



HashiConf ^{'19}

September 9, 10 & 11

Hyatt Regency | Seattle, Washington, USA

/ Prospectus



About HashiConf

HashiConf is the annual technology conference from HashiCorp. This year, HashiConf will take place over three days in Seattle, WA. We are expecting 1,400+ attendees that will come together in one place to share knowledge and engage with each other about shaping the future of cloud computing, DevOps, and infrastructure automation.

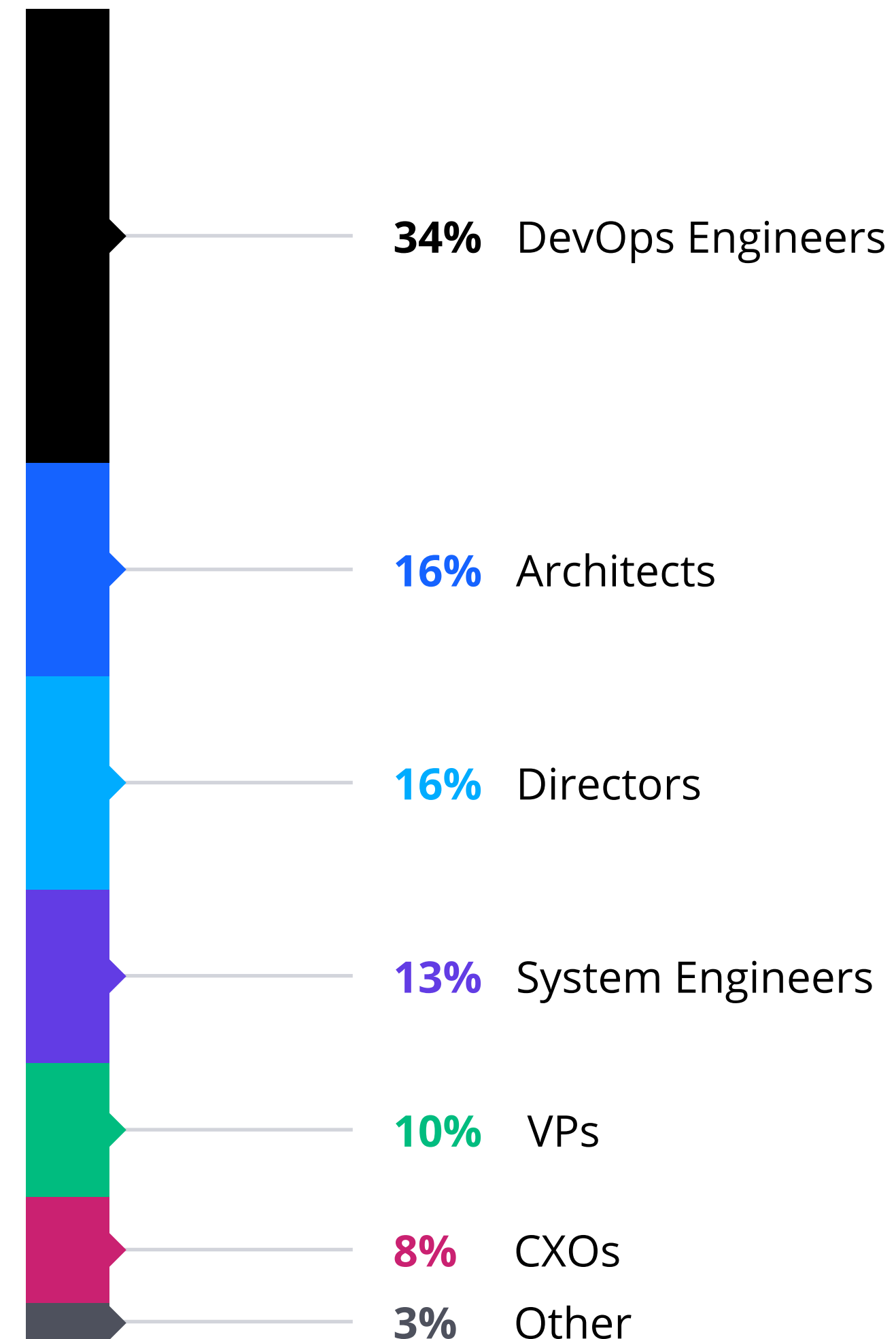


Attendee Breakdown

1,400+ Attendees

Attendees to HashiConf include large global enterprise customers, startups, 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. This year, we expect up to 1,400+ attendees.

