



The Bellagio, Las Vegas | January 29–31, 2018 | HOT Day and Partner Day January 29

2018 Partner Sponsorship Guide

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Introducing Perform 2018

Perform is Dynatrace's premier multi-track user conference that brings together more than 2,000 active Dynatrace users, enthusiastic Dynatrace experts, strategic Dynatrace partners and the best and brightest in the industry. The conference will feature topics and content around all aspects of modern monitoring including AI, IoT and Cloud.

Perform will be filled with keynotes from Dynatrace leaders, amazing breakout sessions that include successful customer journeys, in-depth product trainings, a newly designed, even-bigger marketplace, a giant celebration, and much more.



Why sponsor?

Take center stage: Perform is the most valuable digital performance management event in 2018. It is where all the hot issues will be dissected and discussed — think IoT, cloud innovation, digital experience, AI, microservices and more.

New business awaits you: Attendees at Perform are the ideal mix of senior leadership and technical experts. People come to Perform ready to explore new ideas, meet their peers and find ways to accelerate their digital transformation strategies. The caliber of leads you get will not disappoint.

Put your brand up in lights: The company you keep at our event will put you alongside the biggest cloud players and most innovative IT companies in the world.

Demo alongside us: Show first-hand how together we are changing the digital world forever.

Network with the brightest minds: Across the two days, there will be huge opportunity to create new business relationships and enhance existing ones with customers, partners and Dynatrace.

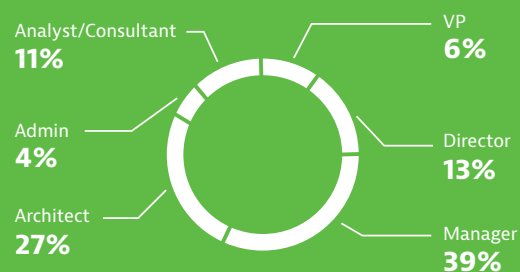
Ready to sponsor?

Contact us at perform.sponsor@dynatrace.com to request your contract today so you can reserve your sponsorship at Perform 2018.



