



AnsibleFest

The automation experience

2022

Sponsorship

prospectus

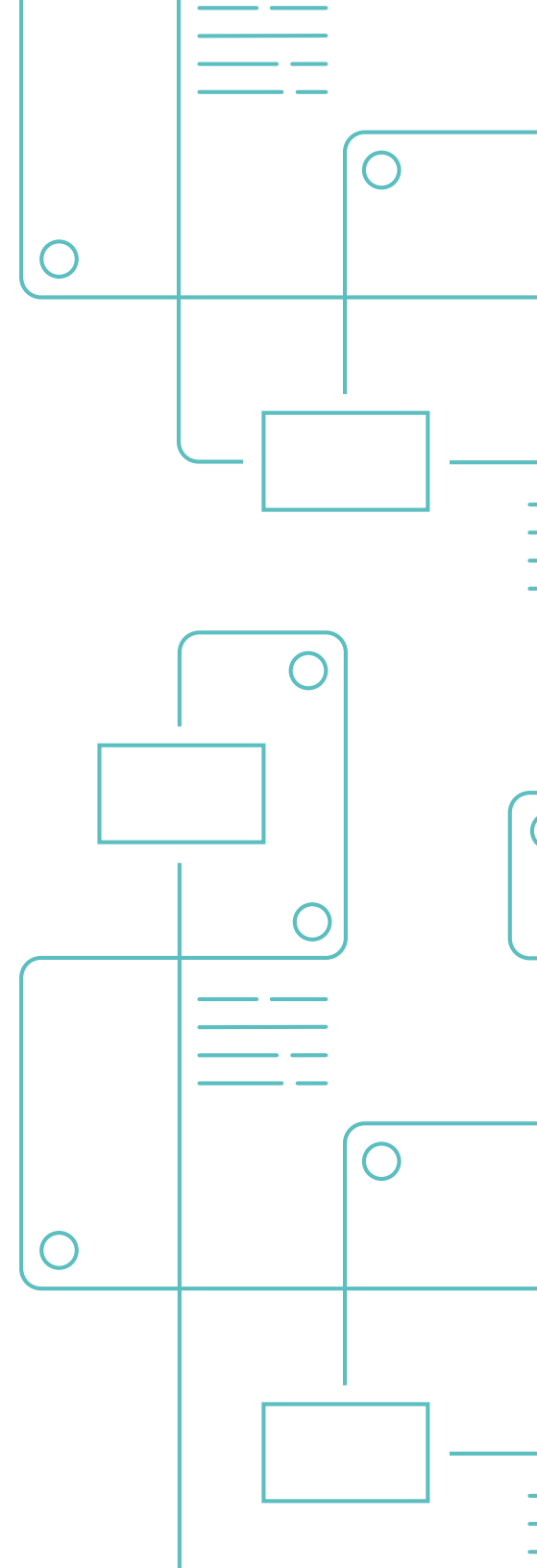


Sheraton Grand Chicago Riverwalk
Chicago, Illinois | Oct. 18-19, 2022

AnsibleFest

At AnsibleFest, a global community of IT professionals, contributors, and tech partners come together to shape the future of automation. This year, the premier event in enterprise automation returns in person and online. Our theme—The automation experience—celebrates everything that moves this movement: the skill-building that happens in hands-on sessions, the industry-shaping ideas shared on the main stage, the connections that bind all who automate.

As an AnsibleFest sponsor, you can reach current and future customers, connect with new talent, and increase brand awareness among people seeking new approaches and tools. The annual conference for the Ansible® community and Red Hat® Ansible Automation Platform users, AnsibleFest offers content for everyone from beginners to advanced automation pros. Explore this prospectus to find the right sponsorship opportunity for you.



