

Oracle
Cloud Day

Sponsorship Prospectus

North America 2020

ORACLE®

Oracle Cloud Day is your opportunity to promote your brand at one of our biggest events of the year, featuring an audience with expressed interest in being part of the cloud transformation. Whether you're looking for general brand awareness, or the opportunity to have in-depth conversations with customers, Oracle Cloud Day offers a sponsorship level that meets your needs. Being part of the Oracle Cloud Day experience also associates your brand with an exciting and dynamic environment filled with people looking to forge their own path to the future.

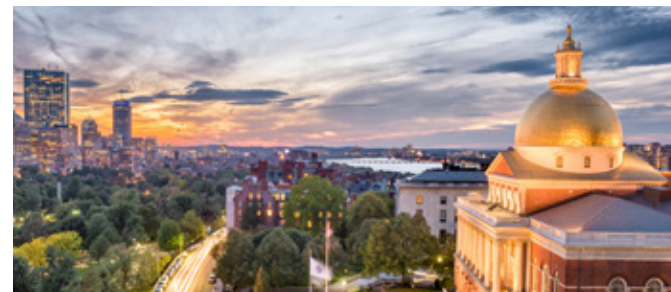
It's an event and an audience you won't want to miss.

Events will kickoff January 2020 and continue through March.

Atlanta



Boston



Chicago



Dallas



New York City



Toronto



When
and Where

Oracle Cloud Day is a curated series of talks, hands-on experiences, and networking opportunities that will help you explore new cloud technologies, best practices, and successful use cases.

Highlights:

- Keynotes featuring Oracle Cloud visionaries, partners, customers, and other thought leaders
- A Developer Playground hosted by developers, packed with dev-inspired technical talks, hands-on experiences, cloud consultants, and fun challenges
- Three customized tracks designed for IT experts, architects and integrators, and data professionals
- Customer success stories
- Integrated partner experiences and networking with the peers you want to talk to in the Oracle Innovation Lounge

Developer Playground

Our Developer Playground is an entirely different experience tailor-made for developers. Functioning as its own event, the playground gets you learning right away with hands-on labs. Later in the day, you'll have the opportunity to listen to dev-inspired talks, see demos, compete in challenges, get expert advice, and more. This fast-paced environment will keep you learning—and most importantly doing—all day long.

Innovation Lounge

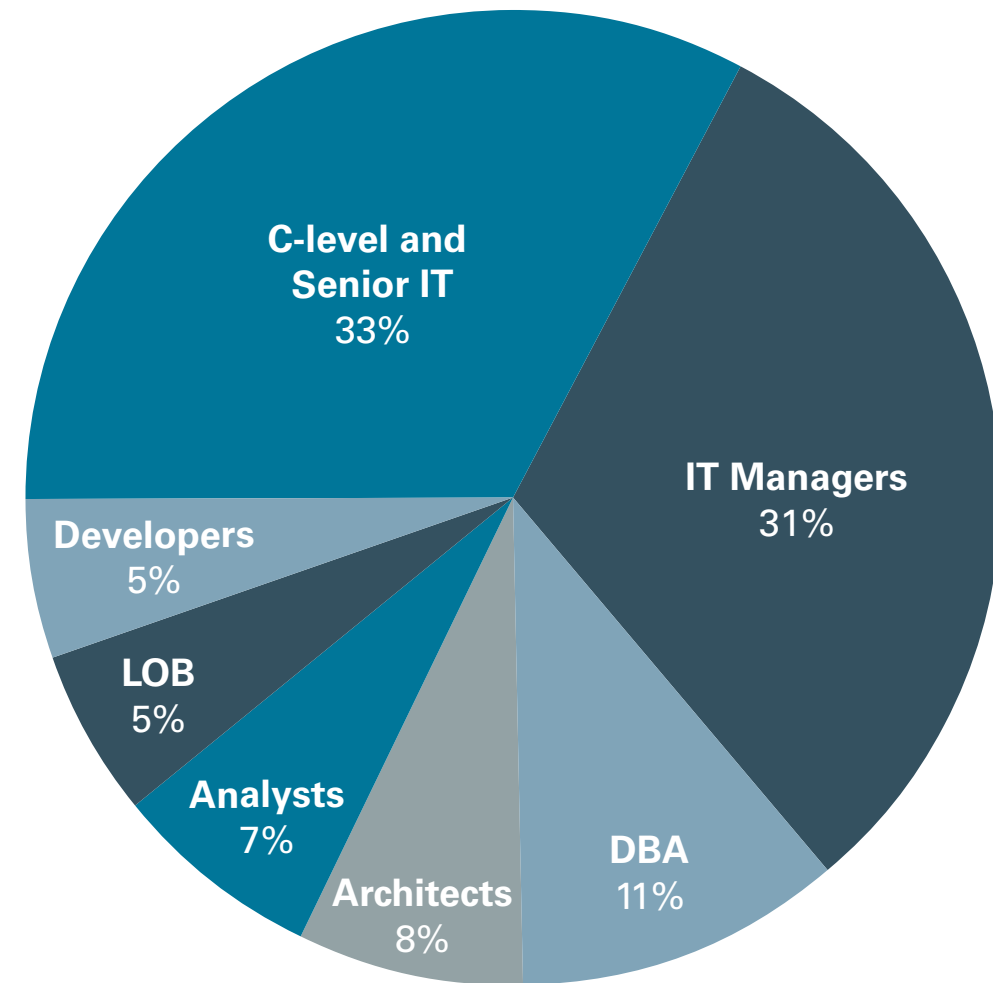
Open throughout the day, the Innovation Lounge is the very heart of Oracle Cloud Day, designed to give you an opportunity to connect with your peers, see expert demonstrations, visit with our partners, and recharge your energy with terrific food and drink. With plenty of space to gather and share ideas, the Innovation Lounge is the perfect place to expand your cloud horizons in a free-form, self-driven environment.