Perform 2017 at a glance

Demographics by title



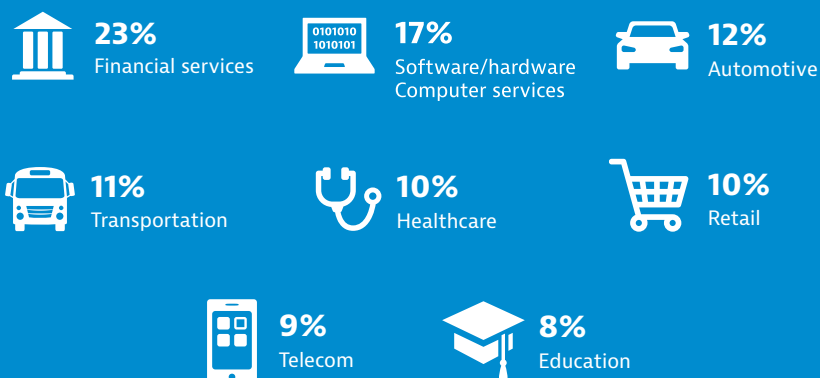
Demographics by location



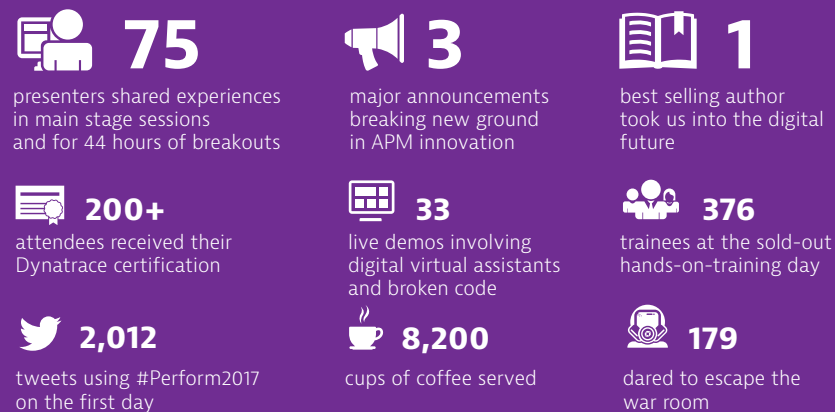
Notable attendees

AWS	Marriott
COOP	Pivotal
Costco	Red Hat
Humana	Ultra Beauty
KLM	Verizon

Attendance across industries



Perform 2017 quick facts



Partner Sponsorship Packages defined

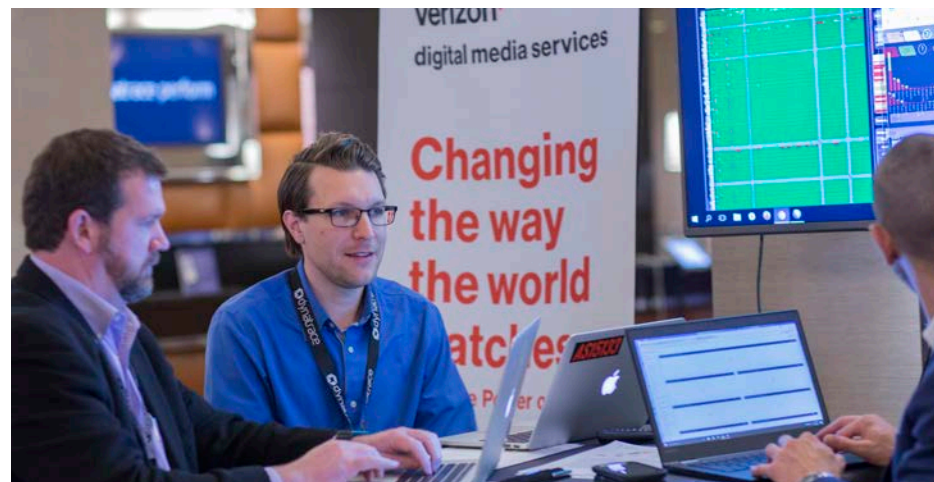
	Diamond	Platinum	Gold	Silver	Innovator
Investment	\$75,000	\$50,000	\$30,000	\$15,000	\$5,000
Availability*	2	5	10	15	15
Attendance					
Full conference passes	6	5	2	2	1
Perform Marketplace pass only	8	6	4	3	1
Additional full conference passes at a discounted rate (50 percent off)	5	3	2	1	1
Speaker pass	1	1			
Acknowledgment and Branding					
General session acknowledgment (PPT slide)	x	x	x	x	x
Recognized by CEO in general session	x	x			
Lunch sponsorship	x				
Break sponsorship	x	x			
Logo + URL on Perform website	x	x	x	x	x
Short description on Perform website	150 words	100 words	75 words	50 words	
Banner ad on Perform app	x				
Logo on Perform app	x	x	x	x	x
Promoted post in Perform app	x	x			
Branded water station	x				
Logo included in one pre-event email to registrants	x	x			
Social media inclusion in one Dynatrace Perform post	x	x	x		
Logo included on Perform signage in conference area	x	x	x	x	x

*Dynatrace reserves the right to modify sponsorship package details including available quantity.

Partner Sponsorship Packages defined

Continued

	Diamond	Platinum	Gold	Silver	Innovator
Networking Opportunities					
Birds-of-a-feather lunch	x	x	x		
Turnkey booth in our Perform Marketplace	20x20	10x20	10x10	6x10	Kiosk
License to scan for lead retrieval	3	2	2	1	1
Speaking Opportunities					
10-minute mainstage slot with customer	x				
5-minute mainstage slot		x			
Events					
Private networking reception	x				
Cabana at the pool during Welcome Reception	x				
10-minute Podcast episode during Welcome Reception	x	x			
Money towards AMO items	\$10,000	\$5,000	\$2,000		



DIAMOND SPONSOR PACKAGE

Investment: \$75,000

Availability: 2

Attendance

6 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

8 Perform Marketplace passes only — includes access to Perform Marketplace to network at the partner booth. Marketplace is open Monday evening, Tuesday and Wednesday.

