

The Innovation of Spinnaker

SPINNAKERSUMMIT.COM | OCTOBER 8-9, 2018

MOTIF SEATTLE | SEATTLE, WA



SPONSORED BY

NETFLIX

POWERED BY





JOIN THE CONVERSATION AND CONNECT WITH THE RAPIDLY EXPANDING SPINNAKER COMMUNITY

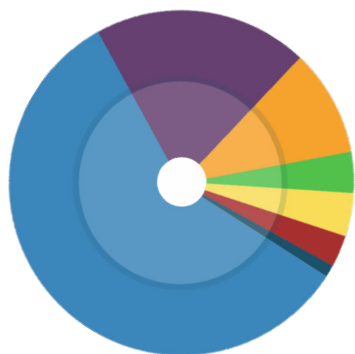
Plug in to a high velocity community using one of the fastest growing technologies on the planet. Want to network and be part of a must-attend conference? Spinnaker Summit 2018 will take place in the heart of Seattle and bring together more than 350 developers, engineers and architects. This summit is an opportunity to position yourself as a leader in the rapidly growing software delivery industry, showcase your talents and network with some of the fastest growing tech platforms in the world.

By attending you will learn and share information at the intersection of this fully open source, multi-cloud, continuous delivery platform. Developers, architects, leaders and Fortune 100 companies tasked with winning this powerful market and those building the tools and plugins will be in attendance. Innovate. Network. Discover. Evolve.

With Netflix as the developer of Spinnaker and this year's title sponsor, this dynamic program—featuring headliners from top tech companies, developers, and core contributors—provides the perfect community for you to showcase your company's thought leadership in this fast growing and ever changing software platform.

AUDIENCE MIX

ATTENDEE TYPE



INDUSTRY

22% Computer Software
20% Internet
16% Information Technology & Services
10% Entertainment
10% Other
8% Computer Networking
5% Financial Services
2% Computer & Network Security
2% Consumer Electronics
2% Sporting Goods
2% Telecommunications
1% Media Production

POSITION

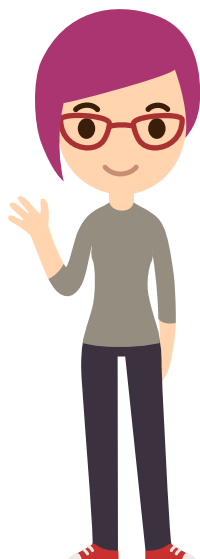
CEO
 CHIEF DEVELOPMENT OFFICER
 DIRECTOR
 FOUNDER
 GLOBAL HEAD
 LEAD
 MANAGER
 PRESIDENT
 PRINCIPAL
 SENIOR LEVEL
 VICE PRESIDENT



EDUCATION LEVEL



COMPANIES IN THE ROOM



Amazon
 Amazon Web Services
 Amplitude
 Apple
 Armory
 Box
 Callidus Cloud
 Capital One
 Cerner
 Cisco
 Cloudera
 Ericsson
 Gogo
 Google
 ICANN
 Infoblox
 Intuit
 Juniper
 Kenzan
 Lookout
 Lyft
 Microsoft
 Netflix
 Nike
 Oracle
 Pure Storage
 Segment

SmartThings
 Target
 Uber
 Under Armour
 Verizon Digital Media
 VMware
 Weatherbug
 Wells Fargo
 Workday

DIVERSITY PLEDGE

Modev is committed to creating diverse and inclusive events and encourage people to apply to participate regardless of gender identity or expression, age (students and retired folks welcome!) family or marital status, national origin, physical and mental ability, race, ethnicity, religion, socio-economic status, veteran status, or sexual orientation. We believe the best events are ones where all types of people feel welcome and included, and are represented in the audience, the speakers and sponsors.

OPPORTUNITIES

Our team will work with you to develop a sponsorship package that fits your goals and exceeds your objectives.

		PREMIER	MAJOR			
		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
SPONSORSHIP RATES		\$150,000	\$50,000	\$25,000	\$15,000	\$10,000
SPEAKING OPPORTUNITY	Keynote	•				
	Mainstage		•			
				•	•	•
PRE-EVENT RECOGNITION	"Presented by" designation	•				
	Featured in a sponsor media release	•	•	•		
	Monthly social media mentions	6	4	4	2	1
	Featured in select marketing materials	•	•	•	•	•
	Logo / website link featured in event website sponsor page	•	•	•	•	•
	VIP Speaker Sponsor Reception	6	4	4	2	0
SPECIAL PROGRAMMING PARTICIPATION	Advocacy Committee Member	•	•			
	Professional Team Photo Onstage	•	•	•		
	Onsite Video Interview	•	•	•	•	•
ON-SITE RECOGNITION	Verbal Recognition During General Session	•	•	•		
POST EVENT RECOGNITION	Contact List with Email	•				
	Registered Attendee List (no contact info)		•	•		
	Logo in event highlight	•	•	•	•	•
COMPLIMENTARY PASSES		20	12	8	8	4

OPPORTUNITIES

Start with the Base Sponsorship opportunity. Add the following boosters to build the sponsorship package that fits your company's objectives.

