

Sponsorship Opportunities

March 30 – April 1, 2027
Venetian Convention & Expo Center
Las Vegas, NV



Own the spotlight at .NEXT 2027

The future of hybrid multicloud, AI, and enterprise innovation takes center stage in Las Vegas. As Nutanix's premier global user conference, .NEXT 2027 brings together thousands of customers, prospects, partners, executives, and IT decision-makers for three days of innovation, education, and connection.

This is your opportunity to elevate your brand, showcase your solutions, and engage directly with the organizations shaping the next era of enterprise technology. From AI and cloud native applications to virtualization, data, and modern infrastructure, .NEXT is where the industry's most important conversations happen — and where strategic partnerships are built.

Taking place at the world-class Venetian Expo in Las Vegas, .NEXT 2027 offers sponsors unmatched visibility, high-impact networking opportunities, and direct access to a highly engaged audience actively investing in transformation and growth.

.NEXT 2027

March 30–April 1, 2027 | Las Vegas, NV

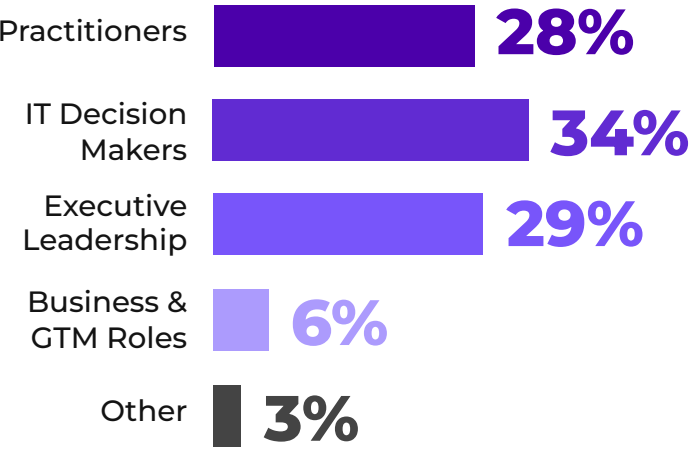
- Multi-day conference
- 5,000 attendees expected
- Nutanix user community focused
- 100+ sessions focused on technical deep dives and best practices



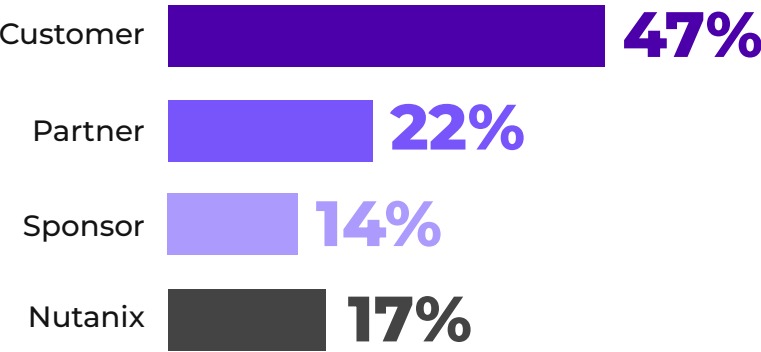
.NEXT 2026 Audience



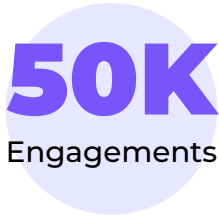
Roles



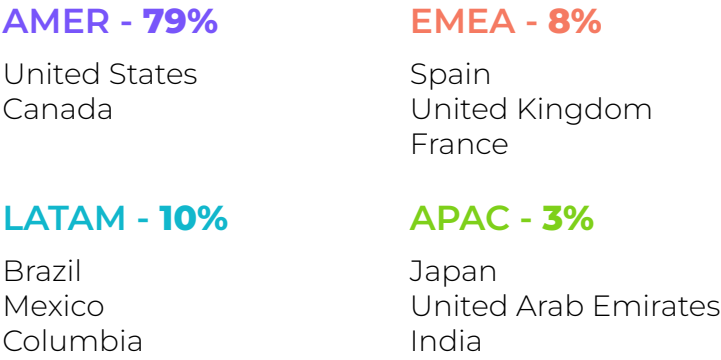
Attendee Type



Social Reach



Top Countries in Attendance by Region



Thank You to Our 2026 Sponsors

Platinum



Platinum System Integrator



Gold



Silver



Bronze



Brand Recognition



AI Pavillion



Cloud Pavillion



Public Sector Pavillion



Cloud Native Pavillion



Service Provider & System Integrator Pavillion



Why You Should Sponsor .NEXT

Data obtained from the .NEXT 2026 Sponsor Survey and sponsor booth scans.