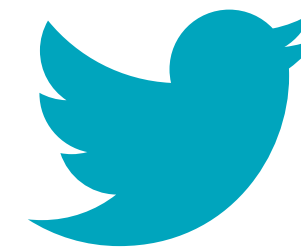
Demographics: HashiConf 2018: 1,250 Attendees



What attendees said

#HashiConf was unbelievable!
Observed, shared, learned
and now time to practice.
[@DigiPlatEng](#) [@CapgeminiUK](#)

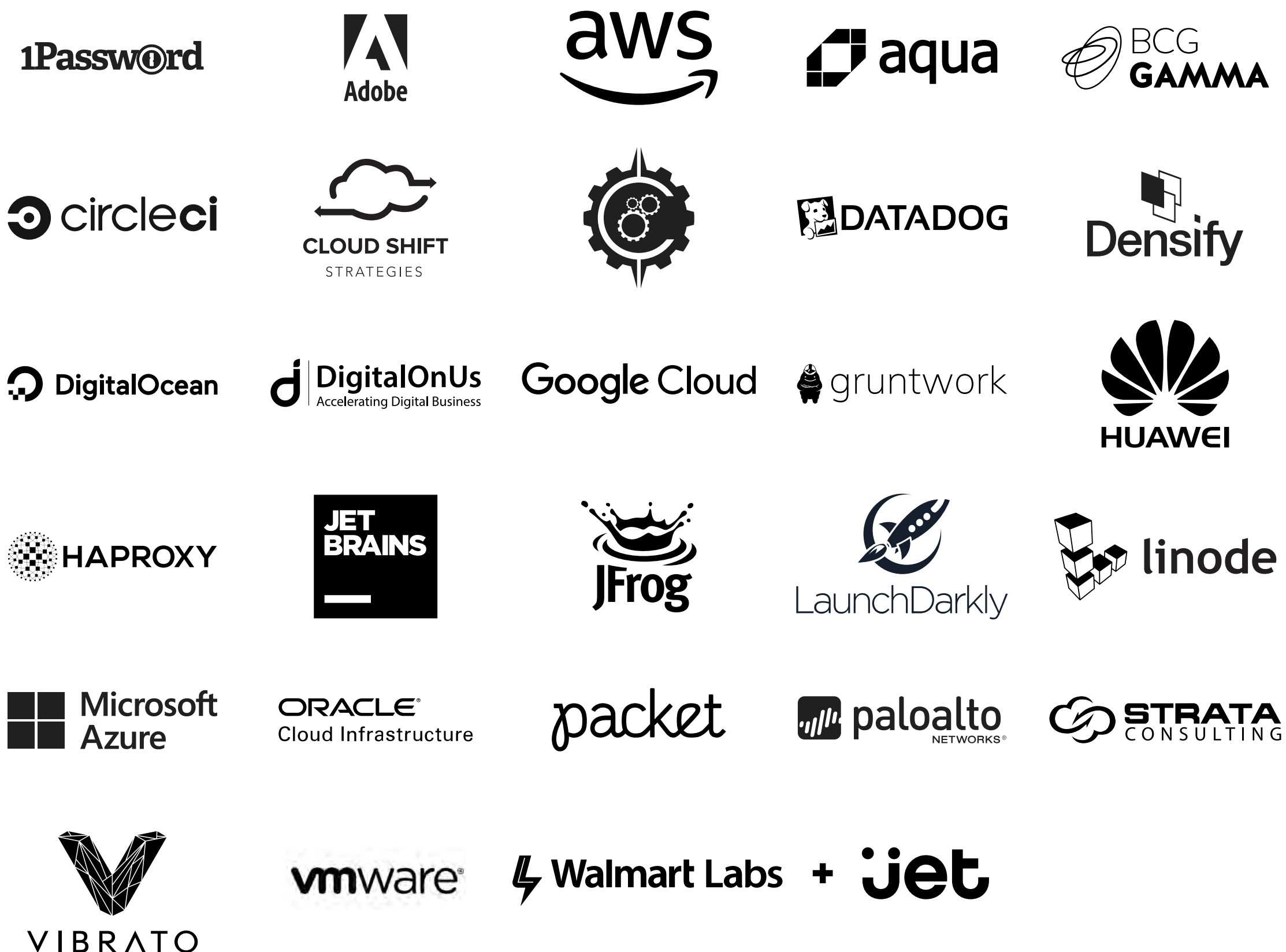
Standing room only for [@armon's](#)
opening keynote at [#HashiConf](#).
1200+ attendees...amazing growth...
congrats team [@HashiCorp](#)!



