



THE SCALABILITY & PERFORMANCE CONFERENCE

September 20-22, 2017

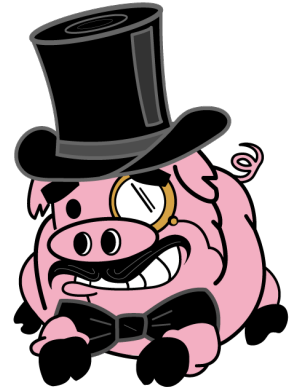
Omni Shoreham Hotel

2500 CALVERT STREET NW

Washington, District of Columbia 20008

JOIN US

What is Surgecon 2017? Two days of mind blowing, practitioner-oriented sessions presented by some of the most established professionals in our field. Meet and network in the Omni Shoreham's historical, intimate setting. Since 1930, the luxurious Omni Shoreham Hotel in Washington, D.C., has played host to presidents, world leaders, and inaugural balls; making it a true Washington D.C. landmark. We invite you to join us for the next epic Omni Shoreham event - Surge 2017.



MANY OPPORTUNITIES TO EVOLVE THE CONVERSATION

Sponsors network with attendees during conference breaks, catered lunches in the sponsor area, and at the party. Sponsor attendees are not excluded from sessions - we welcome you to attend and join the conversation. Attendees of Surge come not only from across the United States, but from Argentina, Sweden, Israel, Canada, Brazil, Mexico and the Netherlands.

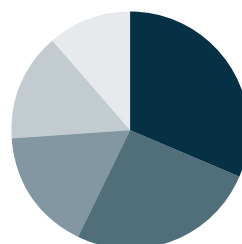
Attendees pay a fee to attend and we vet sponsors, further qualifying the event for the audience and the sponsors.

TO INQUIRE ABOUT SPONSORSHIP:
holly@omniti.com

GET QUALITY TIME WITH TARGETED TECHNOLOGISTS

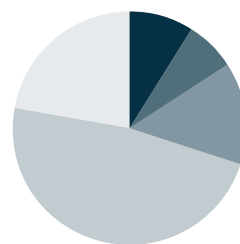
Surge 2016 was attended by practitioners from all tiers of high-tech business lines from a wide variety of industries including education, gaming, finance, government, media, telecom, e-commerce, technology, healthcare, online retail and more! Surge usually attracts between 300-350 attendees and more than 60% of attendees have more than 10 years of experience in the industry!

Attendee Titles



- 28% - DevOps
- 23% - Software Developers
- 15% - Managers
- 13% - Data/System Engineers
- 10% - Executives

Attendee Years in Business

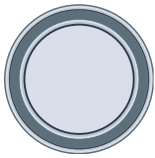


- 9% - 0-2 years
- 7% - 3-5 years
- 14% - 6-10 years
- 48% - 11-20 years
- 22% - 20 years

SPONSORSHIP OPPORTUNITIES



If you don't see a sponsorship opportunity that is exactly right for you in the below options, we are more than happy to work with you on a customized sponsorship package that meets your needs. Please reach out to holly@omniti.com with your idea. The Omni affords us more sponsor space than ever before - grab your piece of it!



PLATINUM SPONSORSHIP \$10,000 - \$12,500

(*\$2,500 upgrade available from table space to 10x10 booth space)

PRE-CONFERENCE EXPOSURE

- » Logo on Surge website with "Platinum" label before, during and for the following year
- » Company logo and description on Surge website
- » Sponsor designation in event marketing
- » Participation in two, pre-event emails to all attendees (Emails delivered by OmniTI and will feature sponsors, by level - including logo, company description and link to preferred URL)

ON-SITE

- » Guaranteed speaking opportunity during the conference - must be a technical talk, no sales pitches
- » Full-color logo on banner in all conference session rooms
- » On-stage recognition at Keynote Session
- » Company logo on badge cover
- » Screen saver logo in rotation at all sessions
- » Designated table or booth space in the exhibition area
- » 2 stuffers for attendee bags
- » 3 full conference passes
- » 10 event coupons for 25% off current registration price



GOLD SPONSORSHIP \$7,500 - \$10,000

(*\$2,500 upgrade available from table space to 10x10 booth space)

PRE-CONFERENCE EXPOSURE

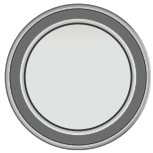
- » Logo on Surge website with "Gold" label before, during and for the following year
- » Company logo and description on Surge website
- » Sponsor designation in event marketing
- » Participation in one, pre-event email to all attendees (Emails delivered by OmniTI and will feature sponsors, by level - including logo, company description and link to preferred URL)

ON-SITE

- » Full-color logo on banner in Keynote session room
- » Screen saver logo in rotation at all sessions
- » Designated table or booth space in the exhibition area
- » 1 attendee bag stuffer
- » 2 full conference passes
- » 5 event coupons for 25% off current registration price



SPONSORSHIP OPPORTUNITIES



SILVER SPONSORSHIP

\$5,000 - \$7,500

(*for \$2,500 upgrade, you can add a table to this package)

PRE-CONFERENCE EXPOSURE

- » Logo on Surge website with “Silver” label before, during and for the following year
- » Company logo and description on Surge website
- » Sponsor designation in event marketing

ON-SITE

- » Full-color logo on banner at Registration
- » Screen saver logo in rotation at all sessions
- » 1 full conference pass
- » 5 event coupons for 25% off current registration price
- » *Designated table space in exhibition area w/ purchase of upgrade

ADDITIONAL SPONSORSHIP OPPORTUNITIES



WEDNESDAY NIGHT NETWORKING PARTY

\$10,000 (exclusive)

