dynatrace
Perform

Perform Summit Barcelona 2019

May 20–23, 2019
Fairmont Rey Juan Carlos

2019 Sponsorship Guide

Perform Summit Barcelona Overview

Perform is Dynatrace's premier multi-track user conference that brings together more than 1000 active Dynatrace users, enthusiastic experts, strategic partners, and the best and brightest in the industry.

Top three reasons people attend Perform:

1	**2**	**3**
To learn	**To be inspired**	**To network**
What's new in the cloud — including what organizations need to transform the way they work and succeed in an increasingly complex software universe.	Hear from the most engaged and driven technical professionals, ready to network and share ideas that will inspire.	With more than 1200 attendees at Perform Summit Barcelona, there are many opportunities to build relationships.

Perform Summit Barcelona 2019 will feature keynote presentations from Dynatrace and industry experts as well as unmissable breakout sessions that include successful customer journeys and Hands-On Training. This year's event will also involve a newly designed and much larger Expo Center, a major closing celebratory party and much, much more.

Why Sponsor?

Be a part of the biggest cloud transformation event in Europe, Middle East and Africa:

Coverage right across Perform Summit Barcelona 2019
With more than 35 breakout sessions, workshops, and demo presentations led by customers, partners, and Dynatrace experts your brand will be front-of-mind throughout the event.

Direct involvement
With more than 20 hours for attendees to network, there is ample opportunity for your representatives to build relationships with hundreds of people from the biggest companies in the cloud and digital transformation space.
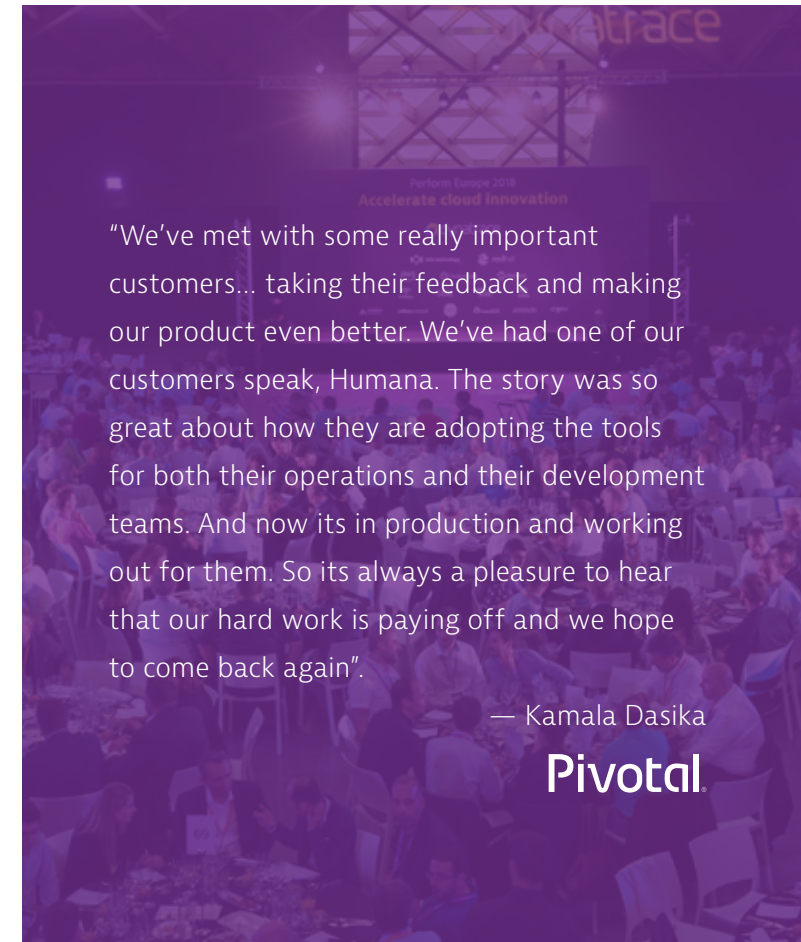
New business opportunities
Invaluable 1:1 time with senior leadership and technical experts in Dynatrace's leading product, development, support, and DynatraceONE services.

Endless brand recognition
The company you keep at our event will put you alongside the biggest cloud players and most innovative IT companies in the world.

