HashiConf US is the annual flagship conference presented by HashiCorp. Join the HashiCorp community as we embark on three thought-provoking days of education, collaboration, and connection. Attendees will experience 60+ technical talks across five tracks, 14 product trainings, hands-on labs, direct access to partners and product experts, and actionable takeaways.
Attendees to HashiConf include large global enterprise customers, start-ups, and open source contributors from all over the world. These professionals hold many roles and have a broad range of technical skill sets and backgrounds, but most importantly they share an enthusiasm for open source software and cloud infrastructure automation.

### Attendee Breakdown

- **IT Operations**: 38%
- **Development**: 35%
- **Security**: 12%
- **Networking**: 11%
- **Selected 2 or more areas of focus**: 12%
- **Networking**: 4%

### Demographics

- **HashiConf 2019: 1,720 Attendees**

- **DevOps Engineer**: 31%
- **Architect**: 16%
- **Software Engineer**: 10%
- **Systems Engineer**: 10%
- **Site Reliability Engineer**: 9%
- **Manager**: 8%
- **Director**: 7%
- **Security Specialist**: 3%
- **VP**: 3%
- **CXO**: 2%
- **Other**: 1%

### What are your primary objectives for attending the conference?

- **Talking to partners**: 7%
- **Training from HashiCorp**: 12%
- **Learn more about OSS tools**: 20%
- **Selected 2 or more primary objectives**: 34%
- **Learn more about enterprise products**: 13%
- **Networking with peers**: 14%
- **Selected 2 or more primary objectives**: 34%
Some companies represented at HashiConf 2019


Past HashiConf Sponsors

- 1Password
- Google Cloud
- Densify
- Salesforce
- VMware
- Microsoft Azure
- Venafi
- Palo Alto Networks
- AWS
- CircleCI
- Linode
- SignalFx
- Stratoscale
- LogicMonitor
- JFrog
- GitLab
- Thales
- Sonrai Security
- Harness
- Beyondsoft
- DigitalOnUs
- DigitalOcean
- Influxdata
- Datadog
## Sponsorship Comparison Table

<table>
<thead>
<tr>
<th>Packages available</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4 available</td>
<td>10 available</td>
<td>10 available</td>
<td>10 available</td>
</tr>
<tr>
<td>Investment</td>
<td>$70,000</td>
<td>$35,000</td>
<td>$25,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Exhibit Space</td>
<td>15' x 10' Booth</td>
<td>8' x 8' Booth</td>
<td>5' x 5' Kiosk</td>
<td>4' x 4' Pod</td>
</tr>
<tr>
<td>Private meeting room</td>
<td>☑️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media post to HashiCorp channels</td>
<td>☑️</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hosting &amp; branding of essential conference networking event: Welcome Reception, Evening Social (2), or Closing Happy Hour</td>
<td>☑️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakout session speaking engagement</td>
<td>☑️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo on HashiConf website</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Logo on general session &amp; breakout screens during breaks</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>Logo on attendee bags</td>
<td>☑️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on sponsor signage</td>
<td>☑️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Include a pre-approved handout or swag item in attendee welcome bags</td>
<td>☑️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead scanners</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>Option to rent</td>
</tr>
<tr>
<td>Complimentary conference tickets</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Customer registration discount code</td>
<td>25% discount on additional ticket</td>
<td>20% discount on additional tickets</td>
<td>15% discount on additional tickets</td>
<td>10% discount on additional tickets</td>
</tr>
</tbody>
</table>

Interested in sponsoring or want more information? Email us at sponsors@hashicorp.com.
### Platinum - $70,000

