

VMworld 2017 US Sponsorship and Exhibit Prospectus

MANDALAY BAY HOTEL & CONVENTION CENTER | LAS VEGAS

Partner Exchange @ VMworld | August 27

VMworld Program | August 27 - August 31

Solutions Exchange | August 27 - August 30

CONFIDENTIAL

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NOVEMBER 3, 2016

Accomplish More at VMworld 2017

VMware is proud to invite you to join us as a sponsor at the 14th annual VMworld. This year we've created an even bigger spectrum of sponsorship opportunities designed to help your organization take full advantage of this preeminent virtualization and cloud infrastructure event. As a VMworld sponsor, you can showcase your products and services, amplify your message, and establish your presence among the people and companies who are shaping the new mobile-cloud era of IT.

Partner Exchange @ VMworld is held on Sunday, August 27 prior to the start of the main VMworld program. This partner-only event offers breakout sessions, keynotes and networking receptions specific to the enablement of our partner ecosystem. Please call your Sponsorship Sales Manager for information on Partner Exchange sponsorships.

New ways to innovate with sponsorship in 2017

Inside you'll find more information on exhibiting and sponsorship levels designed to help your company best reach the VMworld audience. To better help you customize your presence at VMworld we have created new sponsorship bundles allowing you to pick the options that fit your company the best—including speaking opportunities, à la carte meeting space, extra exhibition space, or additional conference passes.

"We can talk to the IT Professional, IT Decisions makers, Partners, Advisors, and Systems Architects. We actually meet the entire ecosystem here. There is no other place where we have such strong dialogs like we can at VMworld."

– Veeam, VMworld 2016 US Platinum Sponsor

"We do a quarters' worth of demand gen in 3 days...any show that can bring your revenue and not just leads...WOW"

– Datrium, VMworld 2016 US Silver Sponsor

SPONSORSHIP SALES

For sponsorship and exhibit opportunities, please contact:

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VMworld 2016 US Highlights

With more than 23,000 people attending VMworld 2016, Sunday night's Welcome Reception, alone, produced over 68,000 leads for exhibitors and sponsors. Additionally, on average attendees individually spent more than nine hours in the Solutions Exchange networking and learning. VMworld brings together industry decision makers, thought leaders and experts to learn about new products, theories and approaches.

Attendees Represented (as percentage of total audience)

Geographies



- North America 92.5%
- Europe, Middle East and Africa 3.2%
- Latin America 2.2%
- Asia Pacific 2.1%

Industry



- Banking, Finance & Insurance 17.6%
- Healthcare 12.6%
- Other 9.1%
- Government - Federal / National 6.8%
- Education - Higher Education 6.3%
- High Tech 6%
- Retail & Wholesale 4.3%
- Government - Local 4%
- Manufacturing - Process 3.9%
- Services 3.1%
- Communications 2.7%
- Manufacturing - Discrete 2.5%
- Media & Entertainment 2.5%
- Utilities 2.4%
- Transportation 2.3%
- Government - State / Provincial 2.2%
- Business Services 1.7%
- Energy & Mining 1.6%
- Other 8.3%

Company Size by Employees



- 25,000+ 20.1%
- 5,000 - 24,999 24.0%
- 1,000 - 4,999 25.7%
- 500 - 999 10.5%
- 100 - 499 14.9%
- >100 4.8%

Top 15 Job Roles (in order of frequency)

- | | | |
|--------------------------|------------------------------|---------------------------|
| 1. Manager | 6. Director | 11. Vice President |
| 2. Architect | 7. Account Executive/Manager | 12. Network Administrator |
| 3. Consultant | 8. Specialist/Staff | 13. Analyst |
| 4. Engineer | 9. Chief Architect | 14. General Manager |
| 5. Systems Administrator | 10. CIO | 15. CTO |

VMworld 2017 US | CUSTOMIZED MARKETING SPONSORSHIP BUNDLES

VMworld offers your company the chance to customize its exact approach to VMworld 2017 US. You can choose speaking opportunities to show your company's industry experience and insight. Or you can reserve meeting space to welcome your VIP guests. Extra exhibit space to show your products or services can be arranged. If branding is your mission, VMworld US has excellent opportunities that you may choose from. With these customized options, as well as the standard sponsorship benefits you will receive, VMworld 2017 US will make the most of your marketing efforts and help your company accomplish its goals.

Please note: Bundle must be chosen when submitting your contract.

