



RED HAT FORUM SPONSOR PROSPECTUS 2018

IDEAS WORTH EXPLORING

Come with questions. Leave with ideas.

9 October London Park Plaza

INTRODUCTION

Red Hat Forum UKI is firmly established as the must-attend open source event for all Red Hat customers and prospects looking to gain first-hand knowledge of solutions such as hybrid cloud, DevOps, containers and more, that are driving innovation and digital transformation.

With a range of sponsorship packages designed to suit all needs and, with a particular focus on maximising brand awareness and key customer networking opportunities, 2018 promises to take the event to a new level.



WHAT'S NEW FOR SPONSORS IN 2018

- **Venue** - the Park Plaza Westminster is one of the premier event spaces in London. Centrally located with easy transport links, its outstanding conference facilities allow for higher profile branding opportunities, more open-plan exhibition space, high ceilings for greater stage presence and larger meeting rooms to accommodate an even bigger audience.
- **Purpose built stands** - all packages now include a turnkey stand to ensure consistency and provide a level playing field for all partners - simply turn up, put out any giveaways and you are ready to sell!
- **New tiering structure** - the introduction of two new levels - diamond and expo-only ensures a greater range of packages available to suit all budgets.
- **Higher profile headline sponsorships** - packages include sponsorship of a VIP lunch, registration and the evening drinks reception amongst other items - all offering greater access and networking opportunities with key decision makers.
- **Exhibition space** - this year the exhibition all takes place on one floor, including the Red Hat lounge and demos, and the catering, refreshments and networking drinks. Ensuring the audience remains captivated for the duration of the event.
- **Speakers' Corner** - keeping the buzz on the exhibition floor, attendees can join a fast-paced session to hear about the latest sponsor technology innovations.

As a sponsor you will have the opportunity to engage with over 500 decision makers and influencers through the partner exhibition as well as the chance to address the audience in person through one of the speaking opportunities offered to those taking a silver package or above.

WHY SPONSOR

- **Build new business opportunities** - with 500+ Red Hat customers and prospects expected to attend you will be able to have multiple face-to-face meetings throughout the day to generate new pipeline for the sales team.
- **Leverage your alliance with Red Hat** - as a strategic solution provider, global systems integrator, certified cloud services provider, independent software vendor or global alliance you will be seen alongside Red Hat as a major player in the marketplace - a great opportunity to sell further products and services.
- **Raise your profile** - as a sponsor your logo will be included in branding both pre-event and onsite alongside Red Hat - a superb way to elevate your brand awareness amongst your key target market.



BUILD NEW BUSINESS OPPORTUNITIES



LEVERAGE YOUR ALLIANCE WITH RED HAT

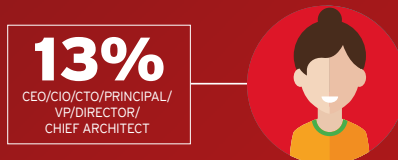


RAISE YOUR PROFILE

AUDIENCE PROFILE

The audience is a fantastic mix of organisations from a range of industry sectors including banking, finance and insurance through to pharmaceutical and healthcare. Many attended as teams ranging from the CIO down to the developer - a true sign that they came to the event to make purchasing decisions.

Below you will find analysis of the key attendee information.



JOB ROLE

43%

ENGINEER/SPECIALIST/
ARCHITECT



17%

MANAGER



14%

OTHER



13%

SYSTEM ADMIN



13%

CEO/CIO/CTO/PRINCIPAL/
VP/DIRECTOR/
CHIEF ARCHITECT



SAMPLE COMPANIES THAT ATTENDED IN 2017

AUTOMOTIVE

Motability Operations Group

BUSINESS SERVICES

Royal Mail Group

ENERGY & UTILITIES

Anadarko Algeria

BP

Cirro

EDF Trading

Electricity North West

National Grid

Swissgrid

FINANCIAL SERVICES

African Development Bank

AIG

Allianz UK

Allianz Insurance

American Express Services

Atradius

Aviva Group

Aviva Investors Holdings

Bank of America

Bank of America Merrill Lynch

Bank of England

Bank Zachodni Wbk

Barclays Bank

Bloomberg

Bluebank

BNP Paribas

Citibank

Close Brothers

Clydesdale Bank

Commerzbank

Credit Suisse

Daiwa Capital Markets Europe

Deutsche Bank AG London

Euro. Bank For Reconstruction & Dev.