Get Lead Generation at Scale

Total Sponsor Leads increased **167%** in 2026.



Get Face-to-Face

90% of sponsors shared that they had good quality and relevant conversations with customers and partners.



Get Ready to Close Sales

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



.NEXT Sponsorship Overview

Deadline

.NEXT 2027 sponsorships close: December 18, 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?

- Engage face-to-face with enterprise buyers and technical decision-makers
- Increase visibility with a targeted audience invested in innovation and transformation
- Drive high-value lead generation and pipeline growth
- Expand relationships across the Nutanix partner and channel ecosystem
- Collaborate with industry-leading alliance partners and innovators
- Reinforce your strategic partnership with Nutanix on a global stage



.NEXT 2027 Sponsorship Packages

Sponsorship Level	Platinum	Platinum System Integrator	Gold \$100,000	Silver \$50,000	Bronze \$35,000	Pavillion Partner \$10,000	Brand Recognition \$20,000
Quantity Available	8	2	15	15	15	Limited	5
Onsite Presence	INVITE ONLY	INVITE ONLY	INVITE ONLY				
Turnkey Expo Experience Booth includes structure, power, signage, lighting, carpet, monitor(s), & wireless internet. Lounge includes furniture, charging cubes, branded pillows, and signage.	20x20 Booth	Branding Opportunity	10x20 Booth	10x10 Booth	5x5 Booth	Kiosk	Solutions Expo Lounge or Similar Value MPO
In-Booth Demo Pod(s)	4 Layout includes an option of an in booth lounge or theater		2	1	1	1	
Passport Program	Included	Included	Included	Included	Included	Included	Included
Badge Scanning Devices	3	1	2	1	1	1	1
High Visibility Booth Position	✔		✔				
Meeting Room	Dedicated Meeting Room		Priority access to Shared Meeting Room				
EBX Meeting with Nutanix Executive* *Based on Availability	✔						
Conference Passes							
Full Conference Passes	12	3	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		1			

.NEXT 2027 Sponsorship Packages Continued

Sponsorship Level	Platinum	Platinum System Integrator	Gold \$100,000	Silver \$50,000	Bronze \$35,000	Pavillion Partners (full list page 9) \$10,000	Brand Recognition \$20,000
Quantity Available	8	2	15	15	15	Limited	5
Branding & Visibility	INVITE ONLY	INVITE ONLY	INVITE ONLY				
Exclusive Branding Opportunity	✓						
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 in Promotional Video	✓	✓	✓	✓	✓	✓	✓
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	✓		✓				

.NEXT 2027 Partner Pavilions

Connect with enterprise buyers, innovators, and IT decision-makers actively searching for the next generation of technology solutions — sponsor a featured .NEXT Pavilion.

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.

Cloud Native Pavilion

Showcase your cloud native innovations to the enterprise leaders modernizing applications, infrastructure, and operations at scale.

The **Cloud Native Pavilion** offers a powerful opportunity to connect with highly engaged Nutanix customers, prospects, and partners exploring the future of Kubernetes, containers, automation, AI-driven applications, and modern platform technologies.

Gain valuable face time with decision-makers and technology influencers while positioning your brand at the forefront of enterprise transformation. Opportunities include:

- Engage directly with C-suite executives, IT leaders, architects, and key Nutanix stakeholders
- Demonstrate your solutions through live demos, use cases, and customer success stories
- Generate high-value leads and meaningful pipeline opportunities
- Increase brand visibility within the hybrid multicloud and cloud native ecosystem
- Build strategic relationships with customers, partners, and industry peers
- Position your company as a leader driving innovation in modern applications and infrastructure

Embedded Solutions & Operational Technology 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 & Operational Technology Pavilion** highlights real-world deployments that accelerate outcomes, optimize resources, and strengthen resilience across critical environments.

