



SUSE[®] EXPERT DAYS 2019



PROSPECTUS

Contents

What is SUSE Expert Days?	3
2019 Key Event Messages	4
2019 Agenda at a Glance	5
Sponsorship Packages	6
Why Sponsor?	7
Reserve your Sponsorship	8
Agreement	11
Company Information for Invoicing	12



What is SUSE Expert Days?

For over 10 years, SUSE engineers and experts have given local IT professionals a day of technical discussions, presentations and solution demonstrations in what is now known as SUSE Expert Days. Stopping in more than 80 cities worldwide annually, SUSE Expert Days focuses on the latest open source developments for the digital transformation.

My Kind of Open. Leveraging open source to drive innovation.

In today's business environment, every company is a digital company. IT infrastructure not only needs to keep pace, but also move fast enough to accommodate strategic business and technology initiatives such as the digital economy and Internet of Things (IoT). Our open, open source approach helps SUSE customers and partners transform IT, delivering increased agility and faster innovation to support new workloads such as AI/ML and edge computing, all done their way.

Attendees will learn how they can use open source software-defined infrastructure and application delivery solutions to:

- 1.** Reduce costs and complexity
- 2.** Anticipate and quickly leverage the latest technology
- 3.** Move the business forward while reducing unnecessary risk.

2018 Tour Highlights:



2019 Key Event Messages

MY KIND OF OPEN

Leveraging open source to drive innovation.

1. My Kind of Flexibility

IoT and edge computing drive new workloads and environments that are complex to manage. A flexible, open and modular IT approach and infrastructure are critical to meet business demands.

2. My Kind of Future

Personalized interactions leveraging AI/ML solutions are the wave of the future. Prepare for that future now, transforming your IT infrastructure and application delivery approach so you can innovate quickly.

3. My Kind of Family

You want more than just a vendor; you want someone who cares about the success of your business. The way we work with our partners, customers and the community is by treating them like family.



2019 Global Sponsor



Microsoft Azure

SUSE Cloud Application Platform demonstrations will run exclusively on Microsoft Azure.

2019 Agenda at a Glance

8:30	Breakfast and Registration opens
9:00	Welcome and Introductions
9:10	My Kind of Open: Leveraging Open Source to Drive Innovation
9:30	My Kind of Flexibility <i>New Workloads and more complex environments demand an open and agile infrastructure</i>
11:30	My Kind of Family <i>Gold Sponsor Presentation</i>
12:00	Lunch
12:45	My Kind of Future <i>Meeting the increased expectations with transformation and innovation</i>
15:40	Wrap Up and Thank You
16:00	End of Day

**Start/end times may vary per city. See city registration page for actual start and end times.*

Sponsorship Packages

Pre-Event	Bronze	Silver	Gold
Company logo and link included on city registration page	X	X	X
Joint social promotion activity		X	X
Logo inclusion in external media outreach		X	X
Logo inclusion in attendee recruitment communication		X	X
On-Site			
Booth space (table provided)	X	X	X
Seat drop	X	X	X
Logo display in keynote session		X	X
Speaker slot (30 minutes and pre-event agreed content)			X
Post-Event			
Logo on post-event follow up email campaign	X	X	X
Reference in social activity	X	X	X
List of opt-in registrants, according to GDPR policies		X	X
Cost per city in USD	\$1000	\$2000	\$2500
Cost per premier city in USD*		\$2500	\$3000

Discounts are available for multiple-city sponsorships:

10-19 cities10%

20-29 cities20%

30+ cities30%

**Prices may vary per region. Premier cities are expected to collect 150 or more registrations.*



Why Sponsor?

SUSE is inviting channel and alliance technology partners to participate in the SUSE Expert Days tour. Please see below information for details on how to participate.

Channel and alliance partners will be invited to attend and take an active role in each event. They will have an opportunity to:

- +

Invite joint and potential customers to the events (HTML invitations will be provided)
- +

Distribute literature and other materials to attendees from a tabletop display
- +

Follow up on specific leads from the event with SUSE sales personnel
- +

Receive a list of contacts who registered for the event AND opted-in to receiving partner communications*

Partner requests for each city will be decided by SUSE on a first come, first served basis. Local field marketing will make the final decision regarding which partners will be allowed to sponsor each city.

