

.NEXT 2018/2019

Sponsorship Prospectus

.NEXT
CONFERENCE

.NEXT Americas

May 8–10, 2018 | New Orleans, Louisiana

.NEXT Europe

November 27–29, 2018 | London UK

.NEXT On Tour

Summer 2018–Spring 2019 | 20+ cities globally



About .NEXT

Ready to expand your customer base, amplify your brand, and drive your business objectives?

.NEXT is an exciting opportunity to engage with a targeted global audience of 18K+ customers, partners, influencers, and Nutanix executives and experts. Take part with visionaries, decision makers, and professionals from the world's most advanced data-centers to share in the industry transformation to the new Enterprise Cloud OS.

At **.NEXT** conferences, you will position your organization as an innovative technology leader at the hottest Enterprise Cloud conferences of the year. Showcase how your solutions work with Nutanix for enterprise IT organizations adopting new datacenter architectures. And, gain first insights into groundbreaking new Nutanix platform capabilities that are fueling the market shift to a unified technology stack.

.NEXT On Tour extends the conference vision and insights to an even broader audience worldwide. Reach enterprise buyers who are actively evaluating and seeking practical advice for what's next for their Enterprise Cloud strategies. Held in major markets across the world, there is no better way to reach a relevant, engaged community of customers, prospects, and partners.

Now in its fourth year, **.NEXT 2018/2019** will be the biggest and best program yet.



- .NEXT Americas**
May 8-10, 2018
New Orleans, Louisiana
- Multi-day conference
 - 5,500 attendees expected
 - Nutanix user community focused
 - 70+ sessions focused on technical deep dives and best practices

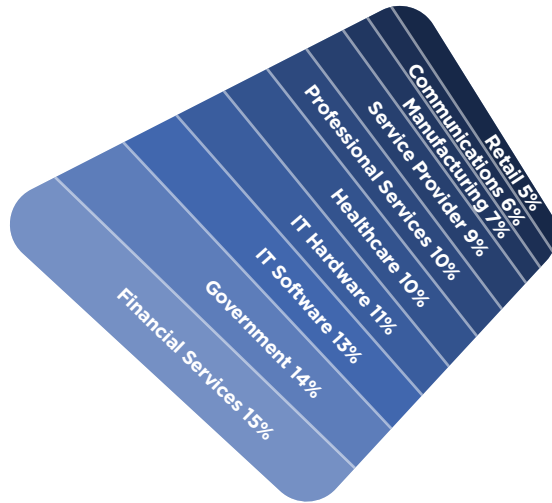


- .NEXT Europe**
November 27-29, 2018
London UK
- Multi-day conference
 - 3,200 attendees expected
 - Nutanix user community focused
 - 50+ sessions focused on technical deep dives and best practices



- .NEXT On Tour**
Autumn 2018 - Spring 2019
20+ cities globally
- Half-day and full-day events
 - 9,500 attendees expected
 - Nutanix users and prospects
 - Introduction to Nutanix vision and technologies, plus spot-light on select solution topics

.NEXT 2017 Audiences



.NEXT Americas 2017

By Customer Organization Industry

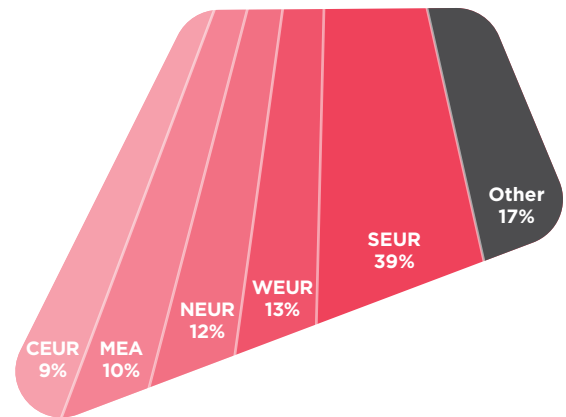
- June 28-30, 2017 in Washington DC
- SOLD OUT sponsorships
- 3,800+ attendees from 50 countries
- Nearly doubled in size year-on-year
- 70 sessions delivered by 137 speakers, including 62 customer speakers

