

HashiConf^{US}

October 13-15, 2020

San Diego, CA, USA



About HashiConf US

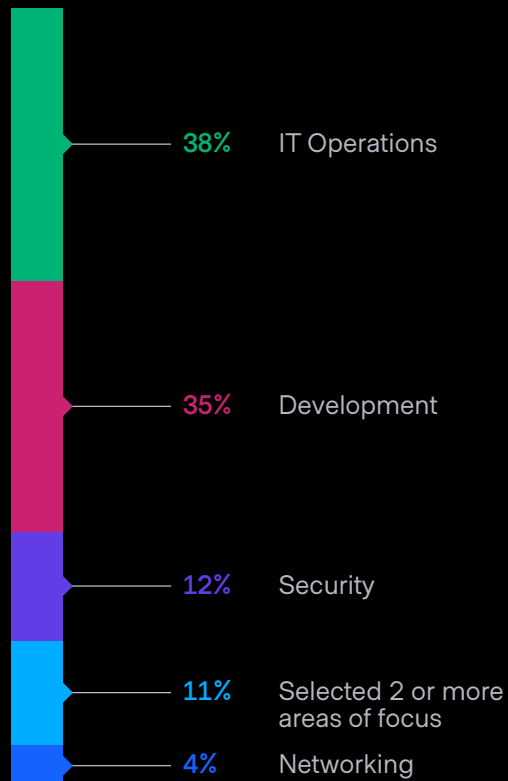
HashiConf US is the annual flagship conference presented by HashiCorp. Join the HashiCorp community as we embark on three thought-provoking days of education, collaboration, and connection. Attendees will experience 60+ technical talks across five tracks, 14 product trainings, hands-on labs, direct access to partners and product experts, and actionable takeaways.



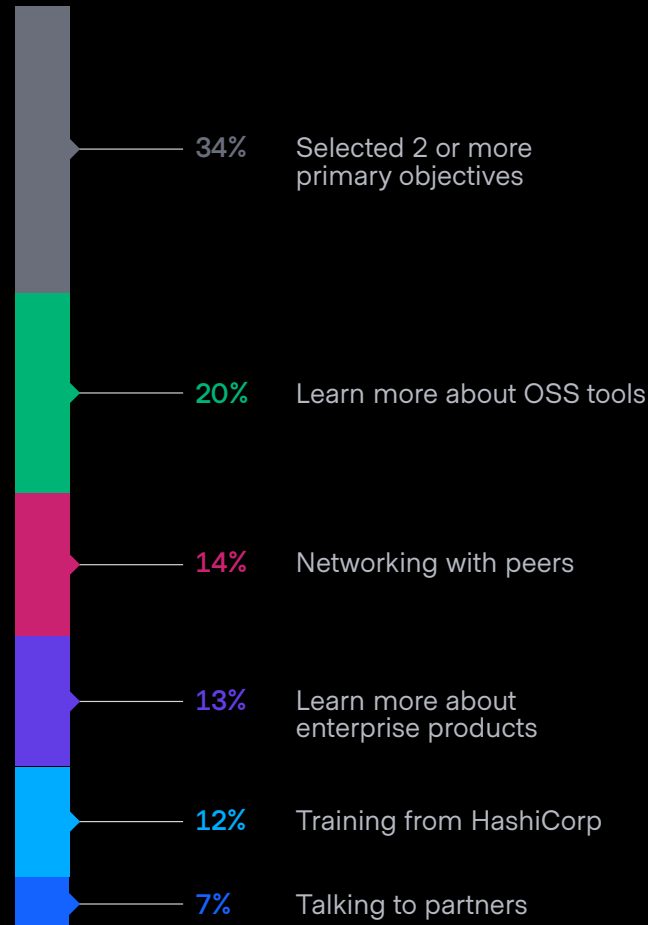
Attendee Breakdown

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.

What is your primary area of focus?

