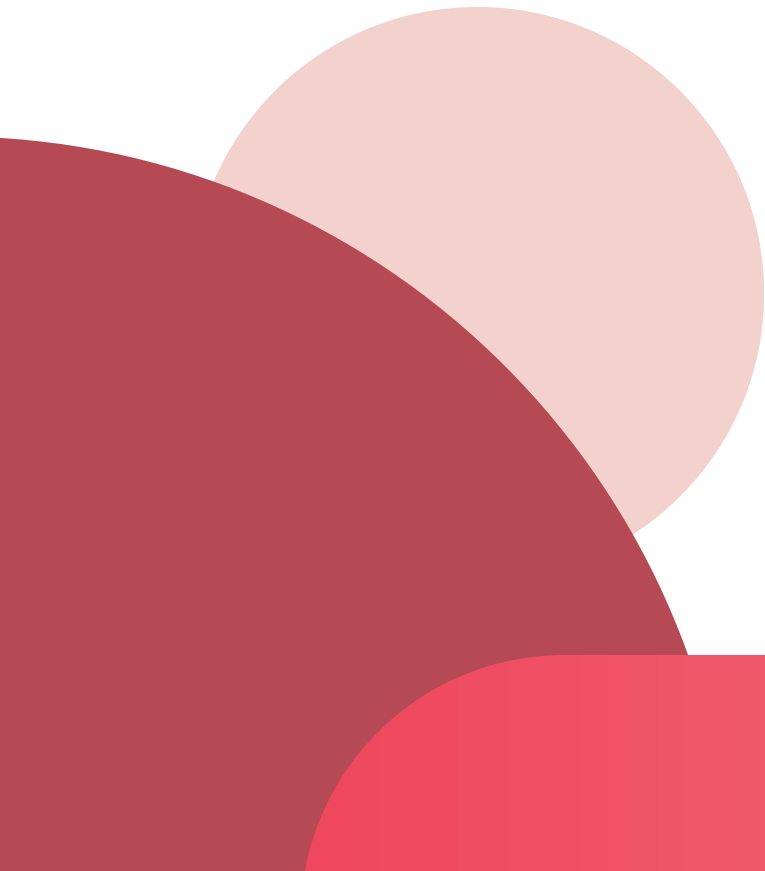


.NEXT 2020

Exhibit and Sponsorship
Opportunities

All Together Now

Global Digital Experience | September 8-10, 2020



About Global .NEXT Digital Experience

.NEXT Digital Experience is the one-stop source of information, education, and inspiration on the latest IT technologies and trends delivered by executives, engineers, and IT industry experts. Join thousands of IT pros and explore streamed keynotes, breakout sessions, interactive learning, and online networking — enabling us to safely engage with our whole community through a unique, digital conference experience.

Nutanix makes 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, bringing one-click application management and mobility to public, private, and distributed edge clouds and enabling them to run any application at any scale with a dramatically lower total cost of ownership.

Your innovation is on full display through your sponsorship during the .NEXT Digital Experience, showcasing how your solutions work with Nutanix to attendees ready to learn about the latest and best technologies for the Enterprise Cloud.

Attendees use what they learn at .NEXT Digital Experience to influence their 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.

Sponsorship packages include:

- One-on-one and group chat features with customers in the virtual Expo Hall
- Interactive booths with clickable tabs, downloadable content and gamification
- Lead report of attendees visiting your booth
- On-demand content post event

Join us in this first-ever .NEXT Digital Experience and inspire today's IT pros reshaping the datacenter as we know it.