*Not including employees

.NEXT Europe 2017

By Region

- November 7-9, 2017 in Nice, France
- SOLD OUT conference
- SOLD OUT sponsorships
- 2,200+ attendees from 46 countries
- 61 sessions delivered by 76 speakers including 26 customer speakers



“Really good sessions with good insights into the immediate future.”

“Great openness at the Exec Q&A!”

“By far the best conference for me in recent years.”

- .NEXT Americas and .NEXT Europe attendees

.NEXT 2017/2018 Sponsors

The fantastic support by our 2017/2018 sponsors demonstrated the swift growth in the breadth and depth of the Nutanix Enterprise Cloud ecosystem. Partner interest in .NEXT continued to expand significantly, with 70% more sponsors joining at .NEXT Americas compared to the previous year. 2018/2019 will provide exciting new opportunities and ways to participate in .NEXT.

- 60 sponsors at .NEXT Americas 2017
- 33 sponsors at .NEXT Europe 2017
- 15 sponsors at various .NEXT On Tour events globally

Platinum Sponsors



Gold Sponsors



.NEXT CONFERENCE

Silver Sponsors



Bronze Sponsors



Additional Sponsors



NUTANIX
YOUR ENTERPRISE CLOUD

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.NEXT 2017 Sponsor Feedback

91% met their expectations from the conference

90% had good quality and relevant conversations with customers and partners

95% would recommend sponsoring again

95% felt they were provided with good branding visibility overall



“Got 2X the leads than .NEXT last year!”

“Had some great conversations... and some potentially multi-million deals... that alone made this worth it.”

“It was SO easy for us - just about everything was taken care of for us.”

“We’re definitely coming back next year!”

- .NEXT Americas and .NEXT Europe sponsors

.NEXT 2018/2019 Sponsorships Overview

Deadlines

- Global sponsorships close: **March 23, 2018**
- Americas sponsorships close: **March 23, 2018**
- APJ sponsorships close: **July 20, 2018**
- EMEA sponsorships close: **October 12, 2018**

Special Pricing Opportunities

Global Discounts

Sponsors joining both .NEXT Americas Conference (May 8-10, 2018 in New Orleans) and .NEXT Europe Conference (November 27-29, 2018 in London) at the highest levels will enjoy the following discounts. Quarterly invoicing and payment plan available upon request.

- *Global Platinum*: 12% discount, 4 available, by invitation only
- *Global Gold*: 7% discount, 8 available

NEW - Entrée Sponsorship Level Introduction of a brand-new Entrée level option at .NEXT 2018 Conferences will be available exclusively for first-time sponsors only. This provides an exceptional package to help partners new to working with Nutanix the opportunity to engage and drive business development opportunities.

*All sponsorships are available on a **first-come, first-served** basis. Based on the exceedingly high interest in past events, we expect sponsorships to sell out again this year. Please act quickly to secure your participation as soon as possible.*



