



HashiConf^{EU}

8-10 July 2019

Westergasfabriek | Amsterdam, NL

/ Prospectus

About HashiConf EU

HashiConf EU is a deeply technical conference for the HashiCorp community with 3 full days of hands-on product training, keynotes, two tracks and one-on-one time with HashiCorp developers. The conference will take place at the historic Westergasfabriek in Amsterdam, Netherlands. Attendees will include large global enterprise customers, startups, and open source contributors.

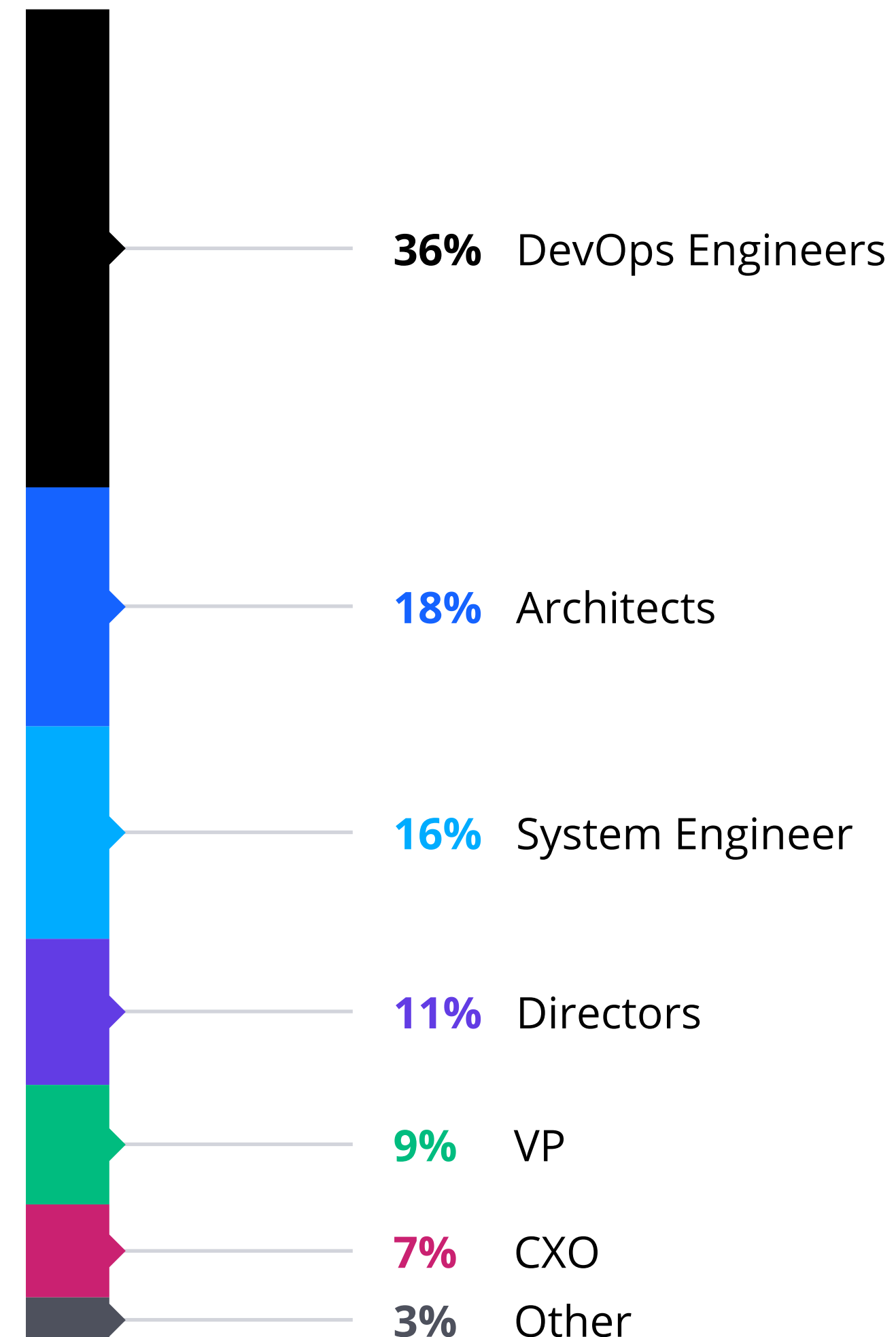


Attendee Breakdown

600+ Attendees

Attendees to HashiConf EU will include large global enterprise customers, startups, and open source contributors from all over the world. They include people from many roles and with a broad range of technical skills sets and backgrounds, but most importantly they share an enthusiasm for open source software and cloud infrastructure automation. This year, we expect up to 600 attendees.

