SUSECON Digital 2020

Sponsorship Prospectus
SUSECON Digital 2020 Yottabyte Sponsorship

Price: $12,000

The Yottabyte Sponsorship is the premier sponsorship level at SUSECON Digital. The sponsorship represents an outstanding and productive relationship that we can showcase for our attendees. Yottabyte sponsors represent the highest level of mutual commitment between our organizations and, consequently, the highest level of combined value to our mutual customers. Yottabyte Sponsorships are available by invitation only.

Yottabyte Benefits

PRE-EVENT MARKETING EXPOSURE:
+ Logo placement on SUSECON website.
+ Announcement of sponsorship in social media channels.
+ Announcement of sponsorship in outbound emails.

EVENT MARKETING EXPOSURE:
+ Recorded Keynote hosted in SUSECON Keynotes section. Recorded interview with SUSE C-level executive as you discuss points salient to your strategy and your relationship with SUSE.
+ Logo placement on event front page rotating banner
+ Dedicated Sponsor Page featuring Sponsor’s logo, company description, and company website.
+ 200 words company description listed on Sponsor Page.
+ Up to two (2) minute Partner Introduction Video explaining the Sponsor’s role and value proposition in the SUSE ecosystem.
+ Up to three (3) minute Partner Promotional Video addressing the Sponsor’s general corporate value proposition.
+ Three (3) collateral items posted for attendee download on Sponsor Page.
+ Three (3) 30-minute recorded breakout sessions posted on Session Catalog and Sponsor Page.
+ Leads generated from attendee access to content hosted on Sponsor Page

POST-EVENT MARKETING EXPOSURE:
+ SUSECON Digital Website: logo placement and content hosted for 4 months following event launch
+ Leads generated from all attendee access to content hosted on Sponsor Page during 4-month period
+ Following 4-month Digital event, Sponsor Keynotes and Breakout Sessions will be housed in SUSECON Archive

SUSECON 2020 (Dublin) Sponsors receive a 25% discount on Digital Sponsorship
SUSECON Digital 2020 Exabyte Sponsorship

Price: $7,000

Exabyte Benefits

PRE-EVENT MARKETING EXPOSURE:
+ Logo placement on SUSECON website.
+ Announcement of sponsorship in social media channels.
+ Announcement of sponsorship in outbound emails.

EVENT MARKETING EXPOSURE:
+ Logo placement on event front page rotating banner
+ Dedicated Sponsor Page featuring Sponsor’s logo, company description, and company website.
+ Up to two (2) minute Partner Introduction Video explaining the Sponsor’s role and value proposition in the SUSE ecosystem.
+ Up to three (3) minute Partner Promotional Video addressing the Sponsor’s general corporate value proposition.
+ Two (2) collateral items posted for attendee download on Sponsor Page.
+ Three (3) 30-minute recorded breakout sessions posted on Session Catalog and Sponsor Page.
+ Leads generated from attendee access to content hosted on Sponsor Page.

POST-EVENT MARKETING EXPOSURE:
+ SUSECON Digital Website: logo placement and content hosted for 4 months following event launch
+ Leads generated from all attendee access to content hosted on Sponsor Page during 4-month period
+ Following 4-month Digital event, Sponsor Breakout Sessions will be housed in SUSECON Archive

SUSECON 2020 (Dublin) Sponsors receive a 25% discount on Digital Sponsorship
SUSECON Digital 2020 Terabyte Sponsorship

Price: $4,000

Terabyte Benefits

PRE-EVENT MARKETING EXPOSURE:
+ Logo placement on SUSECON website.
+ Announcement of sponsorship in social media channels.

EVENT MARKETING EXPOSURE:
+ Logo placement on event front page rotating banner
+ Dedicated Sponsor Page featuring Sponsor’s logo, company description, and company website.
+ 150 words company description listed on Sponsor Page.
+ Up to two (2) minute Partner Introduction Video explaining the Sponsor’s role and value proposition in the SUSE ecosystem.
+ Up to three (3) minute Partner Promotional Video addressing the Sponsor’s general corporate value proposition.
+ One (1) collateral item posted for attendee download on Sponsor Page.
+ Two (2) 30-minute recorded breakout sessions posted on Session Catalog and Sponsor Page.
+ Leads generated from attendee access to content hosted on Sponsor Page.