2021 virtual event highlights



11,200+
attendees



12 sponsors



Thousands of
unique companies



179

countries
represented



65

breakout
sessions



4

keynotes

2021 attendee demographics*



Region	Top industries	Top roles
44% North America	31% IT consulting & services	22% Engineer
32% Europe, Middle East, Africa	12% Technology	17% System administrator
8% Latin America	12% Financial services	11% Architect
16% Asia Pacific	7% Government	8% Engineer / Specialist
	7% Telecommunications	

**All data pulled from 2021 virtual experience: September 29-30, 2021 and excludes Red Hatters. This information was self-selected by attendees during registration.*

Sponsorship packages | At a glance | *Limited availability*

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

	Gold Invite-only	Silver	Bronze	Pod
	\$40,000	\$25,000	\$17,000	\$7,000
Messaging reach + onsite recognition				
45-minute interactive session	●			
Logo recognition at opening general session	●	●		
Conference access				
Full conference passes	12	9	5	2
Discount code to purchase additional passes for your customers	●	●	●	●
Exhibit experience				
Turnkey booth size	10x20	10x10	10x10	Kiosk
Lead retrieval devices	2	1	1	1
Welcome reception sponsorship	●	●		
Onsite gamification inclusion	●	●	●	●

	Gold Invite-only	Silver	Bronze	Pod
	\$40,000	\$25,000	\$17,000	\$7,000
Pre-event + onsite marketing				
Company logo and URL link on event website	•	•	•	•
Company description including in mobile event app	100 words	75 words	75 words	50 words
Logo included in one pre-conference email to registered attendees sent by Red Hat	•			
Social media promotional kit	•	•	•	•
Logo recognition in event sponsorship signage	•	•	•	•
Discount on marketing opportunities (MPOs)	10%	10%	5%	5%
Virtual content hub				
Complimentary sponsor landing page	•	•	•	•
Matchmaking lead list				
One opt-in attendee lead list through our matchmaking lead list process shared November 2022	•	•	•	•

Gold sponsorship

US\$40,000 | Limited available | Invitation only

If interested in this level, email sponsorships@redhat.com.

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Package benefits:

Pre-event marketing

Company logo, description, and URL link on sponsor event webpage

100-word company description included in mobile event app

Logo included in one pre-conference email sent by Red Hat to registered attendees

Social media promo kit

Sponsor will be provided with an attendee list one week prior to conference (list will include company names only)

10% discount on marketing promotional opportunities (MPOs)

- Discount expires on August 15, 2022.

Messaging reach

45-minute interactive session

- An opt-in attendee list will be provided after the event. Only company names will be shared for those who opt out of sharing their information.
- Logo recognition at opening general session

Exhibit experience

Gold 10'x20' booth space includes:

- One turnkey unit with cabinet, countertop, and lockable side door
- Custom front graphic panel and custom side graphic panel
- One powered bar table with 6 barstools
- One 32" monitor
- One wastebasket and nightly cleaning

Wireless internet and electricity (two electrical drops and one power strip inside of cabinet)

2 lead retrieval devices

Ability to purchase additional items through show services

Welcome reception sponsorship

- No additional charge.

Logo recognition in event sponsorship signage

Onsite gamification inclusion to encourage attendees to visit your space during event days

Conference access

12 full conference passes, including access to the expo hall, general session, interactive sessions, on-site meals, and receptions

Discount code to purchase additional full conference passes for your customers. Limited passes available.

Matchmaking lead list process

As a sponsor, you will receive one opt-in attendee list through our matchmaking lead list process. Your customized list of opt-in attendees will be shared in the sponsor Exhibitor Resource Center (ERC) in November 2022.

- During registration, all Red Hat Summit registrants are required to opt-in or opt-out of sharing information with sponsors. Registrants then fill in their industry, job role, and job department during the registration process. These are captured for each attendee and used to create the matchmaking report
- Before the event, through your ERC, sponsors will rank their preference of industry, job role, and job department for your opt-in attendee lead list.
- Once Red Hat receives your rankings within the ERC, our system will use it to match your rankings with our attendee opt-in lists to create your customized list. Your matchmaking list will include: full name, company, title, business phone number, business email, and business address.
- Your list will be uploaded to your ERC in November 2022. Every effort will be made to accommodate the above choices; however, Red Hat is not responsible for registration trends or numbers, and cannot guarantee any particular result.

Lead quantity shared upon request and prior to contracting.

Virtual sponsor catalog & sponsor landing page

Sponsor landing page within the virtual event environment will include:

- Sponsor logo (.jpg or .png).
- Custom header. Headers can be .jpg or .png files. 335h x 860w pixels.
- Company message featured on sponsor landing page and previewed on virtual sponsor catalog tile. Your message can include company description, partnership highlights, etc. Limit 4000 characters, no hyperlinks.
- Website URL. Note: URL can be to a general company landing page, partnership page, or microsite. All URLs are subject to approval by Red Hat.
- Social media links to company's LinkedIn, Twitter, and Facebook.
- 10-minute sponsor video provided by sponsor. Video content can feature Red Hat partnership, joint solutions, etc. Maximum 1GB and must be a .mp4 file.
- 2 resources available for download provided by sponsor. Examples include traditional whitepapers, customer success brochures, etc. PDF format only, limit 1MB per file. Note: Mention of Red Hat is required.

