



**OCP**  
GLOBAL  
SUMMIT



# 2021 OCP GLOBAL SUMMIT | IN-PERSON AND ONLINE SPONSORSHIP PROSPECTUS

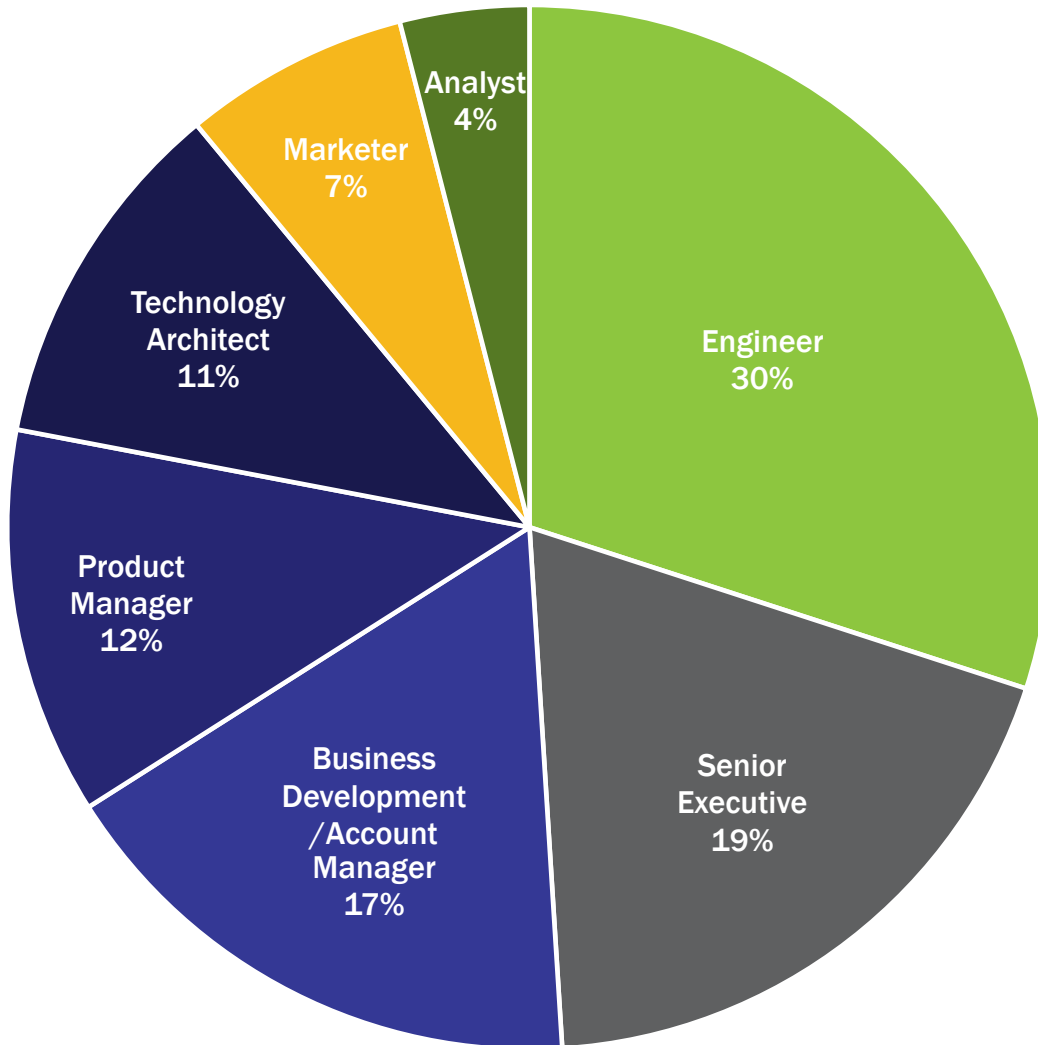
November 9–10, 2021 | In-person Location: San Jose McEnergy Convention Center, San Jose, California



# OCP Summits by the Numbers



## 2019 OCP Global Summit Demographics (in-person event)



### 2019 OCP Global Summit Stats (in-person event)

**3,600**  
Summit Attendees

**727**  
Companies  
Represented

**100+**  
Media/Analysts

**77**  
Sponsors/  
Exhibitors

**42**  
Countries  
Represented

### 2020 OCP Virtual Summit Stats (online event)

**6,000+**  
Summit Attendees

**2,500**  
Companies  
Represented

**300+**  
Media/Analysts

**76**  
Sponsors/  
Exhibitors

**110**  
Countries  
Represented

*Imagine the reach and other benefits of a hybrid event. Best of both worlds!*

# Previous Summit Sponsors

## 2020 OCP Virtual Summit

2CRSI	Edgecore Networks	Lenovo Global Technology Inc.	Schneider Electric
3M	Eoptolink	Lifter Insights	Seagate Technology
Amphenol	Facebook	LITE-ON	Senko
Apstra	Fadu Technology Inc.	Mediatek	Shell
Arrcus, Inc.	GIGABYTE	Mellanox Technologies (NVIDIA)	Silicom
Artesyn Embedded Power	Hypertec	Microsoft	Silicon Motion
Asperitas	Hyve Solutions	MiTAC	SNIA
ASRock Rack	II-VI	Molex	STORDIS
ASUS	Innovium	Netris	SUBMER NextGen Datacenters
BizLink Technology, Inc.	Inspur	NOKIA	Super Micro Computer, Inc.
Celestica	Intel	ONF	TE Connectivity
Cisco	Inventus Power	Penguin Computing	Telecom Infra Project
Credo	ITRenew	Positronic	UfiSpace
Cumulus Networks	Juniper Networks	QCT	Wiwynn
Dell Technologies	Keysight Technologies	Rittal	ZT Systems
Digital Infrastructure Partners	KIOXIA America, Inc.	Ruijie Networks	
DMTF	Laird Performance Materials	Samsung	
DriveNets	Lattice Semiconductor	Samtec	



# Schedule Overview\*



## Day 0: Monday, November 8

Time		Event
9:00am	4:00pm	OCP Future Technologies Symposium - presentations and posters display

## Day 1: Tuesday, November 9

Time		Event
7:30am	9:00am	Registration and Breakfast
9:00am	11:00am	Keynotes
11:00am	7:30pm	Expo Hall Open
12:00pm	2:00pm	Lunch
12:00pm	2:00pm	Expo Hall Talks
2:00pm	6:00pm	Expo Hall Stage Talks / Executive Talks
6:00pm	7:30pm	Opening Night Happy Hour