.NEXT Americas 2018 Sponsorship Packages

| | PLATINUM* SOLD OUT | GOLD 1 available | SILVER 25 available | BRONZE 30 available | ENTREE 30 available |
|--|-------------------------------------|----------------------------|-------------------------------|-------------------------------|-------------------------------|
| SPONSORSHIP COST | \$85,000 | \$45,000 | \$16,500 | \$9,500 | \$5,000 |
| EVENT PASSES | | | | | |
| Speaker pass | 1 | 1 | | | |
| Employee passes, free | 12 | 8 | 6 | 4 | 2 |
| Customer passes, free | 10 | 5 | 2 | 2 | |
| Customer passes, 50% off | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| SOLUTIONS EXPO | | | | | |
| Turnkey booth (structure, power, signage, lighting, carpet, monitor(s), wireless internet) | 10 x 20' | 10 x 10' | 10 x 10' | 4 x 4' Kiosk | 4 x 4' Kiosk No monitor |
| Lead retrieval units | 3 | 2 | 2 | 1 | 1 |
| Passport program, at no cost to sponsors | Included | Included | Included | Included | Included |
| Dedicated meeting room | 1 | | | | |
| SPEAKING OPPORTUNITIES | | | | | |
| Breakout session (with customer case study) | 45 minutes | 30 minutes | | | |
| Breakout session opted-in attendee list and survey results, 1 week post event | ✓ | ✓ | | | |
| Breakout session recording (for nominal fee), 2 weeks post event | ✓ | ✓ | | | |
| Solutions Expo theatre session (with customer case study) | | | 20 minutes | | |
| PRE-EVENT MESSAGING & BRANDING | | | | | |
| Logo on conference website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Co-branded HTML conference invitation | ✓ | ✓ | ✓ | ✓ | ✓ |
| Inclusion in social media & promotions | ✓ | ✓ | ✓ | ✓ | ✓ |
| List of registered organizations, 2 weeks prior | ✓ | ✓ | | | |
| Guest blog on next.nutanix.com | ✓ | ✓ | | | |
| Promotional email sent to all registrants, 1 week prior | ✓ | | | | |
| Mention in .NEXT conference press release | ✓ | | | | |
| ONSITE MESSAGING & BRANDING | | | | | |
| Logo in onsite conf. signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo inclusion in general session presentation | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo and description in conference mobile app | 100 words | 50 words | 50 words | 50 words | 50 words |
| List of attending media, 1 day prior | ✓ | ✓ | | | |
| 2 team invitations to channel awards reception | ✓ | | | | |
| FOLLOW-ON MESSAGING & BRANDING | | | | | |
| Link to sponsor page in post-event thank you email | ✓ | ✓ | ✓ | | |
| List of attending organizations, 1 week post event | ✓ | ✓ | | | |
| Early access invitation to 2019/2020 .NEXT sponsorships | ✓ | ✓ | | | |
| Early access invitation to 2018 .NEXT Virtual Event sponsorship (approximately 4 weeks post event) | ✓ | | | | |

.NEXT Americas 2018 MPOs (Marketing Promotional Opportunities)

- **Welcome Reception: \$10,000 Each, SOLD OUT**

Gain the first-mover advantage, with your company brand front-and-center in visibility at the very start of the .NEXT 2018 conference. Includes sponsor logo on event signage, tabletop signage, and promotion in conference mobile app. Also available to 1 sponsor for \$17,500.

- **Lego Mini-Figure & Selfie Station, SOLD OUT**

Be part of the conference buzz with a highly unique branding opportunity. Attendees are invited to create a mini version of themselves with your logo and brand highlighted throughout the space. Attendees will be invited to take photo selfies with their mini-figures and contribute on social media. Your logo will be included on a branded accessory of your choice within the Lego parts buffet that each conference attendee will visit in the Solutions Expo to create their own personal mini-figure.

- **Drone Racing Course, SOLD OUT**

Contribute to the community building at the conference with your support of the drone racing competitions in the Solutions Expo. Sponsor may submit custom designed branding that will wrap the back wall of the drone obstacle course cage. Expected to draw interest from the conference attendees as well as visibility within social media.

- **Partner Xchange: \$10,000 Each, ~~4 available~~ 3 available**

Differentiate your brand at the inaugural Nutanix Partner Xchange, our premier event for the Nutanix partner community on Tuesday, May 8th. Reach the key sellers and influencers who can drive your business success from across our Channel, GSI, OEM, Service Provider, and Alliances partner ecosystem. Sponsorship includes 4 full conference passes, logo on event signage, chair drop during the Partner Xchange keynote session, logo on tabletop signs during the Partner Reception, and list of registered partners (company and title) 2 weeks prior to the event. Also available to 1 sponsor for \$35,000.

