

vmware®

# EXPLORE

Sponsorship Prospectus

VMware Explore Europe  
November 7 – 10, 2022  
Fira Gran Via, Barcelona, Spain



# A World of Opportunities

The world of technology is reinventing itself through clouds and apps, bringing with it the challenges of change and the opportunities of innovation.

Join a select group of sponsors and engage with attendees who will be discovering the freedom to choose, the flexibility to adapt, and the autonomy to control their own destiny with VMware and our partner ecosystem.

We're excited to share this marquee conference of highly curated content, providing new opportunities for our sponsoring partners.

# Technology and Audience Evolution

The experience of the past two years has accelerated technology and shifted audience behaviors and engagement. VMware will celebrate and explore these changes at each conference.

## Hybrid Cloud to Multi-Cloud

Increased movement to multi-cloud environments, delivering best-of-breed IT services



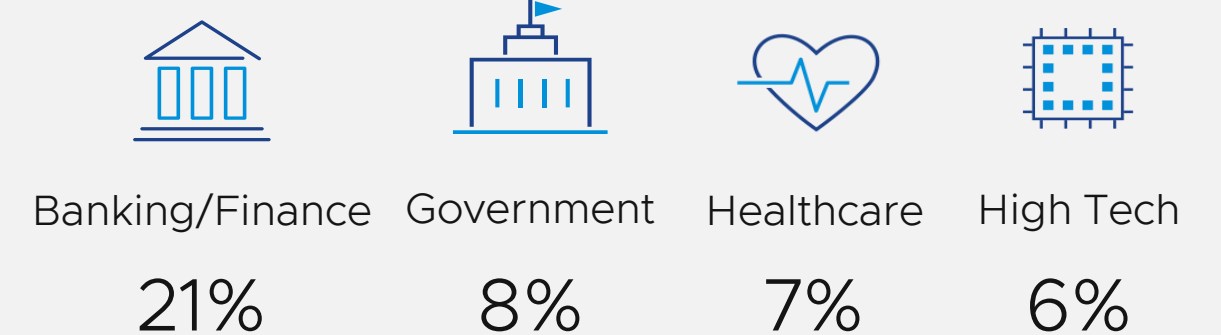
## Top Job Roles

Increased engagement from cloud native technical roles

	VMworld 2019	VMworld 2021
Engineer	13%	IT Operations 27%
Architect	11%	Cloud Architect 12%
Sys Admin	9%	Networking/DevOps 5%

## Top 4 Industries\*

Continued strong industry participation with increased attendance from the multi-cloud community



## Total Registered Attendees Europe

Increased accessibility and awareness over the past two years broadens our attendee engagement as we return to in-person



# Europe Sponsorship Opportunities

The Europe sponsorship opportunities are uniquely designed to drive optimal attendee engagement for all levels.

	Diamond €132,000 SOLD OUT	Platinum €96,000 SOLD OUT	Gold €66,000 10 Opportunities	Silver €45,000 8 Opportunities	Exhibitor Plus €23,000 10 Opportunities	Exhibitor €14,000 15 Opportunities
<b>CONTENT</b>						
30 minute moderated roundtable discussion (opportunity to co-create content)	✓					
Breakout session (opportunity to co-create content)	60 minutes	60 minutes	30 minutes			
30 minute theater session	✓	✓	✓	✓		
<b>ONSITE AWARENESS</b>						
Video played in prominent session	60 seconds					
Mobile app banner*	✓					
Mobile app push notification*	✓					
Brand recognition in general session	✓	✓				
Digital branding in high traffic locations	✓	✓	✓	✓		
Brand recognition on conference signage	✓	✓	✓	✓		
Mobile app listing*	✓	✓	✓	✓	✓	✓

# Europe Sponsorship Opportunities

CONNECTION	Diamond €132,000 SOLD OUT	Platinum €96,000 SOLD OUT	Gold €66,000 10 Opportunities	Silver €45,000 8 Opportunities	Exhibitor Plus €23,000 10 Opportunities	Exhibitor €14,000 15 Opportunities
Premier booth space	8mX8m	7mX7m	6mX6m	4mX6m	3mX5m	3mX3m
Dedicated formal meeting space	✓					
Dedicated ad-hoc meeting space		✓				
<b>PASSES</b>						
Speaker passes	3	2	2	1	-	-
Full conference passes - €65 off	16	14	12	10	-	-
Full conference passes	7	6	5	3	1	-
Party passes	6	5	4	3	2	-
Booth staff passes	30	10	7	5	4	3

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<b>MARKETING</b>						
Brand recognition in audience acquisition emails	✓					
Dedicated post on event social platforms	✓					
Brand recognition on conference website	✓	✓				
Brand recognition in registered attendee email*	✓	✓				
Pre-conference sponsored email* (content reviewed and approved by VMware)	Dedicated	Grouped				
Post-conference sponsored email* (content reviewed and approved by VMware)	Dedicated	Grouped				
Company listing on conference website	✓	✓	✓	✓	✓	✓
Press list (contact name and company) provided 2 weeks prior to event	✓	✓	✓	✓	✓	✓
<b>DATA AND ANALYTICS</b>						
Data from marketing and awareness activities provided post show (total impressions, click-through rates etc.)	✓	✓				
Weekly attendee reports beginning 8 weeks prior to event	✓	✓	✓	✓		
Lead tracking devices	4	2	1	1	1	1

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**EXPLORE**

Looking forward to not just improving  
the cloud world but creating a new one.

To discuss further, contact our sponsorship team

[VMwaresponsors@ninteractive.com](mailto:VMwaresponsors@ninteractive.com)

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