## Day 2: Wednesday, November 10

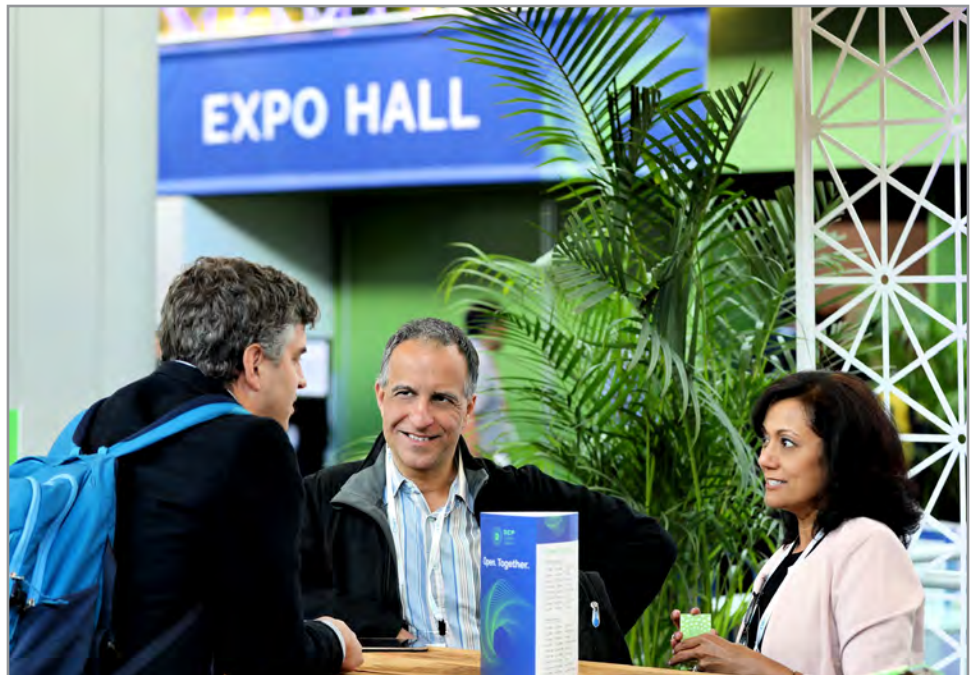
Time		Event
7:30am	8:00am	Registration and Breakfast
8:00am	4:00pm	Expo Hall Open
9:00am	12:00pm	Engineering Workshops
12:00pm	1:00pm	Lunch
12:00pm	1:00pm	Expo Hall Talks
1:00pm	4:00pm	Expo Hall Stage Talks
1:00pm	5:00pm	Engineering Workshops
5:00pm		End of Summit

## Expo Hours

Day	Time	
Day 1	11:00am	7:30pm
Day 2	8:00am	4:00pm

\*All times listed in Pacific Time Zone. Schedule subject to change.

San Jose Convention Center – 408 Almaden Blvd., San Jose, CA 95113



# Sponsorship Packages – At-a-Glance\*



**Sponsorship Deadline: Friday, September 24, 2021**

## Exhibit + Speaking Opportunities

Level	Cost	Exhibit	Includes
<b>Diamond</b>	\$180,000	20' x 20' turnkey booth with custom backdrop	<ul style="list-style-type: none"> <li>Two speaking opportunities on Day 1</li> <li>35 complimentary event passes</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li>Additional onsite promotions/branding opportunities</li> <li>Pre- and post-event promotions</li> <li><b>NEW!</b> 1 fully-branded sponsorship page on the virtual website; See page 17 for details</li> </ul>
<b>Diamond Keynote Add-On</b> <i>Limited availability!</i>	\$20,000	N/A	<ul style="list-style-type: none"> <li>One speaking opportunity* (Keynote, 20 minutes) <i>*pending content approval by OCP</i></li> </ul>
<b>Emerald</b>	\$125,000	20' x 10' turnkey booth with custom backdrop	<ul style="list-style-type: none"> <li>Two speaking opportunities</li> <li>25 complimentary event passes</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li>Additional onsite promotions/branding opportunities</li> <li>Pre- and post-event promotions</li> <li><b>NEW!</b> 1 fully-branded sponsorship page on the virtual website; See page 17 for details</li> </ul>
<b>Ruby</b>	\$75,000	15' x 10' turnkey booth with custom backdrop	<ul style="list-style-type: none"> <li>One speaking opportunity</li> <li>15 complimentary event passes</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li>Additional onsite promotions/branding opportunities</li> <li>Pre- and post-event promotions</li> <li><b>NEW!</b> 1 fully-branded sponsorship page on the virtual website; See page 17 for details</li> </ul>

## Exhibit-Only Opportunities

Level	Cost	Exhibit	Includes
<b>Sapphire</b>	\$50,000	10' x 10' turnkey booth with custom backdrop	<ul style="list-style-type: none"> <li>10 complimentary event passes</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li><b>NEW!</b> 1 fully-branded sponsorship page on the virtual website; See page 17 for details</li> </ul>
<b>Topaz</b>	\$25,000	4' counter	<ul style="list-style-type: none"> <li>5 complimentary event passes</li> <li>Table with signage in Exhibit Hall</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li><b>NEW!</b> 1 fully-branded sponsorship page on the virtual website; See page 17 for details</li> </ul>
<b>Start-Up</b>	\$15,000	4' counter	<ul style="list-style-type: none"> <li>5 complimentary event passes</li> <li>Must be a qualified start-up company; see details on page 13</li> <li>Table with signage in Exhibit Hall</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li><b>NEW!</b> 1 fully-branded sponsorship page on the virtual website; See page 17 for details</li> </ul>

## NEW! Virtual Exhibit Opportunity (online portion of hybrid Global Summit)

Level	Cost	Exhibit	Includes
<b>Virtual Booth (only)</b>	\$7,500	N/A	<ul style="list-style-type: none"> <li>5 complimentary virtual event passes</li> <li>Logo/link on OCP Global Summit website and virtual platform</li> <li>Interactive and fully-branded virtual booth; See page 17 for details</li> <li>Presence in the <b>NEW!</b> Tech Lounge (a lounge at the in-person event)</li> </ul>

