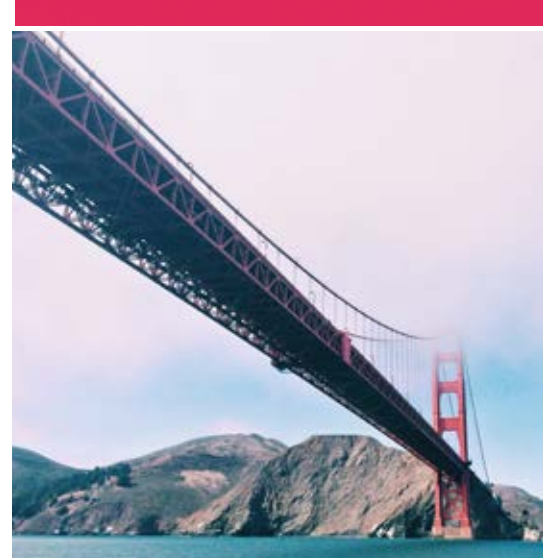




OPENDEV 2017

Sponsorship Prospectus

DOGPATCH STUDIOS • SAN FRANCISCO, CALIFORNIA
SEPTEMBER 7-8, 2017





OpenDev 2017 will focus on Edge Computing

Today, almost every company in every industry sector needs near-instant data to be successful. Edge computing pushes applications, data and computing power services away from centralized points to the logical extremes of a network. It enables companies to put the right data in the right place at the right time, supporting fast and secure access. The result is an improved client experience and, oftentimes, a valuable strategic advantage. The decision to implement an edge computing architecture is typically driven by the need for location optimization, security, and most of all, speed.

HOW OPENDEV CAN HELP TO

Advance the future of Edge Computing

OpenDev is designed to facilitate collaboration at a technical level with productive, working space, in addition to lightning talk presentations on edge use cases. Targeted outcome includes:



Education of what differentiates an edge application and how to categorize them.



Documentation around the recommended technology stack and architecture for edge.



Gap analysis across OpenStack and other technologies needed for edge.

WHAT IS OPENDEV & WHY SPONSOR?

OpenDev is an annual event focused at the intersection of composable open infrastructure and modern applications. The 2017 gathering will focus on **edge computing**, bringing together practitioners along with the brightest minds in the industry to collaborate around use cases, reference architectures and gap analysis.

The event is structured to have an impact on future development and integration efforts, achieved by collaboratively produced deliverables to share back with the industry and open source communities. Overall, the event is designed in a way to create focused, intimate and productive sharing of information.

It's a two-day event primarily comprised of collaborative working sessions, roundtables, and architecture show-and-tells with a limited number of use case lightning talks. The event will be light on branding and marketing and does not include an expo.

While OpenDev is underwritten and primarily organized by the OpenStack Foundation, the focus is on bringing together composable open infrastructure technologies across communities and industries. The programming committee is made up of experts across open source communities, with a particular focus on Edge Computing for 2017.



SPONSORSHIP PACKAGES

HEADLINE - \$30,000 (Limited Availability)

HEADLINE BENEFITS

- 10-minute speaking opportunity during keynote
- Headline sponsorship recognition

PRE-EVENT PROMOTION

- Sponsor logo included on OpenDev website and registration page
- Sponsor designation included on pre-event emails to registered attendees

ON-SITE PROMOTION

- Logo included on all onsite sponsor signage in the venue
- One advertisement slide to be displayed on rotation on monitors during breaks and lunch
- Opportunity to provide a giveaway item to be distributed at the event (does not include the cost of producing or shipping the item; must be approved by OpenStack Foundation)

EVENT PASSES

- 5 passes to OpenDev, valued at \$500 (OpenDev has a limit of 10 seats per company; sponsors may register up to 15 people total)
- 5 passes to the November 2017 OpenStack Summit in Sydney, valued at \$3,000

THURSDAY EVENING RECEPTION @ DOGPATCH WINeworks

- Winery located one block from DogPatch Studios
- Opportunity to open the event with a two minute welcome address
- Opportunity to provide an activity station, example: virtual reality (does not include cost associated with activity station)
- Logo included on all on-site sponsor signage in the venue





SPONSORSHIP PACKAGES

GENERAL - \$15,000 (Limited Availability)

PRE-EVENT PROMOTION

- Sponsor logo included on OpenDev website and registration page
- Sponsor designation included on pre-event emails to registered attendees

ON-SITE PROMOTION

- Logo included on all onsite sponsor signage in the venue
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ADD ON OPPORTUNITY

\$7,500

We are bringing in a variety of food trucks for lunch each day to provide a fun and interactive break for attendees. This will allow everyone to stretch their legs and mingle, while enjoying some of San Francisco's most popular food trucks and the fresh air outside Dog-Patch studios.

SPONSOR BENEFITS

- Sponsor logo included on lunch menus
- Logo on table tent cards
- Recognition during morning keynote
- Opportunity to have a representative and branding during lunch
 - OpenStack will provide a table. Sponsor must provide own tablecloth, quickscreen banner, and other desired collateral. Representative and physical presence may only be present during lunch.



PROCESS FOR RESERVING SPONSORSHIPS

The electronic 2017 OpenDev Sponsorship Agreement must be signed no later than **August 14, 2017**.

The **OpenDev Sponsorship Agreement in Echosign is available [here](#) for signature and on [OpenDevConf.com](#)**

Please note: If you have not already done so, you will need to first sign the [Master Event Sponsorship Agreement](#) with the OpenStack Foundation. You'll just need to know the date when you signed the Master agreement. You can find the date that you previously signed it [here](#)).

If your company has any past due balances owed to OpenStack Foundation, these invoices will need to be paid in full in order to be eligible to sponsor OpenDev. Contact billing@openstack.org.

Contact events@openstack.org with any questions.