



OPENINFRA DAYS NORDICS SPONSORSHIP PROSPECTUS

MÜNCHENBRYGGERIET
STOCKHOLM
OCTOBER 2-3, 2019

ORGANISERS



SUPPORTED BY THE
OPENSTACK FOUNDATION



OpenInfra Days Nordics plays an important role in growing, nurturing and developing our ever growing community.

Sponsoring the event is an opportunity to showcase your company's commitment to open source, meet with potential customers and partners, find new talent, demo new solutions and help contribute to the success of open infrastructure in the Nordics.

OPENSTACK DAYS CHANGED TO OPENINFRA DAYS

2018 marked the beginning of a new era as the OpenStack Foundation announced their full support to all adjacent open source communities dedicated to building and operating open infrastructure. The Foundation changed the name of their community gathering to Open Infrastructure Summit, encouraging wide spread collaboration with communities such as Ansible, Ceph, Docker, Kata Containers, Kubernetes, ONAP, Open cSwitch, OPNFV, StarlingX, Zuul and more.

Open Infra Days Nordics, previously known as OpenStack Days Nordic, is a community event for the Nordic Open Infrastructure

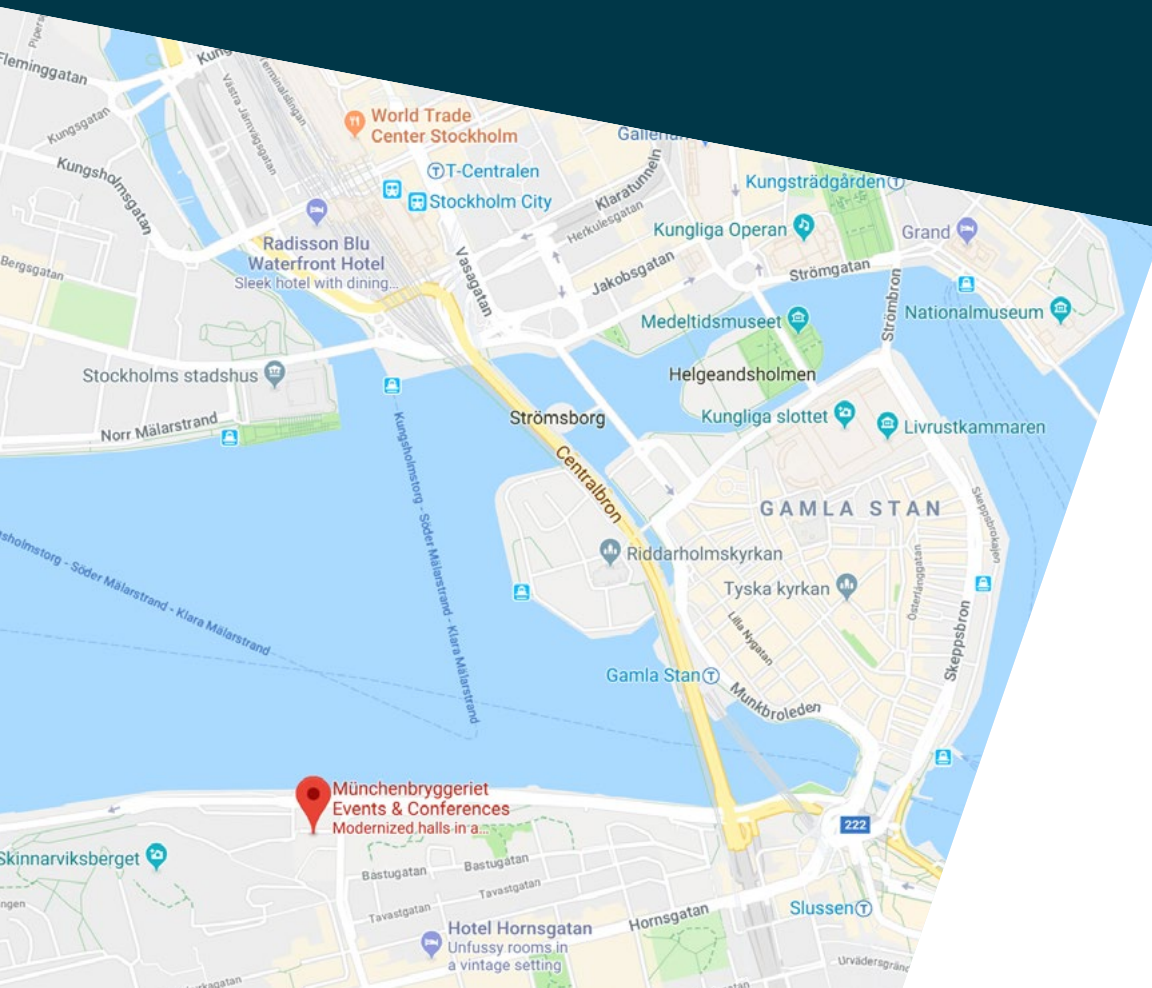
community. The event is not for profit, organised by volunteering members of the community and supported by the OpenStack Foundation.