\*Prices and packages subject to change

# Sponsorship Packages – At-a-Glance\*



**Sponsorship Deadline: Friday, September 24, 2021**

Event Sponsorships		
Level	Cost	Includes
<b>Opening Night Happy Hour</b> <b>SOLD OUT</b>	\$25,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo on reception welcome banner, cups, cocktail napkins</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li>10 minutes to address audience in expo hall</li> </ul>
<b>Summit Lunch</b>	\$25,000 (Day 1) \$20,000 (Day 2) OR \$35,000 (both days)	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo on signage near buffet stations</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> <li>10 minutes to address audience in expo hall</li> </ul>
<b>Summit Breakfast</b>	\$15,000 (Day 1) <b>DAY 2 SOLD OUT</b> OR \$20,000 (both days)	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo on signage near buffet stations</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Afternoon Snack Break</b>	\$10,000 (Day 1)	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo on signage near snack stations</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Hydration Stations</b> (Water coolers)	\$10,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo on water coolers and nearby signage</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Coffee Stations</b>	\$10,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo prominently featured on coffee cups</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Lanyards</b> <b>SOLD OUT</b>	\$15,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo prominently featured on tote bags, distributed to each attendee at Registration</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Tote Bags</b> <b>SOLD OUT</b>	\$10,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo prominently featured on tote bags</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Tech Lounge featuring the Virtual Summit <b>NEW!</b></b>	\$20,000	<ul style="list-style-type: none"> <li>2 complimentary in-person event passes</li> <li>2 complimentary virtual event passes</li> <li>2 monitors showcasing your custom content (no audio)</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Reusable Mask Sponsor</b> <b>SOLD OUT</b>	\$20,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo prominently featured on masks</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Individual Hand Sanitizer Bottles <b>NEW!</b></b>	\$15,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo prominently featured on 1 oz. sanitizer bottles placed in tote bags</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>
<b>Hand Sanitizer Stations <b>NEW!</b></b>	\$10,000	<ul style="list-style-type: none"> <li>2 complimentary event passes</li> <li>Logo on sanitizer stations and nearby signage</li> <li>Logo/link on OCP Global Summit website, virtual platform, and in-person event signage</li> </ul>

\*Prices and packages subject to change

## Not seeing an option for you? We love to get creative!

Let's work together to create a custom sponsorship that fits your organization's goals. These could include: Day Zero hosted events, special giveaways, unique booth designs, and more!

Email [sponsor@opencompute.org](mailto:sponsor@opencompute.org) to get in touch with our team.

# Tiered Membership Discounts\*



The top three tiers of OCP Corporate Membership are: Platinum, Gold and Silver. If your organization is currently a tiered member in good standing, the following discounts apply to any exhibit sponsorship as well as the new virtual (only) sponsorship.

Tiered Member Level	% Discount	Diamond Sponsorship \$180,000	Emerald Sponsorship \$125,000	Ruby Sponsorship \$75,000	Sapphire Sponsorship \$50,000	Topaz Sponsorship \$25,000	Start-Up Sponsorship \$15,000	Virtual (only) Sponsorship \$7,500
Platinum	20%	\$144,000	\$100,000	\$60,000	\$40,000	\$20,000	\$12,000	\$6,000
Gold	15%	\$153,000	\$106,250	\$63,750	\$42,500	\$21,250	\$12,750	\$6,375
Silver	10%	\$162,000	\$112,500	\$67,500	\$45,000	\$22,500	\$13,500	\$6,750

\*Prices and packages subject to change

More information regarding Tiered Membership can be found here: <http://www.opencompute.org/membership>

\*Tiered Membership discounts apply to exhibit sponsorships only





# DETAILED SPONSORSHIP PACKAGES



# Exhibit + Speaking Opportunities



## DIAMOND SPONSOR – \$180,000

### PRE-EVENT PROMOTIONS

- Access to media registration list two weeks prior to event
- Sponsor company logo and link on the OCP Global Summit [website](#) and virtual event websites
- Social media sponsorship recognition (FB, Twitter)
- 35 complimentary event passes

### PREMIER SPEAKING OPPORTUNITIES – Day 1

**Executive Talk:** An executive or technology leader from the sponsor company will address attendees through a 25-minute Executive Talk on Day 1. The audience for these sessions is expected to be around 200 attendees per room.

**Expo Hall Stage:** An executive or technology leader from the sponsor company will address attendees through a 15-minute speaking opportunity on the Expo Hall Stage during Day 1. This is a high traffic area.

All announcements and presentations are subject to approval by the OCP Foundation. The OCP Foundation will notify sponsors of specific presentation deadlines.

### EXHIBIT – 20'x20' Turnkey Booth Space

Your 20'x20' turnkey booth space includes:

- Custom backdrop with sponsor company logo or custom design
- Two 46" monitors
- 20 amps electricity
- Wireless internet access
- One lead retrieval device\*
- Carpeting
- Two stools
- White counter
- Waste bin

Additional items (additional monitors, wired Internet, and so forth) will be available for rent. Full booth details will be provided in the Sponsor Manual.

**Booth location** will be selected on a first-signed, first-served basis based on when your sponsor contract is signed and returned to the OCP Meeting & Events Manager.

\***One lead retrieval device** will be provided per sponsor booth which can be used to collect the following attendee data: name, email, company, job title, city, state, country, and phone†. Sponsors will have the opportunity to ask four follow-up questions and make notes on lead scans. †optional data

### ADDITIONAL ONSITE PROMOTIONS/BRANDING

**Advertising slide:** a sponsor-created marketing slide displayed on the main stage prior to the keynotes and on digital signage throughout the venue; please see the Sponsor Portal for additional details.

**Meeting Room:** Diamond sponsorships include use of a 2-day meeting room. See inclusions and details on page 19.

**Sponsor company's logo** (size TBD) will be prominently placed on event signage including all-sponsor banner and welcome slide in keynote opening remarks.

### POST-EVENT PROMOTIONS

- Keynote, Expo Hall and Executive Talk speaking opportunities will be recorded and available online after the event to reach a broader community.
- Presentation (slides + video) will be posted to the OCP website for the community to access.
- Opportunity to embed presentation videos recorded at the Summit on your company website.

