

# 16

## nginx.conf 2016

### Build & Deliver Applications, Flawlessly

**Sponsor Prospectus** // September 7–9 // Austin, TX

nginx.conf is the annual user conference produced by NGINX, Inc. Join us at our flagship annual event, [nginx.conf 2016](#), September 7–9 in Austin, TX with three days of hands-on training and thought-provoking presentations about best practices and techniques in application architecture and infrastructure, including microservices, DevOps, cloud, and containers. Outside of sessions, attendees will have the opportunity to talk with the engineers who are developing our technology, share ideas, and network with their peers.

Our attendees include the developers and technology professionals who are building and deploying some of the world's greatest digital experiences and applications (as well as those who aspire to). As a sponsor, you'll be showcasing your technology and ideas with the people building the future of the modern web.

For inquiries, please contact [sponsors@nginx.com](mailto:sponsors@nginx.com).

The NGINX logo is displayed in a bold, green, sans-serif font. The letters are spaced out, and the 'i' and 'n' in 'nginx' are lowercase, while 'N', 'G', 'I', 'N', 'X' are uppercase.

# About nginx.conf 2016

## Dates

September 7–9, 2016

## Location

Hilton Austin  
500 E 4th St., Austin, TX 78701

## Expected Attendance

600+ users, customers and partners

## Audience Profile

nginx.conf is targeted towards:

- System administrators, developers, engineers, and architects
- Companies of all sizes from large enterprises to startups
- Technical decision makers with a focus on enterprise architecture, application deployment, web operations, and related areas

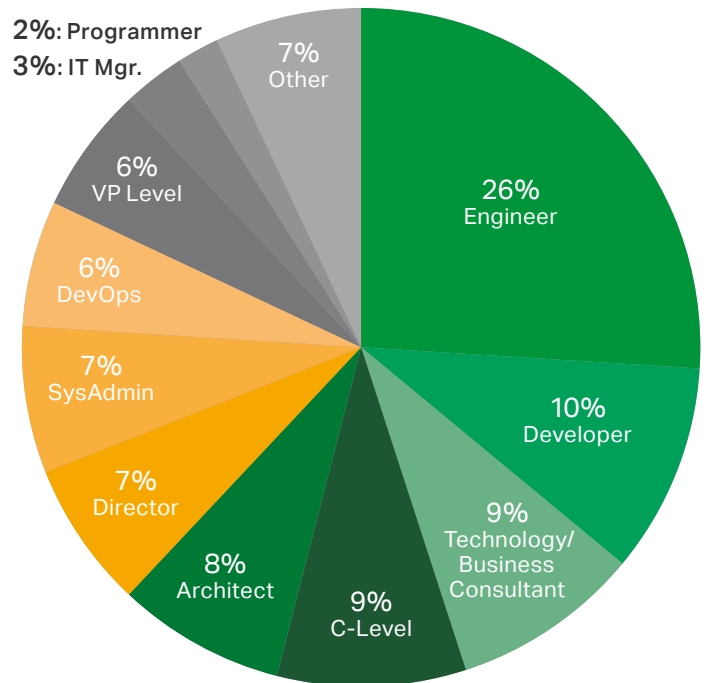
## Select Prior Attendees

3Scale	FreeBSD Foundation
Afilias (DeviceAtlas)	GitHub
Akanda	Google
Amazon	Intel
Ancestry.com	Mashape
Ansible	NASA
Apple	Open Source Initiative
ARM	Python Software Foundation
Automatic	Red Hat
Caviar	Ruxit
Datadog	ServiceRocket
Digital Ocean	SolarFlare
Discovery Education	Trustwave
Distil Networks	VMware, Inc.
Dropbox	Wells Fargo
Dynatrace	Yahoo!
Expedia	

## Sponsorship Sales

For inquiries, please contact [sponsors@nginx.com](mailto:sponsors@nginx.com).