5 additional conference passes at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

1 speaker pass — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.sponsor@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment —

Acknowledgment by MC on PPT slide at opening of conference.

Recognized by CEO in general session — John Van Sicken will address sponsoring partner's company during his opening keynote address.

Lunch sponsorship — Brand displayed on sign visible on the way in and out of Perform Marketplace, where all meals will be served. This will be shown at three lunches, Monday (HOT Day and Partner Day), and Tuesday and Wednesday during general conference.

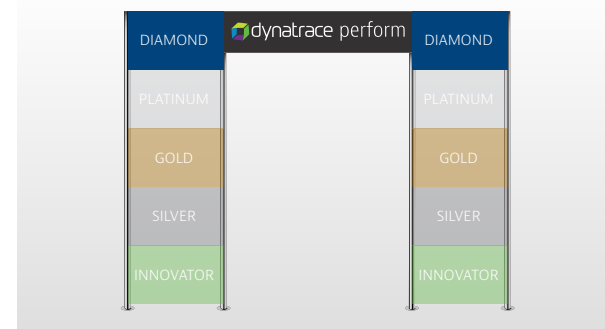
Break sponsorship — Brand displayed on sign visible on the way in and out of Perform Marketplace, where breaks will be served. This will be shown at all breaks (two breaks a day), Monday (HOT Day and Partner Day), and Tuesday and Wednesday during general conference.

Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo and URL will be on sponsor page of website.

Short description on Perform website — Sponsor to provide 150 words or less by emailing to perform.sponsor@dynatrace.com Remarks will go under logo on sponsor page of website.

Banner on Perform app — After logo is provided we will design banner that will show on the top of the home screen of the Perform app visible to all attendees using the Perform conference app.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and



hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo will be on sponsor page of our Perform conference app that will be used by most attendees.

Promoted post in conference app — One message to be pushed as an alert to all attendees using the Perform conference app with direction to your booth in our Performance Marketplace. Messages may be up to 140 characters. Message will be sent during general conference.

Branded water station — Water station located in main breakout session area branded with partnering sponsors logo. Logo to be provided by sponsor to perform.sponsor@dynatrace.com.

Logo included in one pre-event email to registrants — Dynatrace will include partner's logo, provided by sponsor after sponsorship is established, to be featured in one email approximately one month before event.

Social media inclusion in one Dynatrace Perform post — Dynatrace will include partner in social media post prior to event. Please contact perform.sponsor@dynatrace.com to discuss post.

DIAMOND SPONSOR PACKAGE

Continued

Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.

Birds-of-a-feather lunch — Reserved table in Perform Marketplace on Wednesday at lunch. Table will seat 10 people. We will have a reserved for sign on the table with your company name. Please find someone in a yellow shirt to help you located your table.

20x20 booth in our Perform Marketplace — Booth rendering found at back of this document. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Monday afternoon — Perform Marketplace opening Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m., followed by a Happy Hour from 5:00 p.m.–6:00 p.m. in the Perform Marketplace, Wednesday 8:00 a.m.–5:00 p.m. Sponsoring partner is to provide any content shown on the 46 inch touchscreen monitor that will be provided and any giveaways at the



booth with also be provided by sponsor. Sponsoring partner may also provide abstract on content to be shown at your booth and we will post this abstract in our app. Please see directions at back of this document regarding where to upload graphics and dimensions.

3 scanners — We will provide three hand held scanners that allow partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.

Speaking opportunities

10-minute mainstage slot with customer — Sponsoring partner will work with partner manager and Perform planner to decide on topic and find customer with whom they will present. Slides will be produced by sponsoring partner and then reviewed by Dynatrace at least one month prior to the event. Rehearsal for speaking slot will happen at Perform prior to presentation. All presentations should be in 16x9 format. Presentations will occur in general session, time slot chosen by Dynatrace, in front of our entire audience.

