

Sponsorship Opportunities

April 7–9, 2026 | McCormick Place, Chicago

The graphic features a large, stylized 'X' shape composed of thick, jagged lines. The left half of the 'X' is purple, and the right half is blue. Several thin, light blue diagonal lines cross the background, with a small light blue circle at the top left.

NUTANIX
next

Elevating your global cloud brand is a breeze in the Windy City!

.NEXT is our worldwide annual flagship conference and its regional extension events. When you sponsor both, you'll connect with over 5,000 hybrid multicloud customers, prospects, partners, visionaries, and decision makers.

.NEXT 2026 will take place at the iconic McCormick Place in Chicago, Illinois. Showcase your cloud breakthroughs to thousands of highly qualified prospects who want to scale up fast, adapt to evolving demands, and simplify operations across hybrid cloud environments.

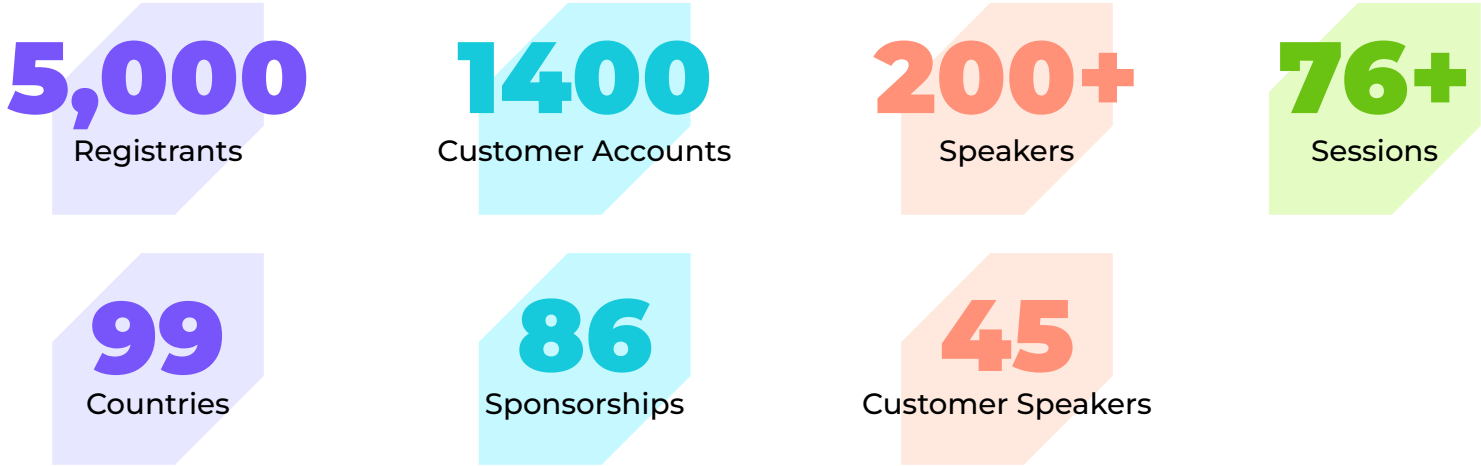
.NEXT 2026

April 7–9, 2026 | Chicago, IL

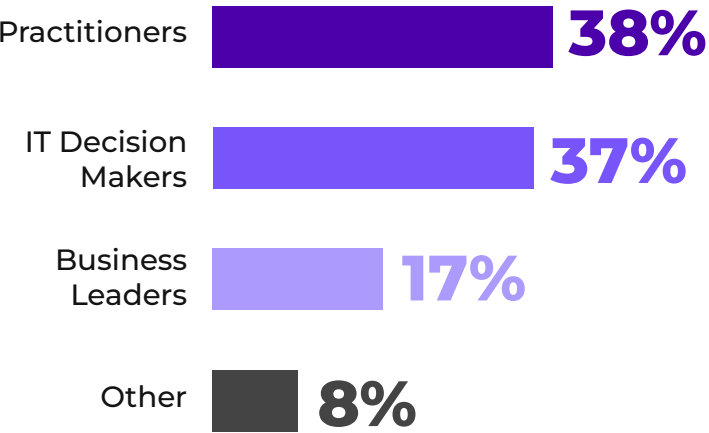
- Multi-day conference
- 5,000 attendees expected
- Nutanix user community focused
- 100+ sessions focused on technical deep dives and best practices