As a satellite event to the Open Infrastructure Summit, and as supporters of the new and improved mission, it is now our turn to head in the same direction. We are officially changing the name of this event and extend a warm welcome to the entire Nordic open infrastructure community.

Let's all help create, experience, learn and improve both our community and all of the open infra solutions and technologies we are dedicated to!

For more information about the OpenInfra Days Nordics visit:
www.openinfranordics.com

OPENINFRA DAYS NORDICS STOCKHOLM - 2019



LOCATION: Stockholm
VENUE: Münchenbryggeriet
ADDRESS: Torkel Knutssonsgatan 2
118 25 Stockholm, Sweden

WEBSITE: www.openinfranordics.com

THE VENUE



THE VENUE

The Brewery, totalling 9000 square meters, is divided into 24 unique rooms and halls of different size and character. Most of the rooms and halls have direct access to large terraces and balconies, and nearly all offer a fantastic view of the city center of Stockholm including the City hall, the Old city and the glistening waters of the surrounding archipelago.

More information about the venue:
www.munchenbryggeriet.se

CONTENT

2 OCTOBER - WORKSHOPS

- **FOCUSED ONLY ON TRAINING**

This day is dedicated to Operators and Admins who wants to deepdive into the world of open infra.

- **SEVERAL WORKSHOPS TO CHOOSE FROM**

OpenInfra Days Nordics workshops will have 6-8 half-day workshops to choose from.

- **NETWORKING OPPORTUNITIES**

Coffee breaks, lunch and the after-workshop-mingle provides excellent networking opportunities.

SEATS LIMITED TO: 120



CONTENT

3 OCTOBER - CONFERENCE

- **KEYNOTES**

Distinguished speakers from the open infra community and some of the largest users in the world.

- **BREAKOUT SESSIONS**

Learn more about open source infrastructure, Kubernetes, automation and more.

- **MARKETPLACE**

A vivid sponsor marketplace where you can mingle with partners and sponsors of the open infra community.

- **NETWORKING OPPORTUNITIES**

Coffee breaks, lunch and the after-event-mingle provides excellent networking opportunities.



SEATS LIMITED TO: 350

More information about the content:
www.openinfranordics.com

METRICS FROM PAST EVENTS OPENSTACK DAYS NORDIC STOCKHOLM

2016

ATTENDEE BREAKDOWN

300

ATTENDEES

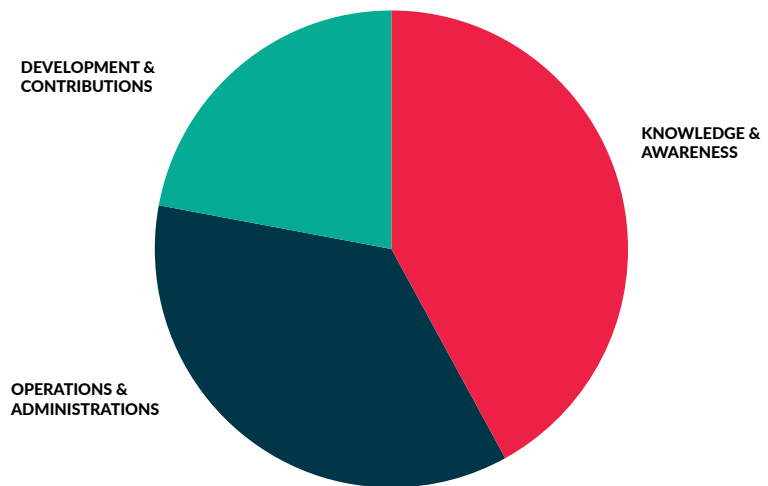
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SPONSORS