Events

Private networking reception — Private reception hosted by Dynatrace in hotel suite. Partner can invite up to 30 people. Invitations will be provided on Tuesday morning at registration. Invitations will be hard copy and can be passed out Tuesday and Wednesday with reception being held from 5:30–7:00 p.m. on Wednesday evening, prior to off site event. Appetizers, wine



and beer will be provided during reception. Specs for invitation to be provided by perform.sponsor@dynatrace.com.

Cabana at the pool during Welcome Reception — A reserved cabana at the Welcome Reception from 7:00–9:00 p.m. on Monday evening. Company name will be placed on table in cabana and sponsoring partner may invite others to join them in cabana.

10-minute podcast episode during Welcome reception — Perfbytes Podcast will interview sponsoring partner prior to event (to be arranged by Dynatrace) and then host their show live with sponsoring partner during Welcome Reception. A recording of the podcast will be provided following the event.

Additional Marketing Opportunities (AMO) — Choose AMOs worth up to \$10,000 from pages 16–17. Please email chosen AMOs to perform.sponsor@dynatrace.com.

PLATINUM SPONSOR PACKAGE

Investment: \$50,000

Availability: 5

Attendance

5 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

6 Perform Marketplace passes only — includes access to Perform Marketplace to network at the partner booth. Marketplace is open Monday evening, Tuesday and Wednesday.

3 additional conference passes at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

1 speaker pass — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.sponsor@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment — Acknowledgment by MC on PPT slide at opening of conference.

Recognized by CEO in general session — John Van Sicken will address sponsoring partner's company during his opening keynote address.

Break sponsorship — Brand displayed on sign visible on the way in and out of Perform Marketplace, where breaks will be served. This will be shown at all breaks (two breaks a day), Monday (HOT Day and Partner Day), and Tuesday and Wednesday during general conference.

Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo and URL will be on sponsor page of website.

Short description on Perform website — Sponsor to provide 100 words or less by emailing to perform.sponsor@dynatrace.com Remarks will go under logo on sponsor page of website.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo will be on sponsor page of our Perform conference app that will be used by most attendees.

Promoted post in conference app — One message to be pushed as an alert to all attendees using the Perform conference app with direction to your booth in our Performance Marketplace. Messages may be up to 140 characters. Message will be sent during general conference.

Logo included in one pre-event email to registrants — Dynatrace will include partner's logo, provided by partner during agreement process, to be featured in one email approximately one month before event.

Social media inclusion in one Dynatrace Perform post — Dynatrace will include partner in social media post prior to event. Please contact perform.sponsor@dynatrace.com to discuss post.

Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.



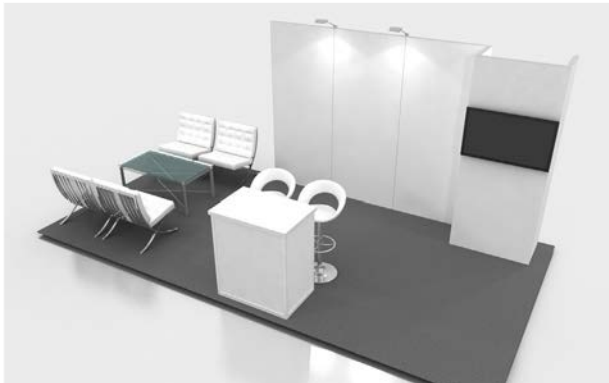
PLATINUM SPONSOR PACKAGE

Continued

Networking opportunities

Birds-of-a-feather lunch — Reserved table in Perform Marketplace on Wednesday at lunch. Table will seat 10 people. We will have a reserved for sign on the table with your company name. Please find someone in a yellow shirt to help you located your table.

10x20 booth in our Perform Marketplace — Booth rendering found at back of this document. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Monday afternoon — Perform Marketplace opening Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m., followed by a Happy Hour from 5:00 p.m.–6:00 p.m. in the Perform Marketplace, Wednesday 8:00 a.m.–5:00 p.m. Sponsoring partner is to provide any content shown on the 46 inch touchscreen monitor that will be provided and any giveaways at the booth with also be provided by sponsor. Sponsoring partner may also provide abstract on content to be shown at your booth and we will print this abstract in



our app. Please see directions at back of this document regarding where to upload graphics and dimensions.