"We've met with some really important customers... taking their feedback and making our product even better. We've had one of our customers speak, Humana. The story was so great about how they are adopting the tools for both their operations and their development teams. And now its in production and working out for them. So its always a pleasure to hear that our hard work is paying off and we hope to come back again".
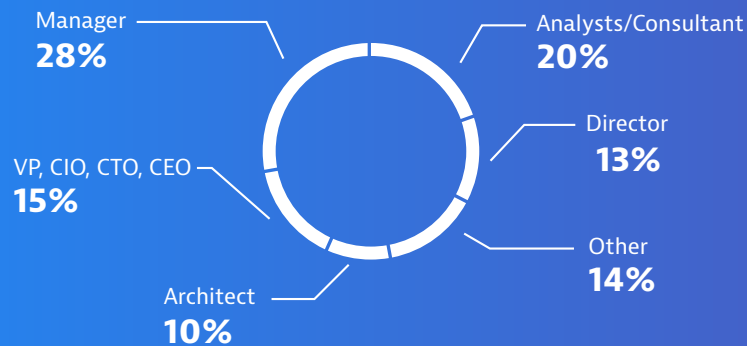
— Kamala Dasika

Pivotal

Ready to sponsor?
Contact us today at perform.summit.barcelona@dynatrace.com to request your contract so you can reserve your sponsorship at Perform Summit Barcelona 2019.

Demographics & Quick Facts

Demographics by title

Manager 28%

Analysts/Consultant 20%

Director 13%

Other 14%

VP, CIO, CTO, CEO 15%

Architect 10%

Top 15 countries

Belgium
Finland
France
Germany
Hungary
Italy
Netherlands
Norway
Poland
Spain
Switzerland
Turkey
Ukraine
United Kingdom
United States

Notable attendees

Citrix
SAP
Europcar
Toyota
TUI
Veolia
T-Systems

Zurich Insurances
Air Canada
AXA
Carrefour
Rabobank
El Corte Inglés

Top industries

20% Financial Services

17% Others

16% Software/Hardware Computer Services

12% Retail

9% Manufacturing

9% Insurance

9% Telecom

8% Education

Perform Summit Barcelona 2018 quick facts

20 presenters shared experiences in main stage sessions and for 20 hours of breakouts

3 major announcements breaking new ground in APM innovation

376 trainees at the sold-out Hands-On Training day

200+ attendees received their Dynatrace certification

1,000 tweets using #Perform2018 on the first day

5,600 cups of coffee served
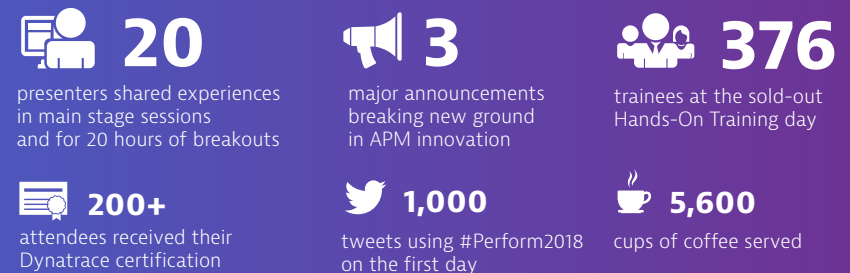
2019 Perform Summit Barcelona Sponsorship Packages

	Diamond	Platinum	Gold	Silver
Investment	**40,000€**	**30,000€**	**15,000€**	**10,000€**
Availability*	2	2	6	8
Attendance				
Conference passes**	8	5	3	2
Additional full conference passes at a discounted rate (50% off)	4	3	2	1
Speaker passes	1	1		
Acknowledgement and Branding				
General session acknowledgment	✓	✓	✓	✓
Logo and URL on Perform website	✓	✓	✓	✓
Brand description on Perform website	150 words	100 words	75 words	50 words
Banner in Perform app	✓			
Logo inclusion on Perform app	✓	✓	✓	✓
Promoted post in Perform app	✓	✓	✓	
Logo included in one pre-event email to registrants	✓	✓	✓	
Dedicated social posts during event	3	2	2	1
Post-event social post	1	1	1	1
Logo included on Perform signage in conference area	✓	✓	✓	✓

*Dynatrace reserves the right to alter availability at any time.

