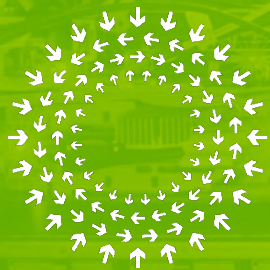# OCP China Day
Sponsorship Opportunities

August 2024

About OCP China Day 2024

The Open Compute Project (OCP) Community are hyperscale data center operators and industry players, joined by telecom, colocation providers and enterprise IT users, working with vendors to develop and commercialize open innovations that, when embedded in product are deployed from the cloud to the edge. The OCP Foundation is responsible for fostering, serving and seeding the OCP Community to develop new open solutions that can meet the market and shape the future. In shaping the future, OCP will continue to invest in strategic initiatives that prepare the IT ecosystem for major changes, such as AI & ML, optics, sustainable data center solutions, advanced power management and cooling techniques, composable silicon and sustainability. Learn more at www.opencompute.org.

- 2024 OCP China Day will be held in early August in Beijing
- Event venue will be finalized and announced later.
- Estimated attendees over 1,000
- Several sponsor and exhibit packages are available
- Turnkey co-located events/ tracks are welcome
- With questions, contact:

  - Peter Ye, IEIT: yeyurui@ieisystem.com
  - Kali Burdette, Director of Global Events, OCP: kali@opencompute.org
  - Dirk Van Slyke, Chief Marketing Officer, OCP: dirkv@opencompute.org

OPEN Compute Project®

OCP China Day 2024 – Sponsorship Packages Proposal

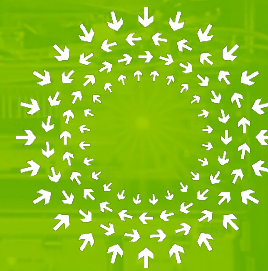| Benefits		Diamond Partner*3	Platinum Partner*6	Gold Partner*15	Silver Partner*5
Sponsorship Fee		**$45,000**	**$25,000**	**$10,000**	**$3,000**
Before Event Promotion					
Company logo on OCP China Day website, virtual platform, and in-person signage		√	√	√	√
Company logo on pre-event promotion collaterals		√	√	√	√
Company logo on event invitation EDM prior to conference		√	√	√	√
Press / Media Coverage					
Brand name/logo on press release or media coverage		√	√	√	
Media panel/interview*1		√			
During Event					
Company logo on conference KV (both main conference and workshops)		√	√	√	√
Company logo on in-person signage (sign-in backdrop, agenda board, guide board, give-away, etc.)		√	√	√	√
speaking opportunity: Keynote（15min）		1（20min）	1		
speaking opportunity: Workshop（20min）		2~3	1	1	
Sponsor Booth	Turnkey booth with custom backdrop, including:	3m*3m Special design booth	3m*3m booth with logo	2m*2m booth with logo	50-inch LCD monitor for product display*1
	50-inch LCD monitor for product display*1	√	√	√	
	Booth Poster（2m*2.5m）	√	√		
Booth staff pass (includes lunch coupon, access to keynotes and exhibition area)		15	10	5	2
On-the-spot media interview during the event		√	√		
Open Compute Night Salon pass: Free talk and dinner with Open Compute tech leaders		3	2	1	
POST EVENT Benefits					
Conference report provided by the organizer in 3 weeks		√	√	√	√
Open Compute Night Salon host right	Salon overall planning rights, including agenda, topics, guest setting and event organization	√			
	OCP is responsible for inviting a well-known technical expert to participate				
	IEIT is responsible for inviting a well-known technical expert to participate				
	OCP and IEIT is responsible for promote and audience invitation				

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Special Sponsorship		
Categories	**Description**	**Sponsorship Fee**
Lanyard*2	Logo featured on badge lanyard, distributed to each attendee at registration	$10,000
Tea Break*1	Logo featured in tea cups and soft drink cups during tea breaks	$5,000
Open Computing Night Naming Rights*1	The naming rights of the Open Compute Night Salon, and the logo appears on the relevant materials	$10,000

* All figures in USD dollars

THANK YOU