Luvvie Ajayi

Award-winning
Author and Digital
Strategist



Mike Rowe

Executive Producer,
Host and Best-Selling
Author



Simon Sinek

Unshakeable
Optimist
and Author



Zach Woods

Film and
Television Actor

Agenda at a Glance

Tuesday, September 8

- Opening Keynote
- Breakout Sessions
- Solutions Expo
- .NEXT Test Drive Live

Wednesday, September 9

- Morning Keynote
- Breakout Sessions
- Solutions Expo
- .NEXT Test Drive Live
- Closing Keynote

Thursday, September 10

- .NEXT Test Drive Live
- NCP Exam Prep Training Class
- Partner Xchange

Why You Should Sponsor .NEXT Digital Experience?

By sponsoring the .NEXT Digital Experience, you have a powerful opportunity to position your company as a leader in the private and public cloud ecosystem with new enhanced sponsorship options to increase brand exposure, demonstrate innovative solutions, and build new alliances with the Nutanix customer and partner ecosystem.

Expected global attendance for .NEXT Digital Experience 2020: 35,000+

Top 10 Industries	%	Top Job Level	%	Job Function	%
Software	12%	Contributor	46%	IT	56%
Retail	9%	C-Level	5%	Engineering	14%
Professional Services	9%	Director	13%	Sales	8%
Financial Services	8%	Manager	21%	Marketing	4%
Manufacturing	6%	Executive	7%	Management	3%
Healthcare Providers	5%				
Federal Government	5%				
Insurance	7%				
Telecommunications	3%				
Transportation	3%				

.NEXT Digital Experience

- Streamed Keynotes
- 75+ Breakout Sessions
- Session Polling
- Live Q&A

	SOLD Diamond \$35,000	Platinum \$20,000	Gold \$15,000	Silver \$9,500	Bronze \$1,500
	LIMITED TO 3	LIMITED TO 5	LIMITED TO 10	LIMITED TO 15	LIMITED TO 15
EXHIBIT BOOTH	INVITE ONLY	INVITE ONLY	INVITE ONLY		
EXHIBIT BOOTH WITHIN THE DIGITAL ENVIRONMENT*	20X20	20X20	10X20	10X10	STATIC WEB PAGE
UPGRADED BOOTH DESIGN *	X				
KEYNOTE MENTION*	X				
HIGH VISIBILITY VIRTUAL BOOTH POSITION*	X	X			
ATTENDEES CAN SCHEDULE 1:1 APPOINTMENTS*	X	X	X		
UPLOAD VIDEOS AND DEMOS*	X	X	X	X	
LIVE CHAT WITH ATTENDEES*	X	X	X	X	
UPLOAD BOOTH REPRESENTATIVE PROFILES*	6	4	2	1	
LEAD REPORTS OF ATTENDEES ENTERING YOUR BOOTH*	X	X	X	X	X
BOOTH ACTIVE DURING ON-DEMAND PERIOD*	X	X	X	X	X
PASSPORT GAMIFICATION*	X	X	X	X	
SPEAKING OPPORTUNITIES					
THOUGHT LEADERSHIP BREAKOUT SESSION (PRE-RECORDED WITH LIVE Q&A)*	1	1			
• 30 MINUTE PRESENTATION WITH 10-MINUTE LIVE Q&A AND CONTENT CONSULTATION FROM NUTANIX CONTENT TEAM*	X	X			
• LEAD REPORTS OF YOUR SESSION ATTENDEES DURING BOTH THE LIVE EVENT AND ON DEMAND PERIOD*	X	X			

	Diamond \$35,000	Platinum \$20,000	Gold \$15,000	Silver \$9,500	Bronze \$1,500
ON DEMAND BREAKOUT SESSION	1				
SPONSOR THEATER SESSION			1		
• 20 MINUTE THEATER SESSION PRESENTATION*			X		
• LEAD REPORTS OF YOUR SESSION ATTENDEES*			X		
BRANDING & VISIBILITY					
INTERSTITIAL ADS AT TOP OF KEYNOTE (STREAMING TO ALL SOCIAL PLATFORMS WITH 100K+ VIEWS)*	X				
LOGO DISPLAYED ON THE EVENT WEBSITE	X	X	X	X	X
LOGO ON THE REGISTRATION PAGE	X	X	X	X	X
SCROLLING LOGO ON THE HOME PAGE	X	X	X	X	
PROMOTION EMAIL SENT ONE WEEK PRIOR	X	X			
GUEST BLOG ON .NEXT.NUTANIX.COM	X	X			
MENTION IN .NEXT PRESS RELEASE	X	X			
BANNER AD ON THE EVENT HOME PAGE	X	X			
POST EVENT MESSAGING					
LINK TO SPONSOR PAGE IN POST-EVENT THANK YOU EMAIL	X	X	X	X	
BREAKOUT SESSION RECORDING HOSTED ON .NEXT POST-EVENT	X	X			

