

September 20th - 23rd, 2021

.NEXT 2021

Sponsorship Opportunities

.NEXT[®] CONFERENCE



About .NEXT Digital Experience

The leading digital Enterprise Cloud Technology Conference.

Join Nutanix for three days of learning, networking and engaging with customers at .NEXT 2021. Watch over 75 unique breakouts, participate in Test Drive labs and meet virtually with our customers and prospects who are developing new and innovative ways to leverage Nutanix technology.

By sponsoring the .NEXT Digital Experience, you'll showcase how your solutions work with Nutanix - reaching an audience who is eager to learn how they can modernize their data center, enable it to run apps at any scale, and effortlessly manage all of their clouds.

NUTANIX[™]

An unforgettable experience from .NEXT 2020

41,000+

Registrants

110,000+

Session Views

250+

Speakers

75+

Sponsors

40+

On-Demand Customer
Spotlights

100+

Live & On-Demand
Sessions and Demos

3

Time Zones

9

Languages



Meet with our audience to generate leads and increase your pipeline

2020 .NEXT Digital Experience Stats

49,000+

Leads collected by
.NEXT Sponsors

36,000+

Assets Downloaded

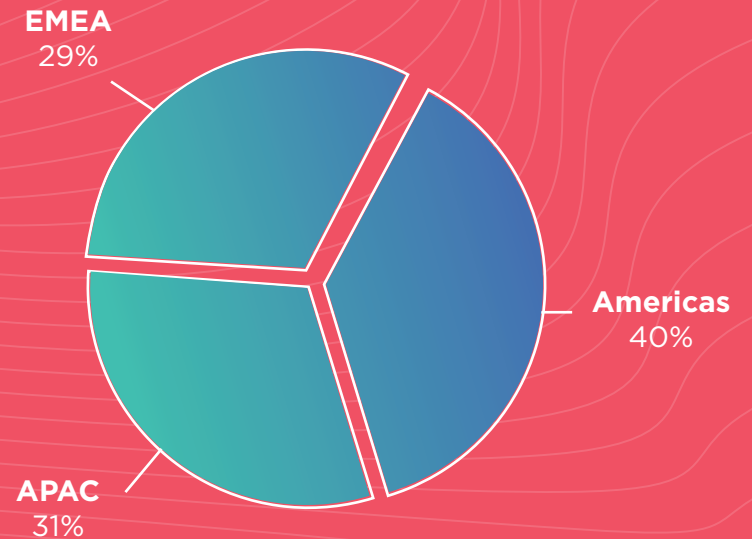
35,000+

Keynote Livestream
Views

5,000+

Sponsor Session Views

Leads by Theater

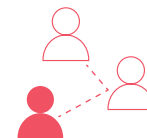




What to expect out of your .NEXT Conference 2021 Sponsorship



Three Time Zones



**Networking and
Lead Generation**



On-Demand Content
for 1 month post event



Global Audience Reach
35,000+ registrations



Hands-on Engagement
We will partner with you
to drive traffic to your
digital booth



Agenda at a Glance

Americas: September 20-22, 2021
EMEA, Australia, Singapore, India: September 21-23, 2021

DAY 1	DAY 2	DAY 3
PARTNER XCHANGE KEYNOTE BUILD YOUR AGENDA	OPENING KEYNOTE BREAKOUT SESSIONS PARTNER XCHANGE BREAKOUT SESSIONS	OPENING KEYNOTE BREAKOUT SESSIONS PARTNER XCHANGE BREAKOUT SESSIONS CLOSING KEYNOTE & VIRTUAL CELEBRATION



Sponsorship packages will include:

	Diamond Sold Out	Platinum Sold Out	Gold Sold Out	Silver \$16,000	Bronze \$4,000
LIMITED TO	3	5	10	15	10
CUSTOM SPONSOR PAGE	INVITE ONLY	INVITE ONLY	INVITE ONLY		
VIRTUAL MEETINGS	X	X	X		
UPLOAD VIDEOS AND MARKETING ASSETS	X	X	X	X	X
LIVE OFFICE HOURS	X	X	X	X	
BOOTH ACTIVE DURING ON-DEMAND PERIOD	X	X	X	X	X
PASSPORT GAMIFICATION	X	X	X	X	
THIRTY-MINUTE BREAKOUT SESSION	1				
ON DEMAND BREAKOUT SESSION (20 MINS)	1	1	1		
BRANDING & VISIBILITY					
INTERSTITIAL AD IN KEYNOTE WAITING ROOM	X				
LOGO DISPLAYED ON THE EVENT WEBSITE	X	X	X	X	X
PUSH NOTIFICATION 1 DAY PRIOR TO EVENT	UP TO 2	1 NOTIFICATION			
SPONSOR-BRANDED BANNER ADS IN PLATFORM	UP TO 2	1 AD			
LOGO INCLUDED IN PROMOTION EMAIL (1X)	X	X			
GUEST BLOG ON .NEXT.NUTANIX.COM	X	X			
MENTION IN .NEXT PRESS RELEASE	X	X			

Additional Sponsorship Opportunities

.NEXT Show (Invite Only)

\$50,000 (1 Available)

Sponsor an unforgettable .NEXT Show experience with special guests and Nutanix Leadership! During this session, we will provide a unique opportunity to gather as a Nutanix community through music, art, celebrity features and fun!

Sponsored Lunch via UberEats

\$10,000 (1 Available)

Make an impression by treating a Director to lunch! Nutanix will send an UberEats promo code to targeted Directors registered for our event. Your company logo will be included in the email along with a link to your assets or CTA with contact information.

Partner Xchange Keynote

\$10,000 (2 Available) One Left!

Logo placement on a thank you slide in presentation, verbal mention on the live streaming during the Partner Xchange Keynote, and a 30 second commercial (provided by sponsor and approved by Nutanix).

Partner Awards

~~\$2,500 (1 Available)~~ Sold Out

Celebrate Nutanix Partners. During our awards ceremony, you will have the opportunity to display your logo on a thank you slide/intro and a verbal mention from the awards host.

Ready to take the next step?

Please send an email with the subject line “2021 .NEXT Sponsor Inquiry” to sponsorships@nutanix.com and indicate the sponsorship level of interest. Our team will reply with a contract and next steps.

Have questions about sponsoring our event? Feel free to contact Alaina Cook on our sponsorship sales team:

Alaina Cook
.NEXT Sponsorship Sales
sponsorships@nutanix.com



Thank you to our 2020 Sponsors

Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors