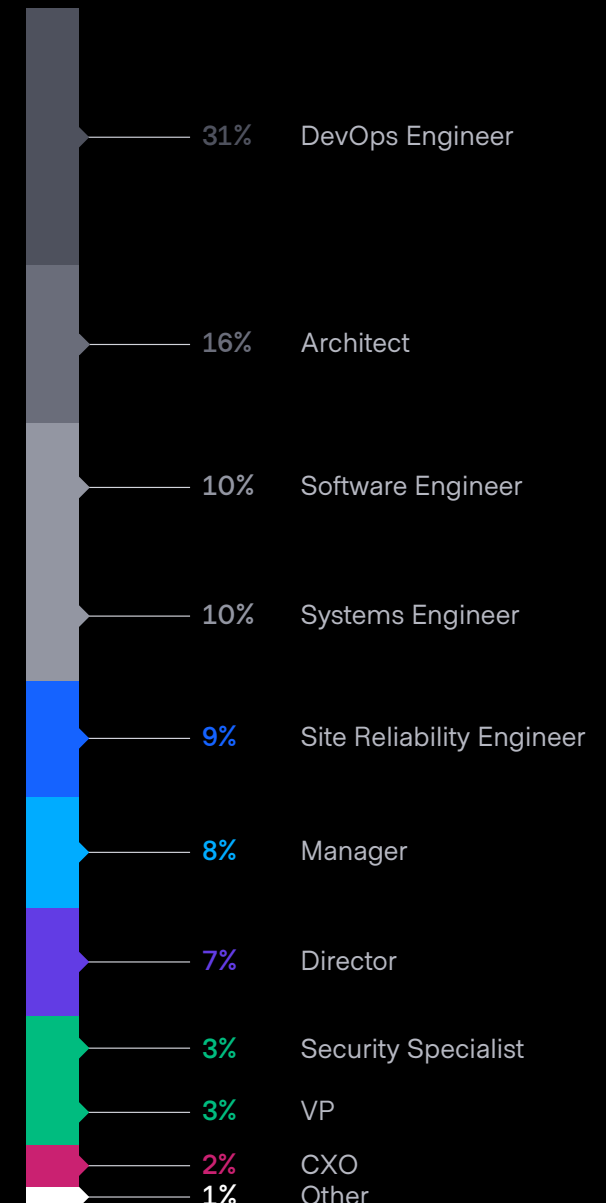


What are your primary objectives for attending the conference?



Demographics

HashiConf 2019: 1,720 Attendees



Past HashiConf Sponsors

1Password

Google Cloud

Densify

salesforce

vmware

Microsoft
Azure

VENAFI

paloalto
NETWORKS

aws

circleci

linode

SignalFx

stratoscale

Logic
Monitor

JFrog

GitLab

THALES

sonrai
SECURITY

harness

BEYONDSOFT
beyond your expectations

DigitalOnUs
Accelerating Digital Business

DigitalOcean

influxdata

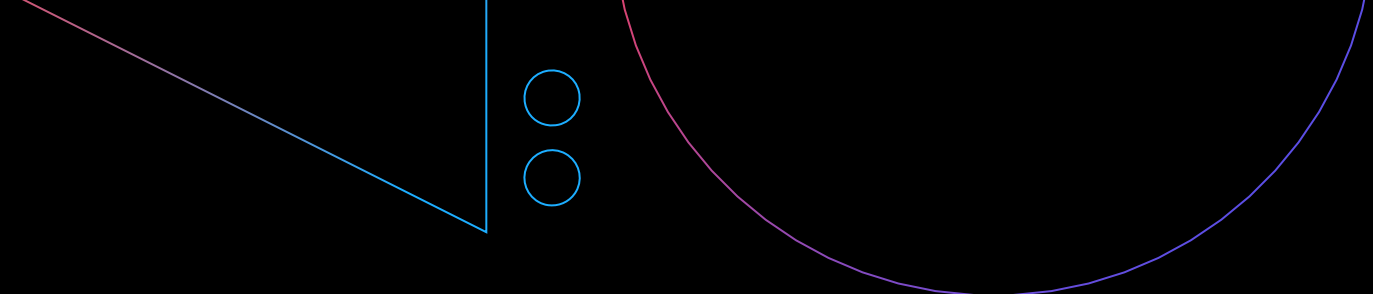
DATADOG

Some
companies
represented
at HashiConf
2019

Amazon, Anthem,
AppDynamics, Apple,
Bank of America,
Bill & Melinda
Gates Foundation,
BNY Mellon, Cisco,
Facebook, Ford Motor
Company, Google,
Kohl's, Lyft, Microsoft,
NBC Universal, Oracle,
PayPal, SAP, Splunk,
Starbucks, State Farm,
VMware, Warner
Bros., Yahoo Japan
Corporation.

Sponsorship Comparison Table

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



Platinum – \$70,000

4 available

Exhibit space: 15' x 10'

- Turnkey booth
- Demo cabinet with storage
- Reception counter
- Branded graphics (sponsor to design)
- Table with chairs
- Demo monitors
- Electrical drop
- (2) Lead retrieval devices
- Access to shared private meeting room
- Social media shout out on official HashiCorp channels
- Branding of conference social event
(Selection based on a first-come basis – Welcome Reception, Evening Social (2), or Closing Happy Hour)
- Breakout session speaking engagement (Speaker approved by HashiCorp)
- Logo on HashiConf website
- Logo on general session & breakout screens during breaks
- Logo on attendee bags
- Logo on sponsor signage
- Option to include a pre-approved item in attendee welcome bags
- 8 complimentary conference tickets
- 25% discount code for conference tickets