Wow [#HashiConf](#) you did it again. You totally
exhausted me yet filled me with energy. You gathered
a group of high quality humans and gave them
beautiful spaces to learn from each other. Let's do
this again next year. ❤️ 🧡 🟡 🟢 🟠 🟣

So long [#HashiConf](#), and a big hug to my new friends
and family at [@HashiCorp](#). This has been such an
authenticate and welcoming conference!

Past HashiConf Sponsors



Some companies represented at HashiConf 2018

Airbnb, Amazon, Apple, Autodesk,
Bloomberg, Boston Consulting Group,
Capital One, Credit Karma, Cruise
Automation, Dropbox, Gap Inc.,
GE Digital, Google Hootsuite, HPE,
Microsoft, REI, Stripe, T. Rowe Price

HashiConf is not just about the talks. Each year as the conference grows, what our attendees find so special is the human connection and the interactions with the HashiCorp community. Most of this takes place in The Hub.

The Hub

The Hub is the heart and soul of the conference, and where all of our sponsor booths can be found. Here our attendees can talk with HashiCorp developers in the HashiCorp Zone, gather for meals, grab a coffee, spend time with other attendees, and connect with you, our sponsors.

Next to the keynotes and sessions, it is where our attendees spend the most time and find the most value. As a sponsor, you will be helping create the atmosphere of connection which makes HashiConf so special, year after year.

The Hub Hours

Monday, September 9; 5:00 - 7:00 pm

Welcome Reception

Tuesday, September 10; 8:00 - 5:00 pm

Breakfast, Lunch, Coffee Break

Wednesday, September 11; 8:00 - 6:00 pm

Breakfast, Lunch, Coffee Break & Closing Happy Hour

Sponsorship Packages





Platinum Sponsorship Package

\$70,000

Platinum - \$70,000

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Exhibit space: 20' x 10'

Turnkey booth

(2) Demo cabinets with storage

(1) Reception counter with storage

(2) Branded back walls with edge lighting
121"h x 78"w (double-sided)

(1) Branded back wall with edge lighting
106.75"h x 117"w (double-sided)

Lounge seating with highboy and 4 bar stools

(2) 42" LCD demo monitors

(1) Electrical drop

(2) Lead retrieval devices

(2) Hanging banner with sponsor logo

(1) Private meeting room during the
conference

Social media shout out on official
HashiCorp channels

Branding of conference social event
(Welcome Reception, Evening Social, or Closing
Happy Hour)

Breakout session speaking engagement
(speaker approved by HashiCorp)