Target Audience

With an estimated 500 attendees per city, Oracle Cloud Day attracts a variety of key technology constituents and decision makers, including:

- C-level and Senior IT
- IT Managers
- Architects
- Analysts
- Developers
- DBAs
- LOB practitioners

Attendee Demographics*



**Average attendee demographics by role based on historical data*

Agenda

MORNING	Registration and Breakfast
	Keynotes
EARLY AFTERNOON	Lunch & Networking
	Dedicated Sessions for IT Experts, Architects and Integrators, Data Professionals and Developers
LATE AFTERNOON	Networking Reception

For the latest agenda information, visit our site: <https://www.oracle.com/cloudday/na/>

Oracle
Cloud Day

Sponsorship Opportunities

ORACLE®



Diamond Sponsorship Overview

*One sponsorship
opportunity
available per city.*

Diamond Sponsorship: \$35,000

The Diamond Sponsorship is Oracle Cloud Day's premier sponsor opportunity, offering a high-profile, thought leadership speaking position within the General Session, as well as end-to-end brand recognition before, during and after the event. This sponsorship includes top billing onsite and online plus the keynote speaking opportunity.

Awareness

- Website Brand Recognition
- On-Site Recognition
- Keynote Recognition
- Oracle Social Promotion
- Branding in Pre-Show Communications
- Branding in General Session
- Sponsor Logo in On-Site Digital
- Post-Event Email Recognition

Engagement

- 15-Minute General Session Keynote

Lead Retrieval

- List of Attendees Scanned at Your Booth with Full Contact Details
- Innovation Lounge Kiosk with Badge Scanner
- Inclusion In Passport Program, Designed to Drive Traffic to Your Booth and Foster Conversation

Exhibit

- Extra Large Turn-Key Kiosk
- Complimentary Lead Retrieval
- Wi-Fi
- Unlimited Staff Registration

Innovation Sponsorship Overview

*One sponsorship
opportunity
available per city.*

Innovation Sponsorship: \$20,000

The Innovation Sponsorship encompasses both the Innovation Lounge and the Developer Playground, which combined, make up the very heart of Oracle Cloud Day. A central experience for all attendees, the Innovation Lounge is open throughout the day and is designed to drive every attendee to the food, technology and, of course – sponsors – which are all central to their experience. With an extra large kiosk at the center of it all, an Innovation Sponsor literally “powers” Oracle Cloud Day from the inside out, all day.

Awareness

- Website Brand Recognition
- On-Site Recognition
- Keynote Recognition
- Innovation Lounge Branding On-Site
- Branding on Lanyards
- Oracle Social Promotion
- Branding in Pre-Show Communications
- Branding in General Session
- Sponsor Logo in On-Site Digital
- Post-Event Email Recognition

Lead Retrieval

- List of Attendees Scanned at Your Booth with Full Contact Details
- Innovation Lounge Kiosk with Badge Scanner
- Inclusion In Passport Program, Designed to Drive Traffic to Your Booth and Foster Conversation

Exhibit

- Extra Large Turn-Key Kiosk
- Complimentary Lead Retrieval
- Wi-Fi
- Unlimited Staff Registration

Gold Sponsorship Overview

Ten sponsorship opportunities available per city.

Gold Sponsorship: \$10,000

The Gold Sponsorship gives you an opportunity to set up shop within the very heart of Oracle Cloud Day: the Innovation Lounge. Designed to drive attendees throughout the day with food, beverage, activations, networking and more, the Innovation Lounge is at the center of it all and offers an invaluable opportunity to connect 1:1 with customers from opening to close.

