

.NEXT 2019/2020

Exhibit and Sponsorship Opportunities

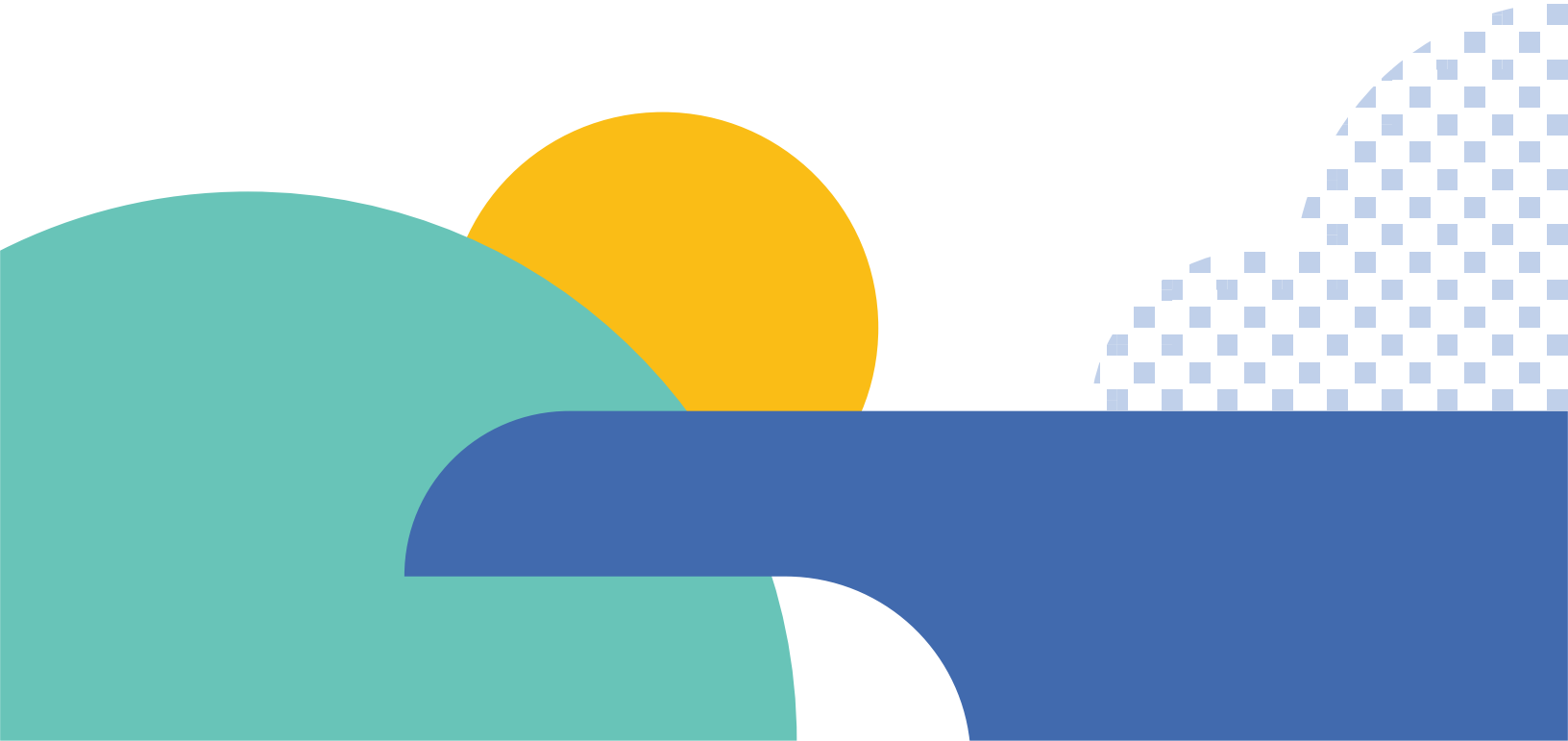
Invisible Clouds, Visible IT

.NEXT Europe

Copenhagen, Denmark October 8-10, 2019

.NEXT On Tour

Summer 2019-Spring 2020



About .NEXT

.NEXT Conference is the IT industry's leading datacenter and cloud conference where executives, IT infrastructure and operations leaders, architects, DevOps practitioners and partners learn and discuss state-of-the-art practices on building and running enterprise clouds that give businesses a competitive edge.