### INCLUDES NEW ONLINE PRESENCE

- 1 fully-branded virtual booth (webpage) in our virtual event environment
- Your onsite talks available via streaming and on demand
- Videos, marketing messaging, linked Summit sessions, chat, contact us, lead retrieval, graphic ad and more!
- See page 17 for full details

## DIAMOND KEYNOTE ADD-ON – \$20,000 *Limited availability!*

### PREMIER SPEAKING OPPORTUNITY

An executive or technology leader from your company will address the OCP audience through a 20-minute speaking session on the main stage during the keynote block at a time determined by OCP. The attendee expectancy is 3,000+ and your talk will be featured online via streaming and on demand to increase your exposure. This is your opportunity to demonstrate your leadership in the OCP community, showcase new technologies and contributions to OCP and reaffirm your company's commitment to developing technologies that are open, scalable and efficient.

*\*This keynote add-on is based solely on content approval by OCP. Diamond sponsors will only be charged the add-on fee once they submit their keynote content and it is approved by OCP. Keynote slots are limited and will be considered on a first-come, first-served basis. The Foundation reserves the right to assign keynote slots in any order as they see fit.*

# Exhibit + Speaking Opportunities

## EMERALD SPONSOR – \$125,000

### PRE-EVENT PROMOTIONS

- Access to media registration list two weeks prior to event
- Sponsor company logo and link on the OCP Global Summit [website](#) and virtual event websites
- Social media sponsorship recognition (FB, Twitter)
- 25 complimentary event passes

### PREMIER SPEAKING OPPORTUNITIES

**Executive Talk:** An executive or technology leader from the sponsor company will address attendees through a 25-minute Executive Talk on Day 1. The audience for these sessions is expected to be around 200 attendees per room.

**Expo Hall Stage:** An executive or technology leader from the sponsor company will address attendees through a 15-minute speaking opportunity on the Expo Hall Stage. This is a high traffic area.

All announcements and presentations are subject to approval by the OCP Foundation. The OCP Foundation will notify sponsors of specific presentation deadlines.

### EXHIBIT – 20'x10' Turnkey Booth Space

Your 20'x10' turnkey booth space includes:

- Custom backdrop with sponsor company logo or custom design
- One 46" monitor
- 15 amps electricity
- Wireless internet access
- One lead retrieval device\*
- Carpeting
- Two stools
- White counter
- Waste bin

Additional items (additional monitors, wired Internet, and so forth) will be available for rent. Full booth details will be provided in the Sponsor Manual.

**Booth location** will be selected on a first-signed, first-served basis based on when your sponsor contract is signed and returned to the OCP Meeting & Events Manager.

\***One lead retrieval device** will be provided per sponsor booth which can be used to collect the following attendee data: name, email, company, job title, city, state, country, and phone†. Sponsors will have the opportunity to ask four follow-up questions and make notes on lead scans. †optional data

### ADDITIONAL ONSITE PROMOTIONS/BRANDING

**Advertising slide:** a sponsor-created marketing slide displayed on the main stage prior to the keynotes and on digital signage throughout the venue; please see the Sponsor Portal for additional details.

**Sponsor company's logo** (size TBD) will be prominently placed on event signage including all-sponsor banner and welcome slide in keynote opening remarks.

### POST-EVENT PROMOTIONS

- Expo Hall and Executive Talk speaking opportunities will be recorded and available online after the event to reach a broader community.
- Presentation (slides + video) will be posted to the OCP website for the community to access.
- Opportunity to embed presentation videos recorded at the Summit on your company website.

### INCLUDES NEW ONLINE PRESENCE

- 1 fully-branded virtual booth on the virtual event environment
- Your onsite talks available via streaming and on demand
- Videos, marketing messaging, linked Summit sessions, chat, contact us, lead retrieval, graphic ad and more!
- See page 17 for full details



## RUBY SPONSOR – \$75,000

### PRE-EVENT PROMOTIONS

- Sponsor company logo and link on the OCP Global Summit [website](#) and virtual event websites
- Social media sponsorship recognition (FB, Twitter)
- 15 complimentary event passes

### PREMIER SPEAKING OPPORTUNITIES

**Expo Hall Stage:** An executive or technology leader from the sponsor company will address attendees through a 15-minute speaking opportunity on the Expo Hall Stage. Session times are on a first-signed, first-served basis.

All announcements and presentations are subject to approval by the OCP Foundation. The OCP Foundation will notify sponsors of specific presentation deadlines.

### EXHIBIT – 15'x10' Turnkey Booth Space

Your 15'x10' turnkey booth space includes:

- Custom backdrop with sponsor company logo or custom design
- One 46" monitor
- 20 amps electricity
- Wireless internet access
- Carpeting
- Two stools
- White counter
- Waste bin
- Lead retrieval device\*

Additional items (additional monitors, wired Internet, and so forth) will be available for rent. Full booth details will be provided in the Sponsor Manual.

**Booth location** will be selected on a first-signed, first-served basis based on when your sponsor contract is signed and returned to the OCP Meeting & Events Manager.

\***One lead retrieval device** will be provided per sponsor booth which can be used to collect the following attendee data: name, email, company, job title, city, state, country, and phone†. Sponsors will have the opportunity to ask four follow-up questions and make notes on lead scans. †optional data

### ADDITIONAL ONSITE PROMOTIONS/BRANDING

**Advertising slide:** a sponsor-created marketing slide displayed on the main stage prior to the keynotes and on digital signage throughout the venue; please see the Sponsor Portal for additional details.

**Sponsor company's logo** (size TBD) will be prominently placed on event signage including all-sponsor banner and welcome slide in keynote opening remarks.

### POST-EVENT PROMOTIONS

- Expo Hall and Executive Talk speaking opportunities will be recorded and available online after the event to reach a broader community.
- Presentation (slides + video) will be posted to the OCP website for the community to access.
- Opportunity to embed presentation videos recorded at the Summit on your company website.

### INCLUDES NEW ONLINE PRESENCE

- 1 fully-branded virtual booth on the virtual event environment
- Your onsite talks available via streaming and on demand
- Videos, marketing messaging, linked Summit sessions, chat, contact us, lead retrieval, graphic ad and more!
- See page 17 for full details



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## SAPPHIRE SPONSOR – \$50,000

### PRE-EVENT PROMOTIONS

- Sponsor company logo and link on the OCP Global Summit [website](#) and virtual event websites
- Social media sponsorship recognition (FB, Twitter)
- 10 complimentary event passes

### EXHIBIT – 10'x10' Turnkey Booth Space

Your 10'x10' turnkey booth space includes:

- Custom backdrop with sponsor company logo or custom design
- One 46" monitor
- 10 amps electricity
- Wireless internet access
- Carpeting
- Two stools
- White counter
- Waste bin
- Lead retrieval device\*

Additional items (additional monitors, wired Internet, and so forth) will be available for rent. Full booth details will be provided in the Sponsor Manual.