BASE SPONSORSHIP	
TABLE AT EVENT, LISTED AS AN EVENT TABLE SPONSOR	\$5000

THOUGHT LEADERSHIP BOOSTERS								
	30 MINUTE CLASSROOM STAGE	30 MINUTE FEATURE STAGE	30 MINUTE MAIN STAGE	60 MINUTE HANDS-ON SESSION	5 MINUTE VIDEO INTERVIEW	10 MINUTE VIDEO INTERVIEW	25 MINUTE PODCAST INTERVIEW	PRESS RELEASE WITH QUOTE
Price	\$5,000	\$10,000	\$25,000	\$5,000	\$7,500	\$10,000	\$5,000	\$5,000
Includes	Breakout classroom to use at your discretion. Will be included in the official event schedule.	Feature breakout stage to use at your discretion. Session will be included in the official event program.	Dedicated speaking role on the mainstage for keynote style or panel discussion. Will be included in the official event program.	Workshop room including round tables with power	Video shot on site at the event with high production, professional quality, published on YouTube	Video shot on site at the event with high production, professional quality, published on YouTube	Interview with Voice Summit founder Pete Erickson and released on the event website	Quote from your company included in one of the media advisory releases as a lead up to the conference

EVENT TABLE SPONSOR			
	TIER 1	TIER 2	TIER 3
Price	\$5,000	\$7,500	\$10,000
Includes	4 Passes, Table Tent Signage, Logo on Select Marketing Materials, 1 Social Media Mention, 1 diversity scholarship	6 Passes, Table Tent Signage, Logo on Select Marketing Materials, 1 Social Media Mention, On-site Video Interview, 1 diversity scholarship	8 Passes, Table Tent Signage, Logo on Select Marketing Materials, 1 Social Media Mention, On-site Video Interview, Post Event Email Distribution, 1 diversity scholarship

SOCIAL MEDIA BOOSTERS				
	SOCIAL MEDIA BOOSTER	ADDITIONAL TWITTER BOOST	ADDITIONAL LINKEDIN BOOST	ADDITIONAL FACEBOOK BOOST
Price	\$2,500	\$500	\$500	\$500
Includes	6 tweets, 4 LinkedIn Posts, 2 Facebook Posts	2 Tweets, sponsoring the event plus your company or booth (am + pm tweets)	1 LinkedIn Post, explaining your company and offering	1 Facebook Post, sharing your pitch to our event attendees and followers