Silver sponsorship

US\$25,000 | Limited available

If interested in this level, email sponsorships@redhat.com.

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Package details:

Pre-event + on-site marketing

Company logo, description, and URL link on sponsor event webpage

75-word company description included in mobile event app

Social media promotional kit

Logo recognition in event sponsorship signage

Sponsor will be provided with an attendee list one week prior to conference (list will include company names only)

10% discount on marketing promotional opportunities (MPOs)
• Discount expires on August 15, 2022.

Logo recognition at opening general session

Exhibit experience

Silver 10'x10' booth space includes:

- One turnkey unit with cabinet, countertop, and lockable side door
- Custom front graphic panel
- One barstool
- One 32" monitor
- One wastebasket and nightly cleaning

Wireless internet and electricity (one electrical drop and one power strip inside of cabinet)

One lead retrieval device

Ability to purchase additional items through show services

Welcome reception sponsorship
• No additional charge.

Onsite gamification inclusion to encourage attendees to visit your space during event days

Conference access

9 full conference passes, including access to the expo hall, general session, interactive sessions, on-site meals, and receptions

Discount code to purchase additional full conference passes for your customers. Limited passes available.

Matchmaking lead list process

As a sponsor, you will receive one opt-in attendee list through our matchmaking lead list process. Your customized list of opt-in attendees will be shared in the sponsor Exhibitor Resource Center (ERC) in November 2022.

- During registration, all Red Hat Summit registrants are required to opt-in or opt-out of sharing information with sponsors. Registrants then fill in their industry, job role, and job department during the registration process. These are captured for each attendee and used to create the matchmaking report
- Before the event, through your ERC, sponsors will rank their preference of industry, job role, and job department for your opt-in attendee lead list.
- Once Red Hat receives your rankings within the ERC, our system will use it to match your rankings with our attendee opt-in lists to create your customized list. Your matchmaking list will include: full name, company, title, business phone number, business email, and business address.
- Your list will be uploaded to your ERC in November 2022. Every effort will be made to accommodate the above choices; however, Red Hat is not responsible for registration trends or numbers, and cannot guarantee any particular result.

Lead quantity shared upon request and prior to contracting.

Virtual sponsor catalog & sponsor landing page

Sponsor landing page within the virtual event environment will include:

- Sponsor logo (.jpg or .png).
- Custom header. Headers can be .jpg or .png files. 335h x 860w pixels.
- Company message featured on sponsor landing page and previewed on virtual sponsor catalog tile. Your message can include company description, partnership highlights, etc. Limit 4000 characters, no hyperlinks.
- Website URL. Note: URL can be to a general company landing page, partnership page, or microsite. All URLs are subject to approval by Red Hat.
- Social media links to company's LinkedIn, Twitter, and Facebook.
- 10-minute sponsor video provided by sponsor. Video content can feature Red Hat partnership, joint solutions, etc. Maximum 1GB and must be a .mp4 file.
- 2 resources available for download provided by sponsor. Examples include traditional whitepapers, customer success brochures, etc. PDF format only, limit 1MB per file. Note: Mention of Red Hat is required.

Bronze sponsorship

US\$17,000 | Limited available

If interested in this level, email sponsorships@redhat.com.

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Package details:

Pre-event + on-site marketing

Company logo, description, and URL link on sponsor event webpage

75-word company description included in mobile event app

Social media promotional kit

Logo recognition in event sponsorship signage

Sponsor will be provided with an attendee list one week prior to conference (list will include company names only)

5% discount on marketing promotional opportunities (MPOs)
• Discount expires on August 15, 2022.

Exhibit experience

Bronze 10'x10' booth space includes:

- One turnkey unit with cabinet, countertop, and lockable side door
- Custom front graphic panel
- One barstool
- One 32" monitor
- One wastebasket and nightly cleaning

Wireless internet and electricity (one electrical drop and one power strip inside of cabinet)

One lead retrieval device

Ability to purchase additional items through show services

Onsite gamification inclusion to encourage attendees to visit your space during event days

Conference access

5 full conference passes, including access to the expo hall, general session, interactive sessions, on-site meals, and receptions

Discount code to purchase additional full conference passes for your customers. Limited passes available.