2 scanners — We will provide We will provide two hand held scanners that allow partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.



Speaking opportunities

5-minute mainstage slot — Sponsoring partner will work with partner manager and Perform planner to decide on topic. Slides will be produced by sponsoring partner and then reviewed by Dynatrace at least one month prior to the event. Rehearsal for speaking slot will happen at Perform prior to presentation. All presentations should be in 16x9 format. Presentations will occur in general session, time slot chosen by Dynatrace, in front of our entire audience.



Events

10-minute podcast episode during Welcome reception — Perfbytes Podcast will interview sponsoring partner prior to event (to be arranged by Dynatrace) and then host their show live with sponsoring partner during Welcome Reception. A recording of the podcast will be provided following the event.

Additional Marketing Opportunities (AMO)

— Choose AMOs worth up to \$5,000 from pages 16–17. Please email chosen AMOs to perform.sponsor@dynatrace.com.

GOLD SPONSOR PACKAGE

Investment: \$30,000

Availability: 10

Attendance

2 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

4 Perform Marketplace passes only — includes access to Perform Marketplace to network at the partner booth. Marketplace is open Monday evening, Tuesday and Wednesday.

2 Additional conference passes at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.sponsor@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment —

Acknowledgment by MC on PPT slide at opening of conference.

Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo and URL will be on sponsor page of website.

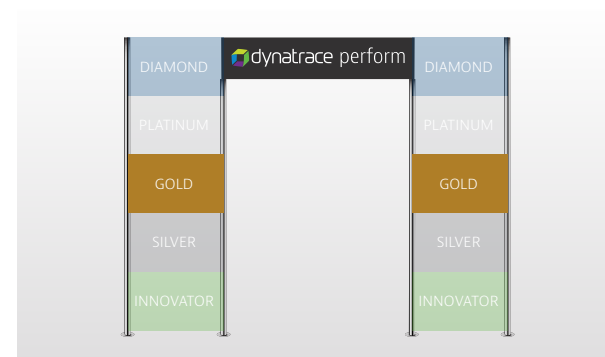
Short description on Perform website — Sponsor to provide 75 words or less by emailing to perform.sponsor@dynatrace.com Remarks will go under logo on sponsor page of website.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo will be on sponsor page of our Perform conference app that will be used by most attendees.



Social media inclusion in one Dynatrace Perform post — Dynatrace will include partner in social media post prior to event. Please contact perform.sponsor@dynatrace.com to discuss post.

Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.



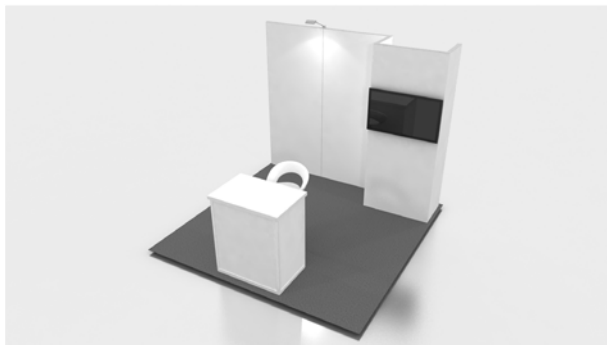
GOLD SPONSOR PACKAGE

Continued

Networking opportunities

Birds-of-a-feather lunch — Reserved table in Perform Marketplace on Wednesday at lunch. Table will seat 10 people. We will have a reserved for sign on the table with your company name. Please find someone in a yellow shirt to help you located your table.

10x10 booth in our Perform Marketplace — Booth rendering found at back of this document. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Monday afternoon — Perform Marketplace opening Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m., followed by a Happy Hour from 5:00 p.m.–6:00 p.m. in the Perform Marketplace, Wednesday 8:00 a.m.–5:00 p.m. Sponsoring partner is to provide any content shown on the 46 inch touchscreen monitor that will be provided and any giveaways at the booth with also be provided by sponsor. Sponsoring



partner may also provide abstract on content to be shown at your booth and we will print this abstract in our app. Please see directions at back of this document regarding where to upload graphics and dimensions.