SCHEDULE

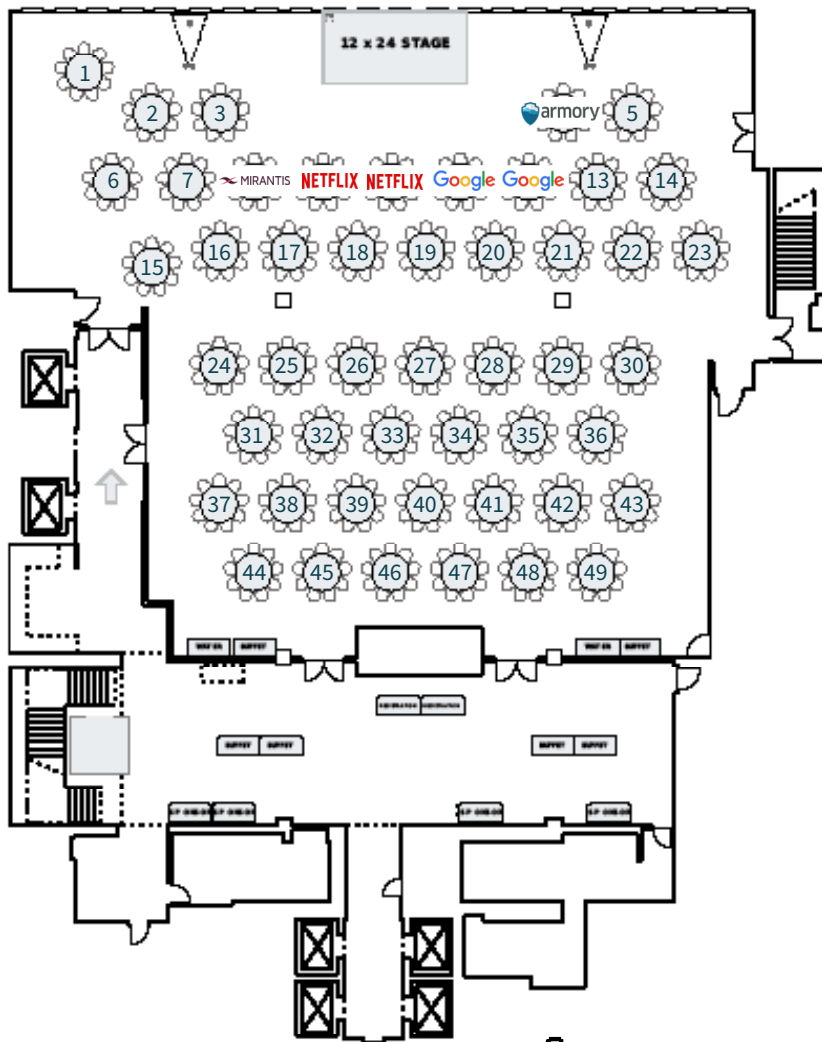
DAY ONE

7:45 to 8:45 a.m.	Registration & Check-In
9 to 10 a.m.	Opening General Session
10 to 10:15 a.m.	Break
10:15 to 11:15 a.m.	Breakout I, Morning Conversations I (5 tracks)
11:15 to 11:30 a.m.	Break
11:30 a.m. to 12:30 p.m.	Breakout II, Morning Conversations II (5 tracks)
12:30 to 1:30 p.m.	Lunch
1:30 to 2 p.m.	Lunch Keynote Address
2 to 2:15 p.m.	Break
2:15 to 3:15 p.m.	Breakout III, Afternoon Conversations III (5 tracks)
3:15 to 3:30 p.m.	Break
3:30 to 4:30 p.m.	Breakout IV, Afternoon Conversations IV (5 tracks)
4:30 to 5:30 p.m.	Networking Reception

DAY TWO

7:45 to 8:45 a.m.	Registration & Check-In
9 to 9:45 a.m.	Opening General Session
9:45 to 10 a.m.	Break
10 to 11 a.m.	Breakout V, Morning Conversations V (5 tracks)
11 to 11:15 a.m.	Break
11:15 a.m. to 12:15 p.m.	Breakout VI, Morning Conversations VI (5 tracks)
12:15 to 1:15 p.m.	Lunch
1:15 to 2 p.m.	Mainstage Programming
2 to 2:30 p.m.	Closing General Session

FLOOR PLANS

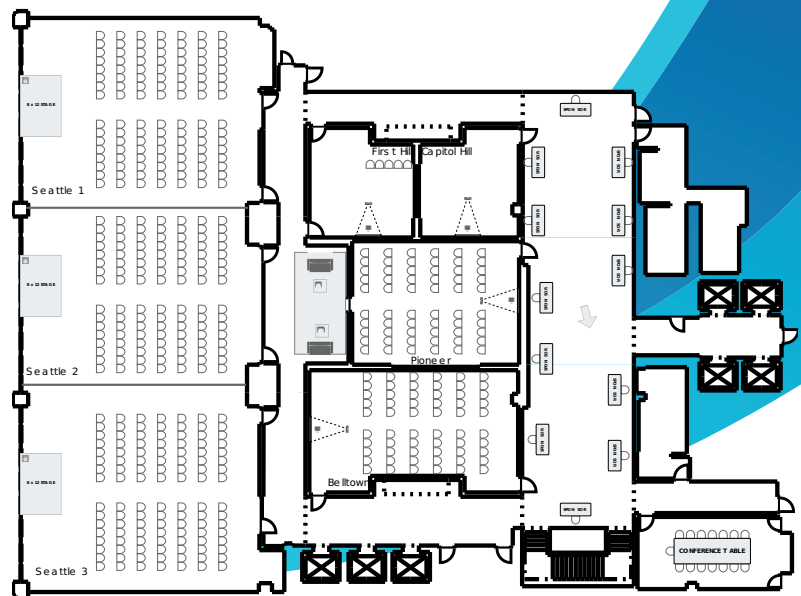


FULL 3RD FLOOR EQUIPMENT LIST

- 49 - 5ft Round Table
- 441 - 19" x 19" Banquet Chair
- 15 - 6ft x 2.5ft Rectangle Table
- 1 - 20ft x 10ft Stage
- 2 - Projector Screen
- 1 - 8ft x 8ft Booth

FULL 4TH FLOOR EQUIPMENT LIST

- 1 - 15ft x 5ft Rectangle Table
- 488 - 19" x 19" Banquet Chair
- 12 - 6ft x 2.5ft Rectangle Table
- 3 - 8ft x 12ft Stage
- 1 - 10ft x 20ft Booth
- 2 - 5ft x 2.5ft Sofa
- 2 - 2.5ft x 2.5ft Coffee Table
- 4 - Projector Screen





LET'S TALK

The Spinnaker Summit sales team is ready to help you find the right opportunity.

CONTACT

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