Experian

Fidelity International

Financial Conduction Authority

FinCap

Gam

HSBC Bank

ICBC Standard Bank

ING Bank

Int'l Fin. Data Serv.

Intercontinental Exchange

LGIM

Liquid Capital

Liverpool Victoria Life

London Stock Exchange Group

Mizuho Corporate Bank Ltd

Morgan Stanley

MUFG Securities

Nationwide Building Society

Nomura International

Numis

Pictet Asset Management

Royal Bank of Canada

Santander

State Street Bank and Trust

Trace Financial

Trafigura

UBS

UNUM

Visa

Worldpay

Zurich Insurance

LEGAL

Herbert Smith Freehills

MEDIA & GAMING

Arqiva

Bet365 Group

BskyB

Camelot

Gaming Technology Solutions

Ladbrokes Coral Plc

News Corporation & Ireland

Paddy Power Betfair

Sky

Turner Broadcasting System Europe Ltd

Virgin Media Group

Vubiquity

Walt Disney International

MEDICAL, PHARMA & BIOTECH

AstraZeneca

BUPA

Elsevier

Euro. Bioinformatics Inst.

GlaxoSmithKline

Imanova

Oxehealth Ltd

Simplyhealth

Unilever

PUBLIC SECTOR

Brunel University

Cambridge Assessment

Coal Authority

European Banking Authority

Guys & St Thomas NHS Found. Trust

Home Office

King's College London

Metropolitan Police Services

Mid Kent Services

Oxford University Press

Police Live Services - Home Office

Technology

The Open University

Transport For London

University of Brighton

University of East Anglia

University of Warwick

RETAIL & DISTRIBUTION

CFS

HSS Hire Service Group Ltd

Marks & Spencer Group

Sumeria Travels

Tesco

Waitrose

TELECOMMUNICATIONS

giffgaff

Gigaclear

Inmarsat Plc

Liberty Global

Nokia

O2

Satellite Information Services

Talk Talk

Telefónica

Vodafone Group

TRANSPORTATION & LOGISTICS

British Airways

Easyjet

Gatwick Airport

Thales

SPONSORS FROM PREVIOUS RED HAT FORUM EVENTS INCLUDE

PLATINUM SPONSOR



BRONZE SPONSORS

GOLD SPONSORS



SILVER SPONSORS



SPONSORSHIP PACKAGES

There are 6 levels of package available, Diamond, Platinum, Gold, Silver, Bronze and Expo-only.

The Diamond, Platinum and Gold packages all include additional value-adds which are listed below. These items are in addition to the pre-event and onsite promotional opportunities included for sponsors as listed in the summary table.



DIAMOND PACKAGE SPONSOR OF THE VIP LUNCH

The VIP lunch is the most prestigious sponsorship available. With 45-50 VIP guests expected from Red Hat's most important customers - this is absolutely your chance to network first-hand with the most senior decision makers at the event.

As the official sponsor two of your team will join the group for a 3-course silver service lunch in a private room away from the main exhibition area. All menus and napkins on each table will include your logo as the diamond sponsor and the Red Hat senior executive hosting the lunch will say a special thank you to your organisation for supporting with your sponsorship.

You will also have the opportunity to provide a small gift to each guest. Post-event you will receive a copy of the guests who agreed to be scanned on entry for future promotion.



➔ PLATINUM PACKAGE SPONSOR OF REGISTRATION

Registration is the highest profile branding sponsorship available. With over 500 guests expected, the registration area is the very first touch point at the event.

The back wall behind the registration desk will carry your company logo as official sponsor, two of the pillars in front of the desk will be branded exclusively with your logo and the Red Hat logo / event branding. All delegate badges will include your logo on the front and all badges will be clipped to a co-branded lanyard - with your company logo and the Red Hat logo alternating. In addition, the event registration staff will be happy to wear branded shirts / polo shirts with your branding if supplied.





GOLD PACKAGE 1 SPONSOR OF THE EVENING DRINKS RECEPTION

Always a huge hit at the end of the Forum, the evening drinks reception will include substantial canapés, wine, beer and soft drinks for all guests to relax, network and enjoy before departing.

