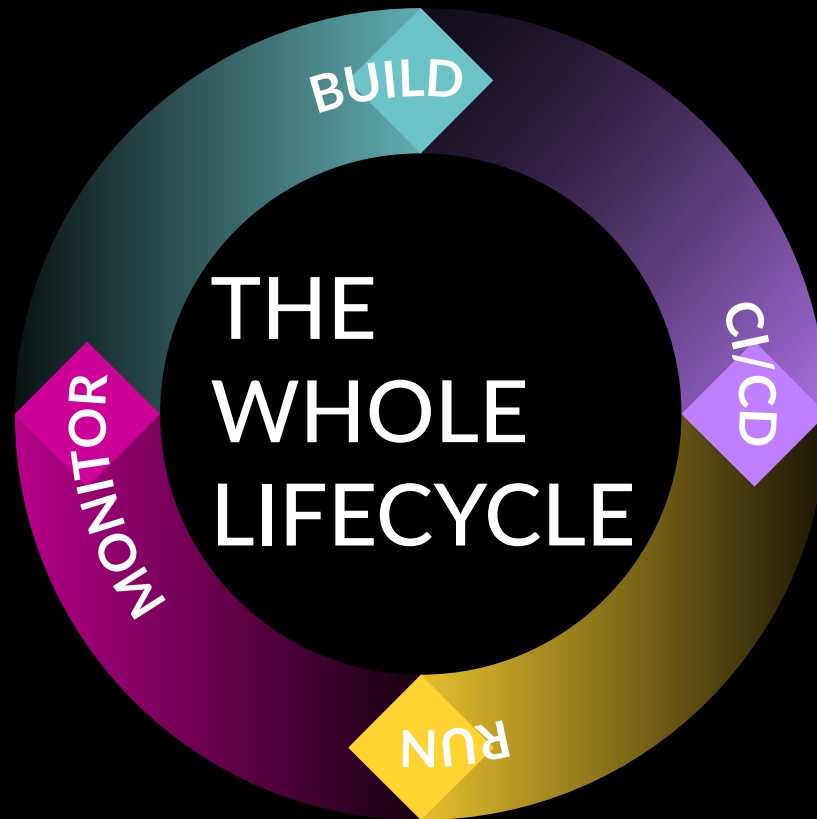




# SPONSORSHIP OPPORTUNITIES 2023



## WHAT IS **stackconf** ABOUT?

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### Key characteristics of the event

#### **stackconf** – THE OPEN SOURCE INFRASTRUCTURE CONFERENCE

**stackconf** focusses on open source infrastructure in the spectrum of CI/CD, container, hybrid and cloud solutions. Today businesses have to meet the challenging requirements of an accelerated digital age, with virtual infrastructures and multi-channel platforms as the new normal.

The two-day conference covers cutting-edge topics around the whole lifecycle of modern IT infrastructures. From building, CI/CD to running, and monitoring such infrastructures – there's something for everyone.

Trendsetting concepts, state-of-the-art technical expertise, innovative developments, top-level discussions, and new perspectives in dealing with complex IT infrastructures have distinguished the event since 2009.

IT infrastructure is the technology foundation that supports a company's business strategy, its ability to innovate with technology, and its digital capa-

bilities. **stackconf** offers solutions and orientation in a rapidly changing IT world.

Renowned international professionals present their ideas for pioneering IT infrastructures that make companies sustainably successful and enable further opportunities for the future.

The international **stackconf** audience includes well-known infrastructure specialists, industry leaders, experienced administrators, and architects as well as a wide variety of open source community enthusiasts.

Expect exciting discussions, an intensive exchange of experiences, inspiring encounters, and great networking opportunities with the multi-faceted field of participants!

As one of the leading open source infrastructure events in Europe the conference attracts more than 150 visitors per year and is firmly established in Berlin.

## WHO ATTENDS?

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### Intended stackconf audience

- CTOs and CIOs
- Systems and network administrators
- Industry leaders
- Developers and data center architects
- Site Reliability Engineers
- Systems, Devops und Cloud Engineers
- IT decision makers and managers responsible for large and complex IT environments
- and not to forget:  
*A great bunch of open source community enthusiasts!*

## WHAT'S THE SETUP OF THE AUDIENCE?

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### Attendee breakdown



## WHY SPONSOR?

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### Your benefits & opportunities

#### TARGET AUDIENCE

Present your company in a focused environment to international IT professionals, decision makers and managers.

#### CASUAL NETWORKING

Get in touch with world-class open source specialists in a professional yet relaxed and convenient atmosphere.

#### FOCUSED COMMUNICATION

Address your audience directly where they seek solutions. Provide the audience with the latest technology and the answers to the most pressing questions.

