



.NEXT 2024

Sponsorship Opportunities

21-23 May 2024



Engage customers. Drive sales. Power your cloud brand.

Sponsoring .NEXT gets your message out to a combined 4,000 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 2024

21-23 May 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 Americas Overview

2,400+

Registrants from

60

Countries

50+

Sessions

90+

Speakers

33

Sponsors

1,152

Customer
Accounts

Roles

40% IT

25% Management

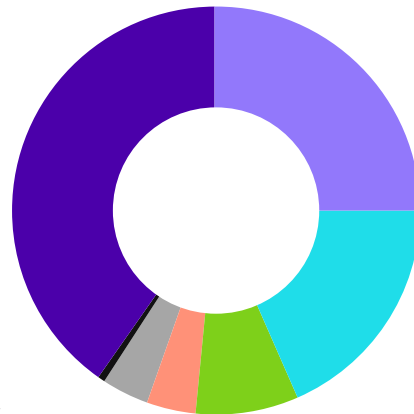
18% Engineering

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 2024 Sponsorship Overview

Sponsorships Close: 1 April 2024

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 2024 Sponsorship Packages

	Platinum \$110,000	Gold \$75,000	Silver \$35,000	Bronze \$20,000
Quantity Available	5	8	15	12
Onsite Presence	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*	✓			
<small>*Based on availability</small>				
Conference Passes				
Full Conference Passes	10	8	6	5
Customer Passes	6	4	2	
Speaker Passes	2	2	1	
Speaking Opportunities				
Breakout Session (45min)	1			
Breakout Session (30min)		1		
Theater Session (In-Expo, 20min)			1	



.NEXT 2024 Sponsorship Packages Continued

	Platinum \$110,000	Gold \$75,000	Silver \$35,000	Bronze \$20,000
Quantity Available	5	8	15	12
Branding & Visibility	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 included in Mobile App	✓	✓	✓	✓
Logo Displayed on the Event Website	✓	✓	✓	✓
Logo on Onsite Sponsor Signage	✓	✓	✓	✓
Lead Reporting				
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	✓	✓	✓	✓



Featured Marketing Opportunities

**.NEXT Closing Party | 2 Opportunities at \$50,000/each
or \$75,000 for exclusive sponsorship**

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.

Conference Lanyards | \$25,000 ~~SOLD~~

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

Partner Exchange Keynote | \$20,000

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 (provided by sponsor and approved by Nutanix).





Enhance Your Experience

Keynote Meet & Greet | \$25,000

Give (5) of your attendees or partners the VIP experience with an exclusive opportunity to meet our keynote speaker! In addition, your logo will be included in our co-branded photo op backdrop. Inclusions:

- (1) Co-branded photo-op backdrop
- (5) Invites for exclusive meet and greet
- Logo recognition on Keynote screen

Diversity Dialogue Luncheon | \$10,000

An exclusive opportunity to be a part of our invite-only Diversity Dialogue Luncheon with (2) invitations to attend as well as brand visibility in our Luncheon pre-event email and onsite signage. Inclusions:

- Logo recognition on screen
- Logo inclusion on pre-event email
- (2) Invitations to attend

Meeting Room Space | \$7,500

Reserve a private meeting room to facilitate conversations with your partners, customers, and prospects at .NEXT. Inclusions:

- (1) Private meeting room on Day 1, 2, or 3
- (1) Conference table with seating for 12
- (1) 'Private Meeting Space' sign

**AV Additional Fee; F&B not available





Enhance Your Experience Cont'd

Recorded Podcast | \$5,000

Guest star in our podcast booth from the Expo floor! This 15-minute podcast episode is a great opportunity to share your solutions and highlight your Nutanix partnership. The podcast will be featured on Nutanix Community platform with outreach to 1,000+. Inclusions:

- (1) 15-minute podcast hosted in Podcast booth
- Podcast showcased on Nutanix community
- (1) file recording of podcast
- Amplification of podcast on Social Media & Web

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



Sponsored Breaks

Coffee Truck | \$50,000

Immerse your brand in the Spanish atmosphere and treat attendees to a caffeine perk with sponsorship of a unique Coffee Truck. Your brand highlighted on the truck and signage which will be located in the event's outdoor space for all 3 days!

Inclusions:

- Coffee Service from La Cherry Coffee truck for Days 1, 2, & 3 of the event
- Logo on Wooden Signage
- Logo on side door of coffee truck
- Lead report of participating attendees

Coffee Break | \$17,500

Keep the energy up with a coffee break! Baristas will style cappuccinos with your logo at a coffee station placed at the expo. It's sure to inspire some photos—along with traffic to your booth. Includes Coffee & Espresso Service on days 1, 2, or 3; up to 1,500 servings. Inclusions:

- A variety of Espresso, Latte, and Americano beverages, and Milk options (also decaffeinated)
- (1) Meter board sign with company logo
- Beverage froth with company logo

Afternoon Snack - Popcorn | \$17,500

Offer attendees a tasty snack with fresh popped popcorn served adjacent to your booth. This opportunity is available on days 1, 2, or 3. Inclusions:

- Fresh popcorn service for 2 hours
- Popcorn cart with your company logo
- Branded individual popcorn boxes

Sponsored Breaks Cont'd

Welcome Snack Pack | \$16,500

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. Inclusions:

- Logo'd individual Grab n' Go snacks displayed in the Registration area on the primary arrival day
- Includes Butter Cookies & Crisps

Beverage Station - Smoothies | \$12,500

Drive traffic to your booth with a smoothie station placed adjacent to your booth on days 1, 2, or 3! Inclusions:

- (500) Individual smoothie spheres served in light-up cubes near your booth for 2 hours
- Logo tags on each smoothie





Unique Experiences

Fútbol | \$40,000

Immerse yourself in Barcelona's fútbol scene through logo incorporation in the Fútbol activation! Inclusions:

- Co-branded goal board
- Logo inclusion and promotion on in-Expo Theater screen
- Lead report of participating attendees
- (5) Fútbolos with your company logo

Recharge Zone | \$30,000

Relax, rejuvenate and showcase your brand in the expo's multi-purpose Recharge Zone. Inclusions:

- Co-branded graphic on backwall structure
- Co-branded communal tables
- (1) Meter board with company logo

Solutions Expo Lounge | \$17,500

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



Additional Branding Opportunities

Water Coolers | \$10,000

Escape the Barcelona heat with branded water coolers throughout the expo and event space! Inclusions:

- (10) Co-Branded Water Coolers

Coat Check | \$10,000

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

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

Digital Ads | \$7,500

Highlight your brand or new products with a Rotating Ad in the Expo/Meal space! Inclusions:

- (1) Static image Ad displayed in rotation on in-expo Theater Screen

Branded Shadow Boxes | \$5,000

Showcase your brand as attendee's navigate to the Expo Hall. Inclusions:

- (3) Logo'd Windows

Mobile App | \$5,000

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



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.

To get the exposure you deserve, email sponsorships@nutanix.com with the subject line “.NEXT Sponsorship Inquiry,” and don't forget to include your preferred sponsor level. Once you've signed and returned your contract, we'll let you know the next steps. But don't wait—sponsorships are limited.