Join us to collaborate with customers and Embedded Solution & OT partners on:

- 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

EUC Pavilion

The future of End User Computing is being redefined by hybrid work, seamless digital experiences, and modern security demands — and the EUC Pavilion is where those conversations take center stage. Align your brand with Nutanix's vision for delivering secure, flexible, and high-performing workplace experiences while connecting with the enterprise leaders driving workforce transformation.

As a sponsor, you'll position your company alongside innovative EUC technologies and gain direct access to a highly engaged audience actively investing in modern workplace solutions. As a sponsor, you'll:

- Amplify your visibility alongside Nutanix's cutting-edge EUC solutions
- Showcase your innovations to a global audience of decision-makers
- Engage with the vibrant EUC ecosystem and uncover new partnership opportunities
- Capture thousands of high-quality leads from across industries

Align with Nutanix's vision for the future of EUC and put your brand at the center of the conversation.

Public Sector Pavilion

Connect with the government, education, and public sector leaders modernizing infrastructure, advancing digital services, and driving mission-critical innovation. The Public Sector Pavilion highlights the technologies and strategies helping agencies and institutions bridge traditional and modern IT environments while improving security, efficiency, and constituent experiences.

Position your brand alongside the solutions shaping the future of public sector transformation and engage directly with decision-makers focused on modernization, resilience, and operational excellence. Topics and opportunities include:

- Accelerating AI adoption and unlocking real-world public sector use cases
- Enhancing VDI performance, security, and end-user experiences
- Simplifying operations across complex hybrid and multicloud environments
- Exploring Tactical Edge innovations for distributed and mission-critical operations
- Advancing sustainability initiatives and Green IT objectives
- Demonstrating measurable business value through TCO and ROI-driven strategies
- Connecting with public sector IT leaders, architects, and transformation teams seeking innovative solutions

Service Provider System Integrator Pavilion

Showcase how your organization is helping customers modernize, simplify, and scale their hybrid multicloud environments alongside Nutanix. The Service Provider & System Integrator Pavilion offers a powerful platform to demonstrate your expertise, highlight successful customer outcomes, and engage directly with enterprise leaders seeking trusted partners to guide their transformation journeys.

Position your brand as a strategic advisor and innovation leader while connecting with organizations focused on building secure, resilient, and cost-efficient IT operations. Key areas of focus include:

- Datacenter modernization, consolidation, and infrastructure transformation
- Data sovereignty, governance, and advanced security strategies
- Delivering flexible consumption models and Anything-as-a-Service solutions
- Supporting the transition from CapEx to OpEx and operational efficiency
- Accelerating hybrid multicloud adoption and business agility
- Helping customers optimize performance, scalability, and long-term ROI

Marketing & Promotional Opportunities

Featured Marketing Opportunities

.NEXT Closing Party | \$50,000 shared/\$90,000 exclusive

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.

Partner Lounge | \$50,000

Make your brand the hub of partner connection.

The Partner Lounge is an exclusive space for partners to recharge, network, and collaborate—complete with soft seating, communal tables with charging, coffee, and a welcoming atmosphere.

Your brand will be front and center with signage, logo recognition in pre-event promotions, and lead capture from every lounge attendee. Positioned in a high-traffic area near the Expo or breakout sessions, this lounge ensures maximum visibility, quality networking, and meaningful brand engagement.

Sponsor benefits include:

- Branding throughout the lounge
- Logo in one pre-event email to partner attendees
- Leads from lounge check-ins
- A central, high-traffic networking destination

Welcome Reception | \$50,000

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 Branding | \$50,000

1 opportunity available

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 Partner Exchange Keynote Presentation
- Verbal mention during the Partner Exchange Keynote
- (1) 30 second Ad during Keynote presentation (provided by sponsor and approved by Nutanix)



Marketing & Promotional Opportunities cont.

Cloud Cafe | \$75,000

1 opportunity available

Keep attendees energized and connected with a branded espresso bar available throughout the event. A professional barista will craft cappuccinos, lattes, and other specialty coffee beverages, creating a welcoming gathering place for attendees.