Nutanix is a global leader in cloud software and hyperconverged infrastructure solutions, making infrastructure invisible so that IT can focus on the applications and services that power their business. Companies around the world use Nutanix Enterprise Cloud OS software to bring one-click application management and mobility across public, private and distributed edge clouds so they can run any application at any scale with a dramatically lower total cost of ownership.

Sponsoring the .NEXT Conferences allows you to showcase how your solutions work with Nutanix and position your organization as an innovative leader at the hottest Enterprise Cloud conference of the year, where attendees explore ideas and innovation. Each year, we introduce new ways to foster networking and knowledge in a fun, enticing environment.

Attendees use what they learn at .NEXT to influence the IT practices and purchasing decisions within their companies. They leave the event equipped to make better decisions, overcome challenges, and maximize their companies' IT investments. Join us at .NEXT to hear from the leaders in the industry that are reshaping the datacenter as we know it.

.NEXT Conference 2018

- 200+ Exams Delivered
- 50+ Breakout Sessions
- 20 Lab Classes
- New Hackathon / API Accelerator Lab



Demographics

- Expected attendance for .NEXT Copenhagen 2019 is 4,500
- At .NEXT Conference 2018 4800 Attendees from 75 countries
- 80 Sponsors
- 30+ analysts and press

Attendees at a Glance

Top 10 Industries:

- Finance
- Manufacturing
- Insurance
- Consulting
- Healthcare
- Government
- Education
- Telecommunications
- Energy
- Transportation

Top 10 Job Titles:

- Account Executive
- Business Development Manager
- Sales Manager
- C-Level
- IT Manager
- Director
- Network Engineer
- Systems Engineer
- Enterprise Architect
- Solutions Architect

Company Size of attendees

1- 499	25%
500- 999	10%
1,000- 4,999	23%
5,000- 9,999	10%
10,000- 49,999	20%
50,000+	12%

Social Media

- 37,000+ digital mentions
- 222m potential earned impressions



“Being able to speak to the Nutanix engineers is priceless.”

“Great to hear about how far we’ve come with HCI, and how we’re going to get to the next level of “invisible cloud”

“As I have attended many conferences over the years I have grown to enjoy the off topic presenters the most. Everything else is informative, but sometimes it takes an outsider perspective to really drive home what you need to be doing.”

Agenda

.NEXT attendees can participate in hands on labs, education and certification classes, break out tracks and keynote sessions designed to inspire and inform on all things cloud. Courses from intro to advanced to expert are available for attendees to customize their experiences. Whether your focus is leadership, DevOps, IT infrastructure and operations, or applications, .NEXT has a track for you to maximize your experience and engage with like-minded professionals.

Tracks Include

- **Datacenter Modernization:** Virtualization, microsegmentation, and Database provisioning
- **Mission-critical Workloads and Verticals:** Best practices for business critical applications and how-to's for successful VDI
- **Multi-cloud and Automation:** Application Automation, Cost optimization & Disaster Recovery
- **Emerging Technology and Trends:** TCO/ROI for hybrid cloud, managing compliance, and blockchain in your business

Example Schedule

Tuesday October 8th

- Partner Xchange Program
- Education and Certification Tracks
- Main Arrivals
- Solutions Expo Networking & Welcome Reception

Wednesday October 9th

- Opening Keynote
- Breakout Sessions
- Afternoon General Session
- Evening Event and Entertainment

Thursday October 10th

- Opening Keynote
- Breakout Sessions
- Closing Keynote

Why Sponsor?

The .NEXT Conference showcases cutting edge technology, expert speakers, unique keynotes, hands on labs, and one-on-one sessions with Nutanix executives. At this 3-day conference, we offer sponsors the opportunity to drive awareness and influence Nutanix customers, prospects and partners. Entering its fifth year, .NEXT 2019 will be the biggest and best show yet.

By sponsoring the .NEXT Conference you have a powerful opportunity to position your company as a leader in the private and public cloud ecosystem. Come share your customer successes and showcase your solution to thought leaders and industry luminaires.

Sponsor attendees are invited to attend sessions to gain first insights into the groundbreaking new Nutanix platform capabilities. Sponsorship packages offer substantial high value benefits including pre-show and post-show communications to attendees. Sponsors can enhance their show impact by purchasing additional marketing promotional opportunities for .NEXT 2019.