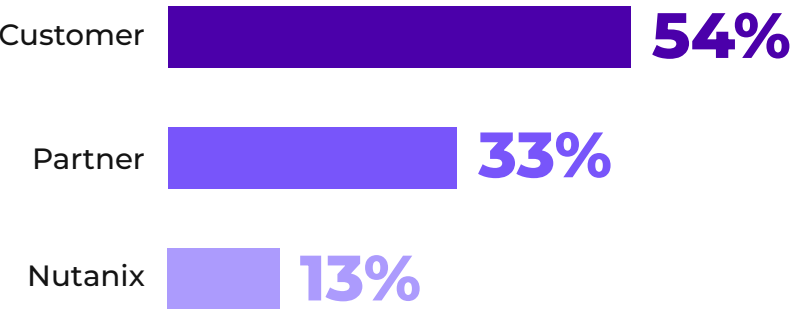
.NEXT 2025 Audience



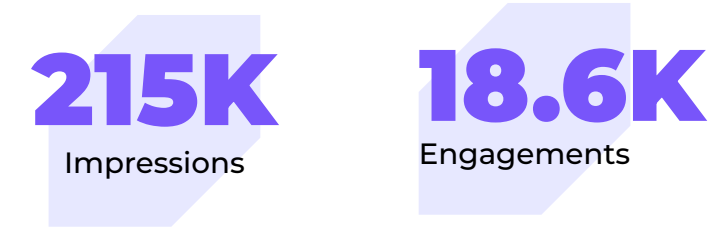
Roles



Attendee Type

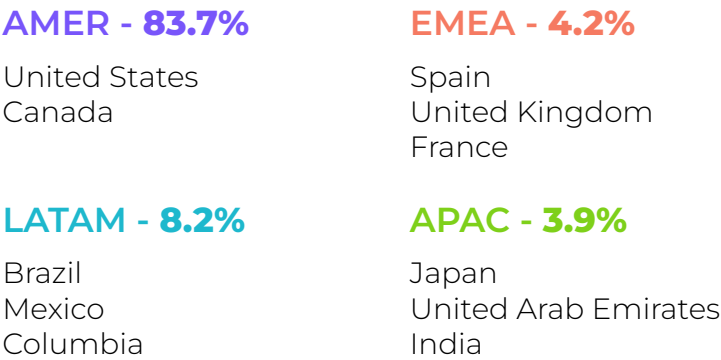


Social Reach



Sponsor Specific Posts had a 10%+ Average Engagement Rate

Top Countries in Attendance by Region



Why You Should Sponsor .NEXT

Data obtained from the .NEXT 2025 Sponsor Survey

Get face-to-face

97% of sponsors shared that they had good quality and relevant conversations with customers and partners.



Get global

92% of sponsor speaking sessions connected partners with their target audiences around the world.



Get ready to close sales

90% of sponsors shared that they met their objectives in number and quality of leads.



Thank You to Our 2025 Sponsors

Platinum



Gold



Silver



Bronze



Brand



AI Pavillion



Cloud Native Pavillion



Cloud Pavillion



Public Sector Pavillion



Service Provrier Pavillion



.NEXT Sponsorship Overview

Deadline

.NEXT 2026 sponsorships close: January 30, 2026

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?

- Meet with key decision-makers and IT leaders
- Elevate your cloud brand in front of a targeted audience
- Capture high-quality leads from Nutanix customers and prospects
- Network with fellow alliance-level partners
- Strengthen relationships with key channel partners
- Spotlight your own partnership with Nutanix



