



.NEXT 2025

Sponsorship Opportunities

May 7–9, Washington, D.C.
Walter E. Washington
Convention Center



Elevate your cloud brand. Energize your sales.

.NEXT

is our worldwide annual flagship conference and its regional extension events. When you sponsor both, you'll connect with over 18,000 hybrid multicloud customers, prospects, partners, visionaries, and decision makers.

.NEXT 2025

will take place at the spacious, strikingly modern Walter E. Washington Convention Center in Washington, D.C. This event targets highly qualified prospects who value simplicity, agility, and scalability, making it an ideal opportunity to showcase your latest hybrid multicloud developments.



.NEXT 2025

May 7-9, 2025 | Washington, D.C.

- Multi-day conference
- 5,000 attendees expected
- Nutanix user community focused
- 100+ sessions focused on technical deep dives and best practices



.NEXT 2024 Audience

4,000
Registrants

1000+
Customer Accounts

160+
Speakers

75+
Sessions

300k
Impressions

99
Countries

50
Sponsors

26
Customer Speakers

10k
Engagements

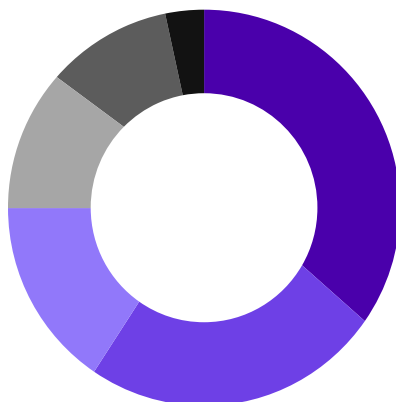
Social Reach

Roles

Source: .NEXT 2024 Barcelona End User Attendance Data

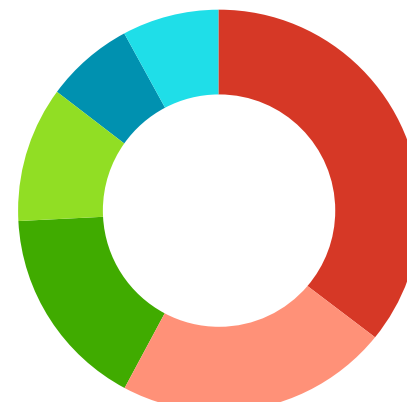
Job Function

38% General IT
23% Other
14% Engineering
14% Systems
8% Development
3% Database



Job Level

38% Contributor
23% Manager
13% Director
10% Other
8% Executive
8% C-Level



Why You Should Sponsor .NEXT

Data obtained from the .NEXT 2024 Sponsor Survey

**Connect with
Relevant Audiences**

97%

of sponsors
shared that they
had good quality
and relevant
conversations
with customers
and partners.

**Secure top-notch
Leads and Boost ROI**

90%

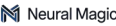
of sponsors shared
that they met
their objectives
in number and
quality of leads.

**Engage with a
Global Audience**

93%

of sponsor
speaking sessions
connected
partners with
their target
audience.

Thank You to Our 2024 Sponsors

Platinum									
									
Gold									
									
Silver									
									
Bronze									
									
AI Pavillion Partner					Service Provider Pavillion Partner				
									
									



.NEXT Sponsorship Overview

Deadline

.NEXT 2025 sponsorships close: April 1, 2025

All sponsorships are available on a first-come, first-served basis. Please act quickly to secure your spot as soon as possible.

Why sponsor .NEXT?

- Engage qualified decision makers, developers, and users
- Showcase your latest, most exciting cloud solutions
- Network and discover synergies with Nutanix partners like you
- Elevate brand awareness and visibility with a receptive audience
- Capture thousands of the high quality leads you're looking for



.NEXT 2025 Sponsorship Packages

Sponsorship Level	Platinum Custom Package	Gold \$100,000	Silver \$50,000	Bronze \$35,000	AI & Cloud Native, Service Provider, Public Sector, or Cloud Pavilion \$10,000	Brand Recognition \$20,000
Quantity Available	Limited	10	15	15	Limited	5
Onsite Presence	INVITE ONLY	INVITE ONLY				
Turnkey Booth (structure, power, signage, lighting, carpet, monitor(s), wireless internet)	20x20	10x20	10x10	5x5	5x5	Activation
In-Booth Demo Pod(s)	Choice of 2 Configurations	2	1	1	1	
Badge Scanning Devices	3	2	1	1	1	
Passport Program	Included	Included	Included	Included	Included	Included
High Visibility Booth Position	✓	✓				
Meeting Room	Option to have a dedicated meeting room or an F&B branding opportunity	Access to Meeting Space				
EBX Meeting with Nutanix Executive Based on Availability	✓					
Conference Passes						
Full Conference Passes	12	10	8	6	3	
Customer Passes	6	4	2			
Speaker Passes	2	2	1			
Additional Passes (40% Discount)	✓	✓	✓			
Speaking Opportunities						
Breakout Session (45 min)	1					
Breakout Session (30 min)		1				
Theater Session (In-Expo, 20 min)			1			