Sponsorship Levels

✓ SELECT ONE BUNDLE	PLATINUM Limited Availability \$230,000	GOLD Limited Availability \$150,000	SILVER Limited Availability \$95,000
<input type="checkbox"/> Speaking (Subject to Approval)	<ul style="list-style-type: none"> • 2 - 60-Minute Breakout Sessions • Opt In Sessions Scans for Sponsor Sessions • Participation in Content Committee • 4 - Speaker Passes • Session Advertised in Content Catalog & Schedule Builder* 	<ul style="list-style-type: none"> • 1 - 60-Minute Breakout Session • Opt In Sessions Scans for Sponsor Sessions • 2 - Speaker Passes • Session Advertised in Content Catalog & Schedule Builder* 	<ul style="list-style-type: none"> • 1 - 20-Minute Theater Session • Theater Session Scans • Session Advertised in Content Catalog & Schedule Builder*
<input type="checkbox"/> Passes	<ul style="list-style-type: none"> • 25 Additional Full Conference Passes 	<ul style="list-style-type: none"> • 12 Additional Full Conference Passes 	<ul style="list-style-type: none"> • 4 Additional Full Conference Passes
<input type="checkbox"/> Exhibit Space	<ul style="list-style-type: none"> • Additional 300 Square Feet 	<ul style="list-style-type: none"> • Additional 200 Square Feet 	
<input type="checkbox"/> Meeting Space	<ul style="list-style-type: none"> • 1 - Built-out Boardroom Sunday-Wednesday (seats 12) • 1 - Additional 10x10 Built-out Meeting Room Sunday-Wednesday (seats 4) 	<ul style="list-style-type: none"> • 2 - Additional 10x10 Built-out Meeting Rooms Sunday-Wednesday (seats 4) 	
<input type="checkbox"/> Branding (Limited Availability)	<ul style="list-style-type: none"> • VMplace Co-Sponsor • Double-sided Banner in High-traffic Area 	<ul style="list-style-type: none"> • Single-sided Banner in High Traffic Area 	<ul style="list-style-type: none"> • Column Wrap (One Side)

*VMworld Breakout Session submissions will be reviewed and approved by the VMworld Content Team.

VMworld 2017 US | STANDARD SPONSORSHIP BENEFITS

In addition to being able to customize your sponsorship, we offer these standard benefits.

Sponsorship Levels - Limited Availability

			PLATINUM	GOLD	SILVER	NEW INNOVATOR**	EXHIBITOR
			\$230,000	\$150,000	\$95,000	\$15,000	
INFLUENCE	Press & Analyst	Press List with Contact Name & Company (starting 2 weeks out)	Yes	Yes	Yes	Yes	PRICE PER SQUARE FOOT IS \$200 PLEASE SEE FOLLOWING PAGE FOR MORE INFORMATION
ENGAGE	Space	Prime Booth Location	Yes	Yes	Yes		
		Exhibit Space (Additional Space Available for Purchase, See Page Below)	30' x 30'	20' x 30'	20' x 20'	Kiosk	
		10x10 Built-out Meeting Room in Solutions Exchange (seats 4)	1	1			
		Use of Built-out Boardroom in Solutions Exchange (seats 8)	1 Day				
		Lead Retrieval Devices	3	2	1		
	Passes	Full Conference Passes	18	12	8	1	
		Booth Staff Passes	54	36	24	3	
		Expo Only Passes	27	18	12	2	
		Attendee Appreciation Party Passes	10	6	5	2	
		\$100-Off Certificate for Registration Invitations	40	30	20	5	
PROMOTE	Pre-Event Exposure	Pre-Event Exposure in Email Communication*	Yes				
		Name on Pre-Registered Attendee Emails*	Yes				
		Name, Logo, Company Description & Hyperlink on VMworld.com	100 Words	80 Words	60 Words		
		Banner Ad on VMworld.com Sponsor & Exhibitor Listing Page	Yes				
		Weekly Attendee Report: Job Title & Company Name Only (Beginning 8 Weeks Out)	Yes	Yes	Yes		
	On-Site & Beyond	Logo & Acknowledgement in General Session	Yes				
		Logo on Dedicated & Conference Signage	Yes	Yes	Yes		
		Video Wall Exposure (No Audio)	30 Second	20 Second			
		Collateral Distributed to Attendees - 1 Item in Conference Backpack	Yes				
		Logo on Overhead Pavilion Banner in Solutions Exchange				Yes	
Mobile App Listing: Name, Booth Location, Logo, Company Description & Hyperlink	Yes	Yes	Yes	Yes			
Passport to Prizes with Daily Raffle				Yes			

*For opt-in attendees only.

**This level is available only to first-time VMworld participants that employ fewer than 250 people and have an applicable product that has been on the market for less than two years.

VMworld 2017 US | EXHIBIT ONLY PACKAGES

Exhibit Options at VMworld

If your company is interested in exhibition space only, VMworld 2017 US offers that opportunity. You can create a stand-alone presence or add square footage onto your existing Sponsorship Booth.

- Plan your exact space by paying for only the amount of footage that meets your goals
- With prices at \$200 per square foot, the option is affordable for every size company
- For every 100 square feet of space that you purchase, your company will receive 2 Full Conference Passes, 6 Booth Staff Passes and 2 Expo Only Passes

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 Companies A-K

BETHANY PORRAZZO

bporrazzo@nthdegree.com
 +1-617-848-8765
 Companies L-Z

		Exhibit Space Only					
			30' x 30' \$180,000	20' x 30' \$120,000	20' x 20' \$80,000	10' X 20' \$40,000	10' X 10' \$20,000
ENGAGE	Space	Exhibit Space	900 Sq. Ft.	600 Sq. Ft.	400 Sq. Ft.	200 Sq. Ft.	100 Sq. Ft.
	Passes	Full Conference Passes	18	12	8	4	2
		Booth Staff Passes	54	36	24	12	6
		Expo Only Passes	18	12	8	4	2
		Attendee Appreciation Party Passes	7	6	5	2	2
PROMOTE	Pre-Conference & On-Site	Logo on VMworld.com	Yes	Yes	Yes	Yes	Yes
		Mobile App Listing: Name, Booth Location, Logo, URL, Company Description	Yes	Yes	Yes	Yes	Yes