Company logo

on HashiConf website

on general session and breakout screens during breaks

on attendee bags

on sponsor signage in a thoroughfare location

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

8 complimentary conference tickets

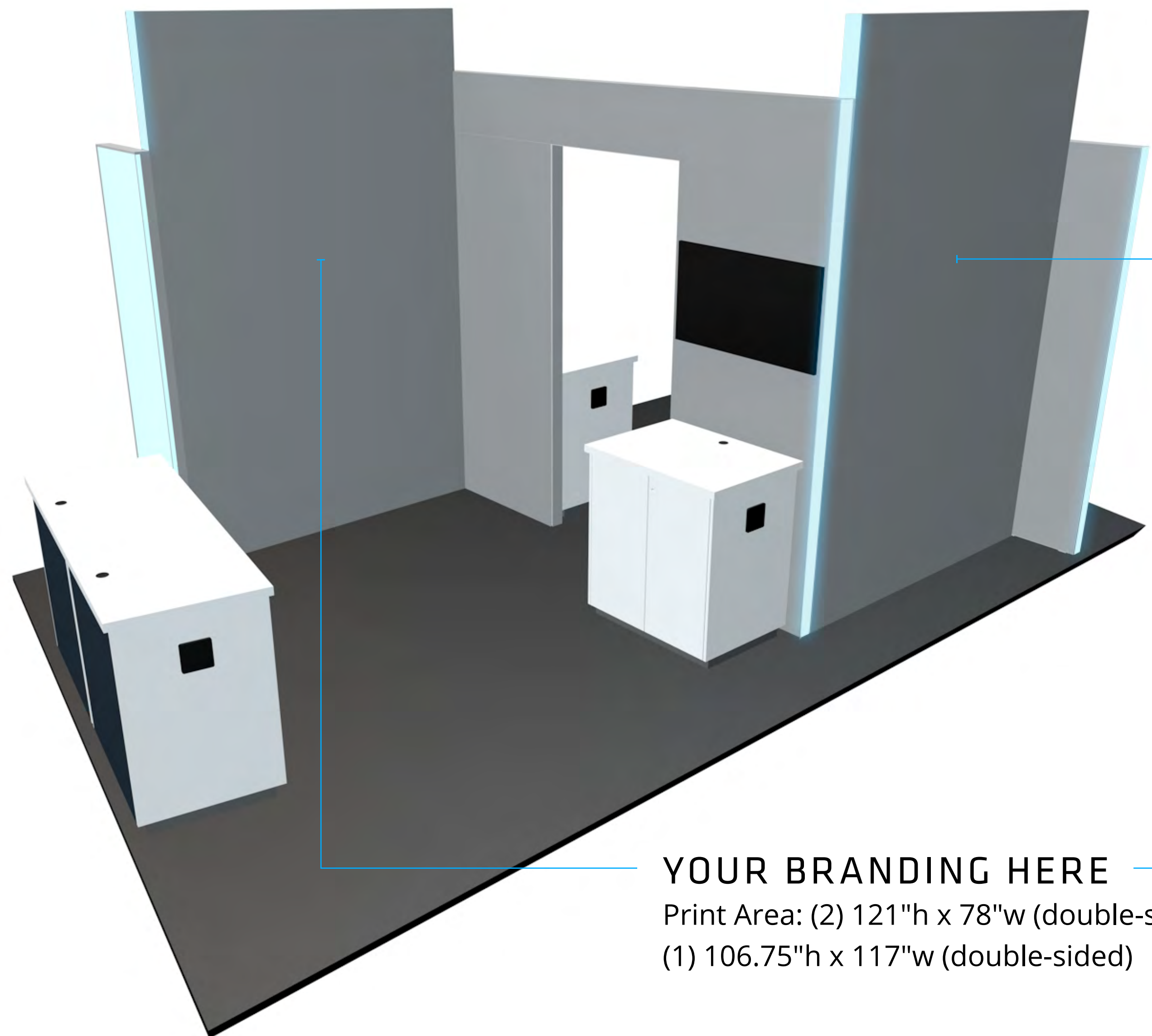
25% customer registration discount code
(Applies to Early Bird and General Admission tickets,
up to 100 tickets)