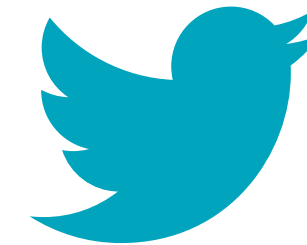
Demographics: HashiDays Amsterdam 2018



What attendees said

"Great experience to be among all the people that are dealing with similar problems that as I do; awesome chance to connect with open-source community contributors and exchange knowledge. Just keep up the good work"

Thanks for the great conference [#hashidays](#) It's been fun and educational.



[#HashiDays](#) it's over 😔 it have been an amazing two days 🤘
Thanks everybody, c u next time 🙌

[#HashiDays](#) was awesome! [@hashicorp](#) where did you find so many awesome attendees??? I now have 20+ actionable items related to [#Terraform](#) stuff I work with on my to-do list just after talking to so many interesting people (I didn't even open my laptop).

Past HashiConf EU & HashiDays Sponsors



Some Companies Represented at HashiConf EU and HashiDays 2016-2018

Adobe, Amazon Web Services, Barclays, Bloomberg, Ericsson, ING Bank, Hootsuite, Isatis Health BV, GitHub, Google, Microsoft, Oracle, Nokia, Norwegian Police, Paddy Power Takeaway.com, Slack, Solaris Bank, Thoughtworks, Zendesk



HashiConf EU is not just about the talks. It is also about the human connection and the interactions with the HashiCorp community, most of which takes place in The Hub.

The Hub

The Hub is a large, airy space which forms the heart of the conference. Attendees can meet our sponsors, talk with HashiCorp developers in the HashiCorp Zone, grab a coffee at the HashiCafe, and connect with other attendees.

As a sponsor, you will be helping create the atmosphere of connection which makes HashiConf so special.

The Hub Hours

Tuesday, 9 July; 8:00 - 19:30

Breakfast, Lunch & Evening Social

Wednesday, 10 July; 8:00 - 18:30

Breakfast, Lunch & Closing Happy Hour

Sponsorship Packages





Platinum Sponsorship Package

€25,000

Platinum - €25,000

○○○ 3

Exhibit space: 4m x 2m

4m x 3m branded back wall

*Graphic provided by sponsor (see template).

1 exhibitor demo table

1 exhibitor cube table with storage

4 stools

1 46" LCD screen

Hosting & branding of essential
conference networking event of choice.

Choice of: Welcome Reception, Evening Social or
Closing Happy Hour

Breakout session speaking engagement

35 minute presentation

Company logo

on HashiConf EU website

on general session and breakout screens during breaks

on attendee bags

on banner in a thoroughfare location

Option to include a pre-approved
handout or swag item in attendee
welcome bags

5 complimentary conference tickets



Platinum Sponsorship Package

€25,000





Gold Sponsorship Package

€15,000

Gold - €15,000

○○○○○○ 6

Exhibit space: 2m x 1.5m

2m x 3m branded back wall

*Graphic provided by sponsor (see template).

1 exhibitor demo table

1 exhibitor cube table with storage

4 stools

1 46" LCD screen

Company logo

on HashiConf EU website

on general session and breakout screens during breaks

on banner in a thoroughfare location

Option to include a pre-approved
handout or swag item in attendee
welcome bags

3 complimentary conference tickets



Gold Sponsorship Package

€15,000





Silver Sponsorship Package

€9,000

Silver - €9,000

○○○○○○○ 6

Exhibit space: 1m x 1m

1m X 3m branded back wall

*Graphic provided by sponsor (see template).

