THE WORLD OF CLOUD COMPUTING ALL IN ONE PLACE
CLOUD | IOT | BIG DATA | DEVOPS | FINTECH | DIGITAL TRANSFORMATION

IN 2018, CLOUD COMPUTING IS BEING EMBRACED BY A MAJORITY OF ENTERPRISES AND ORGANIZATIONS OF ALL SIZES. MORE THAN 90% OF ENTERPRISES ARE USING SOME FORM OF XAAS—PLATFORM, INFRASTRUCTURE, OR SOFTWARE AS A SERVICE.

FURTHERMORE, TODAY’S DISCUSSION REVOLVES AROUND HYBRID CLOUD—WITH 74% OF ENTERPRISES POSSESSING A HYBRID STRATEGY—AND HOW CLOUD COMPUTING CAN BEST BE INTEGRATED WITH BIG DATA/ANALYTICS AND IOT INITIATIVES.

Cloud Expo is the single event in which delegates and technology vendors can meet to experience and discuss the entire world of the Cloud. It is also the world’s leading independent Cloud technology event—not a small hotel show or a diffuse vendor show oriented around entertainment. Cloud Expo is the one and only original, with a laser focus on the best speakers, content, and technology exhibition.

As Cloud Computing drives increasing percentages of enterprise IT budgets, it becomes paramount for technology vendors to reach their customers and prospects as effectively as possible.

Cloud Expo draws the most qualified customers and top prospects in New York City. They attend to learn about the growth of Cloud Computing, the emergence of Big Data/Analytics & the IoT, and how DevOps and WebRTC are impacting and accelerating this growth.

ENSURE Your CLOUD – BIG DATA – IOT – DEVOPS – FINTECH Solutions Reach This Audience

New York remains the World Business Capital – Cloud Expo Remains Its Premier Technology Event

Where else in the world can you exhibit your technology to an audience that is eager to learn about the latest in Cloud and all that it entails, in a location as grand as New York City?

You’ve seen all the projections. You know about the hundreds of billions of dollars of budget being spent on Cloud. You know about the hundreds of billions of sensors being designed and deployed to drive Big Data/Analytics and the IoT. You’re building your business around the Cloud. Join us at Cloud Expo to ensure and leverage your strategy.
THE EXPO FLOOR WILL GIVE YOU 20 HOURS OF MEETING OPPORTUNITY WITH BUYER & DECISION MAKER

MAKE SURE YOUR COMPANY IS ONE OF THEM!

Themes & topics to be discussed by our 222 speakers in Keynotes, General Sessions, & Breakouts
IN THE TECHNICAL SESSIONS...
GO beyond the hype, the brands, and the buzzwords. What do the terms really mean and how are they applied to today’s enterprise IT budgets?

LEARN how differences in architecture, infrastructure, security and design will impact enterprise IT’s ability to take advantage of the cost-effectiveness and agility of Cloud Computing, to leverage their Big Data, and to create a complete IoT strategy.

DISCOVER why Cloud Computing is consuming ever greater portions of business and government budgets, and why billions of dollars are being allocated to Big Data and the IoT.

ON THE EXPO FLOOR...
SHOW why your products, services, and solutions are the best in the world.

DEMONSTRATE real-life use cases and why they matter to enterprise IT buyers.

REACH the world’s largest audience of targeted enterprise IT professionals who must be up to speed on the Big Three – Cloud Computing, Big Data, and the Internet of Things.

CONFERENCE TRACK & WORKSHOP SPONSORSHIPS
Position yourself as a leader in today’s IT ecosystem, showcase thought leadership and benefit from branding, profile building, and lead generating. These sponsorship packages will put you in touch with your target audience and deliver the reach, impact and visibility necessary to stay competitive in today’s market.