.NEXT 2026 Sponsorship Packages

Sponsorship Level	Platinum Custom Package	Gold \$100,000	Silver \$50,000	Bronze \$35,000	Pavillion Partners (full list page 9) \$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	Solutions Expo Lounge
In-Booth Demo Pod(s)	Option of in booth lounge or additional demo area	2	1	1	1	
Passport Program	Included	Included	Included	Included	Included	Included
Badge Scanning Devices	3	2	1	1	1	
High Visibility Booth Position	✓	✓				
Meeting Room	Dedicated Meeting Room	Priority access to Shared Meeting Room				
EBX Meeting with Nutanix Executive <small>Based on Availability</small>	✓					
Conference Passes						
Full Conference Passes	12	10	8	6	3	
Customer Passes	6	4	2			
Speaker Passes	2	2	1			
Additional Staff Passes - 40% Discount	✓	✓	✓			
Additional Customer Passes - 20% Discount	✓	✓	✓	✓	✓	✓
Speaking Opportunities						
Breakout Session (45 min)	1					
Breakout Session (30 min)		1				
Theater Session (In-Expo, 20 min)			1			

.NEXT 2026 Sponsorship Packages Continued

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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	✓					
(1) Speaking Session Asset	✓					
Dedicated Pre-Event Social Post	✓					
Push Notification Available for the first 5 signed Platinum sponsors	Dedicated				Group	
Digital Ad at Anchor Hotel Rotating static ad played on digital signage in the venue	✓					
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 in Promotional Video	✓	✓	✓	✓	✓	✓
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	✓	✓				

.NEXT 2026 Partner Pavilions

Meet the buyers, builders, and decision-makers who are actively seeking solutions like yours — sponsor one of our featured Pavilions.

AI & Cloud Native Pavilion

Seize the opportunity to showcase your groundbreaking Artificial Intelligence (AI) and Machine Learning (ML) solutions at the AI Start Up Pavillion. Gain valuable facetime with the most influential Nutanix customers

in the AI/ML space and gain opportunities to:

- Engage with C-suite executives, IT directors, and key stakeholders from Nutanix
- Demo products and solutions and present case studies
- Generate high-quality leads
- Build brand awareness
- Network with industry peers

Public Sector Pavilion

Discover how government and education IT leaders are transforming service delivery and enabling mission success. The Public Sector Pavilion showcases cutting-edge solutions that bridge traditional and modern IT, enhancing constituent experiences while optimizing resources and improving security.

Engage with experts and peers on:

- Jumpstarting Your AI Success
- Enhancing VDI performance and security
- Simplifying operations across diverse IT environments
- Tactical Edge innovations
- Achieving Green IT objectives
- Leveraging TCO and ROI models for strategic decisions

Service Provider Pavilion

The Service Provider Partner Pavilion is a great platform to showcase your collaboration with Nutanix, highlighting solutions that aid customers in achieving a secure, reliable, and economical hybrid multicloud.

By participating in this Partner Pavilion, you can establish yourself as a leader in the hybrid multicloud world around these key topics:

- Datacenter modernization & consolidation
- Data sovereignty & Data security
- Anything-as-a-service
- CapEx to OpEx transition



Cloud Pavilion

Exhibiting in the Cloud Pavilion delivers unmatched value for Nutanix partners. Key benefits include:

- **Maximized Visibility:** Reach a targeted audience of hyperscaler users (AWS, Google, Azure), cloud professionals, and decision-makers.
- **Strategic Networking:** Build key relationships with AWS, Google, Azure, Nutanix, and industry leaders.
- **Lead Generation:** Capture qualified leads from a focused, cloud-driven audience seeking hybrid-cloud solutions.
- **Thought Leadership:** Showcase your expertise in Nutanix solutions (such as Nutanix Cloud Clusters) on our hyperscaler partners, demonstrating innovative cloud solutions.
- **Market Differentiation:** Stand out as a trusted partner, offering unique solutions that drive cloud strategy success.
- This is your opportunity to elevate your brand and drive growth in the cloud ecosystem with Nutanix and our hyperscaler partners.
- CapEx to OpEx transition

Embedded Solutions Pavilion

Explore how industry-leading partners are integrating Nutanix with their operational technologies to deliver turnkey and secure solutions to their ecosystem. The Embedded Solutions Pavilion highlights real-world deployments that accelerate outcomes, optimize resources, and strengthen resilience across critical environments.