**The event passes only include entrance to the event.
Any hotel or travel costs must be taken care of by yourselves.

2019 Perform Summit Barcelona Sponsorship Packages

	Diamond	Platinum	Gold	Silver
Engagement				
30-min. speaking session (breakout)	✓	✓		
Private meeting room	✓			
Seat drop (collateral) during breakout session	✓	✓		
Exhibit				
Booth	6x4m	4x3m	3x2,5m	2x2m

We are happy to offer a 20% discount on the packages if:

· You were a sponsor of Perform Summit Barcelona 2018

· You were a sponsor or Perform Las Vegas 2019

· You sponsored at least 3 local Performs from the Europe Series 2018

Diamond Sponsor Package

Investment: 40,000€

Availability: 2

Attendance:

8 FULL CONFERENCE PASSES
Includes access to all Perform keynotes, breakout sessions and social events (does not include HOT Day).

4 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).

Engagement Opportunities

30-minute breakout speaking spot with customer
Sponsor will work with sponsor manager and Perform planner to decide on topic. Slides will be produced by sponsor and then reviewed and approved by Dynatrace at least one month prior to the event.

Private meeting space
A meeting room at the Fairmont, large enough for meetings with up to eight guests.

Seat drop
Sponsor can provide collateral to be placed on seats during one breakout session. Collateral needs to be reviewed and approved by Dynatrace at least one month prior to the event.

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 vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo and URL will be on sponsor page of website.

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

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

Logo inclusion on Perform app
Logo provided by sponsor after sponsorship is established. Logo must be color and vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo will be on sponsor page of our Perform conference app that will be used by most attendees.

Promoted post in Perform 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 Expo Center. Messages may be up to 140 characters. Message will be sent during general conference.

Diamond Sponsor Package (cont.)

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

3 dedicated social media posts during Perform
Dynatrace will include three sponsor social media posts during to the event. Please contact perform.summit. barcelona@dynatrace.com to discuss.

1 post-event social post
Dynatrace will include sponsor in social media post after Perform wraps. Contact perform.summit.barcelona@ dynatrace.com to discuss.

Logo included on Perform signage in conference area
Sponsor's logo will be included on signs around the Perform conference area during general conference.

Exhibit

6x4 booth in the Perform Expo Center
Booth rendering can be found at the back of this document. Dynatrace will design and provide an entire booth according to the sponsor's direction. Booth set up and take down are the responsibility of Dynatrace. Booth will be setup on Monday afternoon. Perform Expo Center opens Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m and Wednesday 8:00 a.m.–5:00 p.m. Sponsors can provide content to be shown on the 46-inch monitor that Dynatrace will supply. Sponsor also can provide giveaways for attendees. Please see directions at back of this document regarding where to upload graphics and dimensions.
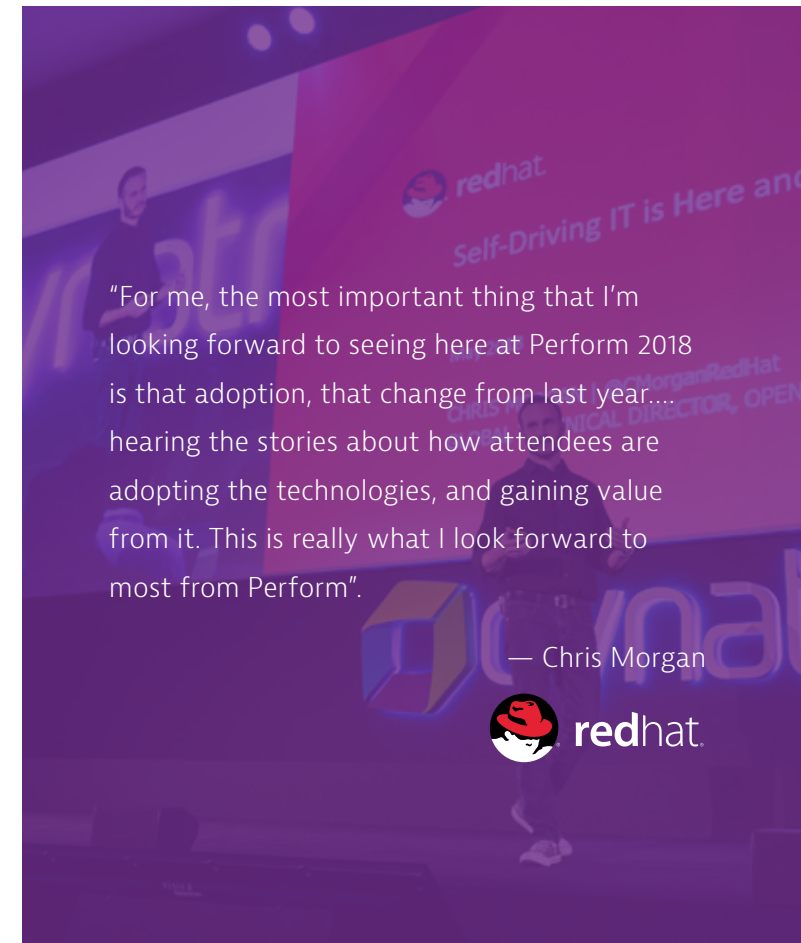
"For me, the most important thing that I'm looking forward to seeing here at Perform 2018 is that adoption, that change from last year.... hearing the stories about how attendees are adopting the technologies, and gaining value from it. This is really what I look forward to most from Perform".

