



REACTIVE SUMMIT 2021

CLOUD NATIVE APPLICATION DEVELOPMENT
VIRTUAL – NOVEMBER 2-3, 2021

SPONSOR PROSPECTUS

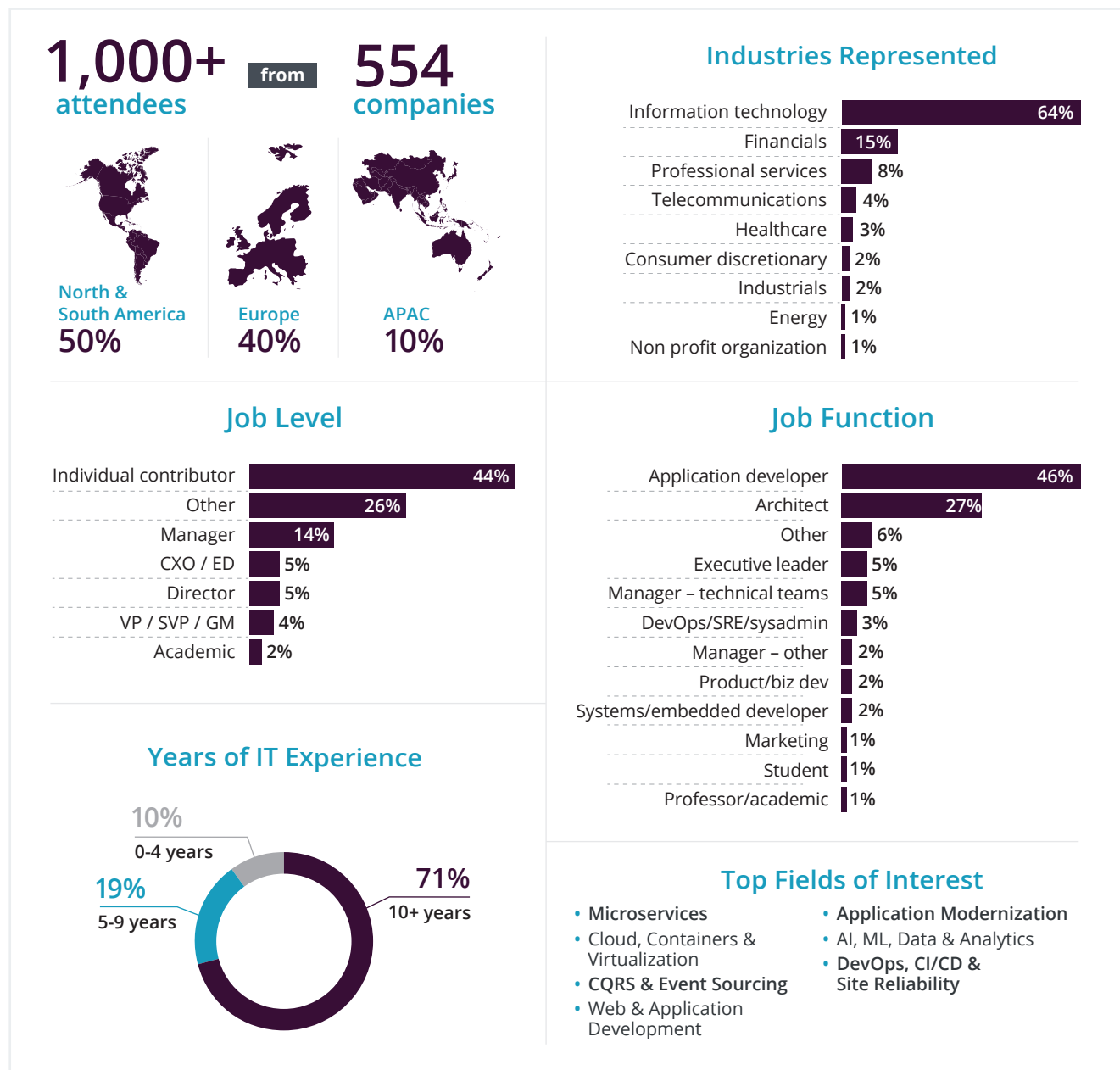
HOSTED BY



Why Sponsor Reactive Summit?

On November 2-3, 2021, Reactive Summit returns for a two-day virtual experience. Reactive Summit is where application architects and developers go to learn and collaborate on the latest Reactive patterns and projects for building distributed systems using Serverless, Cloud Native Design, Reactive programming, Reactive systems, Reactive Streams, event-sourcing, microservices, and more. Since its inception in 2016, Reactive Summit has generated 1.8 million minutes of online video replay, reinforcing the desire of our cutting-edge community for access to expert insight.

Who Attends?