This turnkey activation fosters meaningful networking opportunities while positioning your brand at the center of attendee engagement—ensuring your company is remembered for fueling both productivity and valuable connections.

Professional Headshots | \$40,000

1 opportunity available

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

Self-Paced Labs | \$40,000

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

Conference Lanyards | \$30,000

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

WiFi Sponsor | \$30,000

Power the attendee experience as the exclusive Wi-Fi Sponsor. This high-visibility opportunity puts your brand in front of every connected attendee through prominent network branding, login page exposure, and event-wide recognition. With attendees relying on Wi-Fi throughout the conference, your brand remains top of mind from the first connection to the final session.

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

Registration Branding | \$30,000

Own the attendee first impression with branding in the conference registration area. From the moment guests arrive, your signage will deliver high-impact visibility in one of the event's busiest locations, ensuring maximum exposure throughout peak attendee traffic times. This sponsorship places your company front and center during attendee check-in, delivering repeated impressions and premium visibility.

Additional Branding Opportunities

Digital Ads | \$30,000

Drive awareness and stand out from the crowd with dynamic digital advertising placements throughout the Venetian Convention & Expo Center. Positioned along key attendee traffic paths, this opportunity delivers repeated brand exposure to thousands of conference participants as they move between sessions, networking areas, and the expo hall.

Hotel Key Cards | \$25,000

1 opportunity available

Put your brand directly in the hands of every attendee with custom co-branded hotel key cards. This high-impact sponsorship ensures your message is seen multiple times per day throughout each guest's stay, creating continuous visibility and a powerful connection to the conference experience.

Water Bubblers | \$20,000

Keep attendees refreshed while putting your brand front and center with sponsored water bubblers located throughout the conference venue. This high-visibility opportunity delivers continuous brand exposure as thousands of attendees refill, recharge, and engage throughout the event.

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 Vegas!

Inclusions:

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

Mobile App Ad | \$10,000

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

Joint-Customer Activations & Signage

Custom opportunity - please reach out for more details.



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
- Mention in (1) pre-event Solutions Expo Highlights promotional email to registered attendees

Sponsored Recharge Lounge | \$30,000

1 opportunity available

Give attendees a place to power up — both literally and professionally. As the exclusive sponsor of the Recharge Lounge, your brand will be prominently featured in one of the conference's highest-traffic areas. The lounge includes branded vinyl signage on charging tables and a custom meterboard, ensuring your logo is seen by thousands of attendees as they stop to rest, recharge their devices, and connect with peers.

Lunch Sponsorship | \$20,000

3 opportunities available

Fuel attendee connections while maximizing your brand visibility with a sponsored conference lunch experience. Your company logo will be integrated throughout the dining area - included on buffet and table signage, boxed lunches, and meterboards for enhanced attendee reach and visibility.



Speaking Sessions

Roundtable Session | \$30,000

3 opportunities available

Engage directly with a targeted audience through an interactive Roundtable Session designed to foster meaningful conversations and thought leadership. This opportunity allows sponsors to lead a focused discussion on a topic of their choice, connect with qualified attendees, and gain valuable insights while building relationships with potential customers and partners.

Inclusions:

- 45-minute sponsor-led roundtable discussion
- Target audience of up to 20 attendees
- Sponsor logo featured on session signage
- Session listing in the conference catalog and agenda
- Pre-event registered attendee account list provided two weeks prior to the event
- Lead retrieval through attendee scans, with leads provided post-event
- Opportunity to position your company as a thought leader on a relevant industry topic
- Dedicated environment for deeper engagement and high-value conversations with attendees

Theater Session | \$15,000

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.





Secure Your Spot at .NEXT 2027

Premium sponsorships, booth space, and speaking opportunities are limited — and the industry's most influential brands are already planning their presence. If your company is shaping the future of hybrid multicloud, AI, virtualization, and enterprise innovation, .NEXT 2027 is where you need to be.

Put your brand at the center of the conversations, connections, and technologies driving what's next. To reserve your sponsorship, email sponsorships@nutanix.com with the subject line ".NEXT Sponsorship Inquiry" and include your preferred sponsorship level.

We look forward to partnering with you at .NEXT 2027.