NEW Benefits for 2019

- Comprehensive turnkey booth packages
- Concierge service for Platinum and Gold sponsors
- Enhanced floor plan to maximize attendance through the conference
- Additional booth staff opportunities and enhanced MPO's

Contact Sponsorships@nutanix.com



"The quality of attendees we talked to was great!"

"We had a great show! The .NEXT Team is amazing and everyone went out of their way to be helpful!"

.NEXT 2018 Sponsors

Bronze, Entree & Additional Sponsors

- Array Networks
- Carahsoft
- Choice Solutions
- Clearshark
- Computex
- Connections
- cStor
- CTERA
- Datalink/ Insight
- DH Technologies
- DinCloud
- Eaton
- Edge Solutions & Consulting
- eGroup
- FreeIT
- FusionStorm
- Government Acquisitions
- HCL
- High Availability
- Howard Technology Solutions
- Immix
- Information Technology Professionals
- Ingram Micro
- Lewan
- Login VSI
- Mongo DB
- Norseman
- Nutanix Financial Services
- ProActive Solutions
- Red River
- Round Tower
- StorageCraft
- Sureline Systems
- SUSE Linux
- Vion
- Winslow Technology Group, LLC
- Worldcom Exchange Inc.
- Zenoss
- Zones

Platinum Sponsors



Gold Sponsors



Silver Sponsors

- | | | |
|-----------------------|----------------------|---------------------|
| • Arrow | • FixStream Networks | • SHI |
| • Arista | • Infracore | • Sirius |
| • Big Switch Networks | • Mellanox | • Sycomp |
| • Chef | • Peer Software | • TB Consulting |
| • Cloudian | • Plexxi | • Tech Data |
| • Commvault | • Presidio | • Thales/ Vormetric |
| • ControlUp | • Promark | • WinMagic |
| • F5 | • QTS | • Zerto |

.NEXT Europe 2019 Sponsorship Packages

	Platinum limited to 5	Gold limited to 12	Silver limited to 30	Bronze limited to 30
SPONSORSHIP COST	\$65,000	\$40,000	\$20,000	\$10,000
CONNECT				
EMPLOYEE FULL CONFERENCE PASSES (FREE)	10	8	6	4
SOLUTIONS EXPO ONLY PASSES (FREE)	8	6	4	2
CUSTOMER PASSES (FREE)	10	8	6	4
CUSTOMER PASSES, 50% OFF	Unlimited	Unlimited	Unlimited	Unlimited
BOOTH INCLUDED - INCLUDES BACK WALL SIGNAGE, CARPET, MONITORS, WIRELESS INTERNET	10'x20'	10'x10'	10'x10'	4'x4'
MEETING SPACE	1			
LEAD RETRIEVAL UNITS	2	1	1	1
PASSPORT PROGRAM	Included	Included	Included	Included
DISCOVER				
SPEAKING SESSIONS	45 min	30 min		
ACCELERATE				
LOGO ON CONFERENCE WEBSITE	X	X	X	X
LOGO INCLUSION ON PRINTED AND ON-SITE MATERIAL	X	X	X	X
FULL PAGE AD IN CONFERENCE MAGAZINE	X			
GUEST BLOG ON NEXT.NUTANIX.COM	X	X		
(2) INVITATIONS TO CHANNEL AWARDS RECEPTION	X			
MENTION IN .NEXT PRESS RELEASE	X			
PRE EVENT MESSAGING				
SOCIAL MEDIA KIT	X	X	X	X
CO BRANDED HTML CONFERENCE INVITE	X	X		
LOGO AND DESCRIPTION IN CONFERENCE MOBILE APP	X	X	X	X
LIST OF REGISTERED ORGANIZATIONS (2 WEEKS PRIOR)	X	X		
PROMOTIONAL EMAIL SENT 1 WEEK PRIOR	X			
POST EVENT MESSAGING				
LINK TO SPONSOR PAGE IN POST-EVENT THANK YOU EMAIL	X	X	X	X
LIST OF ATTENDING ORGANIZATIONS, 1 WEEK POST EVENT	X	X		