**In accordance with GDPR policies.*

Reserve Your Sponsorship

Please note that SUSE reserves the right to make changes to hosting cities and/or dates at any time. Please check suse.com/expertdays for the most current list of scheduled cities and dates. Final decision on who will sponsor which cities will be made by the local field marketing team.

Premier cities in **pink bold**.

Asia | Pacific | Japan

City	Date	Bronze	Silver	Gold
Shanghai, CN	March 2019	\$1000	\$2000	\$2500
Beijing, CN	April 2019	\$1000	\$2500	\$3000
Kuala Lumpur, MY	May 2019	\$1000	\$2500	\$3000
Manila, PH	May 2019	\$1000	\$2500	\$3000
Guangzhou, CN	May 2019	\$1000	\$2000	\$2500
Tokyo, JP	June 2019	\$1000	\$2000	\$2500
Hangzhou, CN	June 2019	\$1000	\$2000	\$2500
Bangkok, TH	June 2019	\$1000	\$2500	\$3000
Taipei, TW	June 2019	\$1000	\$2500	\$3000
Jakarta, ID	June 2019	\$1000	\$2500	\$3000
Nanjing, CN	July 2019	\$1000	\$2000	\$2500
Shenzhen, CN	July 2019	\$1000	\$2000	\$2500
Singapore, SG	July 2019	\$1000	\$2500	\$3000
Hong Kong, HK	July 2019	\$1000	\$2000	\$2500
Sydney, AU	May 2019	\$1000	\$2000	\$2500
Melbourne, AU	May 2019	\$1000	\$2000	\$2500
Auckland, NZ	May 2019	\$1000	\$2000	\$2500
New Delhi, IN	May 2019	\$1000	\$2500	\$3000
Mumbai, IN	May 2019	\$1000	\$2500	\$3000
Bangalore, IN	May 2019	\$1000	\$2500	\$3000
Hyderabad, IN	May 2019	\$1000	\$2500	\$3000

Europe | Middle East | Africa

City	Date	Bronze	Silver	Gold
Frankfurt, DE	May 15	\$1000	\$2000	\$2500
Zürich, CH	May 16	\$1000	\$2000	\$2500
Vienna, AT	May 21	\$1000	\$2000	\$2500
Stuttgart, DE	May28	\$1000	\$2000	\$2500
Moscow, RU	May 30	\$1000	\$2500	\$3000
Rome, IT	June 4	\$1000	\$2500	\$3000
Bratislava, SK	June 4	\$1000	\$2000	\$2500
Hamburg, DE	June 4	\$1000	\$2000	\$2500
Milan, IT	June 6	\$1000	\$2500	\$3000
Warsaw, PL	June 6	\$1000	\$2500	\$3000
Barcelona, ES	June 11	\$1000	\$2500	\$3000
Prague, CZ	June 12	\$1000	\$2500	\$3000
Lisbon, PT	June 20	\$1000	\$2500	\$3000
Madrid, ES	June 25	\$1000	\$2500	\$3000
Paris, FR	July 2	\$1000	\$2500	\$3000
Brussels, BE	Sept. 3	\$1000	\$2000	\$2500
Amsterdam, NL	Sept. 5	\$1000	\$2500	\$3000
Stockholm, SE	Sept. 10	\$1000	\$2000	\$2500
Copenhagen, DK	Sept. 12	\$1000	\$2000	\$2500
Luxembourg, LU	Sept. 24	\$1000	\$2000	\$2500
Lausanne, CH	June 6	\$1000	\$2000	\$2500
Kyiv, UA	June 14	\$1000	\$2000	\$2500
London, UK	July 2	\$1000	\$2500	\$3000
Dublin, IE	July 4	\$1000	\$2000	\$2500
Tel Aviv, IL	Sept. 26	\$1000	\$2000	\$2500
Dubai, AE	Oct. 1	\$1000	\$2000	\$2500
Istanbul, TR	Oct. 3	\$1000	\$2000	\$2500