• ONE-DAY TRACK SPONSORSHIPS
• HALF-DAY TRACK SPONSORSHIPS
• HALF-DAY WORKSHOP

• ONE OR TWO-DAY CO-LOCATED EVENT
• EVENING ROUNDTABLES
• LUNCH KEYNOTE

To Learn More About Sponsorship Opportunities
info@dxworldexpo.com
@CloudExpo
@ExpoDX
Who Will Attend

Senior Technologists:
CIOs, CTOs & VPs of Technology
Chief Systems Engineers
IT Directors and Managers
Network and Storage Managers
Enterprise Architects
Communications and Networking Specialists
Directors of Infrastructure

Business Executives:
CEOs, CMOs, & CIOs
Presidents & SVPs
Directors of Business Development
Directors of IT Operations
Product and Purchasing Managers
IT Managers

ATTENDEE PROFILE

13% Administrators
14% Network Services
12% IT Managers
16% QUALIFIED IT DECISION MAKERS
21% Engineers
20% Directors of IT Operations
19% Directors of Business Development
12% Business Development
16% Corporate Management
13% Architects
6% Network Services Administrators

YEARLY SPENDING

21% $100,000 - $499,999
15% $500,000 - $999,999
15% $1 million - $9.9 million
17% $10 million or more
17% Less than $10,000
20% $10,000 - $99,999

COMPANY SIZE

27% 10,000 or more
22% 100 or less
12% 100-499
8% 500 – 999
20% 1,000 - 4,999
11% 5,000 - 9,999
20% $1 million - $9.9 million
17% $500,000 - $999,999
5.57% 5,000 - 9,999
14.86% 1,000 - 4,999
14.89% 100 – 499
13.01% $1 million - $9.9 million
13.38% IT Managers / Directors
8% Presidents & SVPs
7.06% 99 or less
45% 100-499
28.99% $10 million or more
21% 1,000 - 4,999
17% $100,000 - $499,999
19% 500 – 999
17% $10,000 - $99,999
15% Less than $10,000

To Learn More About Sponsorship Opportunities
info@dxworldexpo.com
@CloudExpo
@ExpoDX
WHAT OUR SPONSORS & EXHIBITORS ARE SAYING ABOUT CLOUD EXPO

How does Cloud Expo do it every year? Another INCREDIBLE show - our heads are spinning - so fun and informative.” — @SOASOFTWAREINC

“This week I had the pleasure of delivering the opening keynote at Cloud Expo New York. It was amazing to be back in the great city of New York with thousands of cloud enthusiasts eager to learn about the next step on their journey to embracing a cloud-first world.” — @STEVEMAR_MSFT General Manager of Window Azure

Cloud Expo has been great.”
— @CODEFUTURES

Thank you @ThingsExpo for such a great event. All of the people we met over the past three days makes us confident IoT has a bright future.”
— Yasser Khan, CEO of @CNNCT2ME

One of the best conferences we have attended in a while. Great job, Cloud Expo team! Keep it going.” — @PEAK_TEN

Great crew at @ThingsExpo. Love sessions where the after conversation is as long as the session.” — @REIDCARLBERG

Great response at #CloudExpo.”
— @HARBINGER SYS
SPONSORSHIP OPPORTUNITIES AT-A-GLANCE
NEW YORK CITY, NY

<table>
<thead>
<tr>
<th>SPONSORSHIP PRICES</th>
<th>PREMIUM DIAMOND</th>
<th>PREMIUM PLATINUM</th>
<th>PREMIUM GOLD</th>
<th>PREMIUM SILVER</th>
<th>PREMIUM BRONZE</th>
<th>PREMIUM EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Special : Contract signed and paid after 30 days of invoice date</td>
<td>$90,000</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$40,000</td>
<td>$25,000</td>
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<tr>
<td>Regular Price: Contract signed and paid after 30 days of invoice date</td>
<td>$110,000</td>
<td>$90,000</td>
<td>$60,000</td>
<td>$50,000</td>
<td>$30,000</td>
<td>$15,000</td>
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<tr>
<td>Booth Space (Booth Structure and Carpet Not Included)</td>
<td>480 sq ft</td>
<td>256 sq ft</td>
<td>160 sq ft</td>
<td>128 sq ft</td>
<td>108 sq ft</td>
<td>80 sq ft</td>
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<table>
<thead>
<tr>
<th>ON-SITE BENEFITS</th>
<th>Opening Keynote 45 Minutes</th>
<th>Day Two or Three Keynote: Only Two Available 45 Minutes</th>
<th>Vendor Presentation Opportunities 45 Minutes</th>
<th>Guaranteed Technical Session Opportunities Up to 4</th>
<th>Technical Session Opportunities: Upon Availability Up to 4</th>
<th>Technical Session Opportunities: Upon Availability Up to 3</th>
<th>Technical Session Opportunities: Upon Availability Up to 2</th>
<th>Technical Session Opportunities: Upon Availability 1 Tech Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Panel Opportunities</td>
<td>1 PP Spot</td>
<td>1 PP Spot</td>
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<tr>
<td>Demo Theater: Recorded 20-Minute Demo</td>
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</table>