1 exhibitor Square Table

1 46" LCD screen

Company logo

on HashiConf EU website

Company logo on banner in a thoroughfare location

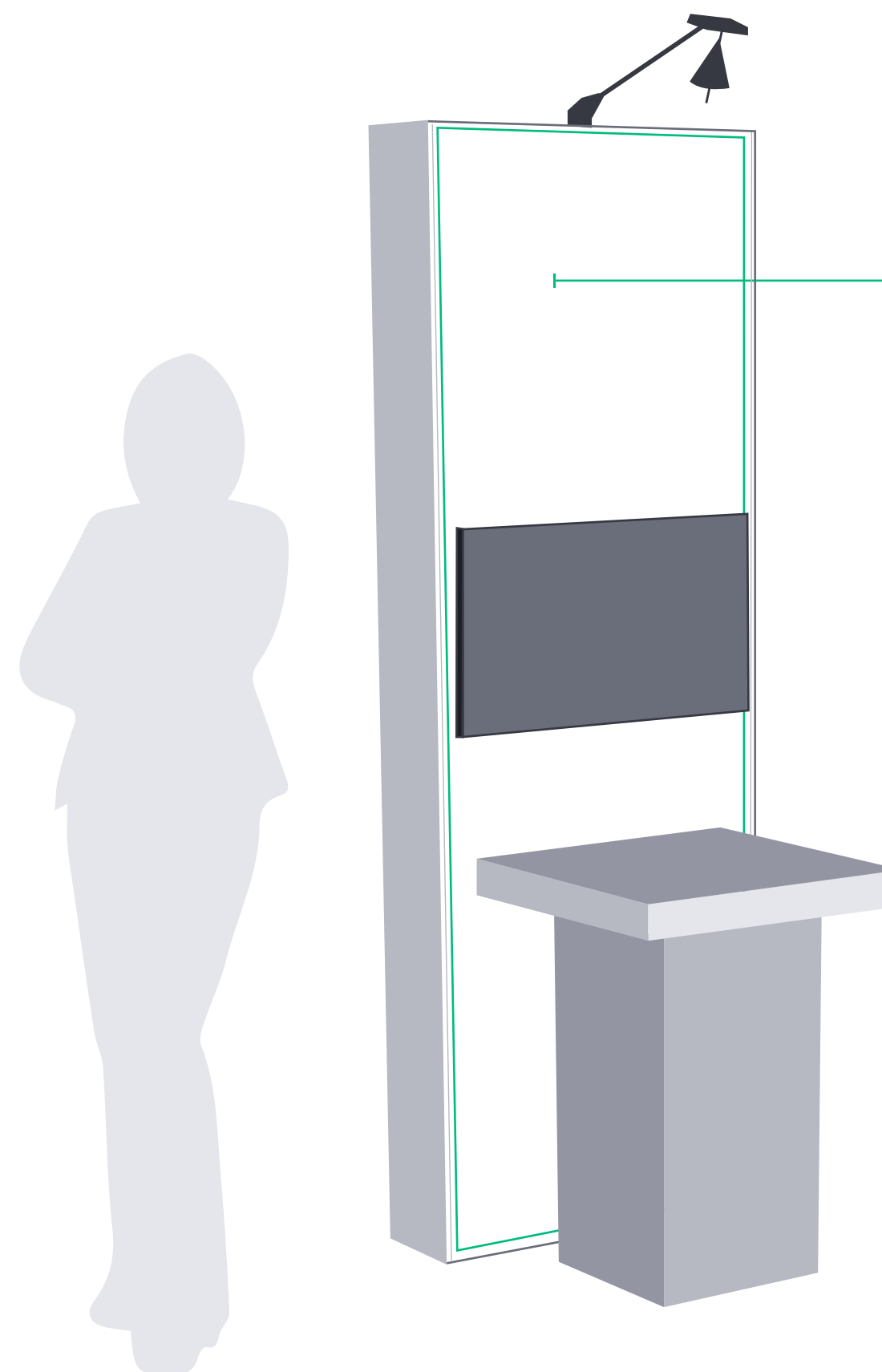
Option to include a pre-approved handout or swag item in attendee welcome bags

2 complimentary conference tickets



Silver Sponsorship Package

€9,000



YOUR BRANDING HERE
Print Area: 2m x 1.5m



Bronze Sponsorship Package

€3,000

Bronze - €3,000

○○○○○○○○○○○○ 10

Company logo

on HashiConf EU website

on banner in a thoroughfare location

1 complimentary conference ticket

Sponsorship Add-ons

HashiConf '18
SAN FRANCISCO

Welcome Reception

Sponsored by **aws**

Networking / HashiCafé Lounge

€20,000

○ 1

Exclusive sponsor of the HashiCafé located in a high traffic exclusive room.

Branded napkins, cups
(printed & provided by sponsor)

Logo on HashiConf EU website

5 complimentary tickets



Mobile Charging Station

€6,000

○○ 2

Exclusive sponsor of the charging station in the Hub

Logo on HashiConf EU website

2 complimentary tickets



Host a Meal

€10,000

○○○○ 4

Exclusive sponsor of one of the four meals

Lunch sponsor gets to brand a food truck

Logo on HashiConf EU website

2 complimentary tickets

Bag Drop

€3,000

○○○○ 4

Include a pre-approved handout or swag item
in attendee welcome bags

Logo on HashiConf EU website

1 complimentary ticket

Sponsorship Packages	Platinum	Gold	Silver	Bronze
Packages available	3 ○○○	6 ○○○○○○	6 ○○○○○○	10 ○○○○○○○○○○
Investment	€25,000.00	€15,000	€9,000	€3,000
Exhibit Space	4m. x 3m	2m. x 1.5m	1m. x 1m	
Hosting & branding of essential conference networking event: Welcome Reception, Evening Social, or Closing Happy Hour	☑			
Breakout session speaking engagement	☑	☑		
Company logo on HashiConf EU website	☑	☑	☑	☑
Company logo on general session and breakout screens during breaks	☑			
Logo on attendee bags	☑			
Logo on banner in a thoroughfare location	☑	☑	☑	☑
Include a pre-approved handout or swag item in attendee welcome bags	☑	☑	☑	
Complimentary conference tickets	5	3	2	1

Interested in sponsoring
or want more information?

Email us at **hashiconf@hashicorp.com**

