REACTIVE SUMMIT 2022

CLOUD NATIVE APPLICATION DEVELOPMENT
October 25, 2022 | Detroit, MI

2022 SPONSORSHIP PROSPECTUS

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Why Sponsor Reactive Summit?

On October 25, 2022, Reactive Summit returns for a one-day hybrid conference experience. Reactive Summit is where application architects and developers go to learn and collaborate on the latest Reactive patterns and projects for building distributed systems using Serverless, Cloud Native Design, Reactive programming, Reactive systems, Reactive Streams, event-sourcing, microservices, and more. Since its inception in 2016, Reactive Summit has generated 1.8 million minutes of online video replay, reinforcing the desire of our cutting-edge community for access to expert insight.

Past Sponsors

accenture   AxonIQ   CompuGain   DZone   Disney streaming services   IBM

InfoQ   ING   ITAC Information Technology Association of Canada   ACTI Association Canadienne des Technologies de l'Information   knóldus   Lightbend

Logic Keepers   QUEER TECH MTL   real   REDELASTIC   Red Hat   scalac

stackbuilders   TechnoIdentity   VIRTUSLAB   WOMEN WHO CODE   YOPPWORKS

"There are a lot of paradigm shifts in the industry right now. Reactive Summit is at the forefront."

"Really strong technical content. Not a lot of vendor spiel."

Who Attends?
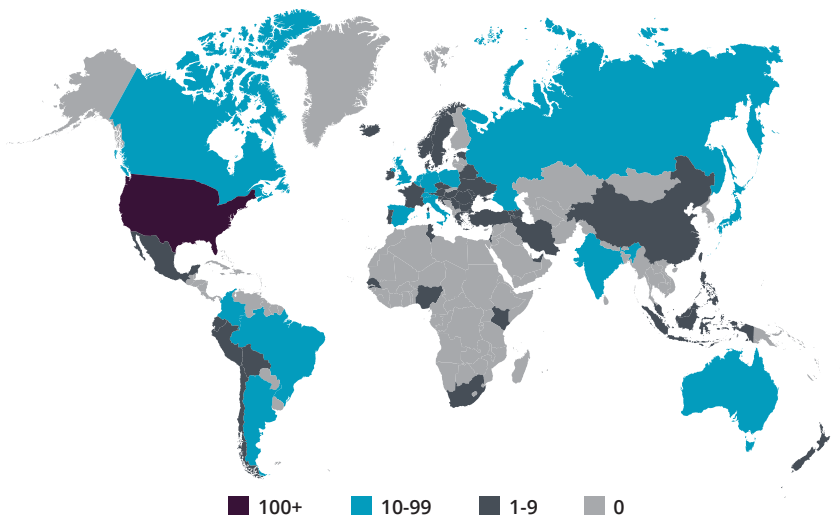
836 registrations

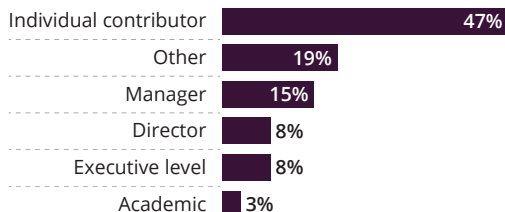**588** attendees

66 countries

33% from the U.S.

Additional countries with significant attendance include Canada, Germany, India, United Kingdom, Spain, and the Netherlands.
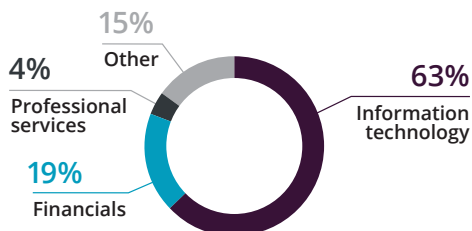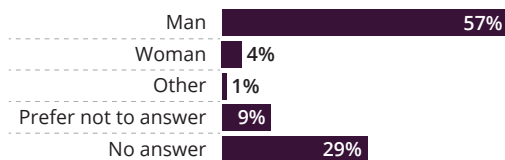
Number of Attendees by Country

100+   10-99   1-9   0

Job Level

Individual contributor	47%
Other	19%
Manager	15%
Director	8%
Executive level	8%
Academic	3%

Industries Represented

- 15% Other
- 4% Professional services
- 19% Financials
- 63% Information technology

Attendee Gender Diversity

Man	57%
Woman	4%
Other	1%
Prefer not to answer	9%
No answer	29%

Speaker Gender Diversity

Man	Woman
89%	11%

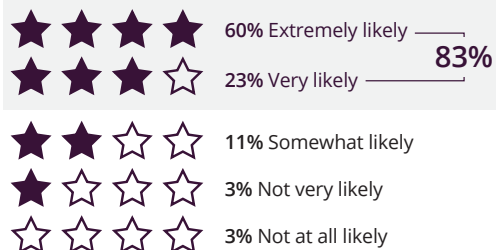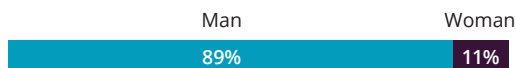### Feedback

Feedback from attendees was overwhelmingly positive with 83% of survey respondents indicating they are "Extremely likely" or "Very likely" to recommend the event to a colleague or friend.

★★★★ 60% Extremely likely ⎤
★★★☆ 23% Very likely ⎦ 83%

★★☆☆ 11% Somewhat likely
★☆☆☆ 3% Not very likely
☆☆☆☆ 3% Not at all likely

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Sponsorship At-A-Glance

	PLATINUM ~~3 AVAILABLE~~ 1 AVAILABLE	GOLD 4 AVAILABLE	SILVER UNLIMITED
Recognition During Opening Keynote Session	•		
Custom Questions in Post Event Attendee Survey	2		
Logo on Post-Event Session Recordings	•		
Speaking Opportunity	10-Minute Keynote	5-Minute Keynote	
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	
Recognition in Pre-Conference Email Marketing	•	•	
Access to Event Press/Analyst List	•	•	
Exhibit Table: Includes table and chairs	•	•	
Lead Retrieval License: Live scans, real time reporting and ability to take notes on captured leads.	•	•	
Collateral Distribution	•	•	
Social Media Promotion of Sponsorship	3	1	1 shared post
Conference Attendee Passes	10	6	3
20% Discount on Additional Conference Passes	•	•	•
Recognition on Event Signage	•	•	•
Keynote Stage Branding	•	•	•
Post-Event Data Report	•	•	•
Recognition on Event Website	•	•	•
Sponsorship Cost	**$20,000**	**$12,500**	**$3,000**

Sponsorship Bundles & Custom Packages

Reception
1 Available • $10,000

Treat attendees to a fun-filled interactive experience to close out Reactive Summit. Activities may include all-time favorites such as a virtual games party, trivia night, escape room, or music performances. *If activity is organized by the sponsor, price is $2,500, subject to committee approval. Benefits Include:

• Pre-event promotion on event website

• Pre-event promotion in attendee email

• Recognition on event schedule

• (1) pre-event tweet and (1) tweet during the event with sponsor recognition

• Recognition in (1) daily event update email sent to attendees by the event organizers

• Prominent sponsor logo + link on virtual event platform

• Optional 2-minute welcome video or intro slide with sponsor recognition at the start of the activity

Break Sponsor
1 Available • $5,000

Sponsorship includes prominent branding at all break stations. Level sponsorship required.

Speaker Gift
1 Available • $10,000

Every speaker at the event will receive an event gift.
Branding will be subject to the gift selected and imprint options.