

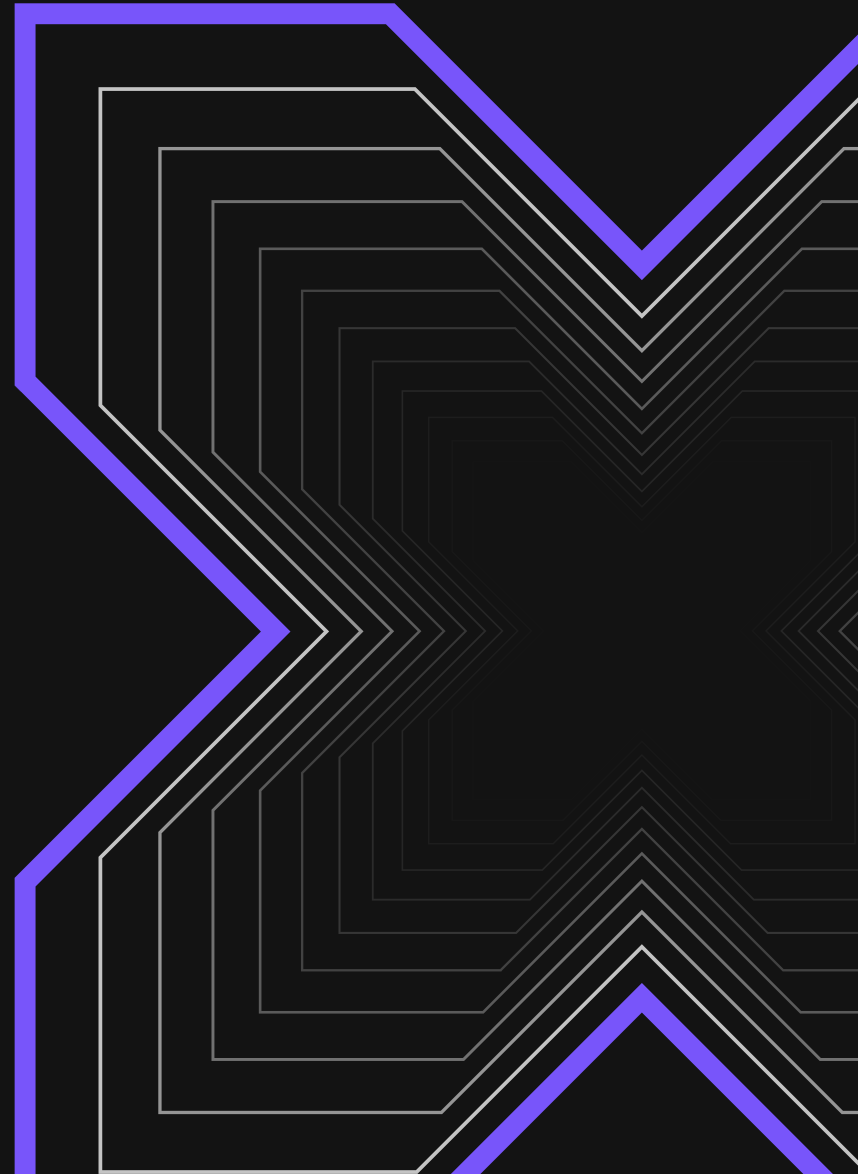
NUTANIX

# **.NEXT On Tour and 2024**

**Sponsorship Opportunities**

**.NEXT On Tour**  
Fall 2023

**.NEXT 2024**  
May 21–23, 2024



# .NEXT

## Engage customers. Drive sales. Power your cloud brand.

**Meet .NEXT** It's what we call our worldwide annual flagship conference, as well as its regional extension events, .NEXT on Tour. Sponsoring them gets your message out to a combined 18,000 customers, prospects, partners, visionaries, and decision makers who together are creating tomorrow's hybrid multicloud ecosystem.

**.NEXT 2024** is slated to be held in beautiful, historic Barcelona, Spain. As a sponsor, you'll position your company as a hybrid multicloud innovator, showcase how seamlessly our technologies work together, and invite highly qualified enterprise prospects into the streamlined, agile, scalable world of unified cloud architecture.

**.NEXT On Tour** is a series of mini-versions that take the best of .NEXT 2024 to major markets in North America, EMEA and APAC\*. Same vision, same great hybrid multicloud insights—but in one session—and one demo-packed day instead of two. Actively evaluating cloud solutions, .NEXT on Tour attendees are relevant, engaged and ready to buy.

\*APAC Sponsorship details coming soon



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## .NEXT On Tour

Fall 2023 | 7 Cities Globally

- Half-day and full-day events
- 200-1000 attendees expected in each city
- Nutanix users and prospects
- Roadshow carrying the messaging of the .NEXT 2023 event within each region

## .NEXT 2024

May 21-23, 2024 | Barcelona, Spain

- Multi-day conference
- 4,000 attendees expected
- Nutanix user community focused
- 100+ sessions focused on technical deep dives and best practices