<table>
<thead>
<tr>
<th>Exhibit space: 15’ x 10’</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Turnkey booth</td>
</tr>
<tr>
<td>• Demo cabinet with storage</td>
</tr>
<tr>
<td>• Reception counter</td>
</tr>
<tr>
<td>• Branded graphics (sponsor to design)</td>
</tr>
<tr>
<td>• Table with chairs</td>
</tr>
<tr>
<td>• Demo monitors</td>
</tr>
<tr>
<td>• Electrical drop</td>
</tr>
<tr>
<td>• (2) Lead retrieval devices</td>
</tr>
<tr>
<td>• Access to shared private meeting room</td>
</tr>
<tr>
<td>• Social media shout out on official HashiCorp channels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platinum Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Branding of conference social event (Selection based on a first-come basis - Welcome Reception, Evening Social (2), or Closing Happy Hour)</td>
</tr>
<tr>
<td>• Breakout session speaking engagement (Speaker approved by HashiCorp)</td>
</tr>
<tr>
<td>• Logo on HashiConf website</td>
</tr>
<tr>
<td>• Logo on general session &amp; breakout screens during breaks</td>
</tr>
<tr>
<td>• Logo on attendee bags</td>
</tr>
<tr>
<td>• Logo on sponsor signage</td>
</tr>
<tr>
<td>• Option to include a pre-approved item in attendee welcome bags</td>
</tr>
<tr>
<td>• 8 complimentary conference tickets</td>
</tr>
<tr>
<td>• 25% discount code for conference tickets</td>
</tr>
</tbody>
</table>

4 available
Gold - $35,000

Exhibit space: 8’ x 8’

- Turnkey booth
- Demo cabinet with storage
- Branded graphics (sponsor to design)
- Demo monitor
- Electrical drop
- (1) Lead retrieval device
- Social media shout out on official HashiCorp channels

- Logo on HashiConf website
- Logo on sponsor signage
- Logo on general session & breakout screens during breaks
- Option to include a pre-approved item in attendee welcome bags
- 6 complimentary conference tickets
- 20% discount code for conference tickets

10 available
Silver - $25,000

Exhibit space: 5' x 5'
- Turnkey kiosk
- Demo cabinet with storage
- Branded graphics (sponsor to design)
- Electrical drop
- (1) Lead retrieval device
- Option to add demo monitor

10 available

- Logo on the conference website
- Logo on sponsor signage
- Logo on general session & breakout screens during breaks
- 4 complimentary conference tickets
- 15% discount code for conference tickets
Bronze - $15,000

Exhibit space: 4’ x 4’

• Turnkey pod
• Demo cabinet with storage
• Branded graphics (sponsor to design)
• Electrical drop
• Option to rent lead retrieval device

10 available

• Logo on the conference website
• Logo on sponsor signage
• 2 complimentary conference tickets
• 10% discount code for conference tickets
Marketing Promotional Opportunities

*Sponsorship package purchase not required*

**Afternoon Breaks (4 available)**
Offer attendees a unique afternoon snack when they break from the busy conference schedule (select from day 1 or day 2). Guaranteed visibility as these are always popular. Choose from the following:

- **Juice Bar Break** - $10,000 (2 available)
  Refreshing, assorted, organic juices offered to wake the senses. Includes branded signage, napkins, and recognition on online agenda.

- **Donut Wall** - $10,000 (2 available)
  That is right, an entire wall of donuts! Always a crowd pleaser, as well as a photo-op. Includes branded signage, napkins, and recognition on online agenda.
Marketing Promotional Opportunities

*Sponsorship package purchase not required

Mobile Charging Kiosk - $7,000 (2 available)
In the tech world, a charging station is a must-have. Attendees can thank you for the power up.
• Includes logo on charging station

Outdoor Reboot Lounge - $15,000 (1 available)
An area of zen for attendees to recharge themselves and their devices.
• Includes branded signage
• Includes a fully furnished lounge
• Chair massage station

Outdoor Gaming Lounge - $15,000 (1 available)
A place for people to play, relax, and connect with other attendees.
• Includes branded signage
• Includes a fully furnished lounge with furniture, games, and snacks
• Sponsor can provide additional branded swag

AM Yoga in the Park - $10,000 (1 available)
A rejeuvinating way for attendees to start the day.
• Includes branded signage
• Sponsor can provide additional branded swag

Co-branded Key Card Sleeves - $7,500 (1 available, co-branding with HashiCorp)
Every guest who checks in under the HashiConf group code will be presented their room keys in a personalized co-branded sleeve.
• Includes product and production

Bag Insert - $5,000 (3 available)
Opportunity to include a pre-approved item in a conference swag bag.
• One item per sponsor (provided by sponsor, approved by HashiCorp)