<table>
<thead>
<tr>
<th>ADDITIONAL ON-SITE BENEFITS</th>
<th>Entrance Unit Sponsorship</th>
<th>One 15-Amp Electrical Drop</th>
<th>One Internet Drop</th>
<th>Table &amp; Two Chairs</th>
<th>Literature Placement in Your General Session</th>
<th>Company Logo on Signage at the Keynote Session</th>
<th>Company Logo on Conference Delegate Bag</th>
<th>One Insert in Conference Delegate Bag</th>
<th>Logo on Conference Directionals &amp; Signage</th>
<th>Unlimited Access to Opt-In Attendee List</th>
<th>CLOUD EXPO TV Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrance Unit Sponsorship</td>
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<tr>
<td>One 15-Amp Electrical Drop</td>
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<td>One Internet Drop</td>
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<td>Table &amp; Two Chairs</td>
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<td>Literature Placement in Your General Session</td>
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<tr>
<td>Company Logo on Signage at the Keynote Session</td>
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<tr>
<td>Company Logo on Conference Delegate Bag</td>
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<td>One Insert in Conference Delegate Bag</td>
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<tr>
<td>Logo on Conference Directionals &amp; Signage</td>
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<td></td>
</tr>
<tr>
<td>Unlimited Access to Opt-In Attendee List</td>
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<tr>
<td>CLOUD EXPO TV Interview</td>
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</tr>
</tbody>
</table>

2018 EVENT PROSPECTUS | PAGE 7
## Sponsorship Opportunities At-A-Glance

**New York City, NY**

<table>
<thead>
<tr>
<th>Premium Diamond</th>
<th>Premium Platinum</th>
<th>Premium Gold</th>
<th>Premium Silver</th>
<th>Premium Bronze</th>
<th>Premium Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Conference Pass</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Speaker Pass</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Unlimited VIP Passes (Does Not Include Lunch)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Booth Staff Passes</td>
<td>10</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>3</td>
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</table>

### Event Passes Provided

<table>
<thead>
<tr>
<th>Event Passes Provided</th>
<th>4/Color Show Directory Ad</th>
<th>Back Cover</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo &amp; Company Description</td>
<td>250 Words</td>
<td>150 Words</td>
<td>150 Words</td>
<td>100 Words</td>
<td>50 Words</td>
<td>25 Words</td>
</tr>
</tbody>
</table>

### Show Directory

<table>
<thead>
<tr>
<th>Show Directory</th>
<th>728x90 Banner on Main Event Site</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Logo on All Event Pages</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Description, Logo on Sponsor &amp; Exhibitor Site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Description &amp; Logo on Exhibitor Site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Logo on Direct Mail &amp; Email Newsletters Leading Up to the Show</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Pre-Show Sponsorship Benefits