## Past Attendees by Job Title



# Sponsorship Opportunities: Headline Sponsor

Cost: \$35,000, 1 Available

## Presence

- Opportunity to introduce a keynote talk, with a 5-minute marketing message on either Wednesday, September 7 or Thursday, September 8\*
- One 40-minute conference session opportunity on either Wednesday, September 7 or Thursday, September 8
- Exclusive lunch sponsorship throughout event (logo prominently displayed in meal area)
- Sponsorship of the conference lanyard (co-branded with NGINX)

*Additional marketing opportunities are available—see pages 6 and 7.*

## Networking and Exhibiting Opportunities

- Double-sided two meter kiosk with a branded header in the Community Hall
- Space includes:
  - Wireless Internet
  - One electricity drop
  - Two lead retrieval units
- First access to future nginx.conf sponsorship opportunities (at same sponsorship level)

## Sponsorship Benefits

- Five (5) full conference passes to nginx.conf 2016
- Three (3) booth staff passes to nginx.conf 2016
- A 25% discount code to share with employees and with your community
- Three (3) invitations to the VIP Speaker and Sponsor Dinner

## Event Marketing and Branding

- Color logo and company listing on conference website as Headline Sponsor
- Color logo and company listing in keynote slides
- Color logo and company listing in pre-event email campaigns related to nginx.conf 2016
- Color logo and company listing in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on [nginx.com/blog](http://nginx.com/blog)
- Opportunity to be a guest blogger on [nginx.com/blog](http://nginx.com/blog)
- Contribute stickers to sticker-swap table accessible to all attendees
- Option to include a giveaway in attendee welcome bag\*

\* Content to be approved by NGINX, Inc.

# Sponsorship Opportunities: Gold Sponsor

Cost: \$15,000, 10 Available

## Presence

- One 40-minute conference session opportunity on either Wednesday, September 7 or Thursday, September 8\*

*Additional marketing opportunities are available—see pages 6 and 7.*

## Networking and Exhibiting Opportunities

- 2 meter kiosk with a branded header in the Community Hall
- Space includes:
  - Wireless Internet
  - One electricity drop
  - One lead retrieval unit
  - First access to future nginx.conf sponsorship opportunities (at same sponsorship level)

## Sponsorship Benefits

- Four (4) full conference passes to nginx.conf 2016
- Two (2) booth staff passes to nginx.conf 2016
- A 25% discount code to share with employees and with your community
- Two (2) invitations to the VIP Speaker and Sponsor Dinner

## Event Marketing and Branding

- Color logo and company listing on conference website as Gold Sponsor
- Color logo and company listing in welcome keynote slides
- Color logo and company listing in pre-event email campaigns related to nginx.conf 2016
- Color logo and company listing in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on [nginx.com/blog](http://nginx.com/blog)
- Opportunity to be a guest blogger on [nginx.com/blog](http://nginx.com/blog)
- Contribute stickers to sticker swap table accessible to all attendees
- Option to include a giveaway to attendees in welcome bag\*

\* Content to be approved by NGINX, Inc.

# Sponsorship Opportunities: Silver Sponsor

Cost: \$10,000, 15 Available

## Networking and Exhibiting Opportunities

- 1 meter kiosk with a branded header in the Community Hall
- Space includes:
  - Wireless Internet
  - One electricity drop
  - One lead retrieval unit
  - First access to future nginx.conf sponsorship opportunities (at same sponsorship level)

## Sponsorship Benefits

- Two (2) full conference passes to nginx.conf 2016
- One (1) booth staff pass to nginx.conf 2016
- A 25% discount code to share with employees and with your community
- One (1) invitation to the VIP Speaker and Sponsor Dinner

## Event Marketing and Branding

- Color logo and company listing on conference website as Silver Sponsor
- Color logo and company listing in welcome keynote slides
- Color logo and company listing in pre-event email campaigns related to nginx.conf 2016
- Color logo and company listing in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on [nginx.com/blog](http://nginx.com/blog)

# Sponsorship Opportunities: Supporter

Cost: \$2,500, 10 Available

## Sponsorship Benefits

- One (1) full conference pass to nginx.conf 2016
- A 25% discount code to share with employees and with your community

## Exposure

- Color logo and company listing on conference website as Supporter Sponsor
- Color logo and company listing in welcome keynote slides
- Color logo on signage throughout the conference

*Additional marketing opportunities are available—see pages 6 and 7.*

# Marketing Promotional Opportunities

## Welcome Party

**Cost: \$25,000, 1 Available:** nginx.conf 2016 co-branding at Welcome Party on Wednesday, September 7

Sponsorship includes:

- All food and beverage
- Branded cocktail napkins
- Signage at the party
- Sponsor logo featured on main stage screens and breakout rooms during the conference, and on the official conference website
- Branding and promotion as Welcome Party Sponsor in promotional emails
- Two (2) invitations to the VIP Speaker and Sponsor Dinner
- Option to include a giveaway either at the Welcome Party or in attendee welcome bag\*

