



**OPEN SOURCE AUTOMATION DAYS**

**SPONSORSHIP  
OPPORTUNITIES**

**2019**



## What are the Open Source Automation Days?

The Open Source Automation Days is the largest, vendor independent, Open Source Conference in Munich. OSAD deals with the automation in Data Centers based on Linux- and Open Source Software. On two days, experts discuss state-of-the-art technologies, innovations, the experiences with them and the many benefits of automation in Data Centers.

### The Core Topics

Every data center profits from automation. Data center automation frees capacities and allows them to be used for future innovation. The topics discussed at OSAD are essential to automation today and in the future.

- Lifecycle Management
- Cloud and Hybrid Cloud Infrastructures
- Cloud-Native Applications
- Container Platforms
- Artificial Intelligence
- Configuration Management

### How we do it

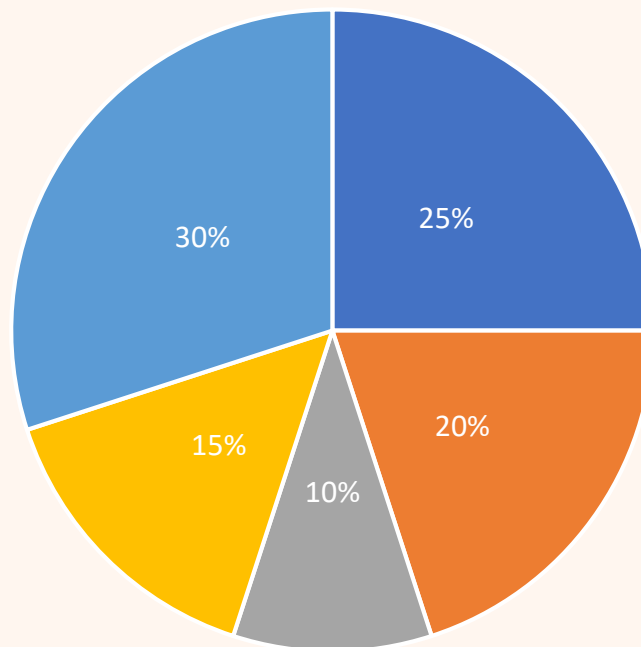
The participants have the choice of two tracks of presentations. The strategic or the technical track. The presentations are given by experts in their fields and accompanied by lectures, live demos, conversations and discussions with users and developers. The participants can mix-and-match the presentations freely, and shape their OSAD experience as they desire.

## Who are the participants in the OSAD?

We expect more than a hundred fifty participants from industry, finance and public institutions. OSAD's audience consists of decision-makers and users.

- CTOs and CIOs
- Systems and network administrators
- Developers, Engineers and Datacenter architects
- IT decision makers and managers responsible for large and complex IT environments

### Expected Audience Breakdown



■ Administrators ■ DevOps Engineers ■ Developers ■ Architects ■ CTOs and CIOs

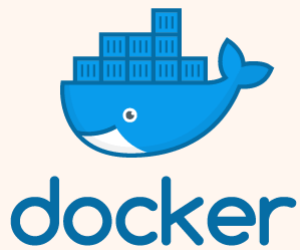


## Benefits and Opportunities for our Sponsors

- **Target Audience**
  - The event is targeted specifically towards decision makers, managers and IT professionals.
- **Networking**
  - We provide a relaxed, yet focussed environment for the audience, ideal for casual networking.
  - Evening Event
- **Goal oriented communication**
  - The event is organized with goal-oriented communication in mind. You can expect high-quality leads for establishing business and collaboration contacts.
- **Community Building**
  - OSAD is an event with a reputation for down-to-earth professionalism. Present your company and your contributions to open source specialist and profit from their input and new collaborations.
- **Media Exposure**
  - Profit from extensive Media coverage by the leading german business and IT Publications.



## Sponsors of 2018



## Sponsoringpackages

	Platinum	Gold	Silver	Bronze
Keynote Presentation	✓			
Presentation Slot	✓	✓	✓	
Exhibit space	✓	✓		
Logo on Website	✓	✓	✓	✓
Social Media promotion	✓	✓	✓	✓
Logo in printed conference material	✓	✓	✓	✓
Inclusion in the welcome folder and conference booklet	✓	✓		
Included Tickets*	✓ (3)	✓ (2)	✓ (1)	
Discount on additional Tickets	50%	40%	30%	15%
<b>Investment</b>	<b>12.000,-</b>	<b>7.500,-</b>	<b>4.000.-</b>	<b>2.000,-</b>

\*Every Sponsoringpackage includes the free participation of one representative



## **Sponsoringpackage Platinum**

- Keynote - Presentation at OSAD
- Presentation at OSAD
- Your sponsorship note including logo on the invitations and conference flyers
- Announcement and advertising in the social media channels, newsletters, forums, event pages
- Company logo on OSAD and ATIX website, XING Group with hyperlink to own homepage
- Inclusion in the welcome folder and conference booklet
- Exhibit space (XL)
- 3 Additional Free Tickets and 50% discount for additional Tickets (excl. Evening Event)

**Investment: 12.000,00 €**



## **Sponsoringpackage Gold**

- Presentation at OSAD
- Your sponsorship note including logo on the invitations and conference flyers
- Announcement and advertising in the social media channels, newsletters, forums, event pages
- Company logo on OSAD and ATIX website, XING Group with hyperlink to own homepage
- Inclusion in the welcome folder and conference booklet
- Exhibit space (normal)
- 2 Additional Free Tickets and 40% discount for additional Tickets (excl. Evening Event)

**Investment: 7.500,00 €**





## **Sponsoringpackage Silver**

- Presentation at OSAD
- Your sponsorship note including logo on the invitations and conference flyers
- Announcement and advertising in the social media channels, newsletters, forums, event pages
- Company logo on OSAD and ATIX website, XING Group with hyperlink to own homepage
- 1 Additional Free Ticket and 30% discount for additional Tickets (excl. Evening Event)

**Investment: 4.000,00 €**

## **Sponsoringpackage Bronze**

- Your sponsorship note including logo on the invitations and conference flyers
- Announcement and advertising in the social media channels, newsletters, forums, event pages
- Company logo on OSAD and ATIX website, XING Group with hyperlink to own homepage
- 15% discount for additional Tickets (excl. Evening Event)

**Investment: 2.000,00 €**



## **Exclusive Sponsor - Evening Event**

- Opportunity for a short speech at dinner
- Company logo and thanks on the website
- Special mention of your sponsorship of the evening event including logo on the invitations and conference flyers
- Special mention in announcement and advertising in the social media channels, newsletters, forums, event pages
- 2 Tickets for the evening event

**Investment: 10.000,00 €**



If you have any other questions or require further information, please do not hesitate to contact us at **+49 089 45235380**.

Best regards from Munich

**Your ATIX AG - The Linux & Open Source Company**