Marketing Promotional Opportunities

- **Welcome Reception: \$25,000 each, (1) Available**
Add visibility of your brand by kicking off the conference in style. Includes sponsor logo on event signage, tabletop signage, and promotion in the conference app.
- **.Party Evening Event: SOLD OUT**
Elevate your company's awareness and networking opportunities, as a sponsor of the final party of the conference. This evening will be filled with live music, entertainment, and thrilling activities to attract a wide range of attendee interests. Includes sponsor logo on event signage, tabletop signage, and promotion in the conference app.
- **.NEXT Leadership Xperience: \$25,000 Platinum (1) Available. \$15,000 Gold, (3) Available**
Take part in exclusive networking with 100+ executive attendees of the conference. Includes sponsor logo on email invitation, registration page, event signage and post event email; and up to (2) executive attendees per sponsor organization.
- **theCUBE Interview: \$7,500 (4) Available**
This 20-minute interview session will be live streamed direct from the .NEXT show floor. You can then use this asset online and through social media post event.
- **Charging Stations: \$10,000 (1) Available**
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 the mobile app.
- **Women's Luncheon event: SOLD OUT**
Help us celebrate the inspiring women of .NEXT. Take a break from the conference and share your stories and experiences. Both men and women are welcome to join us and take advantage of this opportunity to support and inspire each other.
- **Food and Beverage sponsorships: \$10,000 (2) Available**
Add your logo to the barista stations as well as coffee cups. Attendees will display your logo throughout the day as they refuel during the conference.
- **Gaming Activations: Please inquire on pricing.**
From Drone cages, to LEGO building sites, .NEXT knows how to insert fun into the Solutions Expo. Includes sponsor logo on the booth, and booth operators, t-shirts.

Marketing Promotional Opportunities Cont.

- **Partner Xchange: \$20,000 Platinum (1) Available. \$10,000 Gold, (4) Available**
Differentiate your brand at the second-annual Nutanix Partner Xchange, our premier event for the Nutanix partner community on Tuesday, October 8th. Reach approximately 1,000 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, 6 foot table and display in the Partner Xchange common area, and Partner Reception. List of registered partners (company and title) 2 weeks prior to the event.
- **Sponsor Meeting Rooms: \$7,500 Each, (5) 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).
- **.NEXT Solutions Expo Lounges: \$10,000 Each, (3) Available**
Take a break from the action of the conference and extend your branding by sponsoring a relaxation lounge.
- **Solutions Expo Theater Presentation: \$3,500**
Add a 20-minute presentation session in your sponsorship. AV & monitor included, session promoted in agenda builder and app.

Take your sponsorship on the road: .NEXT On Tour

.NEXT On Tour extends the conference vision and insights to an even broader, global audience. Held in major markets across the world, there is no better way to reach a relevant, engaged community of customers, prospects, and partners with a local version of the main event.

Global and regional packages are available if you are interested in sponsoring .NEXT On Tour in the Americas, APJ, and/or Europe. For more information on these uniquely personal sponsorship opportunities please contact:

Sponsorships@nutanix.com.

.NEXT Europe 2019 information (Coming Soon)

Visit website link here: www.nutanix.com/next

Global Discounts

Sponsors joining both .NEXT Americas Conference (May 7-9, 2019 in Anaheim, CA) and .NEXT Europe Conference at the highest levels will enjoy the following discounts:

Global platinum: 12% discount, 5 available by invitation only.

Global Gold: 7% discount, 12 available



NEXT 2018/2019 Sponsorship Agreement and Event Terms and Conditions

1. Management. .NEXT Conferences and .NEXT On Tour (the “Events”) are owned and managed by Nutanix, Inc. (hereinafter designated as “Management” in this document). A “Sponsor” is an applicant that has been accepted for participation in the Event by Management. The issuance of a written confirmation notice by Management or its representatives, in response to a complete and submitted .NEXT 2018/2019 Sponsorship Agreement and Event Terms and Conditions (“Contract”), shall constitute a binding contract of participation between Management and the Sponsor. The Sponsor and Management acknowledge these Event Terms and Conditions as the elements of the Contract of participation. Violations of any of the Event Terms and Conditions of the Contract shall entitle Management to exclude a Sponsor from the Events and seek remedies for damages caused by such violations, including without limitation reasonable attorney’s fees. The Sponsor must comply with the Event Terms and Conditions relating to the officially designated show contractors, the facility and all federal, state and local governmental authorities. Management has the sole authority to accept or reject an application to exhibit in .NEXT Conferences and .NEXT On Tour events and to determine which Sponsors are the best fit for conference attendees.