Matchmaking lead list process

As a sponsor, you will receive one opt-in attendee list through our matchmaking lead list process. Your customized list of opt-in attendees will be shared in the sponsor Exhibitor Resource Center (ERC) in November 2022.

- During registration, all Red Hat Summit registrants are required to opt-in or opt-out of sharing information with sponsors. Registrants then fill in their industry, job role, and job department during the registration process. These are captured for each attendee and used to create the matchmaking report
- Before the event, through your ERC, sponsors will rank their preference of industry, job role, and job department for your opt-in attendee lead list.
- Once Red Hat receives your rankings within the ERC, our system will use it to match your rankings with our attendee opt-in lists to create your customized list. Your matchmaking list will include: full name, company, title, business phone number, business email, and business address.
- Your list will be uploaded to your ERC in November 2022. Every effort will be made to accommodate the above choices; however, Red Hat is not responsible for registration trends or numbers, and cannot guarantee any particular result.

Lead quantity shared upon request and prior to contracting.

Virtual sponsor catalog & sponsor landing page

Sponsor landing page within the virtual event environment will include:

- Sponsor logo (.jpg or .png).
- Custom header. Headers can be .jpg or .png files. 335h x 860w pixels.
- Company message featured on sponsor landing page and previewed on virtual sponsor catalog tile. Your message can include company description, partnership highlights, etc. Limit 4000 characters, no hyperlinks.
- Website URL. Note: URL can be to a general company landing page, partnership page, or microsite. All URLs are subject to approval by Red Hat.
- Social media links to company's LinkedIn, Twitter, and Facebook.
- 10-minute sponsor video provided by sponsor. Video content can feature Red Hat partnership, joint solutions, etc. Maximum 1GB and must be a .mp4 file.
- 2 resources available for download provided by sponsor. Examples include traditional whitepapers, customer success brochures, etc. PDF format only, limit 1MB per file. Note: Mention of Red Hat is required.

Pod sponsorship

US\$7,000 | Limited available

If interested in this level, email sponsorships@redhat.com.

Guidelines and due dates are included within the Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

Package benefits:

Pre-event + on-site marketing

Company logo, description, and URL link on sponsor event webpage

50-word company description included in mobile event app

Social media promotional kit

Logo recognition in event sponsorship signage

Sponsor will be provided with an attendee list one week prior to conference (list will include company names only)

5% discount on marketing promotional opportunities (MPOs)
• Discount expires on August 15, 2022.

Exhibit experience

Kiosk includes:

- One turnkey unit with cabinet, countertop, and lockable side door
- Custom front graphic panel
- One barstool
- One 32" monitor
- One wastebasket and nightly cleaning

Wireless internet and electricity

One lead retrieval device

Ability to purchase additional items through show services

Onsite gamification inclusion to encourage attendees to visit your space during event days

Conference access

2 full conference passes, including access to the expo hall, general session, interactive sessions, on-site meals, and receptions

Discount code to purchase additional full conference passes for your customers. Limited passes available.

Matchmaking lead list process

As a sponsor, you will receive one opt-in attendee list through our matchmaking lead list process. Your customized list of opt-in attendees will be shared in the sponsor Exhibitor Resource Center (ERC) in November 2022.

- During registration, all Red Hat Summit registrants are required to opt-in or opt-out of sharing information with sponsors. Registrants then fill in their industry, job role, and job department during the registration process. These are captured for each attendee and used to create the matchmaking report
- Before the event, through your ERC, sponsors will rank their preference of industry, job role, and job department for your opt-in attendee lead list.
- Once Red Hat receives your rankings within the ERC, our system will use it to match your rankings with our attendee opt-in lists to create your customized list. Your matchmaking list will include: full name, company, title, business phone number, business email, and business address.
- Your list will be uploaded to your ERC in November 2022. Every effort will be made to accommodate the above choices; however, Red Hat is not responsible for registration trends or numbers, and cannot guarantee any particular result.

Lead quantity shared upon request and prior to contracting.

