.NEXT 2020
Exhibit and Sponsorship Opportunities

All Together Now

.NEXT Americas
Chicago, Illinois | June 30-July 2

.NEXT Europe
Paris, France | October 13-15
About .NEXT

 .NEXT is your 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 100+ technical breakout sessions, ranging from hyperconverged infrastructure to hybrid clouds, automation, security, IoT, and much more.

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 leadership is on full display through your sponsorship at .NEXT conferences, showcasing how your solutions work with Nutanix to attendees ready to learn about the latest and best technologies for the Enterprise Cloud. Breakout sessions and keynotes bring inspirational insights and new knowledge, while fun and engaging events during the conference amplify networking and let you connect in meaningful ways with customers and prospects.

Attendees use what they learn at .NEXT 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. Join us at .NEXT to hear from the leaders in the industry that are reshaping the datacenter as we know it.

.NEXT Conference

• Important product launches
• .NEXT Test Drive Live over
• Over 100 breakout sessions
• Amazing keynotes designed to inspire
Demographics

- Expected attendance for .NEXT Conference Americas 2020 is 7,500+
- At .NEXT Americas Conference 2019, 6,500+ Attendees from 75 countries, 49 States
- At .NEXT Europe Conference 2019, 4,500+
- 98 Sponsors at .NEXT Americas Conference in Anaheim
- Pieces of advice on the advice wall: 400
- .NEXT Test Drive Live: 962
- Total EBC’s: 128
- Social Media Earned: 50M *potential impressions and 10,000 direct mentions

<table>
<thead>
<tr>
<th>Top 10 Industries</th>
<th>%</th>
<th>Top Job Level</th>
<th>%</th>
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<tbody>
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<td>Software</td>
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<td>Healthcare Providers</td>
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<td>Federal Government</td>
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<td>Insurance</td>
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<td>Telecommunications</td>
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<td>Transportation</td>
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</table>

“"NEXT provides very amazing and accomplished guest speakers.”

“Received a lot of good information about current and potentially future developments which can be used to improve my company's performance and ability.”

“I liked the informative breakout sessions and networking with peers from all over the globe.”
Agenda

.NEXT attendees can participate in .NEXT Test Drive Live, education and certification classes, break out tracks, and keynote sessions designed to inspire and inform on all things cloud. Courses from intro 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**: Petabyte-scale Storage Solutions for Unstructured Data, Best Practices and Troubleshooting Upgrades and Operations, Nutanix Mine - Secondary Storage Simplified

- **Operations and Automation**: Mastering Day One Operations and Beyond, Best Practices for Evolving to Autonomous IT Operations, Accelerate your DevOps Journey

- **Security and Multi-Cloud**: Building for Security and Compliance with Nutanix, Introduction to Kubernetes for Infrastructure Teams, Technical Preview: Nutanix on AWS making Lift-and-Shift Invisible

Example Schedule

**Tuesday**
- Partner Xchange Program
- Education and Certification Tracks
- Opening Keynote
- Solutions Expo Networking & Welcome Reception

**Wednesday**
- AM Keynote
- Breakout Sessions
- PM Keynote
- Evening Event and Entertainment

**Thursday**
- Breakout Sessions
- Closing Keynote

*Schedule is subject to change*
.NEXT recognizes real-world accomplishments and inspiration from a swath of interesting people. Previous speakers have included:

Bear Grylls  Jane Goodall  Dr. Brené Brown  Mark Hamill
Mick Ebeling  Jessica Alba  Caroline Wozniacki  Kit Harington
Fran Scott  Dimitri Vegas & Like Mike  Dheeraj Pandey
Why Sponsor?

,.NEXT Conference is the only event dedicated to enterprise cloud. For attendees looking to deep dive into topics like hyperconverged infrastructure, hybrid clouds, automation, security, IoT, and more,.NEXT is a one-stop shop. The event features cutting edge technology, expert speakers, unique keynotes,.NEXT Test Drive Live, 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,.NEXT features educational sessions, certification opportunities, world-class speakers, riveting parties, and awe-inspiring live performances.

