

HashiConf^{EU}

8-10 June 2020

Westergasfabriek | Amsterdam, NL



About HashiConf EU

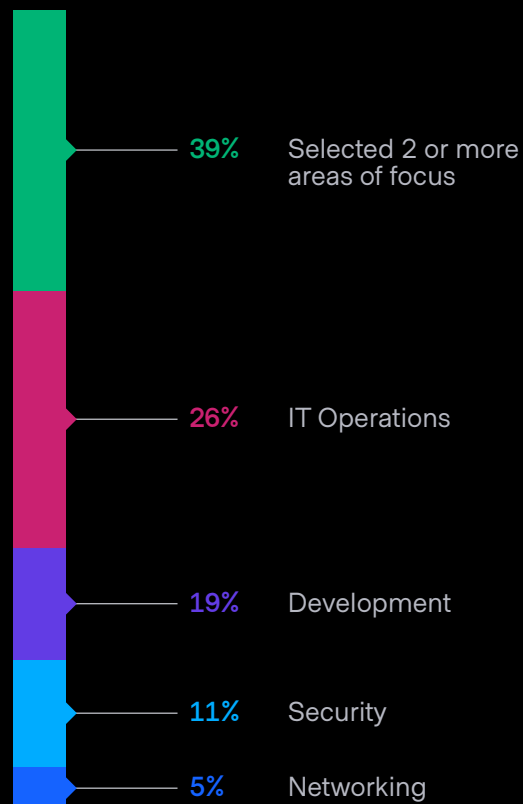
HashiConf EU is HashiCorp's annual European community conference. Last year, the conference sold out a couple of weeks in advance with 700 people in attendance. This year, we are anticipating around 1,000 attendees. The conference will take place over two full days with hands-on product training, keynotes, three tracks of sessions, and direct access to partners and product experts. The conference will be held again at the historic Westergasfabriek in Amsterdam, Netherlands. Attendees will include large global enterprise customers, start-ups, and open source contributors.



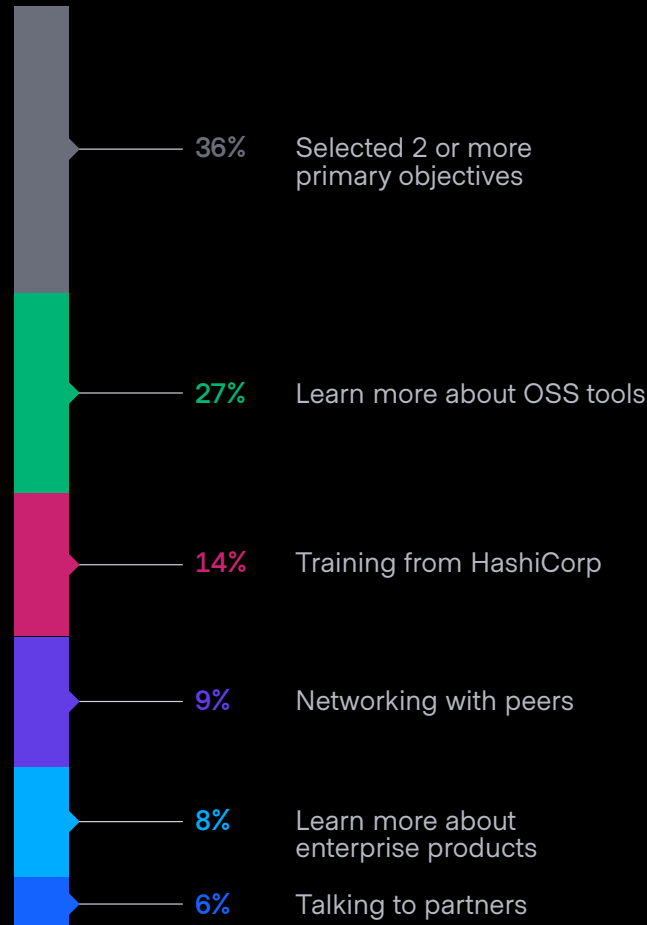
Attendee Breakdown

Attendees to HashiConf EU 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?