2 scanners — We will provide two hand held scanners that allow partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.



Events

Additional Marketing Opportunities (AMO) — Choose AMOs worth up to \$2,000 from pages 16–17. Please email chosen AMOs to perform.sponsor@dynatrace.com.

SILVER SPONSOR PACKAGE

Investment: \$15,000

Availability: 15

Attendance

2 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

3 Perform Marketplace passes only — includes access to Perform Marketplace to network at the partner booth. Marketplace is open Monday evening, Tuesday and Wednesday.

1 Additional conference pass at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.sponsor@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment —

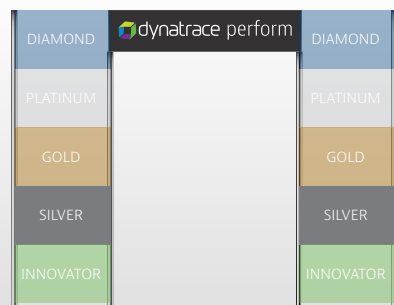
Acknowledgment by MC on PPT slide at opening of conference.

Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo and URL will be on sponsor page of website.

Short description on Perform website — Sponsor to provide 50 words or less by emailing to perform.sponsor@dynatrace.com Remarks will go under logo on sponsor page of website.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo will be on sponsor page of app.

Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.



Networking opportunities

6x10 booth in our Perform Marketplace — Booth rendering found at back of this document with all measurements. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Monday afternoon — Perform Marketplace opening Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m., followed by a Happy Hour from 5:00 p.m.–6:00 p.m. in the Perform Marketplace, Wednesday 8:00 a.m.–5:00 p.m. Sponsoring partner is to provide any content shown on the touchscreen monitor that will be provided and any giveaways at the booth with also be provided by sponsor. Sponsoring partner may also provide abstract on content to be shown at your booth and we will print this abstract in our app. Please see directions at back of this document regarding where to upload graphics and dimensions.

1 scanner — We will provide one hand held scanner that allows partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.

INNOVATOR SPONSOR PACKAGE

Investment: \$5,000

Availability: 15

Attendance

1 full conference pass — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

1 Perform Marketplace pass only — includes access to Perform Marketplace to network at the partner booth. Marketplace is open Monday evening, Tuesday and Wednesday.

1 additional conference pass at a discounted rate — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.sponsor@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

PLEASE NOTE:

Sponsorship is for first-time sponsors only.

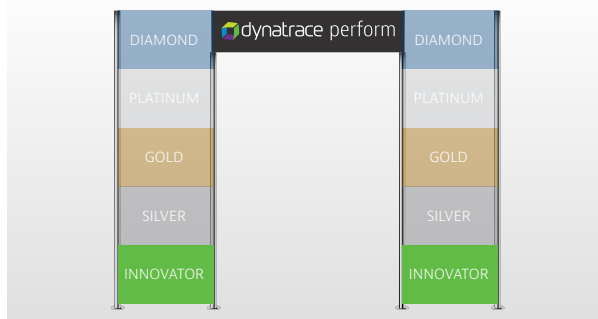
Acknowledgment and Branding

General session acknowledgment —

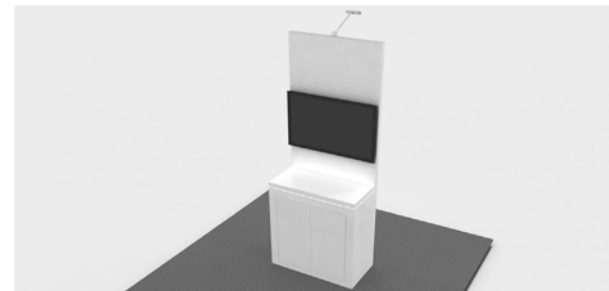
Acknowledgment by MC on PPT slide at opening of conference.

Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo and URL will be on sponsor page of website.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.sponsor@dynatrace.com Logo will be on sponsor page of app.



Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.



Networking opportunities

Kiosk — Kiosk rendering provided at the back of this document. We will design and provide entire kiosk with sponsoring partner's direction. Kiosk setup and take down are our responsibility. Kiosk will be setup on Monday afternoon — Perform Marketplace opening Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m., followed by a Happy Hour from 5:00 p.m.–6:00 p.m. in the Perform Marketplace, Wednesday 8:00 a.m.–5:00 p.m. Sponsoring partner is to provide any content shown on the touchscreen monitor that will be provided and any giveaways at the booth with also be provided by sponsor. Sponsoring partner may also provide abstract on content to be shown at your kiosk and we will print this abstract in our app. Please see directions at back of this document regarding where to upload graphics and dimensions.

1 scanner — We will provide one hand held scanner that allows partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.

Details on additional partner sponsorship items (AMO)

Perform Marketplace Happy Hour sponsor Monday

(From 5:00–7:00 p.m. Monday evening, before entire Welcome Reception opens)

Amount: \$20,000

Availability: 1

Signage to be placed at front of Perform Marketplace event on Monday evening with sponsoring partners name and logo and "sponsored by".

Perform Marketplace Happy Hour sponsor Tuesday

(From 5:00–6:00 p.m. Tuesday evening)

Amount: \$20,000

Availability: 1

Signage to be placed at front of Perform Marketplace event on Tuesday evening with sponsoring partners name and logo and "sponsored by". Sponsors logo on cocktail napkins located in Perform Marketplace and sponsorship also promoted in our Perform app.



Sponsorship of off site conclusion party on Wednesday

Amount: \$20,000

Availability: 1

Signage to be placed in the Brooklyn Bowl where our off site, conclusion to conference event will be held on Wednesday evening. Sponsors logo on cocktail napkins located in Brooklyn Bowl and sponsorship also promoted in our Perform app.



Logo coffee cups in breaks

Amount: \$20,000

Availability: 3

Sponsoring partner will provide logo and logo will then be displayed on coffee cups in the coffee station in the Perform Marketplace. Coffee station will be the place to get a variety of beverages during the conference. It is the main gathering of conference participants.



Hackathon opportunity

Amount: \$2,000

Availability: Unlimited

Sponsoring partner can invite conference participants (via the app) to join them in a challenge. Partner chooses challenge winner and prize is provided by partner at the end of the conference. Challenge should be provided two weeks prior to the conference. Challenge will be pushed out on app.

Breakfast sponsorship

Amount: \$5,000

Availability: Unlimited

Logo displayed on sign visible on the way in and out of Perform Marketplace, where all meals will be served. Breakfast sponsorship includes breakfast on Monday (HOT Day and Partner Day), and Tuesday and Wednesday (general conference).

Details on additional partner sponsorship items (AMO)

Continued

Room drop

Amount: \$10,000

Availability: 2

Partnering sponsor can provide items to go into a bag that we will drop in each participants room upon check in at the hotel. Items must be shipped to the hotel address provided by *perform.sponsor@dynatrace.com* three days prior to Perform. Items must be small enough to fit in a backpack.

Logo on dessert bar items

Amount: \$3,000

Availability: 10

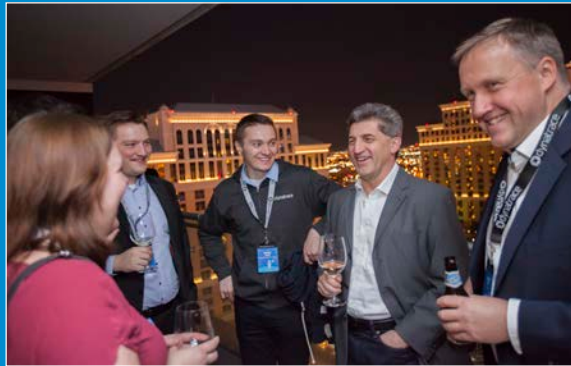
Logo will be displayed on dessert items at the Welcome Reception. Dessert items will be designed by hotel baker once logo is provided to *perform.partner@dynatrace.com* by sponsoring partner.