- **Evening Extravaganza: \$15,000 Each, 4 Available**

Elevate your company's awareness and networking opportunities, as a sponsor of the final party of the conference. The evening will be filled with live music and entertainment, and thrilling activities to attract a wide range of attendee interests. Includes sponsor logo on event signage, promotion in conference mobile app, and co-branded giveaway (choice of giveaway first-come-first-served, based on availability). Also available to 1 sponsor for \$50,000.

- **Executive Track: \$10,000 Each, 2 Available**

Take part in exclusive networking with 100+ executive attendees of the conference. The Executive Track includes breakout sessions led by industry luminaries. Includes sponsor logo on email invitation, registration page, event signage, and post-event email; and up to 2 executive attendees per sponsor organization. Also available to 1 sponsor for \$20,000. By invitation only.

- **Public Sector Customer Reception, \$5,000 Each, 8 available**

Engage with a targeted audience of 300+ Federal, Defense, State & Local Government, and Education professionals who are running critical applications and services on the Nutanix Enterprise Cloud platform in their organizations. An evening reception at the National World War II Museum will include a swing band and full cocktails – providing a lively backdrop for valuable relationship building and business development conversations. Sponsorship benefits include: logo on email invitation, registration page, onsite signage; and up to 5 attendees per sponsoring organization. Sponsors and Nutanix team members will be the only non-Public Sector attendees at the event.

- **Verticals Meetup Event: \$3,000 Each, 4 available (1 per Vertical)**

Enjoy engagement with like-minded IT professionals focused in Healthcare, Retail/ Manufacturing, Financial Services, and Public Sector. Attendees will gather for informal networking on the Wednesday evening of .NEXT at the Nutanix World booth to view the latest vertical solutions that run on Nutanix and chat with experts and peers. The highly targeted audience will include decision makers and influencers looking to share and swap the latest best practices from within the community on addressing cost, complexity, and security needs with their datacenter partners & solutions. Sponsorship benefits include: logo on onsite event signage and in-booth giveaway; opportunity to address each vertical gathering for 2 minutes; and 2 conference passes per sponsoring organization.

- **theCUBE: \$5,000 Each, 5 Available**

Drive ongoing mileage from your company presence with an onsite executive interview on The Cube. Includes a 20-minute interview session that will be streamed live during the conference, and then available to be promoted online and through social media post-event. By invitation only.

- **Charging Stations: \$7,500 Each **SOLD OUT****

Add unique brand and messaging visibility, as attendees pause amidst the conference bustle for a mobile charge-up. Includes sponsor branding of signage and inclusion in mobile app. Available exclusively to 1 sponsor only for the conference.

- **Community Lounge: \$5,000 Each, 2 Available**

Boost your presence with branding in the prime hangout area of the conference. Attendees will not miss your brand as they seek out this area to meetup, network,

- **EBC Meeting Rooms: \$5,000 Each, 3 available**

Maximize your business development success from the conference with the convenience of a dedicated onsite conference room to host briefings and private discussions. Available during conference hours. Located on-premises within the conference center. Includes sponsor signage and basic room setup (conference table, chairs, electrical, wireless internet connection, and presentation monitor).

- **Theatre Session: \$2,500 Each, 5 Available**

Enhance your company's education and messaging profile at the conference with the addition of a session in the Solutions Expo theatre. Deliver a 20-minute presentation to highlight your company's solutions, partnership with Nutanix, and a joint customer case study.

Additional MPOs may be available and will be announced in April 2018.