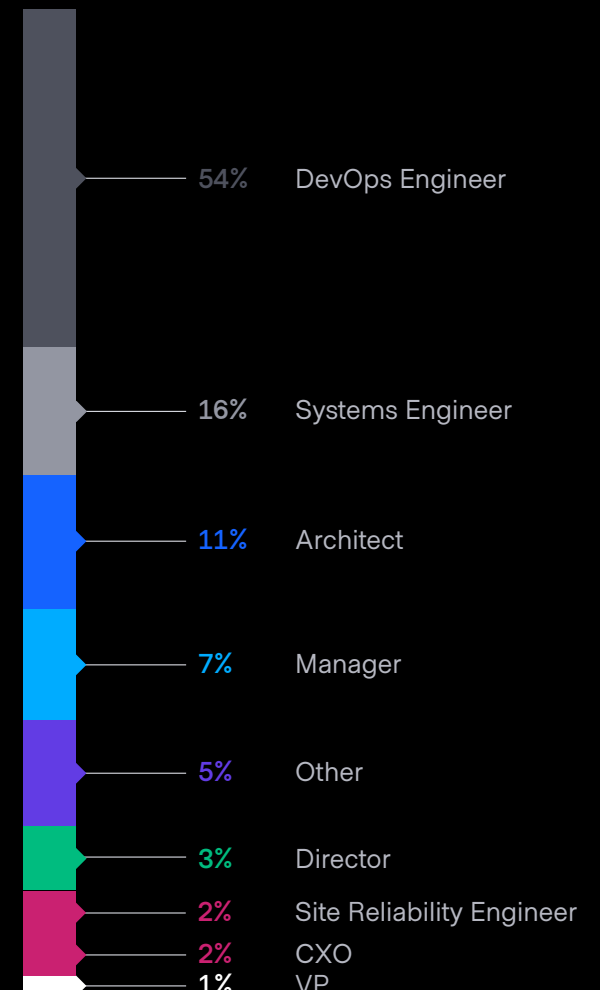


What are your primary objectives for attending the conference?



Demographics

HashiConf EU 2019: 700 Attendees



Past HashiConf EU Sponsors



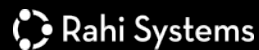
Google Cloud



Some
companies
represented at
HashiConf EU



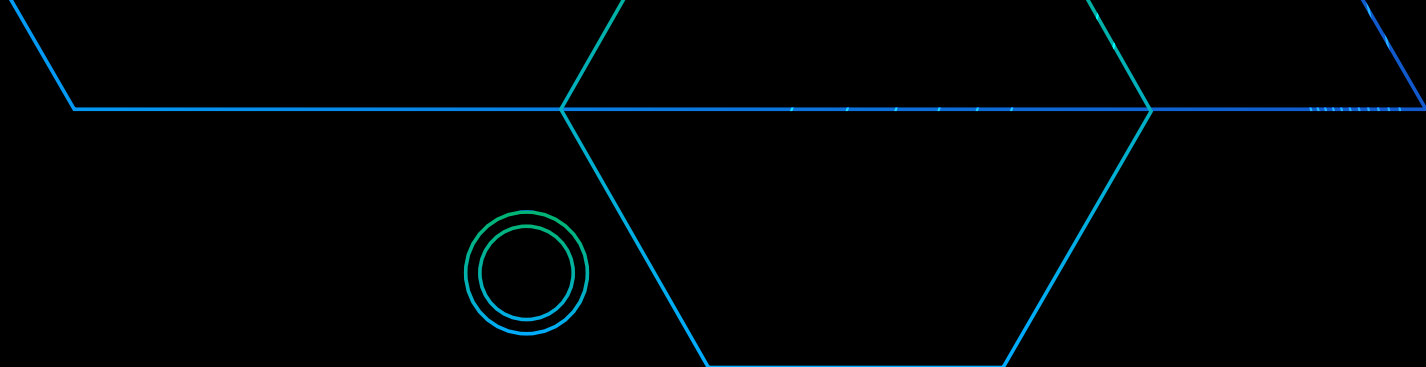
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Sponsorship Comparison Table