<table>
<thead>
<tr>
<th>Pre-Show Sponsorship Benefits</th>
<th>On-Demand Benefits</th>
<th>On-Demand Vendor Presentation Promoted to Target Audience: Banners, Text Links, E-newsletters</th>
<th>Receive Copy of Vendor Presentation</th>
<th>Demo Theater Presentation: Posted Online for 3-Months On-Demand Viewing</th>
<th>Cloud Expo TV Interview: 3-Months On-Demand Viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Presentation / Power Panel: On-Demand Viewing for Up to 6 Months</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Contact Information for Every Prospect Who Views On-Demand</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Post-Show Sponsorship Benefits

<table>
<thead>
<tr>
<th>Post-Show Sponsorship Benefits</th>
<th>Online Banner Advertising: 728x90, 160x600, 336x280</th>
<th>4 Months</th>
<th>3 Months</th>
<th>2 Months</th>
<th>2 Months</th>
<th>2 Months</th>
<th>1 Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Time Use of Opt-In Subscriber List</td>
<td>10,000 Records</td>
<td>5,000 Records</td>
<td>5,000 Records</td>
<td>2,500 Records</td>
<td></td>
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<tr>
<td>E-newsletter Sponsorships</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Text Link</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Online Media Advertising Program

- Online Banner Advertising: 728x90, 160x600, 336x280
- One-Time Use of Opt-In Subscriber List
- E-newsletter Sponsorships
- Text Link
AS A SPONSOR OF @CLOUDEXPO | @EXPODX

YOU WILL BENEFIT FROM OUR NEW THOUGHT LEADERSHIP SPONSORSHIP PACKAGES. THE NEW AND IMPROVED SPONSORSHIPS PROVIDE YOUR COMPANY WITH A UNIQUE AND CREATIVE INTEGRATED MARKETING PROGRAM THAT WILL SURELY CONVEY YOUR MESSAGE(S) TO AN ENGAGED GLOBAL AUDIENCE AND ULTIMATELY GENERATE AWARENESS FOR YOUR SERVICES WITH OUR READERS, USERS AND CONFERENCE ATTENDEES.

DXWorld Expo delivers to its partners the most efficient and highest performing outlets to reach their target audience. With a combined 1.2 million IT professionals, SYS-CON has the tools and the experience you need to deliver a message that is striking and unforgettable.

Here are the 10 top reasons why you should sponsor and exhibit at Cloud Expo, @ExpoDX & @DevOpsSummit 2018 East and ensure your Cloud, Digital Transformation & DevOps solutions are seen and understood by the entire enterprise IT industry including CIOs, CTOs, CIOs, Directors of Infrastructure, VPs of Technology & Engineering, IT Directors and Managers...

REACH MORE THAN 250,000 QUALIFIED IT PROFESSIONALS YOU ARE NOT CURRENTLY REACHING TODAY!

1. Cloud Expo is an invaluable resource for meeting with today’s top industry buyers, making new contacts and, most important, closing business deals.
2. Cloud Expo’s intensive three-day schedule of keynotes and general and breakout sessions ensures attending delegates will have your top resources, ideas and examples that they can apply immediately to leveraging the cloud, helping them maximize performance, minimize costs and improve the scalability of their enterprise IT endeavors.
3. Demo Theaters on the Expo Floor so delegates can hear firsthand about your solutions and offerings, and engage in one-on-one discussions with your top industry experts on how to integrate it into the enterprise.
4. Network with and influence a qualified audience during our new extended dedicated expo hours.
5. Featured on-site presentation and ongoing on-demand webcast exposure to a captive audience of top industry decision-makers.
6. Breakout session priority scheduling for sponsors that have been guaranteed a 45-minute technical session.
7. Capitalize on our comprehensive marketing efforts leading up to the show with print mailings, e-newsletters and extensive online media coverage.
8. Unprecedented PR coverage - editorial coverage on CloudComputing.sys-con.com, online advertising in SYS-CON’s top i-Technology publications, Tweetup to over 75,000 plus followers, press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo - making it the best-covered Cloud Expo in the world.
9. Your presentation is simulcast on Cloud Expo TV, plus post-show on-demand viewing.
10. Cloud Expo TV interview with Cloud Expo Conference Chair, also available online for continued viewing.