#### BRAND BUILDING

Position your corporate brand at a conference known for its open source leadership. Meet international specialists who are passionate about their job.

#### MEDIA EXPOSURE

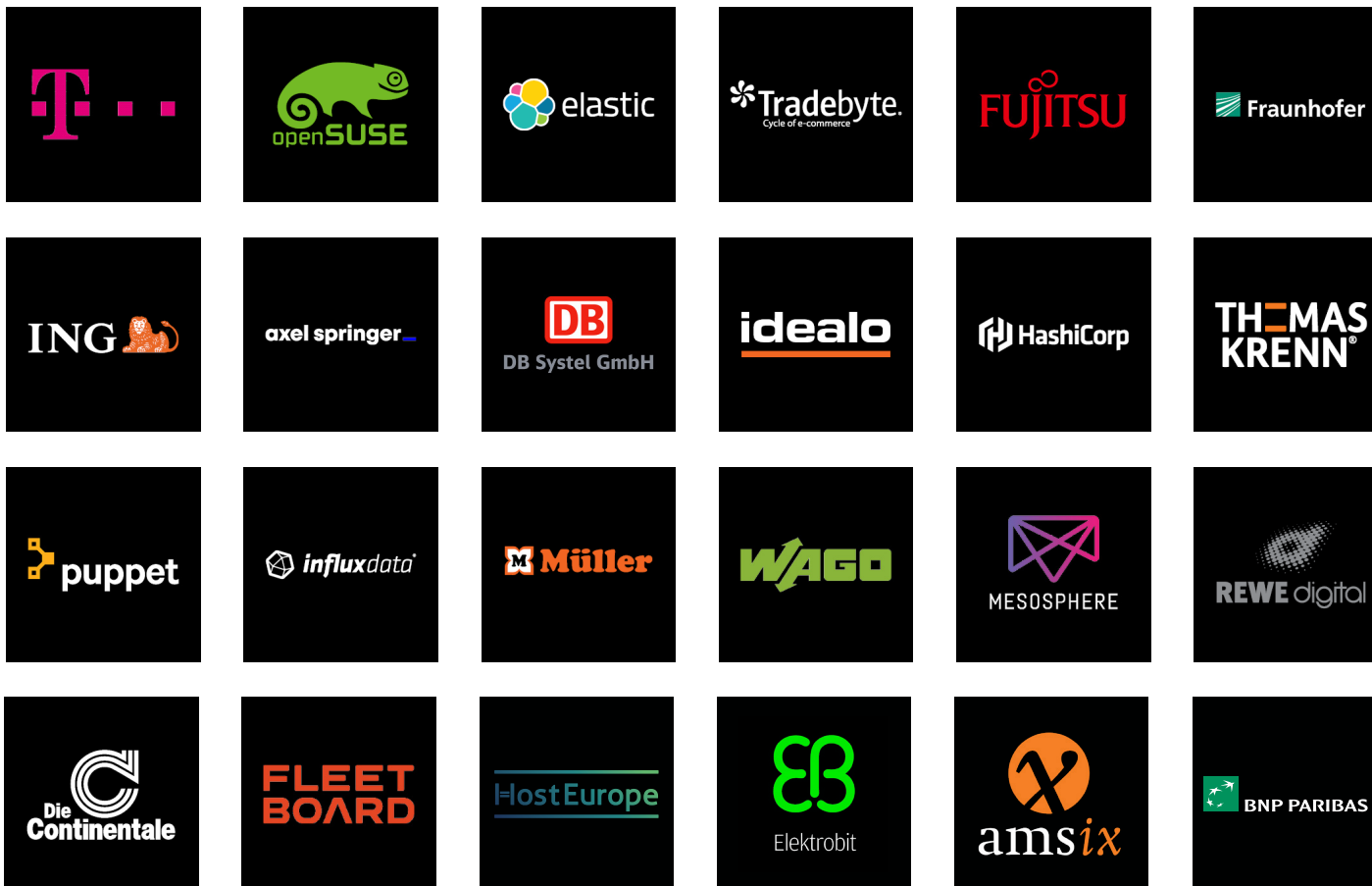
Profit from media coverage by the most important business and IT publications before, during and after the event.

#### TALENT RECRUITMENT

Take advantage of the diversity of the stackconf audience to identify and approach promising IT pros and young talents.