As the official sponsor your brand will be included exclusively in signage around the venue relating to the drinks reception, napkins will carry your logo and all catering menus for the canapés will highlight your sponsorship. You will also be given the opportunity to provide entertainment if you so wish.



GOLD PACKAGE 2 SPONSOR OF THE LUNCH AND REFRESHMENT BREAKS

All delegates will receive complimentary refreshments and lunch throughout the day. As the official sponsor your logo will be included on all information signage around the refreshment breaks and lunch, napkins will carry your brand and all menus at the serving stations will also highlight that you are the sponsor. A superb all-day brand awareness opportunity.



GOLD PACKAGE 3 SPONSOR OF THE CONFERENCE TOTE BAG

Every delegate will receive the conference tote bag with flyer inserts from the key sponsors. This is your opportunity for your logo to be the only logo included on the front of the bag alongside Red Hat and the event branding. Clearly visible throughout the day by all attendees and kept afterwards for use post-event- this is a fabulous branding opportunity which continues for months, if not years afterwards.



GOLD PACKAGE 4 SPONSOR OF THE CHARGING STATION

How many times have you arrived at an event and realised you have forgotten your charger? As the official sponsor of the charging stations - you will become everyone's charging hero! The charging station will contain a number of secure lockers with charging facilities inside.

Guests can lock away their phone safe in the knowledge that you have provided the facility for it to be charged without risk. The charging station will carry a large panel for you to exclusively brand - another fabulous and high profile opportunity. As sponsor you will also have the opportunity to scan delegates who are using the station, and provide a free gift to each if you so wish.

SILVER PACKAGE

PACKAGES AVAILABLE: 5 COST: £6,500

This package includes most of the pre event and onsite promotional opportunities as the higher level sponsorships including your logo on signage at the venue plus you also get a 15 minute slot in “Speakers’ Corner” situated near the registration area to maximise your presence at the event.



BRONZE PACKAGE

PACKAGES AVAILABLE: 3 COST: £4,000

Although there is no speaking slot included with this package, you can still enjoy pre event and onsite promotional opportunities including your logo on the thank you slide during the keynote session and an insert in the delegate tote bag.



ADDITIONAL ITEMS

	Diamond (£18k) 1 available	Platinum (£15k) 1 available	Gold (£8.5k) 4 available	Silver (£6.5k) 5 available	Bronze (£4k) 3 available	Expo only (£3k) 2 available
COMMUNICATION						
Co-branded mailing invitation for sponsor database, banners etc	✓	✓	✓	✓	✓	✓
Logo inclusion on all emails, pre and post Forum	✓	✓	✓	✓	✓	x
Logo, link and company description on event website	200	150	100	50	30	Listing only
ADVERTISING						
Logo on sponsor thank you slide during keynotes	✓	✓	✓	✓	✓	x
Flyer insert in delegate event bag	✓	✓	✓	✓	✓	x
ONSITE BRANDING						
Company logo on directional signage onsite	✓	✓	✓	✓	✓	x
Company logo on large scale branding	✓	✓	✓	✓	✓	x
STAND						
Turnkey stand as per detailed information including power supply & wifi	✓	✓	✓	✓	✓	✓
Lead scanner to scan attendees	✓	✓	✓	✓	✓	£150
CONFERENCE						
Presentation	Keynote (20 mins)	Keynote (20 mins)	Breakout (30 mins)	Speakers' Corner (15 min)	x	x
Access to opt-in attendee list	✓	✓	✓	✓	x	x
Contact details of attendees of speaking session	x	x	✓	✓	x	x

