



HYPERLEDGER GLOBAL FORUM

September 12-14, 2022 | Dublin, Ireland

2022 SPONSORSHIP PROSPECTUS



About Hyperledger Global Forum

September 12-14, 2022 | Dublin, Ireland

Hyperledger Global Forum will return to an in-person event in September 2022 in Dublin, Ireland.

Hyperledger Global Forum 2022 will offer the opportunity for users and contributors of Hyperledger projects from across the globe to connect, network and collaborate. 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 enterprise blockchain event of 2022.

Contact us at hyperledger-sponsors@linuxfoundation.org to secure your sponsorship today.





Why Sponsor



Gain valuable mindshare from an elite audience of technical pioneers defining the future of business blockchain technologies



Support the growth and innovation of leading Hyperledger Foundation projects



Showcase leadership in the enterprise blockchain community and build an expansive network of experts



Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community

In 2021 Virtual Event

1,391
Registrations

22
Keynotes

116
Breakout
Sessions

36
Demo
Theater
Sessions

22
Project
Demos

7
Birds of a
Feather

210
CFP
Submissions

21
Registered
Press and
Analysts



Who Attends Hyperledger Global Forum

In 2021 Virtual Event



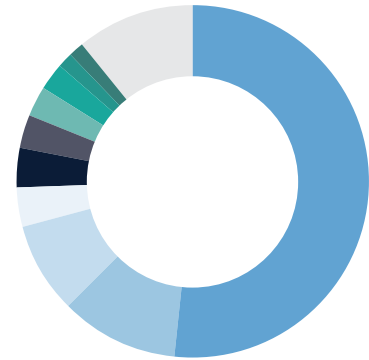
Attendee Job Function

- Executive Leader **21.08%**
- Architect **14.53%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **14.03%**
- Manager - Technical Teams **7.34%**
- Product/Biz Dev **6.61%**
- Student **6.47%**
- Manager - Other **5.81%**
- Marketing **4.14%**
- Professor / Academic **3.42%**
- Systems/Embedded Developer **2.33%**
- Media / Analyst **1.96%**
- DevOps/SRE/Sysadmin **1.74%**
- Legal / Compliance **0.51%**
- Manager - OSPO **0.15%**
- Kernel/Operating Systems Developer **0.07%**
- Other **9.81%**



Job Level

- Individual Contributor **20.06%**
- Manager **18.46%**
- Director **15.26%**
- CXO / ED **12.35%**
- VP / SVP / GM **8.36%**
- Academic **8.28%**
- Other **17.22%**



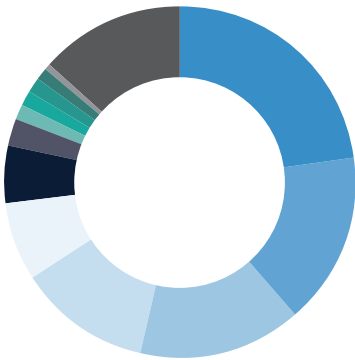
Industry

- Information Technology **51.82%**
- Financial Services **10.83%**
- Academic **8.43%**
- Healthcare **3.49%**
- Non-Profit Organization **3.49%**
- Public Sector **3.20%**
- Manufacturing **2.83%**
- Telecom **2.33%**
- Consumer Goods **1.45%**
- Energy **1.45%**
- Other **10.68%**



Who Attends Hyperledger Global Forum

In 2020 In-Person Event



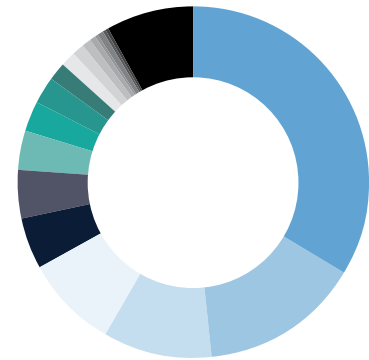
Attendee Job Function

- Executive **27.02%**
- Architect **18.52%**
- Developer **17.65%**
- Sales / Marketing / Business Dev **14.38%**
- Student **8.50%**
- Product Manager **6.32%**
- Professor / Academic **2.83%**
- Media / Analyst **1.74%**
- Program Office Leader **1.74%**
- IT Operations - DevOps **1.53%**
- Legal / Compliance **1.09%**
- IT Operations - Sys Admin **0.87%**
- Other **15.47%**