Latin America

City	Date	Bronze	Silver	Gold
Sao Paulo, BR	July 31	\$1000	\$2500	\$3000

North America

City	Date	Bronze	Silver	Gold
Lehi, UT	May 14	\$1000	\$2000	\$2500
Ottawa, ON	May 15	\$1000	\$2000	\$2500
Milwaukee, WI	May 21	\$1000	\$2000	\$2500
Santa Clara, CA	May 23	\$1000	\$2000	\$2500
Austin, TX	June 4	\$1000	\$2000	\$2500
Tysons Corner, VA	June 5	\$1000	\$2000	\$2500
Calgary, AB	June 11	\$1000	\$2000	\$2500
Vancouver, BC	June 13	\$1000	\$2000	\$2500
Chicago, IL	June 25	\$1000	\$2000	\$2500
San Diego, CA	June 25	\$1000	\$2000	\$2500
Portland, OR	Sept. 10	\$1000	\$2000	\$2500
Detroit, MI	Sept. 12	\$1000	\$2000	\$2500
Denver, CO	Sept. 17	\$1000	\$2000	\$2500
Manhattan, NY	Sept. 18	\$1000	\$2500	\$3000
St. Louis, MO	Sept. 19	\$1000	\$2000	\$2500
Montreal, QC	Oct. 1	\$1000	\$2000	\$2500
Atlanta, GA	Oct. 3	\$1000	\$2000	\$2500
Bloomington, MN	Oct. 8	\$1000	\$2000	\$2500
Anaheim, CA	Oct. 10	\$1000	\$2000	\$2500
Quebec City, QC FR	Oct. 15	\$1000	\$2000	\$2500
Dallas, TX	Oct. 15	\$1000	\$2000	\$2500
Houston, TX	Oct. 17	\$1000	\$2000	\$2500
Waltham, MA	Oct. 22	\$1000	\$2000	\$2500
Toronto, ON	Oct.24	\$1000	\$2500	\$3000
Oakland, CA	Oct. 29	\$1000	\$2500	\$3000
Phoenix, AZ	Nov. 5	\$1000	\$2000	\$2500
Bellevue, WA	Nov. 12	\$1000	\$2000	\$2500
Malvern, PA	Nov. 7	\$1000	\$2000	\$2500

Agreement

The SUSE Commitment

- + Include sponsor logo on city email communications and registration page (for Silver and Gold sponsors).
- + Within 7 days of the event, provide the list of event registrants that opt-in to receiving partner communications (for Silver and Gold Sponsors, only). Provide a table for sponsor tabletop display.
- + Provide invitation HTML email for sponsor to use to invite contacts.

Partner’s Commitment

Gold Sponsors

- + Distribute event invitations to their customer and prospect base.
- + Provide a .jpg or .png logo for online promotions.
- + Provide the literature and other marketing materials they wish to distribute from their tabletop display.
- + Staff tabletop display during breaks.
- + Prepare presentation material that complements SUSE presentations, to be reviewed and jointly-approved before the event.
- + Provide a speaker for each sponsored day.

Silver and Bronze Sponsors

- + Distribute event invitations to their customer and prospect base.
- + Staff tabletop display during breaks.
- + Provide a .jpg or .png logo for online promotions.
- + Provide the literature and other marketing materials they wish to distribute from their tabletop display.
- + Staff tabletop display during breaks.

Method of Payment

SUSE can only accept Purchase Orders for SUSE Expert Day Sponsorships.

Company Information for Invoicing

Contact Name:

Title:

Company:

Billing Address:

City:

State:

Zip/Postal Code:

Country:

Phone:

Email:

Signature:

Date:

List the cities and corresponding tier you would like to sponsor here:

By signing this form you state your request to sponsor the cities indicated above. The final decision on who will sponsor which cities will be made by the local field marketing team. An invoice will be issued based on that final agreement.

Send completed forms to events@suse.com.

Questions

Please send your questions to your local SUSE contact or events@suse.com.

suse.com/expertdays