Platinum Sponsorship Package

\$70,000

SIDE A



YOUR BRANDING HERE

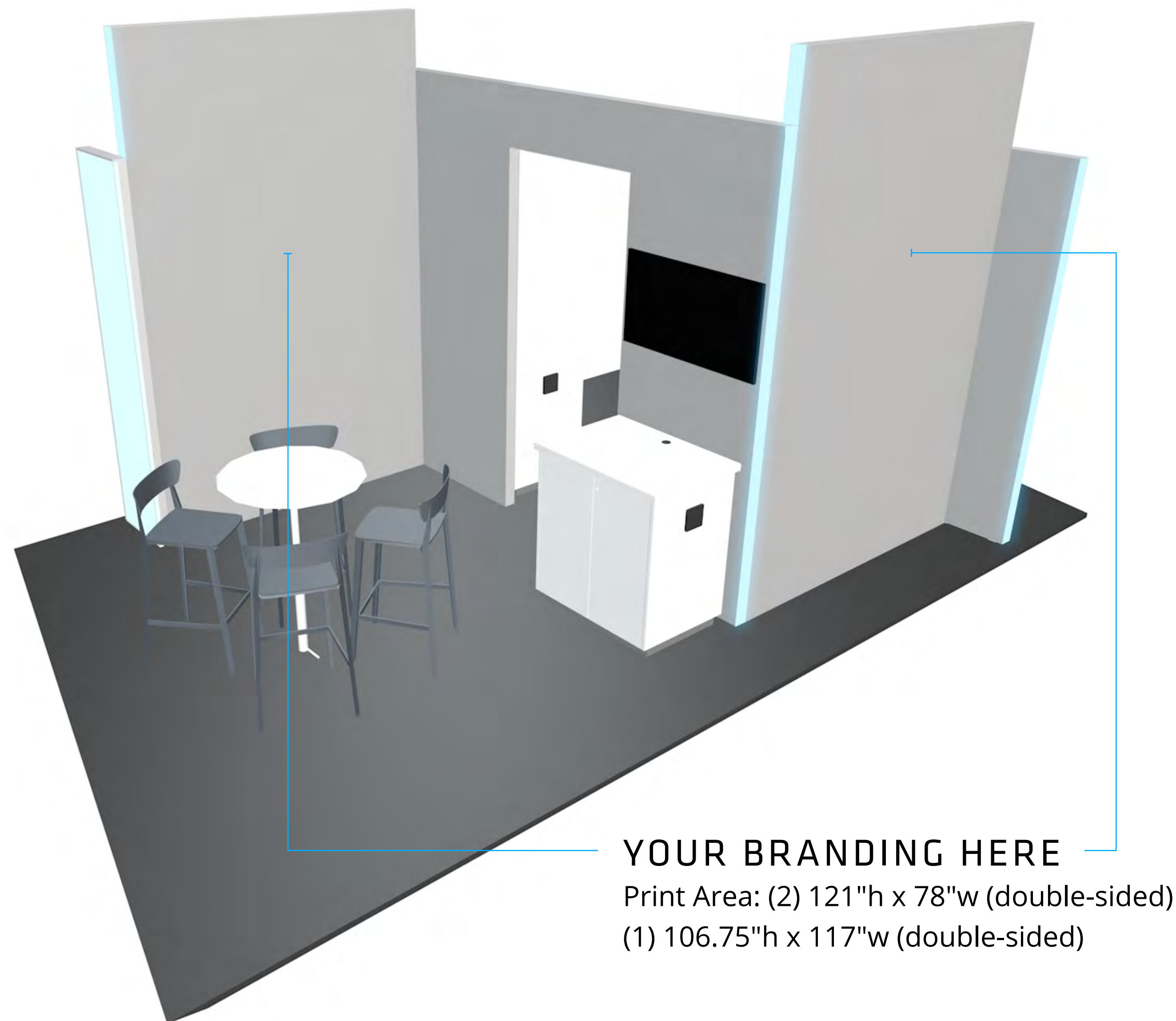
Print Area: (2) 121"h x 78"w (double-sided)
(1) 106.75"h x 117"w (double-sided)