Private networking reception

Amount: \$10,000

Availability: 2

Private reception hosted by Dynatrace in hotel suite. Partner can invite up to 30 people. Invitations will be provided on Tuesday morning at registration. Invitations will be hard copy and can be passed out Tuesday and Wednesday with reception being held from 5:30–7:00 p.m. on Wednesday evening, prior to off site event. Appetizers, wine and beer will be provided during reception.



Birds-of-a-feather lunch

Amount: \$3,000

Availability: 5

Reserved table in Perform Marketplace on Wednesday at lunch. Table will seat 10 people. We will have a reserved for sign on the table with your company name. Please find someone in a yellow shirt to help you locate your table.

Wireless sponsor

Amount: \$20,000

Availability: 1

See sponsoring partner's name when customers go to log on to the wifi during the conference.

Session at HOT day training

Amount: \$20,000

Availability: 1

Dynatrace will provide a room on Monday, January 29th where you can provide training for up to 30 attendees on your product. Sponsoring partner will be able to send invites out or we can open the registration process for this class. Partner will provide all content, to be reviewed by Dynatrace, for this class. Class can be half or full day, and Dynatrace will provide meals to attendees. We will also provide a projector and microphone if needed. Dynatrace can provide attendee information prior to event in case pre-work is required. We can also provide all wireless needed for class.



Booth artwork dimensions and submission details

Diamond



20X20

[DOWNLOAD TEMPLATE](#)

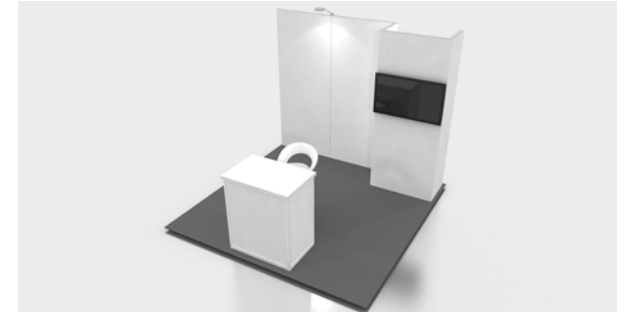
Platinum



10X20

[DOWNLOAD TEMPLATE](#)

Gold



10X10

[DOWNLOAD TEMPLATE](#)

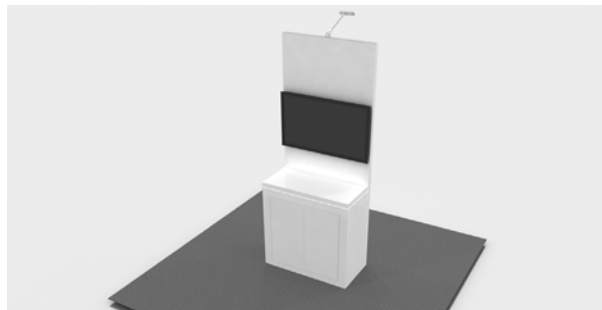
Silver



6x10

[DOWNLOAD TEMPLATE](#)

Innovator



Kiosk

[DOWNLOAD TEMPLATE](#)

Please submit the following by Nov. 20:

Artwork type: AI, EPS, or PDF
Resolution: 150dpi
Colorspace: CMYK
Fonts: Outlined

Go to <https://www.hightail.com/u/ExpoMarketing> to upload your artwork files.

FOR QUESTIONS CONTACT:

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Expo Marketing
+1 (949) 681-7212



dynatrace perform

The Bellagio, Las Vegas | January 29–31, 2018 | HOT Day and Partner Day January 29

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Dynatrace has redefined how you monitor today's digital ecosystems. AI-powered, full stack and completely automated, it's the only solution that provides answers, not just data, based on deep insight into every user, every transaction, across every application. The world's leading brands, including, 72 of the Fortune 100, trust Dynatrace to optimize customer experiences, innovate faster and modernize IT operations with absolute confidence.

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