PRE-CONFERENCE EXPOSURE

- » Logo on Surge website with “Party” label before, during and for the following year
- » Company logo and description on event website
- » Sponsor designation in event marketing
- » Participation in two, pre-event emails to all attendees (Emails delivered by OmniTI and will feature sponsors, by level - including logo, company description and link to preferred URL)

ON-SITE

- » Guaranteed speaking opportunity during the conference - must be a technical talk, no sales pitches
- » Full-color logo on banner in all conference session rooms
- » On-stage recognition at Keynote Session
- » Designated table space in the exhibition area
- » Company logo on badge cover
- » Screen saver logo in rotation at all sessions
- » Signage in exhibit and party areas with your logo prominent
- » 2 attendee bag stuffers
- » 3 full conference passes
- » 10 event coupons for 25% off current registration price

SPONSORSHIP OPPORTUNITIES



THURSDAY NIGHT PARTY \$12,000

PRE-CONFERENCE EXPOSURE

- » Logo on Surge website in rotation with “Party” label before, during and for the following year
- » Company logo and description on Surge website
- » Sponsor designation in event marketing
- » Participation in two, pre-event emails to all attendees (Emails delivered by OmniTI and will feature sponsors, by level - including logo, company description and link to preferred URL)

ON-SITE

- » Guaranteed speaking opportunity during the conference - must be a technical talk, no sales pitches
- » Full-color logo on banner in all conference session rooms
- » On-stage recognition at Keynote Session
- » Company logo on badge cover
- » Screen saver logo in rotation at all sessions
- » Designated booth space in the exhibition area
- » Signage in exhibit and party areas with your logo
- » 2 attendee bag stuffers
- » 3 full conference passes
- » 10 event coupons for 25% off current registration price



LIGHTNING TALKS \$3,500

PRE-CONFERENCE EXPOSURE

- » Logo on Surge website with “Lightning Talk” label before, during and for the following year
- » Company logo and description on Surge website
- » Sponsor designation in event marketing

ON-SITE

- » Full-color logo on banner in Lightning Talk session room
- » On stage mention during Lightning Talks
- » Screen saver logo in rotation at all sessions
- » 1 full conference pass
- » 5 event coupons for 25% off current registration price



LUNCHEON OR BREAK SPONSORSHIP contact holly@omniti.com

- » “Sponsored By” logo signage in exhibit area and on tables
- » Logo on Surge website with “Break” label before, during and for the following year
- » 1 attendee bag stuffer
- » Screen saver logo in rotation at all sessions
- » 2 event coupons for 25% off current registration price

SPONSORSHIP OPPORTUNITIES

REGISTRATION AREA SIGNAGE LITERATURE PLACEMENT \$500

- » Sponsor responsible for providing signage or materials to Organizers' specifications.

POWER STATIONS SPONSORSHIP \$2,000 (two available)

- » Large "Sponsored By" logo signage at Power Stations
- » Logo on Surge website with "Power" label before, during and for the following year
- » Screen saver logo in rotation at all sessions
- » 2 event coupons for 25% off current registration price

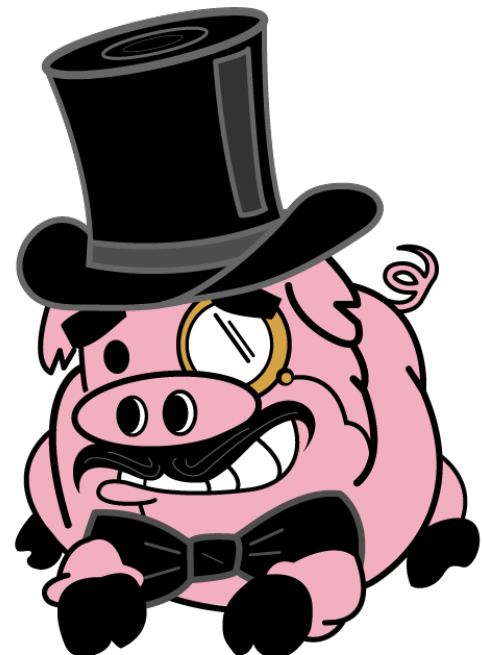
CONFERENCE BAG STUFFER \$500 (paper item)

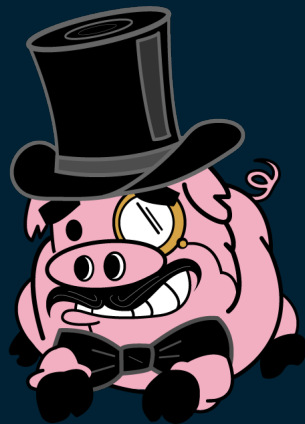
CONFERENCE BAG STUFFER \$750 (logo item)

- » (Small items such as key chains, pens, stress relievers. Larger items, such as mugs, toys, notebooks would not qualify and would be handled on a case-by-case basis with additional cost.)

HAVE ANOTHER IDEA?

Tell us about it! We are open to custom packages and this year we have tons of space to make anything happen - let's go crazy!





DON'T JUST TAKE OUR
WORD FOR IT!

People are talking ...

“We have had a great time at Surge. We are here to hire some Site Reliability Engineers and I think we’re going to be able to do that after meeting the attendees over the last couple of days!”

“We came to the Surge conference because, one, we’re in sales and there are a lot of smart prospects here and two, there are a lot of really open minded thinkers here who really bring a lot to the conversation.”

“Sponsoring the Surge conference was one of the best decisions we made this year! The conference is just filled with hardcore practitioners in the scaling and performance space. It’s the best opportunity to talk to people in the industry!”

“We are extremely happy we sponsored Surge! The best thing I can say about Surge is... it’s the best place to meet with like-minded individuals who really do care about scalability.”