— Chris Morgan

Ready to sponsor?
Contact us today at perform.summit.barcelona@ dynatrace.com to request your contract so you can reserve your sponsorship at Perform Summit Barcelona 2019.

Platinum Sponsor Package

Investment: 30,000€

Availability: 2

Attendance:

5 FULL CONFERENCE PASSES
Includes access to all Perform keynotes, breakout sessions and social events (does not include HOT Day).

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).

Engagement Opportunities

30-minute breakout speaking spot with customer
Sponsor will work with sponsor manager and Perform planner to decide on topic. Slides will be produced by sponsor and then reviewed and approved by Dynatrace at least one month prior to the event.

Seat drop
Sponsor can provide collateral to be placed on seats during one breakout session. Collateral needs to be reviewed and approved by Dynatrace at least one month prior to the event.

Acknowledgment and Branding

General session acknowledgment
Acknowledgment by MC on PPT slide at opening of conference.
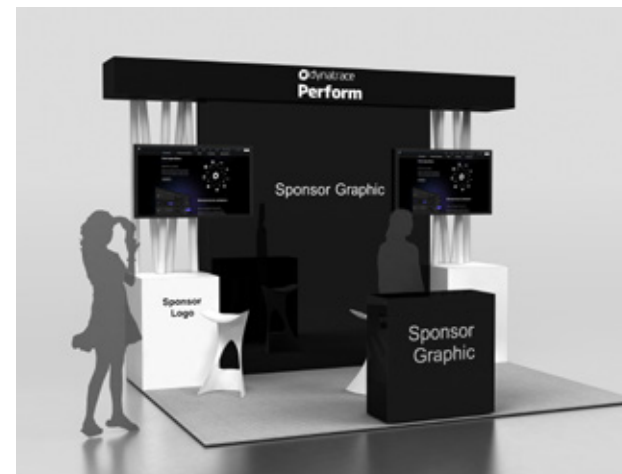
Logo and URL on Perform website
Logo and URL provided by sponsor after sponsorship is established. Logo must be color and vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo and URL will be on sponsor page of website.

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

Logo inclusion on Perform app
Logo provided by sponsor after sponsorship is established. Logo must be color and vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo will be on sponsor page of our Perform conference app that will be used by most attendees.

Promoted post in Perform 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 Expo Center. 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 sponsor's logo, provided by sponsor during agreement process, to be featured in one email approximately one month before event.

2 dedicated social media posts during Perform
Dynatrace will include the sponsor in two social media post during Perform event. Contact perform.summit.barcelona@dynatrace.com to discuss.

1 post-event social post
Dynatrace will include the sponsor in one social media post after Perform wraps. Contact perform.summit.barcelona@dynatrace.com to discuss.

Platinum Sponsor Package (cont.)

Logo included on Perform signage in conference area

Sponsor's logo will be included on signs around the Perform conference area during general conference.