**Booth location** will be selected on a first-signed, first-served basis based on when your sponsor contract is signed and returned to the OCP Meeting & Events Manager.

\***One lead retrieval device** will be provided per sponsor booth which can be used to collect the following attendee data: name, email, company, job title, city, state, country, and phone†. Sponsors will have the opportunity to ask four follow-up questions and make notes on lead scans. †optional data

### ADDITIONAL ONSITE PROMOTIONS/BRANDING

**Sponsor company's logo** (size TBD) will be prominently placed on event signage including all-sponsor banner and welcome slide in keynote opening remarks.

### INCLUDES NEW ONLINE PRESENCE

- 1 fully-branded virtual booth on the virtual event environment
- Your onsite talks available via streaming and on demand
- Videos, marketing messaging, linked Summit sessions, chat, contact us, lead retrieval, graphic ad and more!
- See page 17 for full details



## TOPAZ SPONSOR – \$25,000

### PRE-EVENT PROMOTIONS

- Sponsor company logo and link on the OCP Global Summit [website](#) and virtual event websites
- Social media sponsorship recognition (FB, Twitter)
- 5 complimentary event passes

### EXHIBIT – 4' Counter

Your exhibit space includes:

- One 46" monitor
- 5 amps electricity
- Wireless internet access
- White counter
- Two stools
- Waste bin
- Lead retrieval device\*

Additional items (additional monitors, wired Internet, and so forth) will be available for rent. Topaz exhibit space is turnkey, custom booth properties or additional furniture is not permitted. Due to space limitations, banner and equipment size is restricted. Full booth details and restrictions will be provided in the Sponsor Manual.

**Counter location** will be selected on a first-signed, first-served basis based on when your sponsor contract is signed and returned to the OCP Meeting & Events Manager.

\***One lead retrieval device** will be provided per sponsor booth which can be used to collect the following attendee data: name, email, company, job title, city, state, country, and phone†. Sponsors will have the opportunity to ask four follow-up questions and make notes on lead scans. †optional data

### ADDITIONAL ONSITE PROMOTIONS/BRANDING

**Sponsor company's logo** (size TBD) will be prominently placed on event signage including all-sponsor banner and welcome slide in keynote opening remarks.

### INCLUDES NEW ONLINE PRESENCE

- 1 fully-branded virtual booth on the virtual event environment
- Your onsite talks available via streaming and on demand
- Videos, marketing messaging, linked Summit sessions, chat, contact us, lead retrieval, graphic ad and more!
- See page 17 for full details

## START-UP SPONSOR\* – \$15,000

### PRE-EVENT PROMOTIONS

- Sponsor company logo and link on the OCP Global Summit [website](#) and virtual event websites
- Social media sponsorship recognition (FB, Twitter)
- 5 complimentary event passes

### EXHIBIT – 4' Counter

Your exhibit space includes:

- One 46" monitor
- 5 amps electricity
- Wireless internet access
- White counter
- Two stools
- Waste bin
- Lead retrieval devices\*

Additional items (additional monitors, wired Internet, and so forth) will be available for rent. Start-up exhibit space is turnkey, custom booth properties or additional furniture is not permitted. Due to space limitations, banner and equipment size is restricted. Full booth details and restrictions will be provided in the Sponsor Manual.

**Counter location** will be selected on a first-signed, first-served basis based on when your sponsor contract is signed and returned to the OCP Meeting & Events Manager.

\***One lead retrieval device** will be provided per sponsor booth which can be used to collect the following attendee data: name, email, company, job title, city, state, country, and phone†. Sponsors will have the opportunity to ask four follow-up questions and make notes on lead scans. †optional data

### ADDITIONAL ONSITE PROMOTIONS/BRANDING

**Sponsor company's logo** (size TBD) will be prominently placed on event signage including all-sponsor banner and welcome slide in keynote opening remarks.

### INCLUDES NEW ONLINE PRESENCE

- 1 fully-branded virtual booth on the virtual event environment
- Your onsite talks available via streaming and on demand
- Videos, marketing messaging, linked Summit sessions, chat, contact us, lead retrieval, graphic ad and more!
- See page 17 for full details

*\*Must be in business less than three years and generate less than \$1M USD revenue annually*

# Booth Layout Examples



Diamond



Emerald



Sapphire



Topaz/Start-up



Ruby

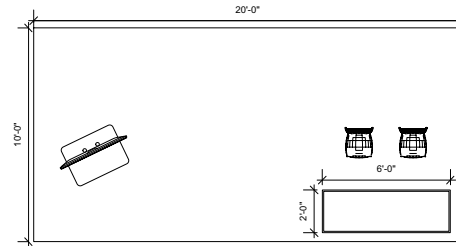
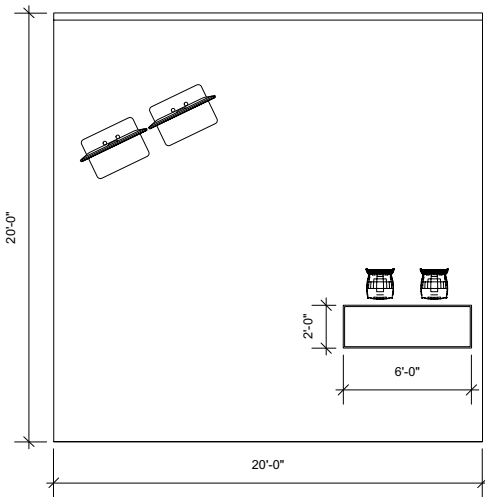
\*\*Some images include add-on features. Please see the Detailed Sponsor Package pages above.\*\*

# Booth Layout and Sizing

**Diamond: 20' W x 20' D**



**Emerald: 20' W x 10' D**



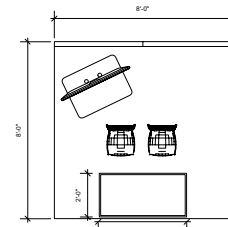
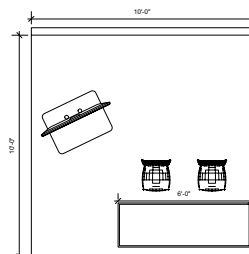
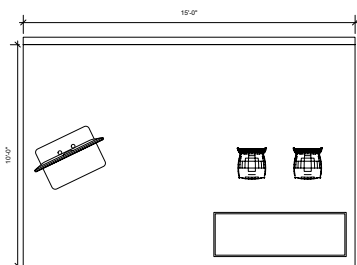
**Ruby: 15' W x 10' D**



**Sapphire: 10' W x 10' D**



**Topaz/Start-Up: 8' W x 8' D**





## Virtual Booth Sponsor – \$7,500

Unable to represent in person? Sponsor a **NEW** virtual “booth” for the concurrent online portion of the Global Summit! This virtual sponsorship has a lot of tangible perks.