To Learn More About Sponsorship Opportunities
info@dxworldexpo.com
@CloudExpo
@ExpoDX
STAND-ALONE KEYNOTE SPONSORSHIP PACKAGES

INCLUDED IN THE KEYNOTE SPONSORSHIP PACKAGE:
• Keynote broadcasted live & recorded for on-demand viewing
• Keynote on-demand viewing up to 6 months
• Two full conference passes
• Speaker pass
• Unlimited VIP passes (does not include lunch)
• Access to full press list
• Company logo on signage at the keynote session
• Company logo on conference delegate bag
• One insert in conference delegate bag
• Logo on conference directional & signage
• Logo and company description in the show directory

DAY 1 KEYNOTE | DAY 1 LUNCH KEYNOTE | DAY 2 KEYNOTE | DAY 2 LUNCH KEYNOTE
$40,000 | $30,000 | $35,000 | $25,000

SYS-CON EVENTS PRE & POST SHOW BENEFITS

SYSCON MEDIA PRE & POST SHOW BENEFITS
• Editorial coverage on SYS-CON online publications: www.sys-con.com
• Announcements through Cloud Computing, IoT, DevOps & IT Resources e-Newsletters and online portal
• Blogs on SYS-CON online publications.
• Ulitzer custom author and topic site: www.ulitzer.com
• Unprecedented PR coverage: Tweetup to over 75,000 plus followers
• Press releases sent on major wire services to over 500 combined analyst and press members who have attended Cloud Expo & @ThingsExpo
• Cloud Expo TV interview on the expo floor: Posted online for on-demand viewing.

ADD A STAND-ALONE BOOTH TO YOUR SPONSORED SESSION
• 10x10: $4,000
• 10x20: $7,500
• 20x20: $14,000

SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS
• 728x90 banner on main event site
• Company logo on all event pages
• Company description, logo

POST-SHOW ON-DEMAND BENEFITS
• Keynote presentation webinar: on-demand viewing up to 6 months
• Contact information for every prospect who views on-demand
• On-demand vendor presentation promoted to targeted audience: banners, text links, and e-Newsletters.
• Cloud Expo TV interview: on-demand viewing up to 6 months
**STAND-ALONE VENDOR PRESENTATION PACKAGE**

<table>
<thead>
<tr>
<th></th>
<th>DAY 1</th>
<th>DAY 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 MINUTE</td>
<td>$30,000</td>
<td>$20,000</td>
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<tr>
<td>45 MINUTE</td>
<td>$35,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

INCLUDED IN THE VENDOR PRESENTATION SPONSORSHIP PACKAGE:
- Vendor presentation broadcasted live & recorded for on-demand viewing
- Vendor presentation on demand viewing up to 3 months
- Two full conference passes
- Speaker pass
- Unlimited VIP passes (does not include lunch)
- Access to full press list
- Company logo on signage at the keynote session
- Logo on conference directional & signage
- Logo and company description in the show directory

- Editorial coverage on online publications: www.sys-con.com
- Announcements through Cloud Computing, IoT, DevOps & IT Resources e-Newsletters and online portal
- Blogs online publications.
- Ulitzer custom author and topic site: www.ulitzer.com
- Unprecedented PR coverage: Tweetup to over 75,000 plus followers
- Press releases sent on major wire services to over 500 combined analyst and press members who have attended Cloud Expo & @ExpoDX
- Cloud Expo TV interview on the expo floor: Posted online for on-demand viewing.