.NEXT Europe 2018 Sponsorship Packages

| | PLATINUM* 4 available Invitation only | GOLD 8 available | SILVER 12 available | BRONZE 16 available | ENTREE 20 available |
|---|--|----------------------------|-------------------------------|-------------------------------|-------------------------------|
| SPONSORSHIP COST | \$52,000 | \$27,000 | \$11,500 | \$6,000 | \$3,500 |
| EVENT PASSES | | | | | |
| Speaker pass | 1 | 1 | | | |
| Employee passes, free | 10 | 6 | 4 | 2 | 2 |
| Customer passes, free | 10 | 4 | 2 | 2 | |
| Customer passes, 50% off | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| SOLUTIONS EXPO | | | | | |
| Turnkey booth(structure, power, signage, lighting, carpet, monitor(s), wireless internet) | 10 x 20' | 10 x 10' | 10 x 10' | 4 x 4' Kiosk | 4 x 4' Kiosk No monitor |
| Lead retrieval units | 2 | 1 | 1 | 1 | 1 |
| Passport program, at no cost to sponsors | Included | Included | Included | Included | Included |
| Dedicated meeting room | 1 | | | | |
| SPEAKING OPPORTUNITIES | | | | | |
| Logo inclusion in general session presentation | ✓ | ✓ | ✓ | ✓ | ✓ |
| Breakout session (with customer case study) | 45 minutes | 30 minutes | | | |
| Breakout session opted-in attendee list and survey results, 1 week post event | ✓ | ✓ | | | |
| Breakout session recording (for nominal fee), 2 weeks post event | ✓ | ✓ | | | |
| Solutions Expo theatre session (with customer case study) | | | 20 minutes | | |
| PRE-EVENT MESSAGING & BRANDING | | | | | |
| Logo on conference website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Co-branded HTML conference invitation | ✓ | ✓ | ✓ | ✓ | ✓ |
| Inclusion in social media & promotions | ✓ | ✓ | ✓ | ✓ | ✓ |
| List of registered organizations, 2 weeks prior | ✓ | ✓ | | | |
| Guest blog on next.nutanix.com | ✓ | ✓ | | | |
| Promotional email sent to all registrants, 1 week prior | ✓ | | | | |
| Mention in .NEXT conference press release | ✓ | | | | |
| ONSITE MESSAGING & BRANDING | | | | | |
| Logo in onsite conf. signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo inclusion in general session presentation | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo and description in conference mobile app | 100 words | 50 words | 50 words | 50 words | 50 words |
| List of attending media, 1 day prior | ✓ | ✓ | | | |
| 2 team invitations to channel awards reception | ✓ | | | | |
| FOLLOW-ON MESSAGING & BRANDING | | | | | |
| Link to sponsor page in post-event thank you email | ✓ | ✓ | ✓ | | |
| List of attending organizations, 1 week post event | ✓ | ✓ | | | |
| Early access invitation to 2019/2020 .NEXT sponsorships | ✓ | ✓ | | | |

Pricing does not include VAT which may be applicable depending on sponsor's billing location.

.NEXT Europe 2018 MPOs (Marketing Promotional Opportunities)

- Welcome Reception: \$7,500 Each, 2 Available
- Evening Extravaganza: \$7,500 Each, 3 Available
- Executive Track: \$5,000 Each, 2 Available, by invitation only
- theCUBE: \$5,000 Each, 5 Available
- Charging Stations: \$5,000 Each, 1 Available
- Community Lounge: \$3,500 Each, 2 Available
- Theatre Session: \$1,500 Each, 5 Available

Additional MPOs may be available and will be announced in November 2018.



.NEXT On Tour APJ 2018 Sponsorship Packages

Featuring thought-provoking speakers, stimulating content, and attention to detail for each audience – the .NEXT On Tour APJ events are the pre-eminent enterprise cloud events in the region. With an expected attendance of 750 to 1,000 attendees per city, these events provide an extraordinary experience for customers and partners alike, and are sure to yield strong business development opportunities for sponsoring organizations.