Exhibit

4x3 booth in the Perform Expo Center

Booth rendering can be found at the back of this document. Dynatrace will design and provide an entire booth according to the sponsor's direction. Booth set up and take down are the responsibility of Dynatrace. Booth will be setup on Monday afternoon. Perform Expo Center opens Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m and Wednesday 8:00 a.m.–5:00 p.m. Sponsors can provide content to be shown on the 46-inch monitor that Dynatrace will supply. Sponsor also can provide giveaways for attendees. Please see directions at back of this document regarding where to upload graphics and dimensions.

"The value of coming to Perform, and this is my first Perform, is that it was nice to see the setup. I've had some good meetings with the execs here, really looking at how we drive that alignment. It was also good to be involved in the sponsor events on the first day where we were able to position our value proposition not only to SAP's existing customers and sponsors but also to Dynatrace's growing ecosystem."

— Marc Geall

Ready to sponsor?

Contact us today at perform.summit.barcelona@dynatrace.com to request your contract so you can reserve your sponsorship at Perform Summit Barcelona 2019.

Gold Sponsor Package

Investment: 15,000€

Availability: 6

Attendance:

3 FULL CONFERENCE PASSES
Includes access to all Perform keynotes, breakout sessions and social events (does not include HOT Day).

2 ADDITIONAL CONFERENCE PASSES AT A DISCOUNTED RATE
Includes access to all Perform keynotes, breakout sessions and social events (does not include HOT Day).

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 vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo and URL will be on sponsor page of website.

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

Logo inclusion on Perform app
Logo provided by sponsor after sponsorship is established. Logo must be color and vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo will be on sponsor page of our Perform conference app that will be used by most attendees.
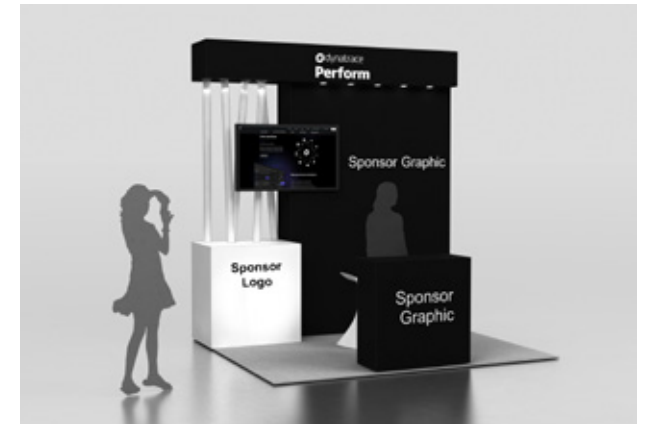
Promoted post in Perform app
One message to be pushed as an alert to all attendees using the Perform conference app with direction to your booth in our Performance Expo Center. Messages may be up to 140 characters. Message will be sent during general conference.

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

2 dedicated social media posts during Perform
Dynatrace will include the sponsor in two social media posts during to the event. Please contact perform.summit.barcelona@dynatrace.com to discuss posts.

1 post-event social post
Dynatrace will include the sponsor in one social media post after Perform wraps. Contact perform.summit.barcelona@dynatrace.com to discuss.

Logo included on Perform signage in conference area
The sponsor's logo will be included on signs around the Perform conference area during general conference.

Exhibit

3x2,5 booth in the Perform Expo Center
Booth rendering can be found at the back of this document. Dynatrace will design and provide an entire booth according to the sponsor's direction. Booth set up and take down are the responsibility of Dynatrace. Booth will be setup on Monday afternoon. Perform Expo Center opens Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m and Wednesday 8:00 a.m.–5:00 p.m. Sponsors can provide content to be shown on the 46-inch monitor that Dynatrace will supply. Sponsor also can provide giveaways for attendees. Please see directions at back of this document regarding where to upload graphics and dimensions.

Silver Sponsor Package

Investment: 10,000€

Availability: 8

Attendance:

2 FULL CONFERENCE PASSES
Includes access to all Perform keynotes, breakout sessions and social events (does not include HOT Day).

1 ADDITIONAL CONFERENCE PASSES AT A DISCOUNTED RATE
Includes access to all Perform keynotes, breakout sessions and social events (does not include HOT Day).