**DXWORLD EXPO PRE & POST SHOW BENEFITS**

### PRE-SHOW SPONSORSHIP BENEFITS
- 728x90 banner on main event site
- Company logo on all event pages
- Company description, logo

### POST-SHOW ON-DEMAND BENEFITS
- Vendor presentation webinar: on-demand viewing up to 3 months
- Contact information for every prospect who views on-demand
- On-demand vendor presentation promoted to targeted audience: banners, text links, and e-Newsletters.
- Cloud Expo interview: on-demand viewing up to 3 months

ADD A STAND-ALONE BOOTH TO YOUR SPONSORED SESSION
- 8x10: $4,000
- 16x16: $7,500

To Learn More About Sponsorship Opportunities
info@dxworldexpo.com
@CloudExpo
@ExpoDX
DIAMOND SPONSORSHIP PACKAGE

DXWORLD EXPO PRE & POST SHOW BENEFITS

PRE & POST SHOW EDITORIAL COVERAGE:
- Editorial coverage on SYS-CON Media Online Publications: www.sys-con.com
- Press Announcements through Cloud Computing, IoT, DevOps & IT Resources eNewsletters and online portal
- Feature Cover Story & Case Studies, Interviews
- Utilizer Custom Author and Topic Site: www.utilizer.com
- Unprecedented PR Coverage: Tweetup to over 75,000 plus followers
- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: FOUR-MONTH ADVERTISING PROGRAM
- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT, DevOps & IT Resources Industry Newsletters: 150,000 online subscribers

SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS
- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS
- Vendor Presentation Webinar: On-Demand Viewing up to 6 months
- Contact information for every prospect who views on-demand
- On-Demand Vendor Presentation promoted to targeted audience: banners, text links, and e-Newsletters
- Cloud Expo interview: On-Demand Viewing up to 6 Months

To Learn More About Sponsorship Opportunities
info@dxworldexpo.com
@CloudExpo
@ExpoDX
DIAMOND SPONSORSHIPS

$90,000

(Contract signed and paid after 30 days of invoice date)
Regular price: $110,000

- Day One Opening Keynote
- Or Day One 45 Minute Vendor Presentation Following Morning Keynote
- 4 Technical Sessions
- 480 sq ft Premium Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

DIAMOND ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED
- Up to Five Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

ADDITIONAL BENEFITS
- One 15 - AMP Electrical Drop
- One Internet Drop
- Company Logo on Signage
- Cloud Expo TV Interview

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@ExpoDX

2018 EVENT PROSPECTUS | PAGE 13
PLATINUM SPONSORSHIP PACKAGES

DXWORLD EXPO PRE & POST SHOW BENEFITS

PRE & POST SHOW EDITORIAL COVERAGE:
- Editorial coverage on SYS-CON Media Online Publications: www.sys-con.com
- Press Announcements through Cloud Computing, IoT, DevOps & IT Resources eNewsletters and online portal
- Feature Cover Story & Case Studies, Interviews
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- Press releases sent on major wire services to over 500 combined analysts and press members who attended Cloud Expo

POST-SHOW BRANDING & AWARENESS: THREE-MONTH ADVERTISING PROGRAM
- Leaderboard: 728x90: 75,000 impressions per month
- Text links: 100,000 impressions per month
- E-Newsletter sponsorship: Cloud Computing, IoT, DevOps & IT Resources Industry Newsletters: 150,000 online subscribers

SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS
- 728x90 Banner on Main Event Site
- Company Logo on All Event Pages
- Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS
- Vendor Presentation Webinar: On-Demand Viewing up to 6 months
- Contact information for every prospect who views on-demand
- On-Demand Vendor Presentation promoted to targeted audience: banners, text links, and e-Newsletters
- Cloud Expo interview: On-Demand Viewing up to 6 Months

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PREMIUM PLATINUM SPONSORSHIP PACKAGE

Option I: $75,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $90,000

- Day Two Morning Keynote
- 45 Minute Vendor Presentation
- 4 Technical Sessions
- 256 sq ft Premium Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

PLATINUM SPONSORSHIPS

Option II: $70,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $80,000

- Day Two Lunch Keynote
- Or Day Two Vendor Presentation Following Morning Keynote
- 2 Technical Sessions
- 256 sq ft Premium Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

PLATINUM PLUS ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Four Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

ADDITIONAL BENEFITS

√ One 15 - AMP Electrical Drop
√ One Internet Drop
√ Table & Two Chairs
√ Company Logo on Signage
√ Access to Full Press List
√ Cloud Expo TV Interview