.NEXT On Tour – APJ September – October 2018

- Seoul – September 7
- Beijing – September 18
- Tokyo – September 21
- Mumbai – October 4-5
- Bangkok – October 11
- Sydney – October 17
- Taipei – October 18
- Hong Kong – November 9

Additional local Nutanix X-Tour events will take place throughout the region in September to November 2018. Please contact nextsponsorship@nutanixevents.com if you are interested in joining these events.

| | APJ Premier 6 available By invitation only | APJ Regional 14 available |
|---|---|-------------------------------------|
| SPONSORSHIP COST | \$56,000 | \$48,000 or \$7,000 per city |
| SPONSORSHIP BENEFITS | | |
| Staff pass allocations | 4 | 3 |
| Presence in Partner Pavilion (includes sponsor-branded signage, power, wireless internet) | 6-foot tabletop premium location | 6-foot tabletop |
| Passport program, at no cost to sponsors | Included | Included |
| Lead retrieval units | 2 | 1 |
| Co-branded uniquely-coded HTML event invitation | ✓ | ✓ |
| Logo inclusion on event website | ✓ | ✓ |
| Logo inclusion in onsite event signage | ✓ | ✓ |
| Logo inclusion in general session presentation | ✓ | ✓ |
| List of attending organizations, 1 week prior to event | ✓ | |
| 2-minute partner-provided video shown on joint customer success story | ✓ | |
| Access to meeting room, upon request | ✓ | |
| Mini-theatre session on customer case study, 10 minutes (where available) | ✓ | |

Pricing does not include VAT which may be applicable depending on sponsor's billing location. Dates and venue details per city are being finalized, and may be subject to change.

.NEXT On Tour Americas 2018 Sponsorship Packages

.NEXT On Tour Americas takes the vision and content from the .NEXT Conference directly on the road starting in summer 2018. With an expected attendance of 150+ attendees per event from enterprise and commercial organizations, these events provide valuable customer engagement opportunities for sponsors.

.NEXT On Tour - Americas September-October 2018

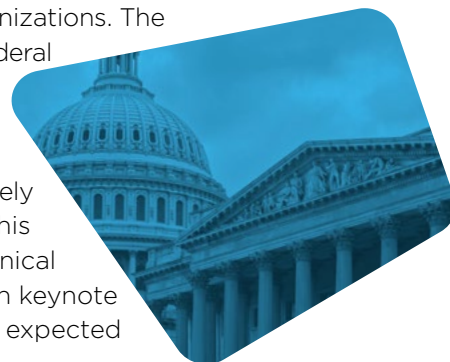
- Mexico City
- Sao Paulo
- Denver
- Toronto
- Boston
- New York City
- Chicago
- Huntington Beach
- Palo Alto
- Houston
- Dallas
- Charlotte
- Nashville



| | Americas Premier 4 available By invitation only | Americas Regional 4 available |
|---|--|---|
| SPONSORSHIP COST | \$44,000 | \$33,000 OR \$4,000 per city |
| SPONSORSHIP BENEFITS | | |
| Staff pass allocations | 3 | 2 |
| Presence in Partner Pavilion (includes sponsor-branded signage, power, wireless internet) | 6-foot tabletop premium location | 6-foot tabletop |
| Passport program, at no cost to sponsors | Included | Included |
| Lead retrieval units | 1 | 1 |
| Co-branded uniquely-coded HTML event invitation | ✓ | ✓ |
| Logo inclusion on event website | ✓ | ✓ |
| Logo inclusion in onsite event signage | ✓ | ✓ |
| Logo inclusion in general session presentation | ✓ | ✓ |
| List of attending organizations, 1 week prior to event | ✓ | |
| 2-minute partner-provided video shown on joint customer success story | ✓ | |

.NEXT On Tour Federal 2018 Sponsorship Packages

.NEXT On Tour Federal is the leading one-day conference designed specifically for Federal and Defense audiences. The agenda will feature subject matter experts sharing insights on how to improve agility, cost savings, security, and SLAs using real world experiences specifically from within these organizations. The content will draw from the experiences of the U.S. Federal community who have adopted the Nutanix software platform to transform their approach to IT. As a sponsor, you will engage and network with 230+ Federal, Defense, and contractor professionals actively valuating and adopting enterprise cloud solutions. This year, will feature a hands-on lab experience for technical professionals, CXO breakfast, and celebrity luncheon keynote on repeat. As with previous years, the conference is expected to sell out, so reserve your spot today!