By sponsoring .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 new, groundbreaking Nutanix capabilities. Sponsorship packages offer substantially 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 2020.

Contact Sponsorships@nutanix.com

Sponsors felt that .NEXT Conference met their expectations

- 97%

Recommend sponsoring again

- 97%

Had good quality and relevant conversations with customers and partners

- 95%

“The attendee composition provided great conversations for our experts and executives present.”

“Truly enjoyed working with the event and sponsor management team. Support before and during the event was excellent. Looking forward to what’s NEXT!!”
# .NEXT 2019 Sponsors

## Bronze & Additional Sponsor
- Array Networks
- Clearshark
- cStor
- CTERA
- Cumulus Network
- Dorado Software
- Extreme Networks
- Fatpipe Networks
- iGel
- Lanair
- LogicMonitor
- Nakivo
- Netwrix
- Norseman
- Nutanix Financial Solutions
- Peer Software
- Presidio
- Stratodesk
- Stromasys
- Sureline Systems
- TB Consulting
- TierPoint
- VM2020
- Winslow Technology Group, LLC
- Wipro
- Worldcom Exchange Inc.

## Platinum Sponsors
- carahsoft.
- Fujitsu
- Hewlett Packard Enterprise
- Infoblox
- Intel
- Lenovo
- Veeam
- HYCU

## Gold Sponsors
- arsere
- Arrow
- BIGTEC
- Bitdefender
- Carbonite
- CDW
- Cyxtera
- Exagrid
- Inspur
- Juniper Networks
- NetScout
- Oracle
- Rubrik
- SAP
- Supermicro
- Unitrends
- Veritas
- Wipro

## Silver Sponsors
- 10ZiG
- A10/Appcito
- AMD
- Adistec
- Arista
- Arrow
- Big Switch Networks
- Cloudian
- Commvault
- Connection
- ControlUp
- Eaton
- Edge Consulting
- Fortinet
- Insight
- Mellanox
- NETSCOUT
- Palo Alto Networks
- Promark
- QTS
- Ruckus
- SUSE Linux
- Sirius
- TCS
- Tech Data
- Thales/Vormetric
- Unitrends
- WWT
- ZenSar
- Zenoss
# NEX.T Americas 2020 Sponsorship Packages