Job Level

- Individual Contributor **21.35%**
- Director **19.83%**
- CXO / ED **18.52%**
- Manager **18.30%**
- Academic **11.11%**
- VP / SVP / GM **10.68%**
- Other **17.86%**



Industry

- Software **39.43%**
- Consulting **17.21%**
- Finance / Banking / Insurance **11.76%**
- Education **10.24%**
- Non-Profit Organization **5.45%**
- Computer Hardware or Consumer Electronics **5.01%**
- Internet or Web Services **4.36%**
- Media / Advertising / Publishing **3.27%**
- Government **2.83%**
- Retail / Wholesale Trade **1.96%**
- Healthcare **1.74%**
- Energy **1.09%**
- Telecommunications **1.09%**
- Agriculture / Forestry **0.65%**
- Industrial Equipment / Heavy Manufacturing **0.65%**
- Aerospace / Defense **0.44%**
- Associations / Trade Groups **0.44%**
- Automotive **0.22%**
- Carrier / Telecommunications **0.22%**
- Construction **0.22%**
- Transportation / Logistics / Warehousing **0.22%**
- Other **9.15%**



Sponsorship Benefits At-a-Glance

Contact hyperledger-sponsors@linuxfoundation.org to secure your sponsorship today.

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

**In business less than 3 years and less than \$1M revenue.

CATEGORY	DELIVERABLE	DIAMOND 3 AVAILABLE 2 AVAILABLE	PLATINUM 3 AVAILABLE 2 AVAILABLE	GOLD 5 AVAILABLE	SILVER 8 AVAILABLE	BRONZE / STARTUP** 8 AVAILABLE	COMMUNITY PARTNER
SPEAKING OPPORTUNITY	Keynote/Breakout Session: Content to be approved by Program Committee. Only (1) 10-minute Keynote and (3) 5-minute Lightning Keynote talks will be permitted per day.	10-minute Keynote	5-minute Lightning Keynote				
	Breakout Session: Content to be approved by Program Committee			20-minute Breakout Session			
ON-SITE EXPERIENCE	1-minute Video during Opening Keynote: Provided by sponsor company	.					
	Collateral Distribution: Laid out in a prominent location near registration	.					On shared Community Partner display
	Media + Analyst Panel: Opportunity to participate in the media + analyst panel during the event	.					
	Exhibit Space: Booth presence in Sponsor Showcase. Limited upgrade options available.	Kiosk + Backwall	Kiosk + Backwall	Kiosk	Kiosk	Kiosk	
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	4	3	2	2	2	
	Logo Recognition: Logo included in 'Thank You to our Sponsors' keynote slide and onsite sponsor signage
	Sponsor Meeting Room	Shared (2 hour blocks)	Shared (2 hour blocks)				
MARKETING + BRAND EXPOSURE	Recognition in Event Promotional Emails: Sent by Hyperledger Foundation	logo and link					
	Blog Post: Featured profile or interview on Hyperledger Foundation blog	.					
	Event Promotion: Promotion of sponsor-hosted events related to Hyperledger Global Forum 2022	.					
	Assistance with Press Bookings at Event: Helping you get the most out of an onsite announcement	.	.				
	Twitter Posts: by @Hyperledger	2 pre-event standalone tweets and 1 standalone tweet during event	1 pre-event group tweets and 1 group tweet during event	1 group tweet during event	1 group tweet during event	1 group tweet during event	
	Recognition on Event Website: Prominent logo display on event homepage