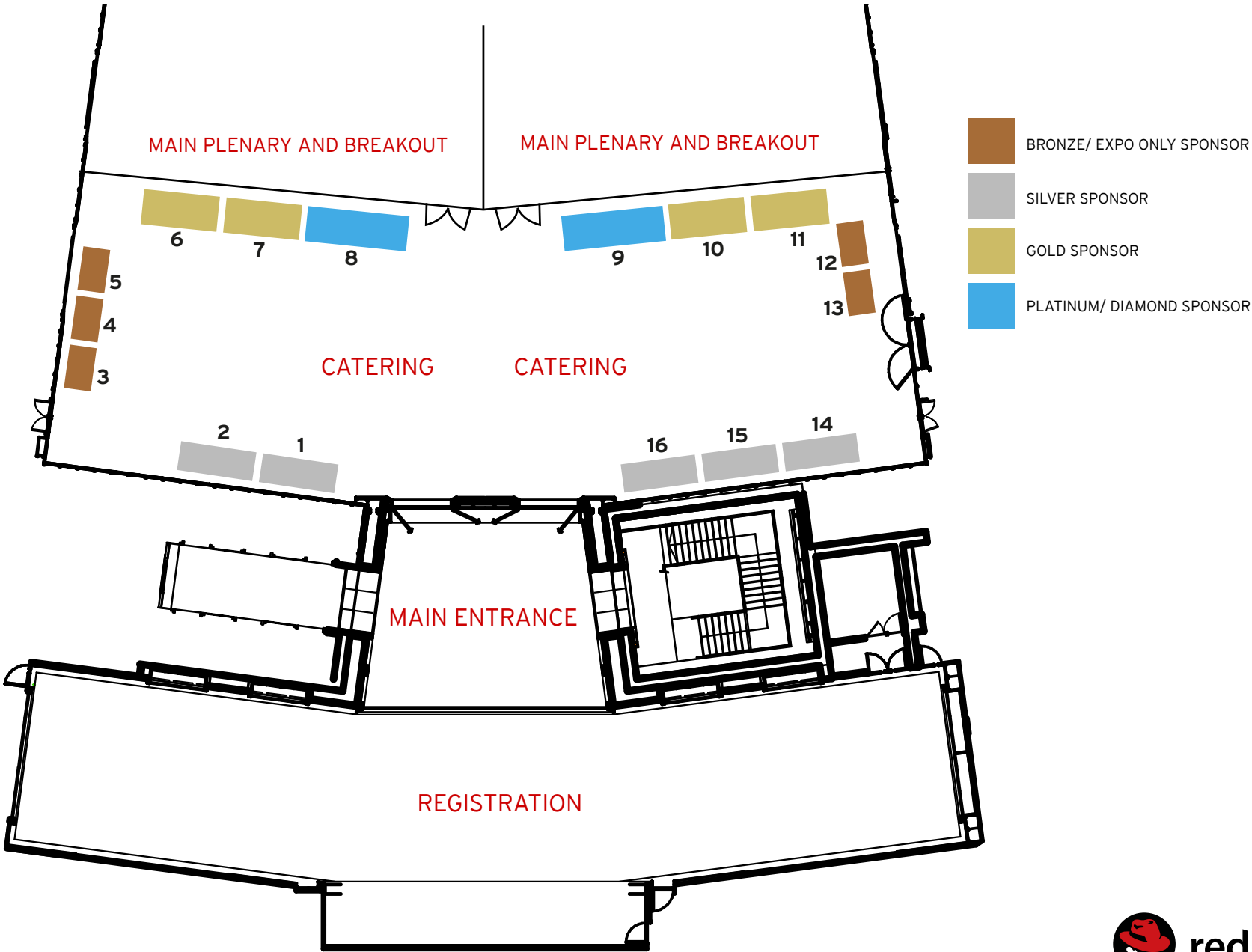
DIGITAL SUPPORT PROVIDED

PACKAGE

	Diamond (£18k)	Platinum (£15k)	Gold (£8.5k)	Silver (£6.5k)	Bronze (£4k)	Expo only (£3k)
Sponsor Shout Out Forum image featuring sponsor logo and 200 word inclusion, pinned on Twitter & LinkedIn for two weeks	✓	x	x	x	x	x
Sponsor Email 50 word company profile, 100 word article inclusion, One 20 word CTA	✓	x	x	x	x	x
LinkedIn guest blog article	✓	✓	x	x	x	x
60 seconds live stream on event day	✓	✓	x	x	x	x
Forum breakout announcement eshot Keynote/breakout inclusion	100 words	100 words	50 words	x	x	x
Forum full agenda announcement eshot Keynote/breakout/Speakers' Corner mention (Speaker, job title, presentation title, time, track)	✓	✓	✓	✓	x	x
Logo on all email comms	✓	✓	✓	✓	✓	x
Social media mentions* Lead up and every day	6	6	4	2	2	2

*Up to - Depending on length of sign on period. Maximum of 2 mentions on event day.

FLOORPLAN



For further information or to book
your sponsorship please call and
speak to Debbie or Denise on
+44(0)208 995 9495 or email the team
at **redhat@outsourcedevents.com**.