## WHO JOINS stackconf?

A number of companies that have already participated in the event include



## SPONSORSHIP PACKAGE

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Platinum | 10.000 €

### EXHIBIT SPACE

- Exhibit counter in premium position (120 x 93 x 48 cm)
- 2 x 2 m banner display

### CONFERENCE ACCESS

- 5 complimentary conference tickets “plus”
- 25 % discount on any additional conference ticket

### SPEAKING OPPORTUNITIES

- Welcome session
- Sponsor pitch

### BRANDING

- Logo on stackconf website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Logo & reference in conference app
- Social media promotion

## SPONSORSHIP PACKAGE

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Gold | 7.500 €

### EXHIBIT SPACE

- Exhibit counter in premium position (91 x 93 x 48 cm)
- 1,5 x 2 m banner display

### CONFERENCE ACCESS

- 3 complimentary conference tickets “plus”
- 20 % discount on any additional conference ticket

### SPEAKING OPPORTUNITIES

- Sponsor pitch

### BRANDING

- Logo on stackconf website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Logo & reference in conference app
- Social media promotion

## SPONSORSHIP PACKAGE

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Silver | 5.000 €

### EXHIBIT SPACE

- Exhibit counter in premium position (45 x 45 x 93 cm)
- 1 x 2m banner display

### CONFERENCE ACCESS

- 2 complimentary conference tickets "plus"
- 15 % discount on any additional conference ticket

### BRANDING

- Logo on stackconf website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Logo & reference in conference app
- Social media promotion



## SPONSORSHIP PACKAGE

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Bronze | 3.500 €

### CONFERENCE ACCESS

- 1 complimentary conference ticket “plus”
- 10 % discount on any additional conference ticket

### BRANDING

- Logo on stackconf website
- Logo on welcome screen and session screens during breaks
- Logo on conference banners
- Logo on pop-up sponsors banner in a thoroughfare location
- Logo & reference in conference app
- Social media promotion

## INDIVIDUAL PACKAGE

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### Tailored Sponsorship

- You have break through ideas on how to contribute to stackconf?
- Your brand deserves an extraordinary approach to get in touch with the audience?
- You simply got your own sponsorship package you want to see realized?

Whatever your reasons are, we are happy to assist you in customizing a sponsorship tailored to your individual requirements and goals!

Just get in touch!

[events@netways.de](mailto:events@netways.de)

## SPONSORSHIP PACKAGES

### Overview

	PLATINUM	GOLD	SILVER	BRONZE
Individual conference stand	✓	✓	✓	x
Complementary conference tickets	5	3	2	1
Discount for each additional ticket	25 %	20%	15 %	10 %
Speaking opportunities	Welcome session & Sponsor pitch	Sponsor pitch	-	-
Logo on website	XL	L	M	S
Logo & reference in conference app	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓
Logo on event screens	XL	L	M	S
Logo on conference banners	✓	✓	✓	✓
Logo on sponsors pop-up banner	XL	L	M	S
Limitation	1	2	3	-
<b>INVESTMENT</b>	<b>10.000 €</b>	<b>7.500 €</b>	<b>5.000 €</b>	<b>3.000 €</b>

## SPONSORSHIP ADD-ONS

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What will you have?

### THE DINNER & DRINKS EVENT

Present your brand as exclusive sponsor of the **stackconf** evening event.

#### BRANDING

Your company logo on signage promoting the event plus promotion on event website.

#### CONFERENCE ACCESS

3 conference tickets "plus"

PRICE 5.000 €

### THE NETWORKING LOUNGE

Host conference attendees in the exclusive **stackconf** networking lounge.

#### BRANDING

Branded room with seating for up to 20 people in an unique and exclusive setting.

#### CONFERENCE ACCESS

2 conference tickets

PRICE 3.500 €

### THE WELCOME RECEPTION

Highlight your brand at the **stackconf** welcome & socializing event.

#### BRANDING

Your company logo on signage promoting the event.

#### CONFERENCE ACCESS

1 conference ticket

PRICE 1.500 €

## SPONSORSHIP\*

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### Packages

PLATINUM SPONSOR | 10.000 €

GOLD SPONSOR | 7.500 €

SILVER SPONSOR | 5.000 €

BRONZE SPONSOR | 3.500 €

## SPONSORSHIP\*

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### Add-ons

DINNER & DRINKS EVENT | 5.000 €

NETWORKING LOUNGE | 3.500 €

WELCOME RECEPTION | 1.500 €

\* The General Terms and Conditions of NETWAYS Event Services GmbH apply to this agreement.

# SPONSORSHIP REGISTRATION

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## Order form

COMPANY

PHONE

CONTACT PERSON

MAIL

STREET & CITY

WEBSITE

COUNTRY & POSTCODE

Sponsorship packages and add-ons are subject to availability. The organizer is exempt from any additional costs incurred in the production of marketing materials provided by the sponsor. This sponsorship agreement is only effective upon confirmation by the organizer.

SPONSOR

ORGANIZER

DATE & PLACE

SIGNATURE & COMPANY SEAL





DATE & PLACE

SIGNATURE & COMPANY SEAL



# stackconf

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