### PRE-EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- Social media sponsorship recognition
- 2 complimentary virtual event passes

### VIRTUAL PRESENCE

- Logo displayed on the virtual lobby and the virtual expo hall
- A dedicated landing page with your branded graphics and content including:
  1. Welcome/Brand Video
  2. Contact Feature
  3. Moving marketing message (ticker style)
  4. Company name and descriptive paragraph
  5. Ability to link to specific Global Summit sessions
  6. Chat feature
  7. Lead retrieval
  8. 2 video links (demos, promo, instructional, etc.)
  9. 2 PDF links
  10. 4 social media links
  11. 1 square graphic ad linked to URL of choice
- Executive Talk: An executive or technology leader from the sponsor company will address attendees through a 10-minute pre-recorded video, to be displayed in booth as well as the virtual event schedule.

### ONSITE PRESENCE (at the in-person event)

- Presence in the Onsite & Virtual Lounge at the in-person Global Summit
- Branding – your logo displayed on the Keynote Housekeeping Slides

*\*All Exhibit Sponsors (shown on pages 10-14) will receive a Virtual Booth space.*



The screenshot displays a virtual booth page layout with 11 numbered callouts:

1. Event Logo
2. Top-Tier Sponsor Welcome / Promo Video
3. Moving Tagline
4. Sponsor Name
5. Top-Tier Sponsor Session
6. Live Video Chat
7. Contact us for more information
8. Sponsor Session Title
9. Sponsor Video/Document
10. Sponsor PDF
11. Sponsor Ad

Additional features and layout details include:

- Example event branding: same for all pages. No sponsor customization.
- 60-sec max with sound, 720p min / 1080p max resolution.
- Solid Background Color = Sponsor-Provided Hex Code. No additional text customization.
- Customized message: 150-character max.
- SPONSOR NAME: Sponsor Description (1000-character max).
- TOP-TIER SPONSOR SESSION: This video is populated by the system. No additional text customization.
- CONTACT US: Contact Us! Scan your badge!
- ADDITIONAL SPONSOR ASSETS: Logo to display on other site pages: 968 x 968px. \*Sized to above specs with transparent background SVG/PNG.
- PAGE FOOTER: Example event branding: same for all pages. No sponsor customization.
- PRIVACY POLICY, COOKIE POLICY, CALIFORNIA PRIVACY RIGHTS STATEMENT, Site footer - not customizable, All Rights Reserved © 2020.

Example of Virtual Booth Page Layout

## VIRTUAL BOOTH ADD-ON – \$2,500

If you are an Event Sponsor (listed on pages 18-22) you may add the Virtual Booth Sponsorship for a discounted price!

This sponsorship add-on will increase your exposure at the in-person event and on the virtual event platform. Your logo will be displayed on the lobby page of the virtual event platform, and have all the perks listed above!

*\*This discounted rate is only available to Event Sponsors.*

## Opening Night Happy Hour **SOLD OUT**

\$25,000

This Expo Hall event is very well attended! Great music, food and drinks keep the energy high and the room buzzing. You will have up to 10 minutes of exclusive presentation time on the Expo Hall Stage to welcome attendees to the event, hold a raffle, etc. Your brand will be on the general event signage and Happy Hour cups and napkins.

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- Social media sponsorship recognition
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Happy hour will be held on the first night of the Summit in the SJCC Expo Hall
- Appetizers & drinks included; expanded menu available at an additional cost
- Access to Expo Hall Stage – 10 minutes
- Branding:
  - General event signage including all-sponsor banner and welcome slide in keynote opening remarks
  - Happy Hour signage
  - Logo on promotional items such as: disposable cups and cocktail napkins
  - Additional branding options available at an additional cost



## Summit Lunch

\$25,000 (Day 1) / \$20,000 (Day 2) / or \$35,000 (both days)

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- Social media sponsorship recognition
- 2 complimentary event passes

### ONSITE PROMOTIONS

- Access to Expo Hall Stage for 10 minutes during lunch
- Branding – your logo will be prominently placed on:
  - Breakfast/Lunch/Snack packaging pending final menu selections
  - Event signage including all-sponsor banner and welcome slide in keynote opening remarks



## Summit Breakfast

\$15,000 (Day 1) / **DAY 2 SOLD OUT** / or \$20,000 (both days)

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- Social media sponsorship recognition
- 2 complimentary event passes

### ONSITE PROMOTIONS

- Branding – your logo will be prominently placed on:
  - Breakfast/Lunch/Snack packaging pending final menu selections
  - Thank you slide in keynote opening remarks
  - Event signage including all-sponsor banner and welcome slide in keynote opening remarks



## Afternoon Snack Break – \$10,000 (Day 1 only)

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- Social media sponsorship recognition
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Snack will be held on the in the Expo Hall
- Branding – your logo will be prominently placed on:
  - Breakfast/Lunch/Snack packaging pending final menu selections
  - Event signage including all-sponsor banner and welcome slide in keynote opening remarks



## Hydration Stations – \$10,000

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Water coolers\*\* placed in various locations throughout venue
- Branding – your logo will be prominently placed on:
  - Cooler wraps
  - Easel signage near each water station
  - Event signage including all-sponsor banner and welcome slide in keynote opening remarks



## Coffee Stations

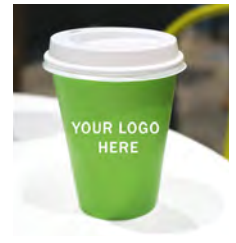
\$10,000 (Day 1 or Day 2) / or \$17,000 (both days)

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event passes

### ONSITE PROMOTIONS

- Your logo prominently featured on the OCP Global Summit coffee cups\*\*
- Opportunity to include marketing material near coffee stations (postcard size)
- Additional Branding – your logo will be prominently placed on:
  - Signage near coffee station
  - Event signage including all-sponsor banner and welcome slide in keynote opening remarks