Platinum Sponsorship Package

\$70,000

SIDE B





Gold Sponsorship Package

\$35,000

Gold - \$35,000

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Exhibit space: 10' x 10'

Turnkey booth

(1) Demo cabinet with storage

Branded back wall with edge lighting 103"h x 116"w

(1) Hanging banner with sponsor logo

(1) Greeting station cube with storage

(1) Demo monitor

(1) Electrical drop

(1) Lead retrieval device

Social media shout out on official HashiCorp channels

Company logo

on HashiConf website

on sponsor signage in a thoroughfare location

on general session and breakout screens during breaks

on attendee bags

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

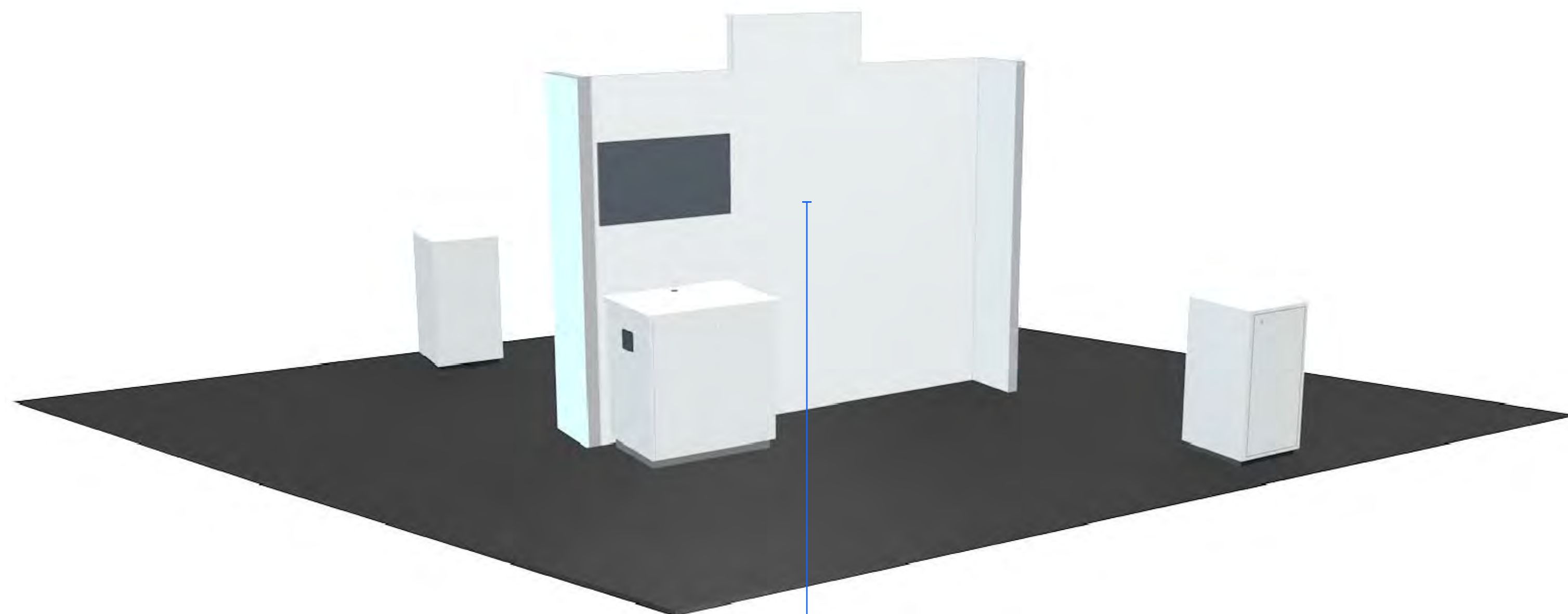
6 complimentary conference tickets

20% customer registration discount code (Applies to Early Bird and General Admission tickets, up to 75 tickets)