Awareness

- Website Brand Recognition
- On-Site Recognition
- Keynote Recognition
- Oracle Social Promotion
- Branding in Pre-Show Communications
- Branding in General Session
- Sponsor Logo in On-Site Digital
- Post-Event Email Recognition

Lead Retrieval

- List of Attendees Scanned at Your Booth with Full Contact Details
- Innovation Lounge Kiosk with Badge Scanner
- Inclusion In Passport Program, Designed to Drive Traffic to Your Booth and Foster Conversation

Exhibit

- Standard Turn-Key Kiosk
- Complimentary Lead Retrieval
- Wi-Fi
- Unlimited Staff Registration

Additional Sponsorship Opportunities



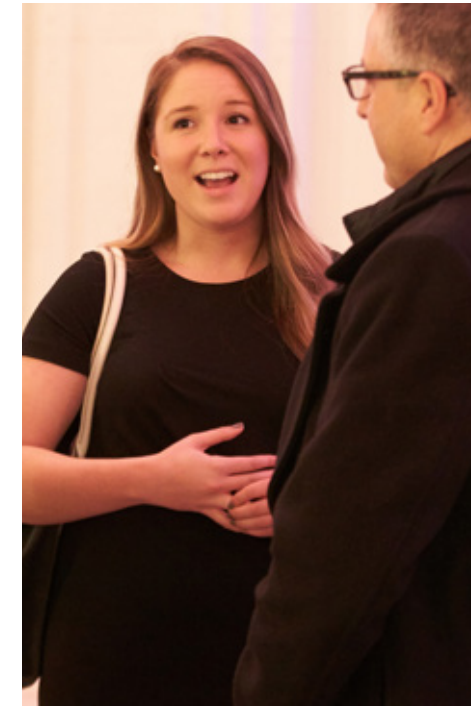
Executive Breakfast Roundtable **\$10,000**

Host a private breakfast roundtable for a targeted group of Cloud Day attendees. Explore your topic in depth in this 45-minute session. We will share the attendee details so you can follow up directly with prospects.



Lunch **\$7,500**

Host our Innovation Lounge lunch and increase awareness with brand recognition on the event website and on-site. Also includes social media promotion.



Networking Reception **\$7,500**

Host the day's Networking Reception in the Innovation Lounge and increase awareness with brand recognition on the event website and on-site. Also includes social media promotion.



Sidewalk Cafe **\$7,500**

At the intersection of the Conference's foot traffic, the Sidewalk Café is where attendees have a chance to recharge, refuel and connect. Sponsorship includes brand recognition on the website and on-site in the Café. Also includes social media promotion.

Be a part of the most popular hangouts at the conference with any of these recognizable branding opportunities.



WiFi Sponsorship \$7,500

Enjoy high-profile brand exposure while giving attendees the necessary service of WiFi. Digital and on-site branding and signage strategically placed throughout the event.



Giveaway \$7,000

Sponsor a giveaway and put your brand in every attendee's pocket. You'll also increase awareness with brand recognition on the event website and on-site.



Water Station \$5,000

Keep the conference hydrated with a branded sustainable water station and branded bottles. You'll also increase awareness with brand recognition on the event website and on-site.



Afternoon Break \$3,000

Help attendees get over that afternoon slump with a sweet or salty snack. This includes branding on the snack station and branded napkins. You'll also increase awareness with brand recognition on the event website and on-site.

Additional Sponsorship Opportunities: Hospitality

Summary
of Sponsor
Packages

	Diamond \$35K <i>1 per city</i>	Innovation \$20K <i>1 per city</i>	Gold \$10K <i>10 per city</i>
15-Minute General Session Keynote	X		
Website Brand Recognition	X	X	X
On-Site Recognition	X	X	X
Keynote Recognition	X	X	X
Post-Event Email Recognition	X	X	X
Oracle Social Promotion	X	X	X
Innovation Lounge Branding On-Site		X	
Branding on Lanyards		X	
Extra Large Turn-Key Kiosk	X	X	
Standard Turn-Key Kiosk			X
Complimentary Lead Retrieval	X	X	X
Wi-Fi	X	X	X
Unlimited Staff Registration	X	X	X
Inclusion in Passport Program	X	X	X

Summary
of Additional
Sponsorship
Opportunities

	Executive Breakfast Roundtable	WiFi Sponsorship	Lunch	Networking Reception	Sidewalk Café	Giveaway	Water Station	Afternoon Break
Awareness	\$10K	\$7.5K	\$7.5K	\$7.5K	\$7.5K	\$7K	\$5K	\$3K
Website Brand Recognition	X	X	X	X	X	X	X	X
On-Site Recognition	X	X	X	X	X	X	X	X
Oracle Social Promotion	X	X	X	X	X			

Sponsorships at Oracle Cloud Day are limited, so don't wait. Reach out to our sponsor team for additional information and opportunities for multi-city discounts today.

Sponsorship Contact:

clouddaysponsorship_us@oracle.com

Thank you!

For more information, visit us at
<https://www.oracle.com/cloudday/na>