



HYPERLEDGER
GLOBAL FORUM

JUNE 8–10, 2021 | VIRTUAL EXPERIENCE

2021 Sponsorship Prospectus





Hyperledger Global Forum 2021 will offer the opportunity for users and contributors of Hyperledger projects from across the globe to connect, network and collaborate virtually. A community focused event, Global Forum provides an opportunity to learn and understand various aspects of the ecosystem including technical roadmaps and milestones of not only Hyperledger specific projects but the latest uses and applications of other related technologies across industries and markets. Social networking for the community to bond, and hacking activities will also be front and center at this annual event. Hyperledger Global Forum will be the premier virtual enterprise blockchain event of 2021.

Sponsoring this event is a unique opportunity to showcase leadership in this cutting-edge technology, gain valuable mindshare of an elite audience of technical pioneers defining the future of business blockchain technologies and support the growth and innovation of Hyperledger projects.

Contact sponsorships@hyperledger.org to secure your sponsorship.

SPONSORSHIP OPPORTUNITIES

Sponsorship sales deadline **May 14, 2021**

	DIAMOND* <small>4-AVAILABLE</small> 2 AVAILABLE	PLATINUM* UNLIMITED	SILVER* UNLIMITED
Keynote: 20 Minute Keynote Session (content to be approved by program committee)	.		
1-Minute Video During Opening Keynote: Provided by sponsor company.	.		
Blog: Featured profile or interview on Hyperledger Blog	.		
Presentation: 30 Minute Presentation + Q&A. Maximum 2 of Presenters. (content to be approved by program committee)	.	.	
Pre-Conference Email Blast: One time use of opt-in list to be sent by event organizers. Date option is based on availability.	.	.	
Press List Access 2 Weeks Prior to Event	List and Booking Assistance	List	
Sponsor Recognition in Promotional Emails and News Release	.	.	
Promotion of Events Related to Hyperledger Global Forum 2021	.	.	
Logo Included on “Thank You to Our Sponsors” Slide During Keynote Sessions	.	.	.
Social Media ‘Thank You’ Tweet	1 during event	1 post-event	1 post-event
Social Media Re-share: Hyperledger Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Hyperledger.	.	.	Members Only
Recognition in Pre-Event Attendee Emails: Includes logo and link to your URL.	.	.	Company Name Only
Message in Attendee Post-Event Email	200 words	100 words	Company Name Only
Recognition on Event Website: Prominent logo displayed on event homepage by tier.	.	.	.
Recognition on Event Platform: Prominent logo displayed on virtual event platform	.	.	.
Virtual Exhibit Booth: See below for details.	.	.	.
Custom-branded graphics	.	.	.
Ability to generate leads with attendee contact information for those that visit your booth	.	.	.
Chat function with booth attendees	.	.	.
Ability to link to resources, social media, job postings, etc.	.	.	.
Complimentary Passes	20	15	5
Premier Member Price	\$25,000	N/A	N/A
Hyperledger Member Price	\$30,000	\$15,000	\$2,500
Non-Member Price	\$35,000	\$18,000	\$3,500

*No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations.

MARKETING & BRANDING OPPORTUNITIES

These enhanced marketing opportunities require a leveled sponsor package. Please note, these additional opportunities are not eligible for Hyperledger member discount.



SESSION RECORDING

\$10,000 (1 Available)

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video once uploaded to YouTube will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees



CLOSED CAPTIONING & TRANSLATION

\$6,000 (1 Available) **SOLD OUT**

Support Hyperledger in being a more diverse and inclusive event, allowing attendees with any difficulties hearing or needing another language to fully participate and enjoy event talks.

Benefits include:

- Sponsor recognition on event website homepage with link to company website
- Recognition on session page
- Sponsor recognition in post-event email to attendees



VIRTUAL ATTENDEE EXPERIENCE

\$5,000 (2 1 Available)

Treat attendees to a fun-filled interactive experience to unwind after a busy day. Activities may include all-time favorites such as a virtual games party, trivia night, escape room, or musical performances. We provide the entertainment - you enjoy the recognition!

Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @Hyperledger handle
- Recognition in (1) daily event update email sent to attendees by Hyperledger
- Prominent sponsor logo + link on virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition



DIVERSITY & INCLUSION

\$5,000 (1 Available) **SOLD OUT**

Everyone attending is invited to join this special program featuring a speaker and discussion around diversity and inclusivity in an open source community. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community.

Benefits include:

- Option to set the topic and create content for the program (subject to approval by Hyperledger)
- Option to nominate presenters/facilitators for the workshop (subject to approval by Hyperledger)
- Recognition on the conference website
- Session listed on the official conference schedule



WELLBEING ACTIVITY

\$5,000 (2 Available)

Keep the Hyperledger community well by sponsoring activities that support individual wellbeing both on and off-screen. Instructor-led chair yoga, meditation, and other relaxing activities allow attendees to recharge between sessions.

Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @Hyperledger handle
- (1) notification in the virtual event platform before the sponsored activity
- Prominent sponsor logo + link in virtual wellbeing lounge
- Optional 2-minute welcome video or intro slide with sponsor recognition
- Sponsor recognition in downloadable resources for attendees



MARKETING & BRANDING OPPORTUNITIES

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SELFIE BOOTH \$5,000 (1 Available)

- Optional sticker for photo booth frames
- Recognition in (1) daily event update email sent to attendees by Hyperledger



CO-LOCATED EVENT REQUEST PRICING (Unlimited Available)

Host your event as a co-located event before or after Hyperledger Global Forum. You may select one of two packages: up to 4 or up to 8 hours of content, up to two tracks, unlimited registrations, (2) virtual walk-throughs, and a plethora of backend support. Details upon request.



CROSS-PROMOTION OF PRE-APPROVED COMMUNITY EVENTS (MEMBERS ONLY) \$3,000 (Unlimited Available)

Organizing an event for attendees? Hyperledger would be happy to help promote your event to our attendees. Only confirmed sponsors of Hyperledger Global Forum are eligible for cross-promotion. Events may not overlap with the conference program on June 8–10.

Benefits include:

- Event listed on the conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the Hyperledger Global Forum registration form for attendees to add it to their conference registration. A 3.5% credit card processing fee per registrant will be charged if a registration fee is required.



SPONSOR THEATER DEMO OR TUTORIAL | \$7,500 (10 Available)

Include your demo on the official Hyperledger Global Forum schedule. The video recording will be posted to the YouTube channel after the event. All sessions subject to approval by Hyperledger.

Benefits include:

- Session available on-demand during the event
- Session posted on Hyperledger YouTube channel after the event
- Session listed on the conference schedule
- Post-event leads report of opt-in attendees incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers)



SPONSORED BOF \$7,500 (5 Available)

Host a 45-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. Informal BoFs are ideal to meet other community members with similar interests, to share ideas, or to discuss common pain points. No sales or marketing pitches are allowed. To ensure a collaborative and intimate environment for open conversations, attendance is limited to 50 people and pre-registration is required (free of charge). Attendee contact information will not be shared and sessions will not be recorded. BoFs will be held before and after the regular conference sessions each day. Time slots are assigned on a first come first serve basis.

Benefits include:

- Option to set the topic of the BoF (must be pre-approved topics by Hyperledger)
- Sponsor to nominate BoF moderators/facilitators
- BoF listed on the official conference schedule.
- Sponsor recognition on the event website

Last updated January 29, 2021





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AT A GLANCE

We have seen an increase in registrations for virtual events and are expecting 1,000 attendees at Hyperledger Global Forum 2021.



In 2018, Hyperledger Global Forum **exceeded expectations** for a first-time event and in 2020, Hyperledger Global Forum had a successful second year despite the event dates occurring when the COVID-19 pandemic started to impact the world.



Feedback from attendees has been overwhelmingly positive, and **92.5% would recommend this event** to an industry friend.



An average of **638 registrations**.
Attendees from 6 continents and 57 countries



In 2020, **36% of attendees were technologists** and 27% were executives in their organizations. Representatives from a broad range of industries gathered in Phoenix, including telecommunications, consulting, healthcare, financial services, retail and internet/web services, and 39% stating software.



Average **26 sponsors**, 5 community partners, and 7 media partners



An average of **382 companies** participate with an average of 102 being member companies

Support from companies is critical to making these events successful and their contributions are always appreciated.