113

COMPANIES
REPRESENTED

AREA OF INTEREST



32%

END USER/
OPERATOR



24%

ARCHITECT/
DEVELOPER



21%

EXECUTIVE/SALES/
MARKETING



17%

IT MANAGER/
SYSADMIN



6%

OTHER

METRICS FROM PAST EVENTS OPENSTACK DAYS NORDIC COPENHAGEN

2017

ATTENDEE BREAKDOWN

270

ATTENDEES

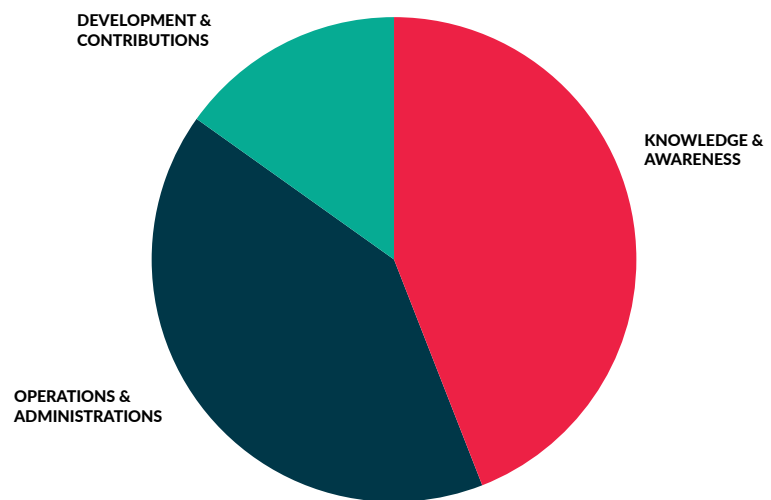
12

SPONSORS

118

COMPANIES
REPRESENTED

AREA OF INTEREST



25%

END USER/
OPERATOR



27%

ARCHITECT/
DEVELOPER



20%

EXECUTIVE/SALES/
MARKETING



19%

IT MANAGER/
SYSADMIN



9%

OTHER

METRICS FROM PAST EVENTS OPENSTACK DAYS NORDIC STOCKHOLM

2018

ATTENDEE BREAKDOWN

254

ATTENDEES

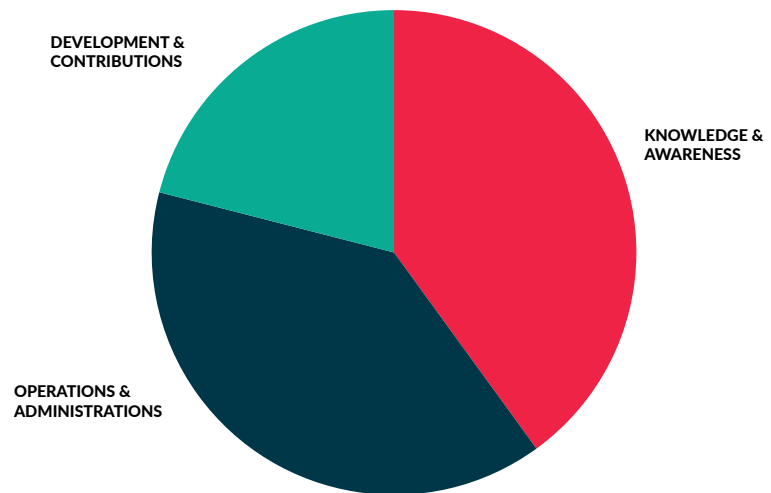
11

SPONSORS

110

COMPANIES
REPRESENTED

AREA OF INTEREST



32%

USERS &
ADMINISTRATORS



22%

SOFTWARE