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<thead>
<tr>
<th>Feature</th>
<th>Platinum (limited to 6)</th>
<th>Gold (limited to 15)</th>
<th>Silver (limited to 40)</th>
<th>Bronze (limited to 40)</th>
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<td>MENTION IN .NEXT PRESS RELEASE</td>
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<td>PROMOTIONAL EMAIL SENT 1 WEEK PRIOR</td>
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<td>POST EVENT MESSAGING</td>
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<td>LIST OF ATTENDING ORGANIZATIONS, 1 WEEK POST EVENT</td>
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©2019 Nutanix, Inc. All Rights Reserved
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<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Quantity available</th>
<th>Price</th>
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<tbody>
<tr>
<td>.NEXT Americas Additional Marketing Opportunities</td>
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<tr>
<td>Chicago &quot;Neighborhood&quot; Activations</td>
<td>Add visibility to your brand by kicking off the conference in authentic Windy City style with a taste of Chicago reception, and host attendees duration of the conference. Choose from: Little Italy Salute the Windy City’s rich Italian culture. Attendees can play on an authentic bocce court while being immersed in the Italian atmosphere. Sip and socialize on some delicious Italian wines and tasty bites during the welcome reception. Sponsorship includes, logo, signage, branded bocce court (for the duration of the conference) and food &amp; beverage during the welcome reception. WrigleyLive: Sponsor one of the hottest hangouts on the expo floor in this authentic Chicago style sports bar equipped with live televised games (and conference Keynotes). Catch a game, eat like a local, and enjoy an ice cold beverage while rooting for your favorite team during the welcome reception. Attendees will also have the chance to take a swing in the VR batting cages through out the week. Sponsorship includes lounge/bar set up, logo, signage, multiple tvs with streaming games and keynotes, VR batting cage, and food &amp; beverage during the welcome reception. Navy Pier: Add your brand alongside iconic Navy Pier and what’s sure to be the most fun spot on the expo floor. Attendees can relax their feet on fun branded swings, play some nostalgic fairground games and enjoy tasty carnival fare. sponsorship includes swing activation, games, logo, signage throughout the week and food &amp; Beverage enhancements during the welcome reception. Interactive Photo Opportunity: Celebrate your inner child and jump right into this giant Chicago landscaped ball pit. Swim around Lake Michigan and see all the sites in this playful pin and photo opportunity that is guaranteed to be a must see for all attendees! Sponsorship includes logo, signage and photography, including ability to scan attendees to email photo links post event)</td>
<td>4</td>
<td>$10,000</td>
</tr>
<tr>
<td>Partner Xchange Party (Tuesday Night)</td>
<td>Celebrate with our partner community at iconic Navy Pier. Host a dedicated area at the awards reception with preferred seating and branding opportunities. Includes conference passes depending on sponsor level. (1) Platinum $20,000 (2) Gold $10,000 (3) Silver $4,000</td>
<td>4</td>
<td>Depending on level</td>
</tr>
<tr>
<td>.NEXT Party (Wednesday Night)</td>
<td>Be part of the signature closing party for the 2020 .NEXT Conference Sponsors will be able to brand an interactive area of the Museum of Science and Industry, plus have customized giveaways provided by Nutanix. This evening will be filled with live music, entertainment, and amazing activations that will take your breath away. Sponsorship includes logo on event signage, giveaways and promotion in the conference app.</td>
<td>2</td>
<td>$25,000</td>
</tr>
<tr>
<td>theCube Interview</td>
<td>This 20-minute interview session will be live streamed direct from the .NEXT show floor and promoted live on the SiliconAngle networks. You can then use this asset online and through social media post-event.</td>
<td>4</td>
<td>$7,500</td>
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<tr>
<td>Charging Stations</td>
<td>Catch attendees as they pause amidst the conference bustle for a mobile charge up to deliver your unique message. Includes sponsor branding of signage and inclusion in the mobile app.</td>
<td>3</td>
<td>$10,000</td>
</tr>
<tr>
<td>Celebrating the Women of .NEXT Luncheon</td>
<td>Help us celebrate the inspiring women of .NEXT. Join us as we take a break from the conference and to hear engaging experiences that will inspire and delight our attendees, featuring guest speaker and Ford Motors Futurist, Sheryl Connelly. Sponsorship includes a reserved table for 8 guests, and acknowledgement during the program.</td>
<td>1</td>
<td>$15,000</td>
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<td>Espresso Bar Activation</td>
<td>Draw a crowd between sessions at the exclusive espresso coffee bar. Enough said!</td>
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<td>$12,000</td>
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<td>Sponsor Meeting Room</td>
<td>Maximize your business development success from the conference with the convenience of a dedicated meeting area 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 for four, chairs, wireless internet connection, and electrical connection).</td>
<td>4</td>
<td>$10,000</td>
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<tr>
<td>.NEXT Theater Presentation</td>
<td>Add a 20 minute speaking session to your sponsorship. AV, Monitor included. Session is promoted in the agenda builder and the conference mobile app. Theater is located in the Solutions Expo.</td>
<td>15</td>
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<tr>
<td>Keynote Experience &amp; Live Stream Partner</td>
<td>Be a part of the keynote opening experience with a branded VIP lounge, plus brand placement on all live streaming platforms. Invite up to 50 attendees to join this exclusive viewing area, plus bring your brand and messaging to thousands of remote viewers!</td>
<td>1</td>
<td>$25,000</td>
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<tr>
<td>Hydration Stations &amp; Conference Water Bottle Sponsor</td>
<td>Join Nutanix in going green at .NEXT. Each attendee will receive a water bottle upon check-in, co branded with your company and the .NEXT logos. All water stations throughout the conference will feature your logo to promote your dedication to keeping plastic water bottles out of our oceans.</td>
<td>1</td>
<td>$30,000</td>
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<tr>
<td>Public Sector Customer Reception</td>
<td>Join us for this exclusive opportunity to engage with a targeted audience of 400+ Federal, Defense, State &amp; Local Government, and Education professionals who are running critical applications and services on the Nutanix Enterprise Cloud platform. Sponsorship includes: logo on email invitation, registration page, onsite signage, and up to 5 attendees per sponsoring organization.</td>
<td>6</td>
<td>$5,000</td>
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# .NEXT Europe 2020 Sponsorship Packages

