f5

App World 2024

F5's Premier Application Security and Delivery Conference

Sponsorship Opportunities

February 6-8, 2024

San Jose McEnery Convention Center, San Jose, CA

Contact: f5appworldsponsorshipteam@f5.com

To our valued partners:

Our new flagship event, AppWorld 2024, is coming! This annual event brings together over 2,400 IT practitioners and technical decision makers for three days of learning sessions, tailored networking events, and hands-on trainings. Leaders will gain important insights from industry experts, while practitioners will dive deep into what's new and what's coming from F5.

When you partner with us as a sponsor, we connect you with the right people and create unique opportunities for you to share your best work. You'll build new relationships and educate attendees about how your solutions can help them be a force for a better digital world—all while having a good time.

Consider this your personal invitation to join AppWorld 2024 as a sponsor. We'd love to see you there.

— The F5 team

Why Attend **AppWorld?**

You'll leave AppWorld with a new perspective on what's possible,

what's new, and what's next—empowered to be a force for a better digital world.

> This was my first F5 meeting and it was more than I could have ever expected. Thank you so much for making an incredible event!
>
> *— 2018 Attendee*

DISCOVER
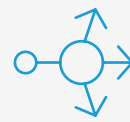how to deliver, secure, and optimize any app, any API, anywhere using solutions from F5.

CONNECT
with other attendees as well as F5 experts, leaders, and partners at networking and social events—wrapping it all up at the Big Bash.

EXPERIENCE
what a better digital world looks like at Keynotes, Super Sessions, and the AppWorld Expo.

EXPLORE
F5's products and solutions in hands-on labs, demos, and training sessions.

ENGAGE
in idea-sharing group discussions and collaborative sessions at F5 Academy.

SHARE
your toughest challenges and technical issues with your peers and F5 experts, and come back with solutions.
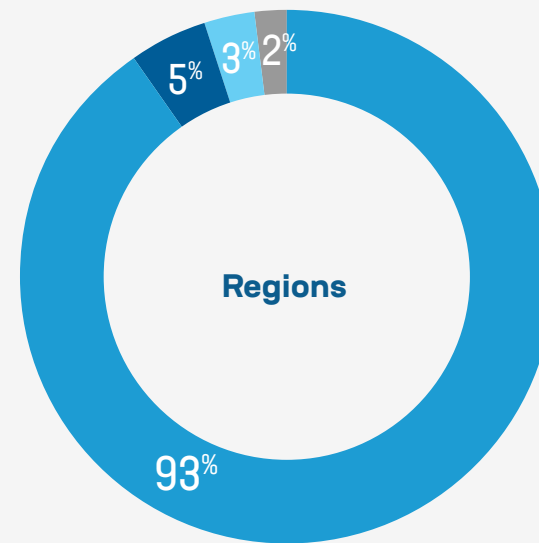
HEAR
from F5 CEO François Locoh-Donou, Chief Product Officer Kara Sprague, and other leaders about how F5 can help you empower your business, protect people, and bring a better digital world to life.

What you should know about AppWorld's Attendees

2400+
Attendees

Audience

- 30%
- 60%
- 10%
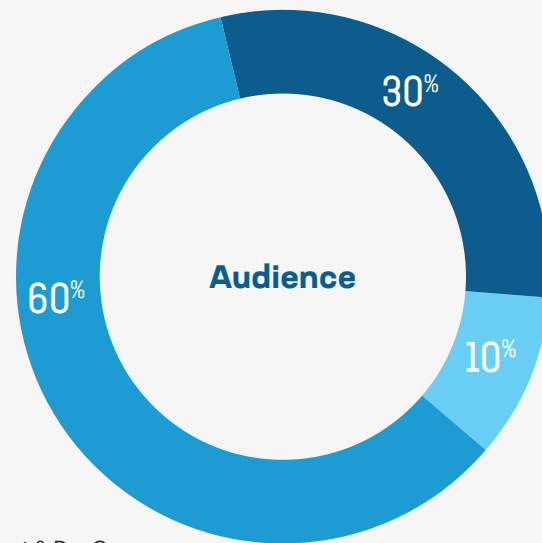
- NetOps
- SecOps, Cloud Architect & DevOps
- Technical Decision Makers