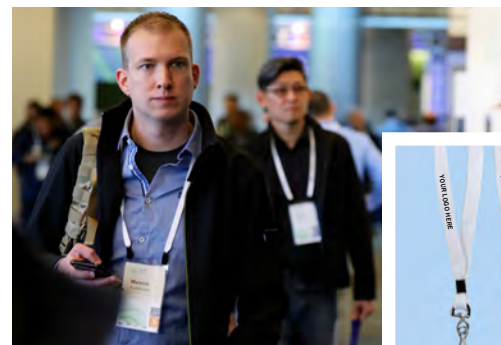
## Lanyards – ~~\$15,000~~ **SOLD OUT**

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Your logo prominently featured on the OCP Global Summit lanyards\*\*



## Tote Bags – \$10,000 **SOLD OUT**

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Your logo prominently featured on the OCP Global Summit tote bag\*\*, distributed to each attendee at Registration
- Opportunity to include marketing material (postcard size)



## Tech Lounge featuring the Virtual Summit **NEW!**

\$20,000

This new lounge space will be prominently located at the in-person Global Summit (in the Expo Hall or pre-function space) for maximum exposure. Onsite attendees will be able to experience the Virtual Summit content and interact with online attendees. It will include lounge furniture and power.

### PRE-EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event staff passes
- 2 complimentary virtual event passes

### ONSITE PROMOTIONS

- Opportunity to display your custom content on 2 monitors (no audio)
- Opportunity to place marketing literature in rack nearby
- Branding – your logo will be prominently placed on event signage near the lounge, as well as on a welcome slide during keynote opening remarks and on the large all-sponsor banner



## Reusable Mask **NEW!** – \$20,000 **SOLD OUT**

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Your logo prominently featured on the OCP Global Summit mask\*\*, distributed to each attendee at Registration
- Opportunity to include marketing material (postcard size)



*Design must be approved by OCP prior to production.*

## Individual Hand Santizer Bottles **NEW!**

\$15,000

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Your logo prominently featured on the 1 oz. individual hand sanitizer bottles\*\*, distributed to each attendee at Registration



## Hand Sanitizer Stations **NEW!** – \$10,000

### EVENT PROMOTIONS

- Your company logo and link on the OCP Global Summit [website](#) and virtual platform
- 2 complimentary event staff passes

### ONSITE PROMOTIONS

- Hand Sanitizer Stations\*\* placed in various locations throughout venue
- Branding – your logo will be prominently placed on:
  - Sanitizer stations
  - Easel signage near each hand sanitizer station



## PRIVATE MEETING ROOMS

## Private Meeting Room – \$5,000 / meeting room (two full days)

- 2-Day access to private meeting room conveniently located near Summit activities (member discounts do not apply)
- Boardroom table set-up for 12 people (option to change or upgrade furniture/layout, additional charges may apply)
- Summit wifi network
- Power on table
- Included in Diamond Sponsorship
- Locations selected on a first-signed, first-served basis
- Must be a Summit sponsor to reserve a private meeting room
- Limited quantity of rooms available, be sure to sign up before they sell out!

### Not seeing an option for you? We love to get creative!

Let's work together to create a custom sponsorship that fits your organization's goals. These could include: Day Zero hosted events, special giveaways, unique booth designs, and more!

Email [sponsor@opencompute.org](mailto:sponsor@opencompute.org) to get in touch with our team.



2021 OCP Global Summit – Sponsorship Contract
Event Dates: November 9-10, 2021 Venue: San Jose Convention Center

This Agreement is made and entered into as of [date] between the Open Compute Project (“OCP”) Foundation and:

Name of Organization (how it should be displayed on OCP site)

Address Line 1

Address Line 2

City State/Province/Region Zip/Postal Code

Country Phone

Sponsorship Logistics Contact Email

Payment Contact Email

Website Twitter Handle

Sponsor Packages for the 2021 OCP Global Summit (the “Event”): \*\*All prices in US dollars\*\*

Exhibit + Speaking Opportunity

- \_\_\_ Diamond: \$180,000 (20x20 booth)
\_\_\_ Keynote Add-on: \$20,000 (\*Pending OCP approval)
\_\_\_ Emerald: \$125,000 (10x20 booth)
\_\_\_ Ruby: \$75,000 (10x15 booth)

Exhibit-Only

- \_\_\_ Sapphire: \$50,000 (10x10 booth)
\_\_\_ Topaz: \$25,000 (4’ counter)
\_\_\_ Start-Up Company: \$15,000 (Based on OCP approval)
\_\_\_ Non-Profit: \$0 (Based on OCP approval)
\_\_\_ VIRTUAL only Booth: \$7,500

Private Sponsor Meeting Room:

- (discounts do not apply)
\_\_\_ Sponsor Meeting Room: \$5,000

Event Sponsorships (discounts do not apply)

- \_\_\_ Coffee Stations: \$10,000
\_\_\_ Hydration Stations: \$10,000
\_\_\_ Day 1 Afternoon Snack: \$10,000
\_\_\_ Hand Sanitizer Stations: \$10,000
\_\_\_ Tote Bags: \$10,000
\_\_\_ Individual Hand Sanitizer Bottles: \$15,000
\_\_\_ Lanyards: \$15,000
\_\_\_ Breakfast: \$15,000 for Day 1
\_\_\_ Breakfast: \$10,000 for Day 2
\_\_\_ Breakfast Both days: \$20,000
\_\_\_ Lunch: \$25,000 for Day 1
\_\_\_ Lunch: \$20,000 for Day 2
\_\_\_ Lunch Both Days: \$35,000
\_\_\_ Reusable Mask Sponsor: \$20,000
\_\_\_ Onsite & Virtual Lounge: \$20,000
\_\_\_ Opening Night Happy Hour: \$25,000
\_\_\_ Virtual Booth Add-On: \$2,500 (available with Event Sponsorships above)

Tiered Membership Discount

If your company is an OCP Tiered Member, please check the applicable discount below. Must be a Member in good standing at the time of the 2021 Global Summit in order to receive the requested discount. Membership discounts apply to exhibition opportunities only. Event sponsorships, virtual booth add-on and meeting rooms are not eligible for discounts.