## Wi-Fi

**Cost: \$20,000, 1 Available:** Exclusive sponsorship of the conference Wi-Fi. Sponsorship includes:

- Branded Wi-Fi signage and information cards
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website

## Water Bottle

**Cost: \$12,000, 1 Available:** Keep attendees hydrated and reduce conference waste by providing a refillable water bottle for each attendee. Sponsorship includes:

- Logo on official conference water bottle included in attendee welcome bag
- Opportunity to demonstrate corporate concern for the environment
- NGINX, Inc. manages bottle production and shipping to venue

## Hacker Lounge

**Cost: \$15,000, 1 Available:** Exclusive sponsorship of the Hacker Lounge for all three days of nginx.conf.

Sponsorship includes:

- Signage throughout the Hacker Lounge
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website
- Option to include a giveaway and/or company literature within the Hacker Lounge

\* Content to be approved by NGINX, Inc.

# Marketing Promotional Opportunities (cont.)

## Happy Hour

**Cost: \$15,000, 1 Available:** Exclusive sponsorship of the closing Happy Hour on Thursday, September 8  
Sponsorship includes:

- Signage in the space where the Happy Hour is held
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website
- Branded napkins and beer “mugs”
- Option to include a giveaway and/or company literature in the area

## Coffee Breaks

**Cost: \$7,500, 3 Available:** Sponsor morning and afternoon breaks on one day of nginx.conf.  
Sponsorship includes:

- All food and beverage
- Signage in the break area
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website
- Option to include a giveaway item and/or company literature in the break area

## Branded Hotel Key Cards

**Cost: \$8,000, 1 Available:** Reach attendees staying at the conference hotel by placing your company logo on each attendee’s hotel key card. Sponsorship includes:

- A great opportunity to gain recognition and connect with attendees throughout the meeting
- Reach approximately 400 attendees staying at nginx.conf hotel
- NGINX, Inc. manages card production

## Hotel Room Drop

**Cost: \$6,000, 1 Available:** Direct communication opportunity to drive traffic to your booth.  
Sponsorship includes:

- Single item to be approved by NGINX and must be shipped and received by deadline date
- Choice of Wednesday, September 7 or Thursday, September 8
- Reach approximately 400 attendees at nginx.conf hotel
- Sponsor must supply item

## Mobile Charging Station

**Cost: \$5,000, 3 Available:** Sponsor free mobile device charging stations stationed around the venue.  
Sponsorship includes:

- One (1) branded charging station (opportunity to purchase multiple)
- Sponsor logo featured on main stage screens and breakout rooms
- Sponsor logo featured on the official conference website

# Sponsor Packages

		Headline	Gold	Silver	Supporter
		\$35,000	\$15,000	\$10,000	\$2,500
PRESENCE	5-minute Keynote introduction <i>(to be approved by NGINX)</i>	✓	—	—	—
	40-minute conference session <i>(to be approved by NGINX)</i>	✓	✓	—	—
	Final presentation posted and highlighted on conference website	✓	✓	—	—
	Lunch sponsorship throughout event with logo prominently displayed in meal area	✓	—	—	—
REGISTRATION	Number of complimentary full conference passes	5	4	2	1
	Number of booth staff passes	3	2	1	—
	Discount on passes for customers, community members, and partners	25%	25%	25%	25%
	Invitation(s) to the VIP Speaker and Sponsor Dinner	3	2	1	—
EXPOSURE	Exclusive sponsorship of the conference lanyard co-branded with NGINX	✓	—	—	—
	Color logo & company listing on conference website	✓	✓	✓	Logo only
	Color logo & company listing in welcome slides	✓	✓	✓	✓
	Color logo & company listing in pre-event email campaigns, from date of signature	✓	✓	✓	✓
	Color logo and company listing in post-event thank you email to all attendees	✓	✓	✓	—
	Acknowledgment in social media announcements	✓	✓	✓	—
	Sponsor logo on signage throughout the conference	✓	✓	✓	✓
	Blog mention on <a href="http://nginx.com/blog">nginx.com/blog</a>	✓	✓	—	—
	Opportunity to be a guest blogger on <a href="http://nginx.com/blog">nginx.com/blog</a>	✓	✓	—	—
	Optional bag insert <i>(item to be approved by NGINX)</i>	✓	✓	—	—
	nginx.conf provided booth package (includes a branded header, Internet, one power drop)	Turnkey double-sided two meter kiosk	Turnkey two meter kiosk	Turnkey one meter kiosk	—
	Lead retrieval units included	2	1	1	—
Private and secure storage room	✓	—	—	—	