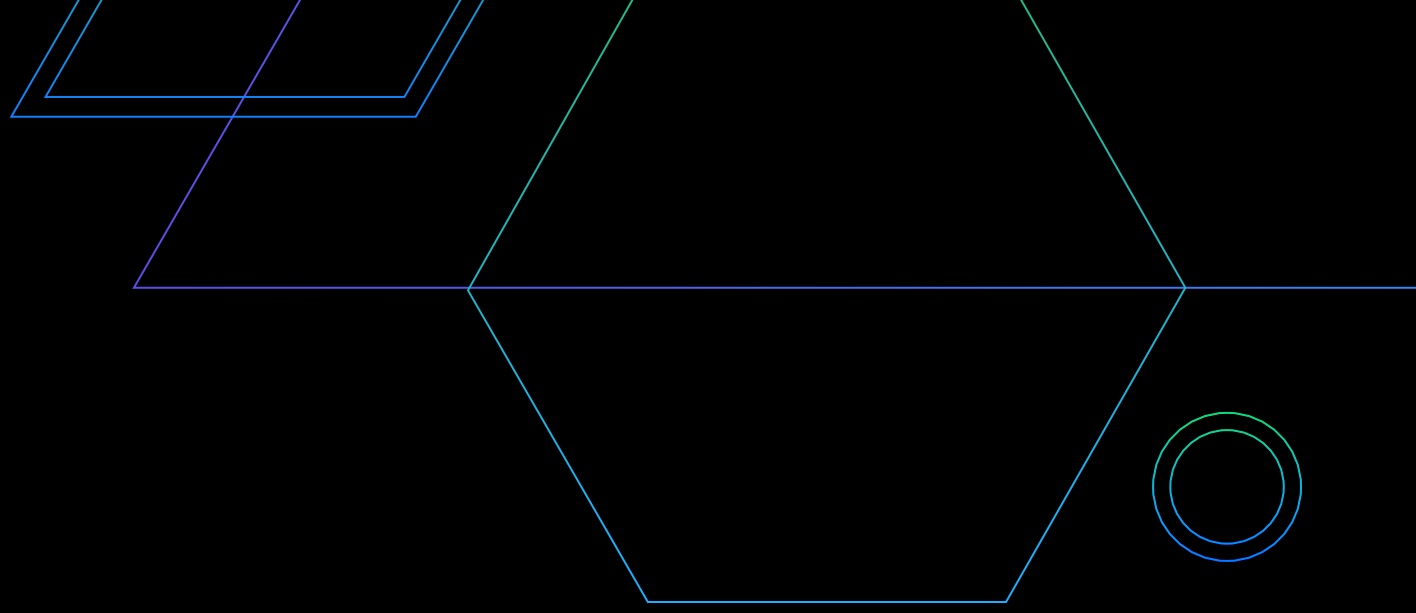


Gold – \$35,000

10 available

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

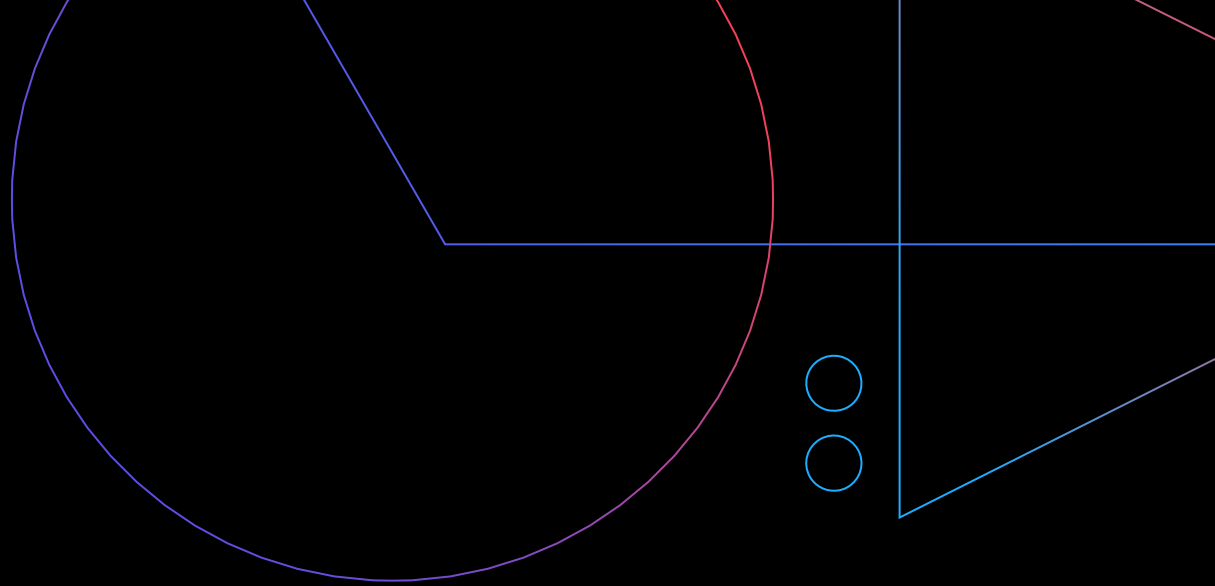


Silver – \$25,000

10 available

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
- 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

10 available

Exhibit space: 4' x 4'

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