.NEXT 2025 Sponsorship Packages Continued

Sponsorship Level	Platinum Custom Package	Gold \$100,000	Silver \$50,000	Bronze \$35,000	AI & Cloud Native, Service Provider, Public Sector, or Cloud Pavilion \$10,000	Brand Recognition \$20,000
Quantity Available	Limited	10	15	15	Limited	5
Branding & Visibility	INVITE ONLY	INVITE ONLY				
30 Second Keynote Walk-In Video	✓					
.NEXT TV Studio Interview	✓					
Mention in .NEXT Press Release	✓					
Promotion of Speaking Session	✓					
Dedicated Pre-Event Social Post	✓					
Push Notification	Dedicated				Group	
Nutanix User Group Program Sponsorship Group of 5 meetings with Nutanix customers organized post-event. Sponsor will receive promotion and branding onsite at .NEXT	✓	✓				
Logo on Registration Page	✓	✓				
Logo on Pre-event Promotional Email	✓	✓				
Logo in Post-Event Thank You Email	✓	✓	✓			
Logo included in One Pre-event Social Media Post	✓	✓	✓	✓	✓	✓
Logo Recognition on Keynote Screen	✓	✓	✓	✓	✓	✓
Logo included in Mobile App	✓	✓	✓	✓	✓	✓
Logo Displayed on the Event Website	✓	✓	✓	✓	✓	✓
Logo on Onsite Sponsor Signage	✓	✓	✓	✓	✓	✓
Lead Reporting						
Opt-In Lead Report from Booth Scans	✓	✓	✓	✓	✓	✓
Opt-In Lead Report of Session Attendees	✓	✓	✓			
Registered Company Name List Two Weeks Pre-Event	✓	✓				
Opt-In Attendee List Post-Event	✓	✓				



Featured Marketing Opportunities

.NEXT Closing Party

1 opportunity left at \$50,000

Sponsor an unforgettable .NEXT experience with Nutanix Leadership and special guests! Co-branding included on signage throughout the venue. Logo and company name included in pre-event email.

Welcome Reception

\$30,000

Logo placement on banners and signage during the Welcome Reception inside the Solutions Expo on Day 1. Sponsor name and logo will also be added to one pre-event email to .NEXT registrants.

Partner Exchange Keynote

\$30,000

1 opportunity available

High visibility sponsorship opportunity with Logo placement on Thank You slide in presentation, verbal mention during the Partner Exchange Keynote, and a 30-second commercial. Includes:

- Logo placement on Thank You slide in Keynote Presentation
- Verbal mention during the Partner Exchange Keynote
- One 30 second Ad during Keynote presentation (provided by sponsor and approved by Nutanix)

Please note that marketing and promotional opportunities are available exclusively as an add-on to an existing sponsorship package.



Enhance Your Experience

Walk-In Labs

\$30,000 | **On Hold**

1 opportunity available

Co-branding with .NEXT at the Walk-In Lab inside of the Solutions Expo. This featured area will allow attendees to use their laptop to dive into the Nutanix Cloud Platform with hands-on access to over 50 interactive demos, covering the whole range of Nutanix technology from AOS, AHV, the Nutanix Kubernetes Platform, Enterprise AI, and more. Nutanix experts will be there to guide them through the latest features and answer their questions.

- Attendee registration opt-in report provided post-event (Nutanix will scan attendees)
- Sponsor logo included on signage and tabletops

Digital Ads

\$18,500 - \$25,000

Highlight your brand or new products with a rotating ad in one of three highly-visible areas! Inclusions:

- 1 Rotating column sign on Level 1 at the L Street entrance (near breakout sessions and registration) \$18,500
- 1 Rotating marquee sign at top of main escalators leading to the Solutions Expo \$20,000
- 1 Static Ad displayed in rotation on the Innovation Theater screen in-expo \$25,000





Theater Session

\$12,500

8 opportunities available

Expand your reach with a 20 minute speaking session in our Innovation Theater, located inside of the Solutions Expo. This space will have programmed sessions running during Expo hours, and position your content in front of attendees eager to explore new products and solutions. Leads will be scanned and provided post-event.

Breakout Session Recording

\$5,000

Available for Platinum & Gold sponsors

Leverage your .NEXT Breakout Session in post-show marketing by securing a recording of your session.