.NEXT On Tour - Federal June 13, 2018

- Ronald Reagan Building, Washington D.C.

| | Platinum 2 available | Gold 3 available | Silver 10 available |
|---|----------------------------------|----------------------------|-------------------------------|
| SPONSORSHIP COST | \$10,000 | \$6,000 | \$4,500 |
| SPONSORSHIP BENEFITS | | | |
| Staff pass allocations | 4 | 3 | 2 |
| Presence in Partner Pavilion (includes sponsor-branded signage, power, wireless internet) | 6-foot tabletop premium location | 6-foot tabletop | 6-foot tabletop |
| Passport program, at no cost to sponsors | Included | Included | Included |
| Lead retrieval units | 1 | 1 | 1 |
| Co-branded uniquely-coded HTML event invitation | ✓ | ✓ | ✓ |
| Logo inclusion in social media | ✓ | ✓ | ✓ |
| Logo inclusion on event website | ✓ | ✓ | ✓ |
| Logo inclusion in onsite event signage | ✓ | ✓ | ✓ |
| Logo inclusion in general session presentation | ✓ | ✓ | ✓ |
| 1 attendee at CXO breakfast | ✓ | | |
| 5 minute Lightning Talk following general session | | ✓ | |

.NEXT On Tour Federal MPOs (Marketing Promotional Opportunities)

- **BREAKFAST SPONSORSHIP: \$3,500, 1 Available**

1 event pass

Recognition on breakfast signage and during opening remarks of general session

- **LUNCH SPONSORSHIP: \$3,500, 1 Available**

1 event pass

Recognition on lunch signage and during opening remarks of general session

- **LANYARD SPONSORSHIP: \$2,000, 1 Available**

1 event pass

Logo placement on name card lanyards worn by all registered attendees

Recognition during opening remarks of general session



.NEXT On Tour EMEA 2018/2019 Sponsorship Packages

.NEXT On Tour closes with 4 major events in EMEA, directly following .NEXT Europe Conference. With an expected attendance of 500+ attendees per event, these events enable sponsors to further deepen their business return from .NEXT by joining us on the road across the region.

.NEXT On Tour - EMEA
February 2019 - April 2019
Locations TBA



| | EMEA Premier 4 available By invitation only | EMEA Regional 6 available |
|---|--|-------------------------------------|
| SPONSORSHIP COST | \$24,000 | \$20,000 or \$6,000 per city |
| SPONSORSHIP BENEFITS | | |
| Staff pass allocations | 3 | 2 |
| Presence in Partner Pavilion (includes sponsor-branded signage, power, wireless internet) | 6-foot tabletop premium location | 6-foot tabletop |
| Passport program, at no cost to sponsors | Included | Included |
| Lead retrieval units | 2 | 1 |
| Co-branded uniquely-coded HTML event invitation | ✓ | ✓ |
| Logo inclusion on event website | ✓ | ✓ |
| Logo inclusion in onsite event signage | ✓ | ✓ |
| Logo inclusion in general session presentation | ✓ | ✓ |
| List of attending organizations, 1 week prior to event | ✓ | |
| 2-minute partner-provided video shown on joint customer success story | ✓ | |
| Access to meeting room, upon request | ✓ | |

Both enhancement and breakout session options may be available as MPOs, to be announced. Dates and venue details per city are being finalized, and may be subject to change.