Past Sponsors



// There are a lot of paradigm shifts in the industry right now. Reactive Summit is at the forefront. //

// Really strong technical content. Not a lot of vendor spiel. //

Sponsorship Packages

	Platinum \$10,000 USD	Gold \$5,000 USD	Silver \$1,000 USD
Pre Event Exposure			
Logo and Link on Event Website	✓	✓	✓
50-word Company Description on Event Website	✓	✓	
Pre-Event Email Recognition: Logo and link in footer of email	✓	✓	✓
Pre-Event Email Recognition: 100-word "article" in pre-event email to registered attendees	✓		
Pre-Event Email Recognition: 50-word "article" in pre-event email to registered attendees		✓	
Blog Feature: Published sponsor Q&A blog post prior to event	✓		
Press Release Recognition: Recognized as a sponsor in pre-event press release	✓	✓	✓
Speaking Opportunity: 10-minute lightning talk*	✓		
Social Media 'Thank You' Tweet: (1) pre-event from @reactivesummit	✓	✓	
Live Event Exposure			
Platform Recognition: Logo on conference branding within the online platform	✓	✓	✓
Keynote Recognition: Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	✓	✓	
Virtual Exhibit Space: <ul style="list-style-type: none"> • Chat function with booth attendees • Embedded videos in booth • Ability to link to resources, social media, job posting, etc. • Ability to generate leads with attendee contact information for those that visit your booth 	✓	✓	
Event Announcement: (1) announcement each event day, encouraging attendees to visit your sponsor booth	✓		
Conference Passes: Complimentary Registration	25	15	10
Post Event Exposure			
Post-Event Email Recognition: Logo and link in footer of email	✓	✓	✓
Logo included on post-event Session Recordings: Logo included on post-event session recordings opening slide, recordings posted to the Reactive Summit YouTube channel.	✓		
Post-Event Email Blast: One-time use of opt-in list to be sent by event organizers.	✓	✓	
Social Media 'Thank You' Tweet: (1) post-event from @reactivesummit	✓	✓	

*Session content must meet CFP requirements and is subject to approval by the Reactive Summit. No sales or marketing pitches. Session will take place at a time determined by the event organizers. If payment is not received within 7 days of the event, the session will be removed from the schedule.

Additional Opportunities

À La Carte opportunities are only available as add-ons to a sponsorship package

\$2,000

SELFIE BOOTH - 1 Available

Add some fun for attendees by sponsoring a virtual selfie booth. **Benefits include:**

- Optional sticker for photo booth frames
- Recognition in (1) daily event update email sent to attendees by the event organizers
- “Sponsored by” recognition within the selfie booth area of the event platform

\$2,000

HAPPY HOUR - 2 Available

Treat attendees to a fun-filled interactive experience to unwind after Day 1 of Reactive Summit. Activities may include all-time favorites such as a virtual games party, trivia night, escape room, or music performances. *If activity is organized by the sponsor, price is \$2,500, subject to committee approval.

Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on event schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition
- Recognition in (1) daily event update email sent to attendees by the event organizers
- Prominent sponsor logo + link on virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition at the start of the activity

\$2,000

VIRTUAL JOB BOARD - 1 Available

Reactive Summit is the best place to recruit top community talent. Sponsor the online job board for attendees.

Benefits include:

- Sponsor branding on job board in the virtual event platform
- Featured job posts from your company

\$2,500

PROMOTIONAL VIDEO - 3 Available

Showcase your brand to the community with a 20-second highlight video. **Benefits include:**

- (1) 20-second video ad to be played before opening keynote sessions each day
- Video included in keynote recording available on the Reactive Summit YouTube channel following the event
- Sponsor to submit video to event organizers

\$2,500

SPONSORED SESSION - 1 Available

Host a 45-minute *Birds-of-a-Feather* or *Ask the Expert* session to discuss a specific topic with attendees. These informal sessions are ideal to collaborate with other community members with similar interests. No sales or marketing pitches are allowed. To ensure a collaborative and intimate environment for open conversations, attendance is limited to 50 people and pre-registration is required (free of charge). Sessions will be held after the regular conference sessions each day. Time slots are assigned on a first-come, first-serve basis. **Benefits include:**

- Option to set the topic of discussion (subject to approval by Reactive Summit)
- Sponsor to nominate moderators/facilitators
- Session listed on the official event schedule
- Sponsor recognition on the event website
- Post-session leads report of opt-in attendees who attended the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers)

\$3,000

SESSION CAPTIONING - 1 Available

Support Reactive Summit’s Diversity & Inclusion initiatives with session captioning and downloadable transcript for keynote and breakout sessions. **Benefits include:**

- Recognition on the event website’s Diversity & Inclusion page
- “Sponsored by” recognition within each session’s details on the virtual event platform
- Logo included on “Thank You to Our Sponsors” Slide during Keynote Sessions
- Sponsor recognition in pre-event email to attendees

\$5,000

SESSION RECORDINGS - 2 Available

Extend your presence long after the event concludes with the session recording sponsorship. All sessions will be recorded and made available on the Reactive Summit YouTube channel. **Benefits include:**

- An introduction slide with the co-sponsor company logo and “Recording Sponsored By” will be shown prior to the start of each session recording
- Sponsor recognition in post-event email to attendees