Inclusions:

- 1 file recording* of your in-person breakout session



*Recording includes audio and ppt presentation only; must have an existing breakout session

Please note that marketing and promotional opportunities are available exclusively as an add-on to an existing sponsorship package.

Sponsored Breaks

Solutions Expo Lounge \$20,000

A soft-seated space within Solutions Expo featuring your brand. Inclusions:

- Soft-seated furniture
- Branded charging cube
- 4 Pillows with your company logo
- 1 Branded meter board
- Recognition in mobile app map

Coffee or Smoothie Experience \$15,000

Increase traffic to your booth with a brandable drink experience, with options of coffee, frappuccinos, or smoothies with custom cups, napkins, and stickers.

Sweet Treats \$15,000 - \$30,000

Get the attention of attendees with an in-booth dessert. Options include:

- Fresh Baked Cookies
- Gelato
- Logo'd Cupcakes or Cookies
- Cannolis
- Nicecream (DC-Metro-based ice cream company)
- Doughnuts

Welcome Popcorn \$10,000

Position your brand in front of attendees as soon as they step foot at .NEXT. Opportunity to sponsor branded snacks at the Registration area on main arrival day to provide hospitality after their travels. Includes Popcorn & Machine Rental. *Exhibitor to source branded bags.

Activation Zone

\$40,000

1 opportunity available

Located on the Bridgeway at the entrance of the Solutions Expo, this branded area will have "larger than life" games (including Giant Connect 4, Checkers, Foosball, Basketball Pop A Shot, & Jenga) and a cozy lounge space to socialize with other attendees. Make your brand the destination for fun!

- Soft-seated furniture
- Branded charging cube
- 4 Pillows with your company logo
- 1 Branded meter board
- Inclusion in the Passport Program
- Recognition in mobile app map
- Opt-In Lead Report from Activation Scans
- Mention in one (1) pre-event email

Additional Branding Opportunities

AI Activation

\$65,000

1 opportunity available

Attendees draw responses to event-themed prompt and watch as AI instantly enhances their creation in seconds, capturing the essence of their drawing and featuring it on a mosaic that gathers all submissions on a big screen.

Includes:

- Sponsor logo and text displayed on the display monitor and device screen
- Lead information from participants

Escalator Clings

\$60,000

1 opportunity available

Maximize your brand visibility with an exclusive elevator cling sponsorship at our upcoming event! Positioned in high-traffic areas, your company's logo will be prominently featured on two sets of escalators in the lobby level and an additional two sets on level 2 of the Convention Center. This cobranded opportunity offers exceptional exposure to thousands of attendees as they move throughout the venue.

Hotel Key Cards

\$35,000

opportunity available

Deadline to Purchase: March 12

Co-branded key cards at 6 "key" hotels near the venue. Your logo will be featured on one side of the hotel key, handed out to conference attendees at check-in.

Professional Headshots

\$35,000

1 opportunity available

Located next to the Solutions Expo entrance, this high-visibility activation provides attendees with a polished, high-quality headshot to enhance their professional image—an essential tool in today's networked, digital world.

- 1 Custom meter board with sponsor logo
- Mention of sponsor company name in a pre-event email to registrants or mobile app
- Digital banner included in the email to participants
- Lead information from participants who have their headshot taken
- Inclusion in the Passport Program

Customer/Partner Roundtable

\$30,000 | Sold Out

Sponsored Nutanix session involving a partner.
Includes:

- 45 minute session with a target audience of 20 attendees
- Logo on session signage
- Listed on the session catalog
- Nutanix will scan and provide leads post-event
- Registered account list 2 weeks before the event

WiFi Sponsor

\$30,000

1 opportunity available

Deadline to Purchase: March 12

- Company name and logo included on one pre-event email to registrants
- Custom SSID (subject to approval)
- Logo & SSID on signage at Registration Desk

Coat Check

\$15,000

1 opportunity available

Capture the attention of event attendees with your branding on Coat Check, available to all attendees traveling to and from Washington D.C.! Inclusions:

- 1 Custom meter board with company logo
- Logo on coat check tags
- Acknowledgement on event website FAQ page

Mobile App

\$7,500

Amp up your brand's visibility in the event Mobile App which will be the information hub for all attendees. Inclusions:

- 1 Banner Ad in Mobile App



Get involved. Get noticed. Get leads.

.NEXT 2025 offers prime opportunities to reach the growing unified solution market, and right now is the best time to secure your sponsorship. Email sponsorships@nutanix.com with the subject line ".NEXT Sponsorship Inquiry," including your preferred sponsor level to secure your spot.