To Learn More About Sponsorship Opportunities

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@ExpoDX
PREMIUM GOLD SPONSORSHIP PACKAGE
Option I: $50,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $60,000

- Day One 30-Minute Vendor Presentation
- 3 Technical Sessions
- 160 sq ft Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

GOLD SPONSORSHIPS

Option II: $45,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $55,000

- Day Two 30-Minute Vendor Presentation
- 2 Technical Sessions
- 160 sq ft Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

GOLD ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED
- Up to Three Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

ADDITIONAL BENEFITS
- One 15 - AMP Electrical Drop
- One Internet Drop
- Company Logo on Signage
- Access to Full Press List
- Cloud Expo TV Interview

To Learn More About Sponsorship Opportunities
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@CloudExpo
@ExpoDX
PREMIUM SILVER SPONSORSHIP PACKAGE
Option I: $40,000
(Contract signed and paid after 30 days of invoice date)
Regular price: $50,000
- Day Two or Day Three 30 Minute Vendor Presentation
- 2 Technical Sessions
- 128 sq ft Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List
- Power Panel

SILVER SPONSORSHIPS
Option II: $35,000
(Contract signed and paid after 30 days of invoice date)
Regular price: $40,000
- Power Panel Spot
- One Technical Session
- 128 sq ft Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

SILVER ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED
- Up to Three Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

ADDITIONAL BENEFITS
- One 15 - AMP Electrical Drop
- One Internet Drop
- Company Logo on Signage
- Access to Full Press List
- Cloud Expo TV Interview

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PREMIUM BRONZE SPONSORSHIP PACKAGE

Option I: $25,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $30,000

- Power Panel
- One Technical Session
- Demo Theater Presentation
- 108 sq ft Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

BRONZE SPONSORSHIPS

Option II: $20,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $25,000

- One Technical Session
- Demo Theater Presentation
- 108 sq ft Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List

**All Pre & Post sponsorship benefits apply

BRONZE ON-SITE SPONSORSHIP BENEFITS

EVENT PASSES PROVIDED

- Up to Two Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

ADDITIONAL BENEFITS

- One 15 - AMP Electrical Drop
- One Internet Drop
- Table & Two Chairs
- Access to Full Press List
- Cloud Expo TV Interview

To Learn More About Sponsorship Opportunities
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@CloudExpo
@ExpoDX
ADDITIONAL MARKETING OPPORTUNITIES
NEW YORK CITY, NY

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th># of Oppt</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpet Sponsorship</td>
<td>Connect with All Attendees As Soon As They Enter the Expo Floor with Your Carpet Sponsorship: Company Logo / Show Floor Entrance</td>
<td>1</td>
<td>$12,500</td>
</tr>
<tr>
<td>Runway Carpet</td>
<td>Connect with Attendees During Each Keynote &amp; General Session with Your Ballroom Runway Carpet Sponsorship: Company Logo on Both Aisle Runway Carpets</td>
<td>1</td>
<td>$12,500</td>
</tr>
<tr>
<td>Runway Carpet</td>
<td>Connect with Attendees During 100 Plus Technical Sessions with Your Breakout Room Runway Carpet Sponsorship: Company Logo on Aisle Carpet</td>
<td>4</td>
<td>$12,500</td>
</tr>
<tr>
<td>Lanyard</td>
<td>Company Logo on Event Lanyard</td>
<td>1</td>
<td>$15,000</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>Promote Company During Reception: Branded Napkins, Shot Glasses, Logo on Signage &amp; a 20-Minute Demo in the Expo Floor Demo Theater</td>
<td>1</td>
<td>$12,500</td>
</tr>
<tr>
<td>Coffee / Snack Breaks</td>
<td>Promote Company During Break: Branded Coffee Mugs &amp; Logo on Signage</td>
<td>4</td>
<td>$7,500</td>
</tr>
<tr>
<td>Lunch Sponsorship</td>
<td>Literature Placement, Branded Napkins &amp; Logo On Signage</td>
<td>2</td>
<td>$5,500</td>
</tr>
<tr>
<td>Wireless Sponsorship</td>
<td>Attendees Will See Your Branded Sponsor Splash Screen When Accessing Wireless Throughout the Conference. Sponsor Logo Also Included in All Password Handouts</td>
<td>1</td>
<td>$12,500</td>
</tr>
<tr>
<td>Coffee Cup Sleeves</td>
<td>Promote Your Company Logo on Coffee Cup Sleeves</td>
<td>3</td>
<td>$3,500</td>
</tr>
<tr>
<td>Broadcast Lounge</td>
<td>Connect with Attendees on the Expo Floor As They Sit Back and Relax on Your Company Branded Bean Bags / Vendor Presentation Streaming / 30-Second Commercial</td>
<td>1</td>
<td>$25,000</td>
</tr>
<tr>
<td>Demo Theater</td>
<td>20-Minute Demo: Recorded for 3-Months On-Demand Viewing</td>
<td>10</td>
<td>$4,500</td>
</tr>
<tr>
<td>Footprint Sponsorship</td>
<td>Increase Show Impressions by Leading Attendees to Your Booth with Your Branded Footprints</td>
<td>1</td>
<td>$9,000</td>
</tr>
<tr>
<td>e-Bulletin Sponsorships</td>
<td>Include Your Message in Cloud Expo's Show Daily: All Registered Attendees Will Receive Announcements &amp; Updates 2x a Day with Your Message</td>
<td>9 (3 sponsors per day)</td>
<td>$500</td>
</tr>
</tbody>
</table>