## .NEXT 2023 Audience

**2,410**

Registrants from

**60**

Countries

**50+**

Sessions

**90+**

Speakers

**33**

Sponsors

**52**

Customer  
Accounts

## Roles

**40%** IT

**25%** Management

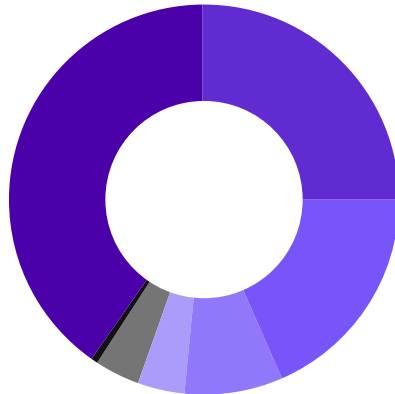
**18%** Engineering

**8%** Sales

**4%** Administration

**4%** Operations

**1%** Consultant, IT Director/  
Manager System,  
Other, Support



## Top Five Countries in Attendance

United States - **71%**

Brazil - **5%**

Mexico - **3%**

Canada - **2%**

Japan - **1%**

## Thank You to Our 2023 Sponsors

### Platinum Sponsors



### Gold Sponsors



### Silver Sponsors



### Bronze Sponsors



### Entree Sponsors





## .NEXT On Tour and 2024 Sponsorship Overview

### Deadlines

- .NEXT On Tour sponsorships close: Sept. 1, 2023
- .NEXT 2024 sponsorships close: April 1, 2024

### Special Pricing Opportunities: Multi-event discount

Sponsors joining both .NEXT On Tour (July - November 2023) and .NEXT 2024 (May 21-23, 2024 in Barcelona) will receive a **10% discount**.

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

### What to expect from your .NEXT sponsorship

- Engage with the industry's top decision makers, developers, and end users
- Showcase joint products and solutions
- Network with other partners in our ecosystem
- Receive branding and visibility throughout the event
- Capture thousands of high quality leads



## .NEXT On Tour EMEA 2023 Sponsorship Packages

	EMEA Premier 6 Available \$60,000	EMEA Regional 10 Available \$40,000 or \$15,000 per city
Sponsorship Benefits	INVITE ONLY	
Staff Pass Allocations	6	4
Presence in Partner Pavillion (includes signage, power, wireless internet)	2m x 1m Turnkey Booth Premium Location	1m x 1m Turnkey Booth
Passport Program	Included	Included
Lead Retrieval Units	2	1
Co-branded HTML event invitation with UTM	✓	✓
Logo inclusion on Event Website	✓	✓
Logo on Onsite Event Signage	✓	✓
Logo inclusion on Keynote Screen	✓	✓
Logo included in one Pre-event Social Media Post	✓	✓
Logo on Pre-event Promotional Email	✓	✓
Logo on Post-event Thank You Email	✓	✓
1-minute Keynote Walk-In Video of a Joint Customer Success Story	✓	
Access to meeting room, upon request	✓	
Mini-theater session on customer case study, 10 minutes (where available)	✓	
Lead Reporting		
Opt-in Lead Report from Booth Scans	✓	✓
Opt-in Attendee List Post-Event	✓	✓
Registered Company Name List One Week Prior to the Event	✓	
Opt-in Lead Reports of Session Attendees	✓	

.NEXT on Tour EMEA brings the best of the enterprise hybrid multicloud to three of Europe's key IT centers: Paris, London and Darmstadt. Each show is slated to reward your sponsorship with more than 500 highly qualified attendees. As with the APAC event, content and speakers are handpicked for relevance, timeliness and audience interest. Boost your business return from .NEXT—join us on the road.

### .NEXT On Tour EMEA November 2023

- Paris, France: November 21
- Darmstadt, Germany: November 28
- London, England: November 29

Dates and venue details per city are being finalized and may be subject to change. Pricing does not include VAT, which may be applicable depending on sponsor's billing location.

## .NEXT Europe 2024 Sponsorship Packages

	Platinum \$110,000	Gold \$75,000	Silver \$35,000	Bronze \$20,000
Quantity Available	5	8	20	20
<b>Onsite Presence</b>	INVITE ONLY		INVITE ONLY	
Turnkey Booth (structure, power, signage, lighting, carpet, monitor(s), wireless internet)	20x20	10x20	10x10	5x5
In-Booth Demo Pod(s)	5	2	1	1
Badge Scanning Devices	3	2	1	1
Passport Program	Included	Included	Included	Included
High Visibility Booth Position	✓	✓		
Meeting Room	✓	Access to Meeting Space		
EBX Meeting with Nutanix Executive*	✓			
*Based on availability				
<b>Conference Passes</b>				
Full Conference Passes	10	8	6	5
Customer Passes	6	4	2	
Speaker Passes	2	2	1	
<b>Speaking Opportunities</b>				
Breakout Session (45min)	1			
Breakout Session (30min)		1		
Theater Session (In-Expo, 20min)			1	



## .NEXT Europe 2024 Sponsorship Packages Continued

	Platinum \$110,000	Gold \$75,000	Silver \$35,000	Bronze \$20,000
Quantity Available	5	8	20	20
<b>Branding &amp; Visibility</b>	INVITE ONLY	INVITE ONLY		
30 Second Keynote Walk-in Video	✓			
Mention in .NEXT Press Release	✓			
Promotion of Speaking Session	✓			
Dedicated Pre-event Social Post	✓			
Logo on Pre-event Promotional Email	✓	✓		
Logo on Registration Page	✓	✓		
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	✓	✓	✓	✓
<b>Lead Reporting</b>				
Registered Company Name List Two Weeks Pre-Event	✓	✓		
Opt-in Attendee List Post-Event	✓	✓		
Opt-in Lead Reports of Session Attendees	✓	✓	✓	
Opt-in Lead Report from Booth Scans	✓	✓	✓	✓

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## Don't miss these opportunities to get noticed.

With businesses everywhere craving unified solutions, the hybrid multicloud is trending—and no event will spotlight it like .NEXT 2024 and .NEXT on Tour.

To get the exposure you deserve, email [sponsorships@nutanix.com](mailto:sponsorships@nutanix.com) with the subject line “.NEXT Sponsorship Inquiry,” and don't forget to include your preferred event(s) and sponsor level. Once you've signed and returned your contract, we'll let you know the next steps.