	Platinum	Gold	Silver	Bronze
Packages available	3 available	6 available	6 available	10 available
Investment	\$25,000	\$15,000	\$10,000	\$5,000
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	☑			
Logo on HashiConf EU 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	☑	☑	☑	☑
Complimentary conference tickets	5	3	2	1
Customer registration discount code	20% discount on additional ticket	15% discount on additional tickets	10% discount on additional tickets	10% discount on additional tickets



Platinum - \$25,000

3 available

Exhibit space: 4m x 3m

- Turnkey booth
- Demo table with stools
- Reception counter with storage
- Branded graphics (sponsor to design)
- Demo monitor
- Electrical drop
- Branding of conference social event (selection based on a first-come basis - Welcome Reception, Evening Social, or Closing Happy Hour)
- Breakout session speaking engagement (Speaker approved by HashiCorp)
- Logo on HashiConf EU 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
- 5 complimentary conference tickets
- 20% discount code for conference tickets

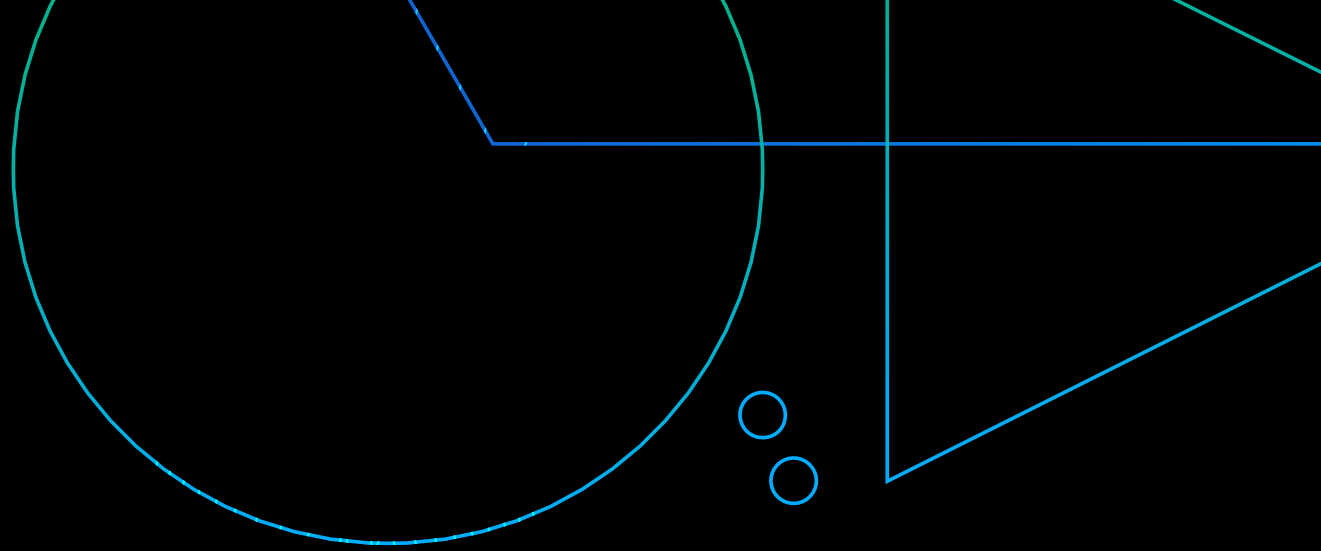


Gold - \$15,000

6 available

Exhibit space: 2m x 1.5m

- Turnkey booth
- Demo table with stools
- Branded graphics (sponsor to design)
- Demo monitor
- Electrical drop
- Logo on HashiConf EU website
- Logo on sponsor signage
- Logo on general session & breakout screens during breaks
- Option to include a pre-approved item in attendee welcome bags
- 3 complimentary conference tickets
- 15% discount code for conference tickets