BOOTH CRAWL SPONSORSHIP
The booth crawl will take place on the Expo Floor all three days, starting with the Welcome Reception until Day 3 Morning Expo Floor hours. Participating attendees will have the opportunity to enter a raffle after completing the Booth Crawl. Raffle will be on Day 3 on the Expo Floor during afternoon Expo hours.

CLOUD EXPO WILL BE RESPONSIBLE FOR ALL PROMotions AND SIGNAGE:
• Your logo and booth number will be included in the official “Booth Crawl Route Map” handouts at the registration area
• Listing of giveaways in the daily schedule & online schedule
• Mention of your Booth Crawl sponsorship in our show daily e-newsletter
• Listing on on-site signage placed on the Expo Floor and registration area
• Sponsorship Highlight: Booth Crawl Sign with your logo at your booth
• Mention of your participation on the Javits Center site
EXHIBITOR PACKAGES

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SYS-CON EVENTS PRE & POST SHOW BENEFITS

PRE-SHOW SPONSORSHIP BENEFITS
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• Company Logo on All Event Pages
• Company Description, Logo

POST-SHOW ON-DEMAND BENEFITS
• Cloud Expo interview: On-Demand Viewing up to 3 months

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@ExpoDX
## EXHIBITOR PACKAGES

### Option I: $13,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $15,000

- One Technical Session Upon Availability
- 8x10 Booth Space (Structure & Carpet Not Included)
- Unlimited Use of Opt-in Attendee List
- One Electrical and One Internet Drop

**All Pre & Post sponsorship benefits apply**

### Option II: $10,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $12,000

- One Technical Session Upon Availability
- 8x6 Booth Space (Structure & Carpet Not Included)
- 1x Use of the Opt-in Attendee List
- One Electrical Drop

**All Pre & Post sponsorship benefits apply**

### Option III: $3,000
(Contract signed and paid after 30 days of invoice date)

Regular price: $4,500

- 8x6 Booth Space (Structure & Carpet Not Included)
- 1x Use of the Opt-In Attendee List

**All Pre & Post sponsorship benefits apply**

## EXHIBITOR ON-SITE BENEFITS

### EVENT PASSES PROVIDED

- One Full Conference Passes
- Speaker Passes
- Unlimited VIP Passes (Does not include lunch or entry to co-located events)
- Booth Staff Passes

### ADDITIONAL BENEFITS

- Table & Two Chairs
- Access to Full Press List
- Cloud Expo TV Interview