ARCHITECTS OR
DEVELOPERS



13%

C-LEVEL
MANAGEMENT



19%

PRODUCT OR
BUSINESS
DEVELOPMENT



14%

OTHER

SPONSORSHIP LEVELS FOR OPENINFRA DAYS NORDICS STOCKHOLM, SWEDEN

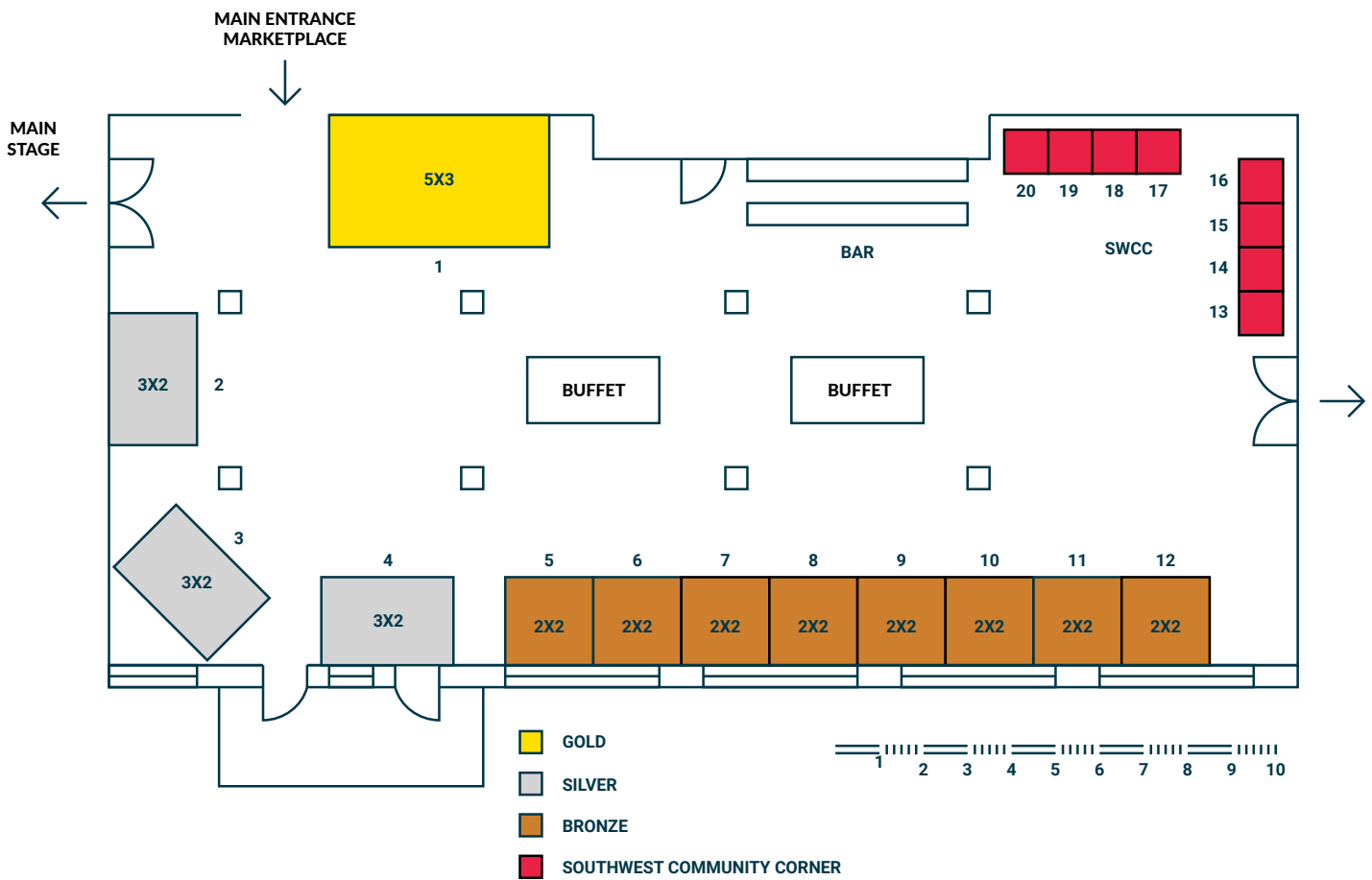
SPONSORSHIP PACKAGES OVERVIEW

| | 1x Gold | 3x Silver | 8x Bronze |
|-------------------------|-------------|------------|------------|
| Exhibition area | ✓ | ✓ | ✓ |
| Logo placement online | ✓ | ✓ | ✓ |
| Logo placement on print | ✓ | ✓ | ✓ |
| Breakout session | ✓ | ✓ | |
| Workshop | ✓ | | |
| Total cost | 145 000 SEK | 85 000 SEK | 45 000 SEK |

All prices excl. VAT

MARKETPLACE LAYOUT

THE CONFERENCE LAYOUT (3 OCT)



GOLD SPONSOR

1 AVAILABLE

PRE-EVENT PROMOTION

Gold sponsor logo on the event website with direct link to sponsor's website.