Regions

- 5%
- 3%
- 2%
- 93%

- AMER
- EMEA
- APCJ
- LATAM

Total Attendees

- 19%
- 1%
- 6%
- 16%
- 58%
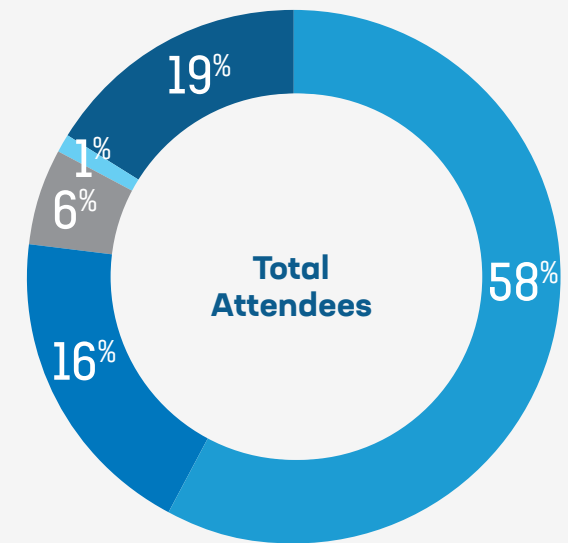
- Customers
- Partners
- Influencers
- Sponsors
- Employees

Pre-event Marketing

	Platinum	Gold	Silver	Bronze
Pre-event attendee list (company name only)	✓			
Logo, link, and company description on event website	✓	✓	✓	✓
Logo included on 'know before you go' communication	✓	✓	✓	
Mention in social media post prior to conference	✓	✓	✓	✓

On-site Marketing

	Platinum	Gold	Silver	Bronze
Logo inclusion on an "all sponsor" sign	✓	✓	✓	✓
Logo and link on mobile app	✓	✓	✓	✓
Brand mention included in social media promotion	✓	✓		
60-second premium ad on rotating digital signage	✓	✓		
15-second premium ad on rotating digital signage			✓	✓

Post-event Marketing

	Platinum	Gold	Silver	Bronze
Logo, link, and company description on event website	✓	✓	✓	✓
Logo included on post-event all-attendee email	✓	✓	✓	✓
Post event data analytics	12 Data Points	10 Data Points	8 Data Points	6 Data Points

Exhibitor Benefits

	Platinum	Gold	Silver	Bronze
Booth Space	20x20 Turnkey	10x20 Turnkey	10x10 Turnkey	5x5 Turnkey
Priority Placement	✔			
Lead Retrieval	3	2	1	1
Monitor	3	2	1	1
Meeting Room	✔	✔		
WiFi, Electrical, Carpet	✔	✔	✔	✔
Sponsor Lounge Access	✔	✔	✔	✔
Reserved Keynote Seats (20)	1	1		
Full Conference Passes	15	10	8	4

Thought Leadership

	Platinum	Gold	Silver	Bronze
30-minute sponsor breakout session	2	1		
Co-present one 2-hour lab session	✔			
20-minute lightning talk	2	1		
Digital content package	1	1		

Platinum Level – $95,000 Available (2)

15

FULL CONFERENCE PASSES

20X20'

TURNKEY BOOTH
WITH PRIORITY PLACEMENT

- Full-scale **pre-event marketing benefits**, including logo inclusion on email and the event website, as well as social media mentions

- Full-scale **on-site marketing benefits,** including links on the event mobile app, your brand mentioned in social posts, logo inclusion on signage, and a featured **30-second premium ad**

- A meeting room and **sponsor lounge access**

- Two 30-minute **sponsor breakout session**

- One co-presented **lab session**

- Two 20-minute **lightning talks** in the Hub

- One **digital content packages**

- **20 reserved seats** in the keynote session

- Post-event marketing benefits, including **analytics feedback** (12 data points) and a **logo feature** in the attendee thank you email

Gold Level – $65,000 Available (2)

10
FULL CONFERENCE PASSES

10X20'
TURNKEY BOOTH

- Pre-event marketing benefits, including **logo inclusion** on attendee email, as well as mentions in F5 social media posts

- **On-site marketing benefits**, including links on the event mobile app, your brand mentioned in social posts, logo inclusion on signage, and a featured **30-second premium ad**

- A meeting room and **sponsor lounge access**

- One 30-minute **sponsor breakout session**

- One 20-minute **lightning talks** in the Hub

- One **digital content packages**

- Post-event marketing benefits, including **analytics feedback** (12 data points) and a **logo feature** in the attendee thank you email