Virtual sponsor catalog & sponsor landing page

Sponsor landing page within the virtual event environment will include:

- Sponsor logo (.jpg or .png).
- Custom header. Headers can be .jpg or .png files. 335h x 860w pixels.
- Company message featured on sponsor landing page and previewed on virtual sponsor catalog tile. Your message can include company description, partnership highlights, etc. Limit 4000 characters, no hyperlinks.
- Website URL. Note: URL can be to a general company landing page, partnership page, or microsite. All URLs are subject to approval by Red Hat.
- Social media links to company's LinkedIn, Twitter, and Facebook.
- 10-minute sponsor video provided by sponsor. Video content can feature Red Hat partnership, joint solutions, etc. Maximum 1GB and must be a .mp4 file.
- 2 resources available for download provided by sponsor. Examples include traditional whitepapers, customer success brochures, etc. PDF format only, limit 1MB per file. Note: Mention of Red Hat is required.

Note: Pod sponsorships available to companies less than 10 years old.

Thank you to our 2021 sponsors

Digital gold



Digital silver

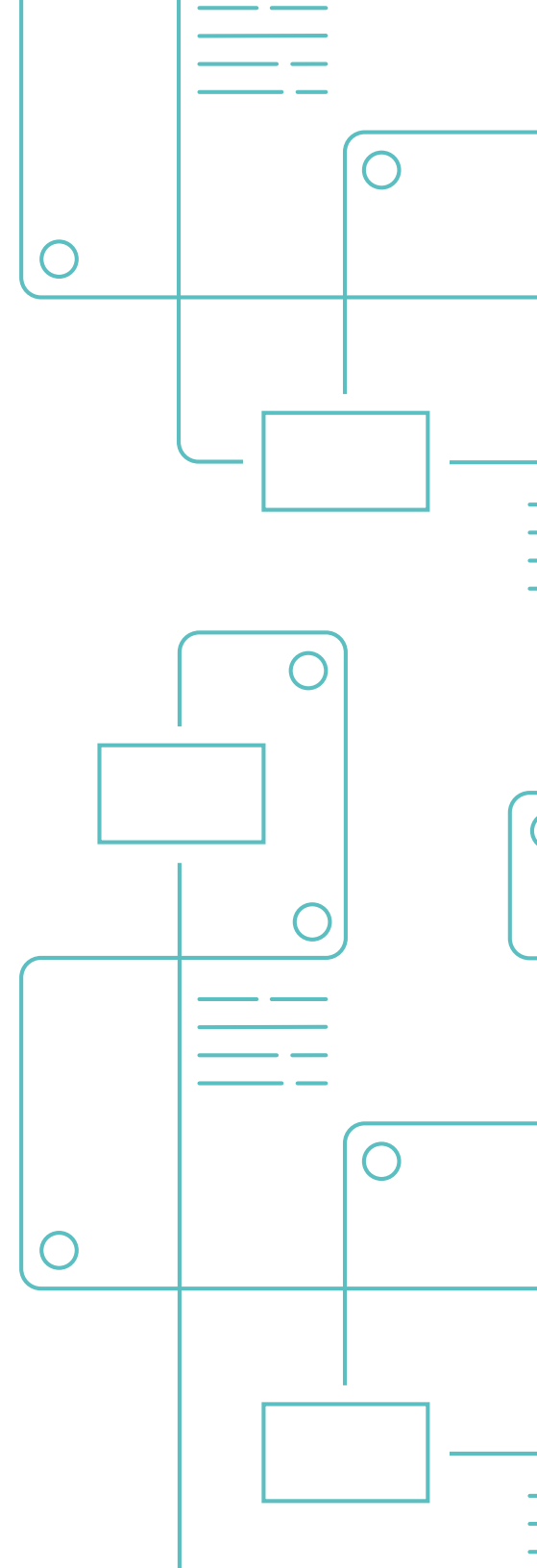


Contact us

We recommend requesting a contract as soon as possible to secure your spot at AnsibleFest 2022.

Once Red Hat receives the contract request, the Sponsorship team will be in contact with you within 24-48 business hours to walk you through the contract process. All packages are sold on a first-come, first-served basis. All items are subject to Red Hat approval. A signed contract is required for you to secure your sponsorship and be placed in the booth selection queue.

If you have any questions regarding our sponsorship packages or if you would like to request a contract, email sponsorships@redhat.com.





AnsibleFest

The automation experience

Thank you

We look forward to partnering with you.



Sheraton Grand Chicago Riverwalk
Chicago, Illinois | Oct. 18-19, 2022