POST-EVENT MARKETING EXPOSURE:
+ SUSECON Digital Website: logo placement and content hosted for 4 months following event launch
+ Leads generated from all attendee access to content hosted on Sponsor Page during 4-month period
+ Following 4-month Digital event, Sponsor Breakout Sessions will be housed in SUSECON Archive

SUSECON 2020 (Dublin) Sponsors receive a 25% discount on Digital Sponsorship
SUSECON Digital 2020 Megabyte Sponsorship

Price: $2,000

Megabyte Benefits

PRE-EVENT MARKETING EXPOSURE:
+ Logo placement on SUSECON website.

EVENT MARKETING EXPOSURE:
+ Dedicated Sponsor Page featuring Sponsor’s logo, company description, and company website.
+ 100 words company description listed on Sponsor Page.
+ Up to two (2) minute Partner Introduction Video explaining the Sponsor’s role and value proposition in the SUSE ecosystem.
+ Up to three (3) minute Partner Promotional Video addressing the Sponsor’s general corporate value proposition.
+ One (1) 30-minute recorded breakout sessions posted on Session Catalog and Sponsor Page.
+ Leads generated from attendee access to content hosted on Sponsor Page.

POST-EVENT MARKETING EXPOSURE:
+ SUSECON Digital Website: logo placement and content hosted for 4 months following event launch
+ Leads generated from all attendee access to content hosted on Sponsor Page during 4-month period
+ Following 4-month Digital event, Sponsor Breakout Sessions will be housed in SUSECON Archive

SUSECON 2020 (Dublin) Sponsors receive a 25% discount on Digital Sponsorship
SUSECON Digital 2020 Kilobyte Sponsorship

Price: $1,000

Kilobyte Benefits

PRE-EVENT MARKETING EXPOSURE:
+ Logo placement on SUSECON website.

EVENT MARKETING EXPOSURE:
+ Dedicated Sponsor Page featuring Sponsor’s logo, company description, and company website.
+ Up to two (2) minute Partner Introduction Video explaining the Sponsor’s role and value proposition in the SUSE ecosystem.
+ Up to three (3) minute Partner Promotional Video addressing the Sponsor’s general corporate value proposition.
+ Leads generated from attendee access to content hosted on Sponsor Page

POST-EVENT MARKETING EXPOSURE:
+ SUSECON Digital Website: logo placement and content hosted for 4 months following event launch
+ Leads generated from all attendee access to content hosted on Sponsor Page during 4-month period

SUSECON 2020 (Dublin) Sponsors receive a 25% discount on Digital Sponsorship
## SUSECON Digital 2020 Sponsorships At-a-Glance

<table>
<thead>
<tr>
<th></th>
<th>YOTTABYTE Sponsor* $12,000</th>
<th>EXABYTE Sponsor $7,000</th>
<th>TERABYTE Sponsor $4,000</th>
<th>MEGABYTE Sponsor $2,000</th>
<th>KILOBYTE Exhibitor $1,000</th>
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<tbody>
<tr>
<td>Recorded Keynote Hosted in SUSECON Keynotes Section</td>
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<td>Sponsor Name Inclusion in Outbound Event Promotion</td>
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<tr>
<td>Collateral Items Posted for Attendee Download on Dedicated Sponsor Page</td>
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<td>2</td>
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<tr>
<td>Logo Placement on Event Front Page Rotating Banner</td>
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<td>Social Media Announcement of Sponsorship</td>
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<tr>
<td>30-minute Recorded Breakout Session(s) Posted on Dedicated Sponsor Page</td>
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<td>3</td>
<td>2</td>
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<td>Partner Introduction Video** on Dedicated Sponsor Page</td>
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<td>Partner Promotional Video** on Dedicated Sponsor Page</td>
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<td>Leads*** Generated from Attendee Access to content on Sponsor Page</td>
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<td>Dedicated Sponsor Page</td>
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</tbody>
</table>

*YOTTABYTE Sponsorships are by invitation only

**Partner Introduction Video is a 2-minute video explaining the Sponsor’s role and value proposition in the SUSE ecosystem.

**Partner Promotional Video can be any video 3-minute (or less) addressing the Sponsor’s general corporate value proposition.

***Lead information linked to every item posted on dedicated Sponsor page.

Note:
- Pre-recorded Breakout Session, Introductions and Promotional video content is to be provided by Sponsor in proper format. Sponsor is solely responsible for production and video file delivery.

To sign up for a SUSECON Sponsorship, email Amy Bishop or Kent Wimmer.