Silver Level – $35,000 Available (6)

8

FULL CONFERENCE PASSES

10X10'

TURNKEY BOOTH

- Pre-event marketing benefits, including **logo inclusion** on attendee email, as well as mentions in social media posts

- **On-site marketing benefits,** including links on mobile app, logo inclusion on signage, and a featured **15-second premium ad**

- **Sponsor lounge access**

- Post-event marketing benefits, including **analytics feedback** (8 data points) and a **logo feature** in the attendee thank you email

Bronze Level – $20,000 Available (12)

4
FULL CONFERENCE PASSES

5X5'
TURNKEY BOOTH

- Pre-event marketing benefits, including **logo inclusion** on attendee email, as well as mentions in F5 social media posts

- **On-site marketing benefits**, including links on the event mobile app, your brand mentioned in social posts, logo inclusion on signage, and a featured **15-second premium ad**

- **Sponsor lounge access**

- Post-event marketing benefits, including **limited analytics feedback** (5 data points) and a **logo feature** in the attendee thank you email

Add-On Sponsorship Options

Co-Branded Water Bottles: When attendees fill their bottles, they'll use a QR code to donate a % to a charity of their choice	$ 30,000
Room Drop—2 Available: Deliver your specialized marketing gift to all attendees	$ 6,500
Co-Branded Hotel Key Card	$ 15,000
Co-Branded Tote Bag	$ 30,000
RideShare Car Wrapping—up to 8 cars: Feature your logo on a fleet of rideshare vehicles for maximum brand exposure, plus a specialty analytics report	$ 5,200 per car or $40,000 exclusive
Branded Charging Lounge with signage, furniture & chargers	$ 20,000
Branded Charging Lockers in high-trafficked areas	$ 10,000
Wifi Sponsorship	$ 15,000
Mobile App Sponsorship: Display your logo on the splash page and throughout the app	$ 20,000
Mobile App Banner Ad	$ 7,500
Roundtable Discussion: Host a 40-minute discussion	$ 12,000
Digital Content Package: Be seen as a thought-leader across multiple influential platforms. On top of that, there are opportunities to integrate content with lead generation activities and paid media. Plus, you'll receive an editable copy of the final recording to use for your own marketing purposes	$ 10,000

Meal and Expo Sponsorship Highlights

Break Time Sponsorship—3 Available (1 per day): Include your logo and call-to-action on every coffee cup sleeve	$ 7,500
Lunch Sponsorship: Customize table decals with branding	$ 25,000
Relax and Recharge Room Sponsorship—2 Available	$ 20,000
Branded Attendee Headshot Session	$ 20,000
Branded AI Photo Booth	$ 20,000
Branded Around-the-World Soda Pop Station	$ 15,000
Vending Machine Sponsorship: When attendees swipe their badge, they'll watch a customized ad or play a branded game to receive swag. *Sponsor responsible for providing F5-approved item for vending*	$ 30,000

Sponsorship FAQs

You'll leave AppWorld with a new perspective on what's possible,
what's new, and what's next—empowered to be a force for a better digital world.

What are the deadlines for sponsorship registration?

Sponsorship sales open October 23, 2023 and close January 22, 2024. Dates are subject to change, given the limited nature of sponsorship packages. Sponsors will receive a detailed sponsorship exhibitor manual and timeline upon signing the contract.

Can I request a specific booth?

Booth spaces are assigned by sponsorship level in the order we receive contracts. Payment is required to secure your booth and sponsorship selections with higher-tier sponsors are given priority in the exhibit space.

Do sponsors get a copy of the attendee contact list?

Diamond and Platinum sponsors will receive a listing of companies and attendees' titles, but we are not able to share complete contact information. That said, this year, we will be providing data points to sponsors following the conference. Sponsors presenting breakout sessions will also receive a copy of their session attendee list with contact details.

Can sponsors attend the sessions?

Yes, sponsors are invited to join educational and social activities.

When and where should we send brand assets?

The F5 team will work with you to coordinate deliverables.

How are sponsorships reserved?

Sponsorships are limited and available on a first-come, first-served basis. If you have another idea you do not see listed here, let's talk. We'd love to tailor your AppWorld 2024 sponsorship to meet your goals. Please reach out to F5AppWorldSponsorshipTeam@f5.com with any questions.

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Together, we are a force for a better digital world.

Contact: f5appworldsponsorshipteam@f5.com