2 OCTOBER - WORKSHOPS

NO EXHIBITION DURING THIS DAY, ADMISSION TO WORKSHOPS IS NOT INCLUDED FOR BOOTH PERSONNEL

- Large logo on event prints
- 1 workshop (3h)

3 OCTOBER - CONFERENCE

- Exhibition area* (5x3 m) for your own booth equipment
- Large logo on event prints
- 30 min presentation during breakout sessions
- 10 tickets for distribution (conference day, 3 Oct, only)
- 4 tickets for sponsor crew (conference day, 3 Oct, only)

* Includes power socket and wifi. Equipment is available for rent through Münchenbryggeriet.

POST EVENT PROMOTION

Large logo in main event videos

PACKAGE PRICE: 145 000 SEK



SILVER SPONSOR

3 AVAILABLE

PRE-EVENT PROMOTION

Silver sponsor logo on the event website with direct link to sponsor's website.

2 OCTOBER - WORKSHOPS

NO EXHIBITION DURING THIS DAY, ADMISSION TO WORKSHOPS IS NOT INCLUDED FOR BOOTH PERSONNEL

- Medium logo on event prints

3 OCTOBER - CONFERENCE

- Exhibition area* (3x2 m) for your own booth equipment
- Medium logo on event prints
- 30 min presentation during breakout sessions
- 5 tickets for distribution (conference day, 3 Oct, only)
- 3 tickets for sponsor crew (conference day, 3 Oct, only)

* Includes power socket and wifi. Equipment is available for rent through Münchenbryggeriet.

POST EVENT PROMOTION

Medium logo in main event videos

PACKAGE PRICE: 85 000 SEK



On-site attendee list is not available after the event.
According to OpenStack Foundation rules and regulations.

BRONZE SPONSOR

8 AVAILABLE

PRE-EVENT PROMOTION

Bronze sponsor logo on the event website with direct link to sponsor's website.

2 OCTOBER - WORKSHOPS

NO EXHIBITION DURING THIS DAY, ADMISSION TO WORKSHOPS IS NOT INCLUDED FOR BOOTH PERSONNEL

- Small logo on event prints

3 OCTOBER - CONFERENCE

- Exhibition area* (2X2 m) for your own booth equipment
- Small logo on event prints
- 3 tickets for distribution (conference day, 3 Oct, only)
- 2 tickets for sponsor crew (conference day, 3 Oct, only)

* Includes power socket and wifi. Equipment is available for rent through Münchenbryggeriet.

POST EVENT PROMOTION

Small logo in main event videos

PACKAGE PRICE: 45 000 SEK



On-site attendee list is not available after the event.
According to OpenStack Foundation rules and regulations.

READY TO BECOME A SPONSOR?

SPONSORSHIP PROCESS

Any organisation interested in sponsoring the event has a fair chance to claim a sponsorship slot. The signing process starts on 10 April at 11am CEST on a first come, first served basis.

CHECKLIST

1. READ THE SPONSORSHIP PROSPECTUS ✓
2. DECIDE SPONSORSHIP LEVEL AND YOUR PREFERRED EXHIBITION AREA
3. FILL OUT THE AGREEMENT FOUND ON WWW.OPENINFRANORDICS.COM AND SEND THE SIGNED AGREEMENT* TO CREW@OPENINFRANORDICS.COM

* Signed agreements are only accepted starting 10 April 11am CEST. Any agreements sent to us prior to this date and time will not be considered and must be resubmitted.

EVENT CONTACT

FOR INQUIRIES PLEASE CONTACT

For inquiries around sponsorship, please reach out to us at: crew@openinfranordics.com

