

vmware®

EXPLORE

Sponsorship Prospectus

VMware Explore US

August 29 – September 1, 2022

Moscone Center, San Francisco, California



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.

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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	18%	IT Operations	27%
Manager	14%	Cloud Architect	12%
Sys Admin	12%	Networking	5%
Architect	11%	DevOps	5%

Top 5 Industries*

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

Banking/Finance	Healthcare	Government	High Tech	Education
17%	12%	9%	7%	5%

Total Registered Attendees US

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

20K+ > 50K+

VMworld 2019 (In-person)

VMworld 2021 (digital)

US Sponsorship Opportunities

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

	Diamond \$295,000 SOLD OUT	Platinum \$230,000 12 Opportunities	Gold \$155,000 18 Opportunities	Silver \$100,000 25 Opportunities	Exhibitor Plus \$40,000 25 Opportunities	Exhibitor \$20,000 40 Opportunities
CONTENT						
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	✓	✓	✓	✓		
ONSITE AWARENESS						
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*	✓	✓	✓	✓	✓	✓

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CONNECTION						
Premier booth space	40x40	30x30	20X30	20X20	10X20	10X10
Dedicated formal meeting space	✓					
Dedicated ad-hoc meeting space		10x20	10x10			
PASSES						
Speaker passes	3	2	2	-	-	-
Full conference passes	20	12	8	4	-	-
Expo passes	12	10	8	4	-	-
Full conference passes - \$100 off	30	28	24	16	-	-
Party passes	20	10	6	4	2	-
Booth staff passes	96	50	30	24	5	2

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MARKETING						
Brand recognition in audience acquisition emails	✓					
Dedicated post on event social platforms	✓					
Brand recognition on conference website	✓	✓				
Pre-conference sponsored email* (content reviewed and approved by VMware)	Dedicated	Grouped				
Post-conference sponsored email* (content reviewed and approved by VMware)	Dedicated	Grouped				
Brand recognition in registered attendee email*	✓	✓				
Company listing on conference website	✓	✓	✓	✓	✓	✓
Press list (contact name and company) provided 2 weeks prior to event	✓	✓	✓	✓	✓	✓
DATA AND ANALYTICS						
Data from marketing and awareness activities provided post show (total impressions, click-through rates etc.)	✓	✓				
Weekly attendee reports (job title and company) beginning 8 weeks prior to event	✓	✓	✓	✓		
Lead tracking devices	4	3	2	1	1	1

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

To discuss further, contact our sponsorship team

VMwaresponsors@ninteractive.com

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