*indicates lead generating deliverable

Additional Sponsorship Opportunities:

- **On Demand Session (Invite Only): \$3,000 (5) available**
Create a professionally recorded session for inclusion in the .NEXT content library. Your 20-minute session will be available from the launch of .NEXT through two months post-event. A Non-.NEXT branded version of the session will be available to sponsors for use after .NEXT.
- **.NEXT Show (Invite Only): \$50,000 (1) Available**
Sponsor an unforgettable two day .NEXT Show experience with Nutanix Leadership, as well as a very special guests. During this two part series, we will provide a unique opportunity to gather as a Nutanix community through music, art, celebrity features and fun! Sponsorship includes logo placement during event broadcast and (2) 30 second commercials.
- **Women In Tech Session (Invite Only): \$5,000 (1) Available**
This year's celebration of the Women of .NEXT is all about perspective and its effect on success. Join us to learn how you can develop a future-forward mind set and how to increase your odds of reaching your aspirational position. Featured speakers include: Sheryl Connelly, futurist for the Ford Motor Company and "one of the most creative people in business."- Fast Company. Plus, Carla Harris, Vice Chairman, Managing Director and Senior Client Advisor at Morgan Stanley, named by Fortune Magazine to their "50 Most Powerful Black Executives in Corporate America."
Logo placement shown at opening and closing of session.
- **Networking Sponsorship (Invite Only): \$20,000 (1) Available**
Get your logo in front of .NEXT attendees by sponsoring our Networking feature! Upon registration, attendees will have the opportunity to fill out a networking questionnaire. Based on these answers, our platform will match them with like-minded attendees and recommend sessions to attend. Your logo will be highlighted on the both questionnaire page and within the networking rooms.
- **Partner Xchange Keynote (SOLD)**
Logo placement on the live streaming during the Partner Xchange Keynote and 30 second commercial (provided by sponsor and approved by Nutanix)
- **Partner Awards: \$2,500 (1) Available**
Celebrate Nutanix Partners. During our awards ceremony, you will have the opportunity to display your logo for the duration of the ceremony.



SPONSORSHIP INTENT FORM

Company Name: _____
Contact Name: _____
Business Address: _____
City, State, Zip: _____
Country: _____
Company URL: _____
Email: _____
Phone: _____

SPONSORSHIP LEVEL AND PAYMENT DETAIL*

Global .NEXT Digital Experience, September 8-10, 2020

- o Diamond sponsorship: \$35,000
- o Platinum sponsorship: \$20,000
- o Gold sponsorship: \$15,000
- o Silver sponsorship: \$9,500
- o Bronze sponsorship: \$1,500

Total Investment: _____

GENERAL INFORMATION

Upon receipt of your Sponsorship intent form, a formal sponsorship contract will be e-mailed to you for signature. Sponsorships are not final until signed contract is received.

All offerings are based on availability and requests will be honored on a first-come, first-served basis. Please return signed contracts with payment in a timely manner to help ensure deliverable deadlines are met.

SPONSORSHIP DEADLINE

Breakout Session & Theater Session Deadlines:

- o Session title, abstract & speaker name due, ASAP
- o Presentation draft due, June 29, 2020

*No MDF can be applied to sponsorships.