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<tr>
<th>Sponsorship Cost</th>
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<th>Gold limited to 15</th>
<th>Silver limited to 40</th>
<th>Bronze limited to 40</th>
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<tbody>
<tr>
<td>Employee Full Conference Passes (Free)</td>
<td>12</td>
<td>10</td>
<td>8</td>
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<tr>
<td>Solutions Expo Only Passes (Free)</td>
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<td>6</td>
<td>4</td>
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<tr>
<td>Customer Passes (Free)</td>
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<tr>
<td>Customer Passes, 50% Off</td>
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<td>Booth Included (Structure, Power, Signage, Carpet, Monitor, Wireless Internet)</td>
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<td>10’x20’</td>
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<td>6’x6’</td>
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<tr>
<td>Meeting Space</td>
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<td>Lead Retrieval Units</td>
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<td>Passport Program</td>
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<td>Speaking Sessions</td>
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<td>Logo on Conference Website</td>
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<td>Logo Inclusion on Printed and On-Site Material</td>
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<td>Full Page Ad in Conference Magazine</td>
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<tr>
<td>Mention in .NEXT Press Release</td>
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<td><strong>Pre Event Messaging</strong></td>
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<td>Co Branding HTML Conference Invite</td>
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<td>Logo and Description in Conference Mobile App</td>
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<td>List of Registered Organizations (2 Weeks Prior)</td>
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<td><strong>Post Event Messaging</strong></td>
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<tr>
<td>Link to Sponsor Page in Post-Event Thank You Email</td>
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<tr>
<td>List of Attending Organizations, 1 Week Post Event</td>
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</table>

*Booth Sizes are estimates only and are subject to change.
Global Discounts & Deadlines
Sponsors joining both .NEXT Americas Conference (June 30-July 2, 2020 in Chicago, IL) and .NEXT Europe Conference at the highest levels will enjoy the following discounts.
Global Platinum: 12% discount
Global Gold, Silver and Bronze: 10% discount

Marketing Promotional Opportunities
Additional Marketing Promotional Opportunities will be available in January 2020.
SPONSORSHIP INTENT FORM

Company Name: _____________________________________________________________
Contact Name: ______________________________________________________________
Business Address: ___________________________________________________________
City, State, Zip: ______________________________________________________________
Country: ___________________________________________________________________
Company URL: __________________________________________________________________
Email: _____________________________________________________________________
Phone: _____________________________________________________________________

SPONSORSHIP LEVEL

.NEXT Americas (Chicago, June 30-July 2, 2020)
- Platinum sponsorship: $115,000
- Gold sponsorship: $60,000
- Silver sponsorship: $24,000
- Bronze sponsorship: $10,000

- Platinum sponsorship: $78,000
- Gold sponsorship: $48,000
- Silver sponsorship: $24,000
- Bronze sponsorship: $10,000

Total Investment: ___________________________________________________________
Discount Applied: ___________________________________________________________________

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.