



VMworld 2018 Europe

SPONSORSHIP AND EXHIBIT PROSPECTUS

FIRA GRAN VIA | **BARCELONA**

Partner Exchange @ VMworld | November 5

VMworld Conference | November 5 - 8

Solutions Exchange | November 6 - 8

SPONSORSHIP SALES

For sponsorship opportunities, please contact

SHANA McMAHON

smcmahon@nthdegree.com

+1-617-807-6011

+44 208-819-6251

Companies A-M

BETHANY PORRAZZO

bporrazzo@nthdegree.com

+1-617-848-8765

+44 208-584-0056

Companies N-Z

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NOVEMBER 20, 2017

VMworld 2017 Europe Statistics

90+

Exhibitors



17+

Industries



4

Days



11,000+

Attendees

390+

Sessions



100+

Countries



688M

Social Impressions
US and Europe Combined



VMworld 2017 Europe Demographics



Geographies

35%	Europe, Middle East & Africa (Not including countries below)
15%	UK
13%	North America
11%	Germany
7%	France
7%	Spain
5%	The Netherlands
5%	Italy
2%	Asia Pacific



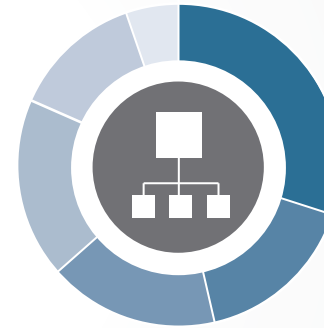
Industries

20%	Banking, Finance & Insurance
14%	Manufacturing, Services, Retail & Wholesale
11%	Government
8%	High Tech
7%	Healthcare, Life Sciences & Pharma
4%	Education



Company Size

26%	1,000 - 4,999
24%	5,000 - 24,999
22%	25,000+
13%	100 - 499
9%	500 - 999
6%	>100



Job Roles

20%	Manager
12%	Architect
11%	Engineer
10%	Director
9%	Systems Administrator
5%	C-Level



New Attendees

48%	New Attendees
52%	Past Attendees

		PLATINUM Limited Availability €92,000	GOLD Limited Availability €60,000	SILVER Limited Availability €38,000	BRONZE Limited Availability €25,000	EXHIBITOR Limited Availability €15,000	NEW INNOVATOR*** Limited Availability €8,500	
INFLUENCE	SPEAKING							
	60-Minute Breakout Session(s)*	2	1					
	20-Minute Solutions Exchange Theater Presentation*			1				
	Leads from Sponsored Session(s)**	Yes	Yes	Yes				
	Breakout Session(s) or Theater Presentation Advertised in Content Catalog & Schedule Builder	Yes	Yes	Yes				
INFLUENCE	PRESS & ANALYST							
	Press List (Contact Name & Company) Available 2 Weeks Prior to the Event	Yes	Yes	Yes	Yes	Yes	Yes	
ENGAGE	SPACE							
	Turnkey Exhibit Space	7m x 7m	6m x 6m	4m x 6m	3m x 5m	3m x 3m	Kiosk	
	Build-Out 5m x 3m Sponsor Office Monday–Thursday in Solutions Exchange (Seats 8)	1						
	1 Day Use of Build-Out 6m x 3m Sponsor Boardroom in Solutions Exchange (Seats 14)	Yes						
	Lead Retrieval Devices	2	1	1	1			
	ENGAGE	PASSES						
		Full Conference Passes	10	7	5	3	1	
		Booth Staff Passes	10	7	5	4	4	3
		Speaker Passes	4	2				
		VMworld Party Passes	10	7	5	4	4	3
€75-Off Discount for Full Conference Passes		30	20	10	5			
PROMOTE	PRE-CONFERENCE PROMOTION							
	Pre-Conference Exposure in Email Communication* **	Logo & Message						
	Name on Pre-Registered Attendee Emails**	Yes						
	Name, Logo, Company Description & Hyperlink on VMworld.com	100 Words	80 Words	60 Words	50 Words	Logo Only	Logo Only	
	Display Ad on VMworld.com Sponsor & Exhibitor Listing Page	Yes						
	Weekly Attendee Report with Job Title & Company Name (Starting 8 Weeks Out)	Yes	Yes	Yes	Yes	Yes	Yes	
	PROMOTE	ONSITE & BEYOND PROMOTION						
		Logo & Acknowledgement in General Session	Yes					
		Logo on Dedicated & Conference Signage	Yes	Yes	Yes			
		Video Screen Exposure (No Audio)	30 Second	20 Second				
		Collateral - 1 Digital Item for Conference App OR 1 Item for Conference Backpack	Yes					
		Mobile App Listing: Name, Booth Location, Logo, Company Description & Hyperlink	Yes	Yes	Yes	Yes	Yes	Yes
		Passport to Prizes with Daily Raffle						Yes

4 | * Content must be reviewed and approved by the VMworld Content Team.

** 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.