2. Conditions of Payment. FULL PAYMENT is required with signature of this Contract by the following dates: August 30, 2019 for .NEXT On Tour Americas and .NEXT On Tour APJ sponsorships, September 1, 2019 for .NEXT Europe Conference sponsorship, and January 3, 2020 for .NEXT On Tour EMEA sponsorship. If for any reason a Sponsor must cancel, then cancellations must be made in writing. Sponsorship cancellations received 60 days prior to Event dates will receive a 50% refund. Cancellations received less than 30 days prior to Event dates will not receive a refund of any fees paid. Further, the canceling Sponsor is required to pay any outstanding amounts due hereunder. Any Sponsor that does not complete payment will be barred entry into the Event, without refund. Any Sponsor that does not meet financial obligations with regards to this Contract will be responsible for all outstanding debts, as well as attorney’s and collections fees related to such debts.

3. Display Restrictions. All products, services, or literature displayed must fit within the allotted space (i.e., 10 x 10 Booth, or 6-foot tabletop) and may not exceed 96 inches in height from the floor up. Electrical power will be available to Sponsor. Exhibits may not project beyond the space allotted or interfere with traffic or other exhibits, including line of sight. Exhibits may not extend into any aisle. Exhibits may not include hanging signage. No additional furniture beyond that provided by Management’s turnkey package or that available through Management’s show decorator in conjunction with the Event program is permitted. Management reserves the right without recourse to prohibit any portion of any exhibit, which, in its opinion, is not suitable, or in keeping with the character of the Event. This reservation of rights by Management applies to persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting the Event. Management retains sole discretion and authority in the placement, arrangement, and appearance of all displays.

4. General Restrictions. (a) Sponsor shall not in any manner indicate that a Management recommendation, endorsement or approval of Sponsor or Sponsor's product(s) or service(s) has been given by Management merely because Management has allowed such product(s) or service(s) or literature to be displayed at the Events. (b) Tacking, posting, taping or nailing signs, banners, etc. to any permanent walls or woodwork will not be permitted. Any damage to the exhibit hall by Sponsors or their employees or agents shall be paid for by the Sponsor causing such damage. (c) No visual or audio recording or transmission of the Events may be made by or on behalf of Sponsor without the prior written consent of Management. (d) Sponsor shall not assign, sublet or apportion the whole or any portion of booth allotted, nor exhibit or display therein any literature other than that produced or distributed by the Sponsor in the regular course of his/her business. (e) Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the Event. (f) Admission to the Event will be by registration badges and all Sponsor personnel must wear registration badges in the exhibit hall. Also, all Sponsor personnel must abide by established registration fee and/or policy requirements of Management. (g) The use of any public area outside of the exhibit area for the display of products and/or services or demonstrations or the distribution of circulars, samples or other material is prohibited. (h) No loudspeakers or audio or video equipment that interfere with adjoining Sponsors will be permitted in the exhibit area. (i) Sponsor shall not use or permit the exhibit area to be used in conflict with any law, ordinance, rule or regulation of any governmental authority; in any manner which constitutes waste or nuisance; or any manner which causes damage or injury to the Event venue. The assigned space, and its installation, maintenance, and breakdown shall be solely the responsibility of Sponsor.

5. Liability. Management will not be responsible for the loss of any of Sponsor's property or materials by or for any cause. Sponsor must make provisions for safeguarding their goods, equipment, and displays at all times. Sponsor hereby assumes responsibility for and agrees to indemnify, defend, save and hold harmless, Management, the Event venue, and each of their respective managers, officers, directors, members, sponsors, employees, agents, successors and assigns from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees), including personal injury or property damage or loss, arising out of or in connection with Sponsor's participation in the Events. Sponsor understands that neither Management nor the Event venue maintain insurance covering Sponsor's property and it is the sole responsibility of the Sponsor to obtain such insurance. Sponsor shall be fully responsible to pay for any and all damages to property which results from any act or omission of Sponsor.