Gold Sponsorship Package

\$35,000



YOUR BRANDING HERE
Print Area: 103"h x 116"w



Silver Sponsorship Package

\$20,000

Silver - \$20,000

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Exhibit space: 5' x 5'

Turnkey kiosk

(1) Demo cabinet with storage

Branded back wall 96"h by 46"w

(1) Electrical drop

(1) Lead retrieval device

Option to add demo monitor

Company logo

on the conference website

on sponsor signage in a thoroughfare location

on general session and breakout screens during breaks

4 complimentary conference tickets

15% customer registration discount code
(Applies to Early Bird and General Admission tickets,
up to 50 tickets)



Silver Sponsorship Package

\$20,000



YOUR BRANDING HERE

Print Area: 96"h by 46"w



Bronze Sponsorship Package

\$10,000

Bronze - \$10,000

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Exhibit space: 4' x 4'

Turnkey pod

(1) Demo cabinet with storage

Branded wall panel 93"h x 19"w

(1) Electrical drop

Option to rent lead retrieval device

Company logo

on the conference website

on sponsor signage in a thoroughfare location

2 complimentary conference tickets



Bronze Sponsorship Package

\$10,000



Marketing Promotional Opportunities



Co-Sponsor the HashiCafé

\$20,000

○ 1

With three full days of training, keynotes, networking and social events, our participants need one thing to get them through the conference: coffee. Good coffee, to be precise.

Each HashiConf, we take pride in partnering with the best local coffee supplier that we can find and creating the HashiCafé, a much needed and well-visited space where our participants can drop in for a delicious espresso-based coffee. Last year our participants consumed 2,500 shots of espresso. As a co-sponsor of the HashiCafé, you will be fueling the conference.



Branded tent cards

Branded coffee station

Branded napkins (provided by sponsor)

Promotional signage



Afternoon Breaks

Offer attendees a unique afternoon snack when they break from the busy conference schedule. Guaranteed visibility as these are always popular. Choose from the following:

Juice Bar Break - \$10,000 ○ 1

Refreshing assorted organic juices offered to wake the senses. Includes branded signage and napkins.

Donut Wall - \$10,000 ○ 1

That's right, an entire wall of donuts! Always a crowd pleaser, as well as a photo-op. Includes branded signage and napkins.

Popcorn Break - \$7,500 ○ 1

A sweet and savory mix of popcorn is an irresistible snack. Includes branded signage and napkins.

Mobile Charging Station

\$5,000

○○ 2

In the tech world, a charging station is a must-have. Attendees can thank you for the power up.

Includes logo on charging station signage.



Reboot Lounge

\$15,000

○ 1

An area of zen for attendees to recharge themselves and their devices.

Includes branded signage.

Includes a fully furnished lounge with soft furniture and decor.

Co-branded Key Card Sleeves

\$4,500

○ 1

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.

Product and production included.



Bag Insert

\$5,000

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Opportunity to include a pre-approved item in a conference swag bag.

One item per sponsor
(provided by sponsor, approved by HashiCorp)

HashiConf '19

Sponsorship Packages	Platinum	Gold	Silver	Bronze
Packages available	3 ○○○	8 ○○○○○○○○	12 ○○○○○○○○○○○○	10 ○○○○○○○○○○
Investment	\$70,000.00	\$35,000	\$20,000	\$10,000
Exhibit Space	20' x 10'	10' x 10'	5' x 5'	4' x 4'
Private meeting room	☑			
Social media shout out on official HashiCorp channels	☑	☑		
Hosting & branding of essential conference networking event: Welcome Reception, Evening Social, or Closing Happy Hour	☑			
Breakout session speaking engagement	☑			
Company logo on HashiConf website	☑	☑	☑	☑
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	8	6	4	2
Customer registration discount code	25% up to 100 tickets	20% up to 75 tickets	15% up to 50 tickets	

Interested in sponsoring
or want more information?

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