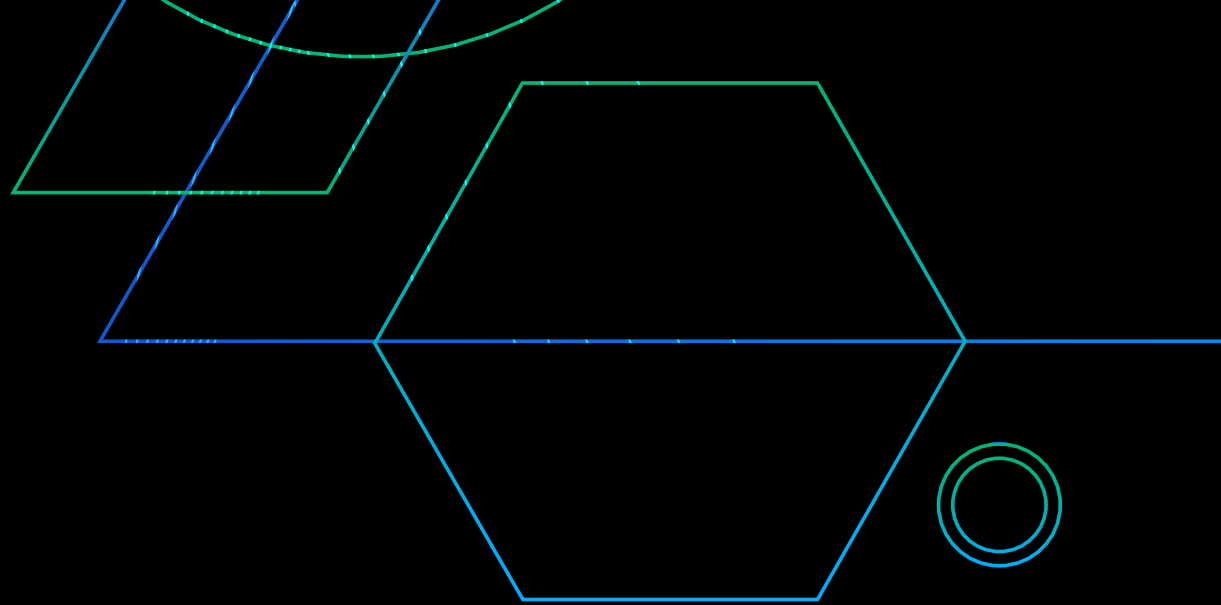


Silver – \$10,000

6 available

Exhibit space: 1m x 1m

- Turnkey kiosk
- Demo cabinet
- Demo monitor
- Branded graphics (sponsor to design)
- Logo on HashiConf EU website
- Logo on sponsor signage
- Option to include a pre-approved item in attendee welcome bags
- 2 complimentary conference tickets
- 10% discount code for conference tickets



Bronze – \$5,000

10 available

- Logo on HashiConf EU website
- Logo on sponsor signage
- Option to include a pre-approved item in attendee welcome bags
- 1 complimentary conference ticket
- 10% discount code for conference tickets

Sponsorship Add-ons



Mobile Charging Station – \$6,000 (2 available)

- Exclusive sponsor of the charging station in The Hub
- Logo on HashiConf EU website
- 2 complimentary tickets

Host a Meal – \$10,000 (4 available)

- Exclusive sponsor of 1 of the 4 meals
- Lunch sponsor gets to brand a food truck
- Logo on HashiConf EU website
- 2 complimentary tickets

Bag Drop – \$3,500 (4 available)

- Option to include a pre-approved item in attendee welcome bags
- Logo on HashiConf EU website
- 1 complimentary ticket