- Speed time-to-value to drive customer ROI and adoption
- Simplify operations and elevate customer experience
- Achieve tighter OT interoperability and industrial system alignment
- Streamline lifecycle operations, support, and field maintenance
- Improve workload performance, cyber-resilience, and availability
- Design scalable, secure, mission-ready architectures for critical environments



Marketing & Promotional Opportunities

Featured Marketing Opportunities

.NEXT Closing Party | \$50,000

1 Opportunity Remaining!

Sponsor an unforgettable .NEXT experience with Nutanix Leadership and special guests! 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

This high-visibility opportunity positions your brand as a trusted innovator and valued partner driving the future of technology. Includes:

- Logo placement on Thank You slide in Keynote Presentation
- Verbal mention during the Partner Xchange Keynote
- (1) 30 second Ad during Keynote presentation (provided by sponsor and approved by Nutanix)



Enhance Your Experience

Theater Session | \$15,000

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.

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

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

Customer/ Partner Roundtable | \$30,000

Sponsored Nutanix session involving a partner.

- 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



Additional Branding Opportunities

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

Self-Paced Labs | \$30,000

1 opportunity available

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

Espresso Cart | \$30,000

1 opportunity available

Fuel attendee energy and boost your brand visibility with a branded espresso cart in a high-traffic area near breakout sessions. Includes custom cups, sleeves, napkins, and a meterboard for maximum exposure. A professional barista serves up specialty drinks while your team collects leads from this high-engagement activation that keeps your brand top of mind.

Conference Lanyards | \$30,000 SOLD

Exclusive sponsorship of the .NEXT conference lanyards. Co-branded marketing opportunity providing visibility to all registered attendees.

WiFi Sponsor | \$30,000 SOLD

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

Digital Ads

Highlight your brand with a rotating digital ad in a high traffic area in our event’s anchor hotels and Expo!

- LED wall inside of the Hyatt Regency **\$30,000**
- LED wall inside of the Marriott Marquis **\$30,000**
- Hyatt Regency elevator screens **\$20,000**
- Marriott Marquis elevator screens **\$20,000**
- Innovation Theater screen in-expo **\$15,000**

Hotel Key Cards | \$15,000

1 opportunity available

Co-branded key cards at the Hyatt Regency in McCormick Place. Your logo will be featured on one side of the hotel key, handed out to conference attendees at check-in.

Coat Check | \$15,000

Capture the attention of event attendees with your branding on Coat Check, available to all attendees traveling to and from Chicago.

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

Printed Banner Ad | \$10,000

2 opportunities available

(1) Overhead banner on the skybridge leading from the Hyatt Regency to the Convention Center

Mobile App | \$7,500

Amp up your brand’s visibility with a banner ad in the event Mobile App which will be the information hub for all attendees.

Sponsored Breaks

Sponsor Networking Coffee Break | \$30,000

45min long sponsored coffee break in our Innovation Theater inside of the Solutions Expo. Host an upleveled coffee break with espresso and pastries. Includes:

- Branding on our theater screen
- (1) meterboard with logo
- Lead scans of participants
- Espresso served in the space and pastries nearby
- Mention in (1) pre-event Solutions Expo Highlights promotional email to registered attendees

Espresso Experience | \$15,000

Keep attendees energized and connected with a branded espresso bar serving up to 400 complimentary drinks. A professional barista will craft cappuccinos, lattes, and more while you increase traffic to your booth.

This turnkey activation creates a natural place for conversations to start—and ensures your company is remembered for fueling both productivity and meaningful connections.

Sweet Treats | \$10,000 - \$15,000

Delight attendees with an in-booth dessert activation that turns every visit into a shareable moment. Choose from crowd favorites—all customized with your branding. This simple yet powerful activation attracts steady traffic, enhances brand recall, and leaves a lasting impression that's as sweet as your message.

Options include:

- Fresh Baked Cookies
- Cake Pops
- Logo'd Cupcakes or Cookies
- Ice Cream
- Rice Krispy Treats
- Chocolate Covered Pretzels
- Popcorn
- Warm Gourmet Pretzels
- Donuts





**Booths and speaking slots are limited.
Become a sponsor today.**

If your company eats, sleeps, and breathes hybrid multicloud, .NEXT 2026 and .NEXT on Tour are your must-sponsor events. Just email sponsorships@nutanix.com with the subject line ".NEXT Sponsorship Inquiry," including your preferred event(s) and sponsor level. But hurry, discounted pricing ends on November 1st.