\_\_\_ Platinum Tiered Member (20%) \_\_\_ Gold Tiered Member (15%) \_\_\_ Silver Tiered Member (10%)

Total Amount (after discounts if applicable): \$

OCP Contact: Kali Burdette, Event Manager, kali@opencompute.org

Payment Information: Acceptable forms of payment include ACH, wire transfers, credit cards and checks. If paying by check, please make checks payable to: Open Compute Project Foundation, PO Box 82287, Austin, TX 78708

Purchasing bulk tickets: Each sponsorship level comes with a set number of complimentary passes. Additional passes may be purchased in bulk with a maximum of two transactions per organization. All sponsors except Diamond, Emerald & Ruby will be charged the current registration rate for the passes and no discount will be applied. There is no limit to the max quantity for the full price tickets. Diamond, Emerald & Ruby sponsors will receive additional passes for a discount with a set maximum quantity. Check with OCP for the most current discount, maximum limits and deadline for bulk purchases. No refunds will be given for bulk ticket purchase (discounted or not)..

**\*Diamond sponsor keynote add-on:** This keynote add-on is based solely on content approval by OCP. Diamond sponsors will only be charged the add-on fee once they submit their keynote content and it is approved by OCP. Keynote slots are limited and will be considered on a first-come, first-served basis. Sponsor understands that indicating an interest in a keynote add-on does not guarantee a spot.

**Terms and Conditions:**

1. Payment must be in United States Dollars. All payments must be made to Open Compute Project Foundation and provided in cleared funds to the bank account provided on the invoice not later than net 30 days of the date of the invoice. All fees are exclusive of all applicable sales, use, value-added and similar taxes, which Sponsor shall pay in addition to the fees at the rate prevailing on the date of the invoice. Payment must be received prior to the event or the sponsorship will be considered invalid. Account must be current to participate.
2. Sponsor speakers are required to submit their presentation content for review by the Open Compute Foundation by the date indicated by OCP. Failure to submit your content for review by the foundation can result in the loss of your speaking opportunity.
3. Sponsor is responsible for meeting all deadlines for delivery of materials and artwork. Past due materials may be excluded from the conference program, signage, and other opportunities included in the sponsors contribution level.
4. Sponsor is responsible for any shipping and receiving costs the venue may charge for materials shipped directly to the venue.
5. Exhibit Locations. Booth/table location assignments will be selected by the sponsor company on a first-signed, first-served basis, and may be modified by the Foundation due to changes in event layout, venue or other factors.
6. Restrictions in Operations of Exhibits. The OCP Foundation and its representatives reserve the right to restrict or remove exhibits which, because of noise, method of operation, materials, or for any other reason, may become objectionable to the reasonable attendee or the venue. In the event of such restriction or eviction, the OCP Foundation is not liable for any refunds, rentals, or other exhibit expenses incurred by the Sponsor.
7. Care of Building. The Sponsor shall not injure or deface the walls or floors of the building and the tables, or damage the equipment. Sponsor assumes all liability costs for damage incurred.
8. Catastrophe. In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, or other cause, the conference or any part thereof is prevented from being held, or is canceled by the OCP Foundation, the OCP Foundation shall determine any refund to a Sponsor after deducting any expenses incurred by the OCP Foundation but in no case shall the amount of the refund to the Sponsor exceed the amount of the fee paid.
9. Cancellations made by the Sponsor 30 days or more prior to the event are liable for 50% of the sponsorship fee or of the cost of equivalent services/equipment if sponsorship is an in kind or a barter arrangement. Cancellations made within 29 days of the event are liable for the entire fee. All cancellations must be made in writing to the OCP Foundation.
10. Trademarks. Each party retains all rights and ownership to its own trademarks and must obtain prior approval from the other party for any use of the other party's names or marks for the purpose of marketing, advertising and otherwise promoting participation in and/or sponsorship of (as described in this Agreement) the Event, which approval shall not be unreasonably withheld or delayed. Sponsor shall provide to OCP Foundation any artwork necessary for use of Sponsor's marks, name or logo. Sponsor agrees to abide by, and be bound by, the Open Compute Project Trademark Usage Guidelines, which are available at <https://bit.ly/2QwPmUN> including as this may be updated by OCP Foundation from time to time. At the request of OCP Foundation, Sponsor will provide samples of its uses of OCP Foundation marks.
11. OCP Materials Release. If I am presenting at the OCP Global Summit, I acknowledge that my Presentation and any ancillary materials I provide to OCP in connection with my Presentation, including without limitation any white paper, article, photograph, likeness, or professional biography (together, "Materials") are made available under the Creative Commons Attribution-ShareAlike 4.0 International License found at <https://creativecommons.org/licenses/by-sa/4.0/>, or any later version, and without limiting the foregoing, OCP may make the Materials available under such terms. OCP may exercise its rights hereunder in all forms and media, whether now known or hereafter developed, throughout the world in perpetuity, royalty-free. My authorization and acknowledgement above is irrevocable and extends to OCP and its agents, successors, and assigns. I hereby waive any right to inspect or approve the Recordings. I acknowledge that OCP is under no obligation to use the Recordings, or Materials if applicable, in any manner. I hereby represent that I have the authority to grant the rights and licenses herein. And if I am presenting at the OCP Global Summit, I further represent and warrant that the Materials do not and will not violate the rights of any third party, including without limitation rights in intellectual property. I also represent that, to the extent the Materials include materials owned or created by any third-party, I have obtained permission for its use consistent with the foregoing. I will provide OCP evidence of such permission upon OCP's request.
12. Miscellaneous. This Agreement shall be governed by the internal laws of the State of California without regard to principles of conflicts of laws. Any disputes shall be heard exclusively in the state or federal courts located in California, and both parties consent to the jurisdiction of such courts. Sponsor cannot assign any rights under this Agreement without the prior written consent of the OCP Foundation; any unauthorized assignment is null and void. This is the entire agreement of the parties and cannot be amended or changed except in a writing signed by both parties.
13. GDPR Policy. OCP will treat all information you provide in accordance with the OCP Privacy Policy posted at <http://www.opencompute.org/privacy/>. This includes cookies and any other information we may collect. By signing this contract, you acknowledge and accept OCP's Privacy Policy and give your consent to the transfer of your personal information to the United States, which may have less protections than your jurisdiction of residence.

In witness whereof, the parties have caused this Agreement to be executed by their duly authorized representatives.

**Sponsor:**

By: \_\_\_\_\_

Print: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Open Compute Project Foundation:**

By: \_\_\_\_\_

Print: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Sponsorship deadline is Friday, September 24, 2021. Sponsorships and booth selection are awarded in the order that they are received.**