6. Insurance. All property of Sponsor is understood to remain under its custody and control at all times, whether in transit to and from or within the confines of the exhibit area and Sponsor shall maintain insurance covering Sponsor's property.

7. Promotional Materials. Distribution of samples, souvenirs and printed matter of any kind is permitted provided: (a) there is no interference with adjoining Sponsors; and (b) such distribution is conducted in a dignified manner within the confines of exhibit booth.

8. Meetings and Hospitality Events. No Sponsor shall hold any meetings or events that conflict with conference events.

9. Sponsor Information. Management may use the information supplied by a Sponsor on the Sponsor's completed and signed Contract as part of Management's marketing, advertising and other information materials.

10. Force Majeure. If the Event venue or any part of the exhibit area thereof is unavailable whether for the entire Event, or a portion of the Event as a result of wind, fire, flood, natural disaster or any other such cause or as a result of governmental intervention, malicious damage, acts of war, terrorism, strike, lockout, labor dispute, riot or any other cause or agency over which Management has no control, or should Management decide that because of any such cause, it is necessary to cancel, postpone, or re-site the Event or reduce the exhibit time, Management shall not be liable to indemnify or reimburse the Sponsor in respect of any damage or loss, direct or indirect, arising as a result thereof.

11. Amendments. Any and all matters not specifically covered by the preceding Event Terms and Conditions, and the policies and requirements set forth in the sponsorship confirmation and invoice notice shall be determined by Management in its sole discretion. Management shall have the full power to interpret, amend, and enforce these Event Terms and Conditions, provided any amendments, when made, are brought to the notice of the Sponsor. Each Sponsor, for itself and its employees, agrees to abide by the foregoing Event Terms and Conditions and by any amendments or additions thereto in conformance with the preceding sentence.

12. Default. If this Contract is breached by Sponsor, Sponsor will not be permitted to exhibit and will be subject to eviction without refund. No waiver of any breach of these Event Terms and Conditions shall be held to be a waiver of any subsequent breach.

13. Communications. Any notices, questions or communication regarding this Contract and the .NEXT Conferences and .NEXT On Tour Events, send to: Erin Alonso, 1740 Technology Drive, Suite 150, San Jose CA 95110.

14. Miscellaneous. This Contract constitutes the entire agreement between the parties and supersedes all previous agreements, oral or written, with respect to the subject matter of this Contract. This Contract may not be amended without the prior written consent of both parties. Sponsor may not assign this Contract without Management's prior written consent. This Contract shall be governed by and construed in accordance with the laws of the State of California without giving effect to its conflicts of law rules, and the parties agree that jurisdiction for any claim or dispute arising from or related to this Contract resides in the federal and state courts situated in Santa Clara County, California.

SPONSOR INFORMATION, ACCEPTED AND AGREED BY:

Company: _____

Company Address: Street, City, State, ZIP, Country: _____

Signature of Authorized Person: _____

Name and Title of Authorized Person: _____

Marketing Contact: _____

Email and Phone of Marketing Contact: _____

Accounts Payable Contact: _____

Email and Phone of AP Contact: _____

SPONSORSHIP LEVEL

.NEXT Europe (Copenhagen, Denmark October 8-10, 2019)

	Platinum	SOLD OUT	\$65,000
	Gold	(6) Available	\$40,000
	Silver		\$20,000
	Bronze		\$10,000

Additional MPO's

	Welcome Reception	(1) available	\$25,000
	.NEXT PARTY	SOLD OUT	\$40,000
	Partner Xchange	Platinum \$20,000	Gold \$10,000
	.NEXT Leadership Xperience	Invite only	
	TheCube Interview	(4) Available	\$7,500
	Charging Station	(1) Available	\$10,000
	Celebration of Women's Luncheon event	SOLD OUT	\$5,000
	Food and Beverage sponsorships	Please inquire on pricing	
	Gaming Activations	Please inquire on pricing	
	Solutions Expo Lounges	(2) Available	\$10,000
	Solutions Expo Theater Session	(12) Available	\$3,500
	Sponsor Meeting Room	(5) Available	\$7,500

Specify PO# for reference on invoice: _____

COMMUNICATIONS

For notices, questions, or communication regarding sponsorship of .NEXT Conferences and .NEXT On Tour, contact: sponsorships@nutanix.com, or Cindy Eastman at cindy.eastman@nutanix.com