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EMAIL PROMOTION	Pre- or Post-Conference Email Blast: 1 email to opt-in list to be sent by Hyperledger Foundation Events	•					
	Pre- or Post-Conference Email Highlight: 50-word entry in attendee email sent by Hyperledger Foundation Events	•	•				
	Recognition in Pre- and Post-Conference Email to Attendees: Sent by Hyperledger Foundation Events	logo and link	logo and link	company name and link only	company name and link only	company name and link only	
POST-EVENT	Post-Conference Attendee Survey Question: Opportunity to add a pre-approved custom question to the post-conference attendee survey. Follow-up reporting will be provided with survey results.	•	•				
	Post-Conference Data Report: Provides event demographics and additional details on event performance	•	•	•	•	•	
EVENT PASSES	Complimentary Onsite Attendee Passes: To be used for onsite booth staff, attendees and guests. Additional passes discounted 20%.	20	10	5	5	2	1
Hyperledger Foundation Premier Member		\$70,000	N/A	N/A	N/A	N/A	
Hyperledger Foundation Member		\$75,000	\$45,000	\$30,000	\$15,000	\$8,000 / **\$4,000	COMPLI- MENTARY
Non-Member		\$80,000	\$50,000	\$35,000	\$20,000	\$10,000 / **\$5,000	

The Hyperledger Foundation and Linux Foundation reserve the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.



Marketing & Branding Opportunities

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



Keynote Live Stream + Recording

\$7,500 • 1 Available

Our event keynote videos are viewed by thousands during the event. Benefits include:

- Logo displayed on the live stream feed page on the event website
- Sponsor recognition in live stream promotions
- Ability to use recordings on sponsor website or in promotional materials



Keynote Translation + Captioning

~~\$5,000~~ • 1 available SOLD OUT

Support the Hyperledger Foundation in being a more diverse and inclusive event, allowing keynote viewers with any difficulties hearing or needing another language to fully participate. Benefits include:

- Logo displayed on the live stream feed page on the event website
- Sponsor recognition in live stream promotion



Breakout Session Recording

\$10,000 • 1 Available
(does not require leveled sponsor package)

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the Hyperledger Foundation YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees.



Diversity + Equity + Inclusion Breakfast

\$20,000 • 1 available

Everyone attending Hyperledger Global Forum in person is invited to join this special breakfast program featuring discussion around diversity, equity, and inclusivity. The sponsor of this onsite-only event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include:

- Breakfast provided to attendees
- Select the topic and create content for the program (subject to approval by Hyperledger Foundation)
- Select presenters/facilitators for the program (subject to approval by Hyperledger Foundation)
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage



Sponsored Onsite + Virtual BOF Session

\$7,500 • 4 available (*2 per day)
(does not require leveled sponsor package)

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 a total of 50 people, both onsite and virtual. 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 Foundation)
- Sponsor to nominate BoF moderators/facilitators
- BoF listed on the official conference schedule
- Sponsor recognition on the event website



Marketing & Branding Opportunities



Developer Lounge

\$10,000 • 1 available **SOLD OUT**

Provides the space and comfortable seating area to get developers hacking. Benefits include:

- Prominent location in event common area
- Signage with logo
- Sponsor recognition on the event website



Attendee Gift

\$7,500 • 1 available (Deadline: April 30)

Onsite attendees will receive an attendee gift with sponsor logo. Logo size and placement subject to design and Hyperledger Foundation approval. Logo must be single color only (no gradient colors).



Lanyard

\$10,000 • 1 Available

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and Hyperledger Foundation approval. Logo must be single color only (no gradient colors).



Conference Wi-Fi

\$10,000 • 1 available

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID (subject to approval by Hyperledger Foundation)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship



Conference Digital Signage

\$7,500 • 1 available

Logo branding on digital schedule screen(s) displayed throughout the event.



Breakfast + Breaks Sponsor

\$5,000 per day (\$10,000 exclusive all days)

Keep onsite attendees well-fueled with breakfast, beverages and snacks. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda
- Logo on napkins

Location, layout and menu items will be determined by Hyperledger Foundation.



Booth Crawl Specialty Drink

\$5,000 • 1 available

Treat attendees to an exclusive treat! Attendees participating onsite will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Specialty drink served in sponsor-branded cups
- Option to name specialty drink (subject to approval by Hyperledger Foundation)
- Logo on bar signage with drink description
- Logo on drink ticket (limited to 1 per attendee)



Diversity Scholarship

\$15,000 • Unlimited

(does not require leveled sponsor package)

Hyperledger Foundation support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities (including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities) who may not otherwise have the opportunity to attend a Hyperledger events for financial reasons. Top 3 applicants would be awarded a fully paid scholarship to attend Hyperledger Global Forum, including registration, airfare (up to \$1,500USD) and hotel (up to 3 nights).