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 vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo and URL will be on sponsor page of website.

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

Logo inclusion on Perform app
Logo provided by sponsor after sponsorship is established. Logo must be color and vector format (AI or EPS). Please email logo to perform.summit.barcelona@dynatrace.com. Logo will be on sponsor page of our Perform conference app that will be used by most attendees.

1 dedicated social media posts during Perform
Dynatrace will include the sponsor in one social media post during to the event. Please contact perform.summit.barcelona@dynatrace.com to discuss post.

1 post-event social post
Dynatrace will include the sponsor in one social media post after Perform wraps. Contact perform.summit.barcelona@dynatrace.com to discuss.
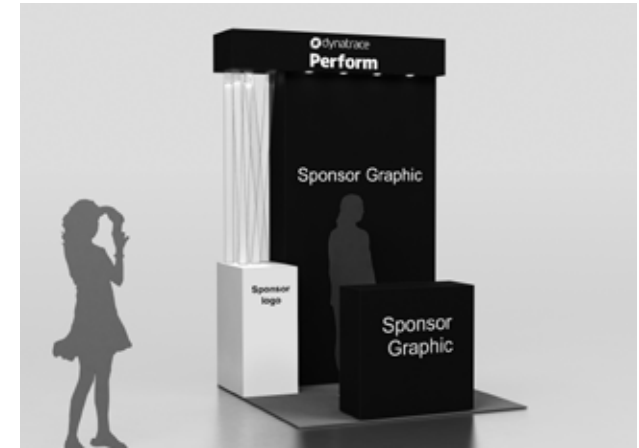
Exhibit

2x2 booth in the Perform Expo Center
Booth rendering can be found at the back of this document. Dynatrace will design and provide an entire booth according to the sponsor's direction. Booth set up and take down are the responsibility of Dynatrace. Booth will be setup on Monday afternoon. Perform Expo Center opens Monday afternoon 5:00–9:00 p.m. Additional booth hours are as follows: Tuesday 8:00 a.m.–5:00 p.m and Wednesday 8:00 a.m.–5:00 p.m. Sponsors can provide content to be shown on the 46-inch monitor that Dynatrace will supply. Sponsor also can provide giveaways for attendees. Please see directions at back of this document regarding where to upload graphics and dimensions.

Additional Marketing Opportunities

Additional Marketing Opportunities (AMOs) are "à la carte" enhancements available only to contracted sponsors. AMOs are designed to customize and enhance a sponsor's participation through unique engagement, brand awareness and experience opportunities. AMOs are available on a first come, first served basis.

Opportunities	Amount	Availability	Details
Lunch Sponsor	3,000€	2	Logo displayed on the way in and out of the Perform Expo Center, where the lunch will be served. Lunch sponsorship is available during Tuesday (HOT Day and Perform), and Wednesday (general conference)
Coffee Break Sponsor	2,000€	3	Logo displayed on all coffee stands during breaks on Tuesday afternoon, Wednesday morning or Wednesday afternoon (to be chosen)
Snack and Drink Station Sponsor	3,000€	2	Logo displayed on sign that will be on all snack and drink station coffee stands during all day on Tuesday or Wednesday
Flyer in the Welcome bag	3,000€	1	Addition of 1 asset in the Welcome bag (merchandise, whitepaper, flyer etc...)
Charging Station Sponsor	6,000€	1	Charging Station completely branded with the sponsor logo on Tuesday, Wednesday and Thursday
Lanyard Sponsor	2,000€	1	Lanyard for all attendees will include the sponsor logo (in addition to the Dynatrace logo)
Massage Corner Sponsor	2,000€	1	Logo displayed on sign of the Massage Corner and on the T-shirt of the masseur. Message "Relax with xxx"

Next Steps

Sponsorship of Perform Summit Barcelona is reserved for Dynatrace Partner Community members with Diamond, Platinum, Gold and Silver package levels requiring specific membership. Not a Dynatrace Partner? Learn more at dynatrace.com/partners.

If you're a Dynatrace Partner and are ready to secure your sponsorship, please contact perform.summit.barcelona@dynatrace.com to begin the contract process. Sponsorships are available on a first come, first served basis. Contact perform.summit.barcelona@dynatrace.com to reserve your sponsorship today.
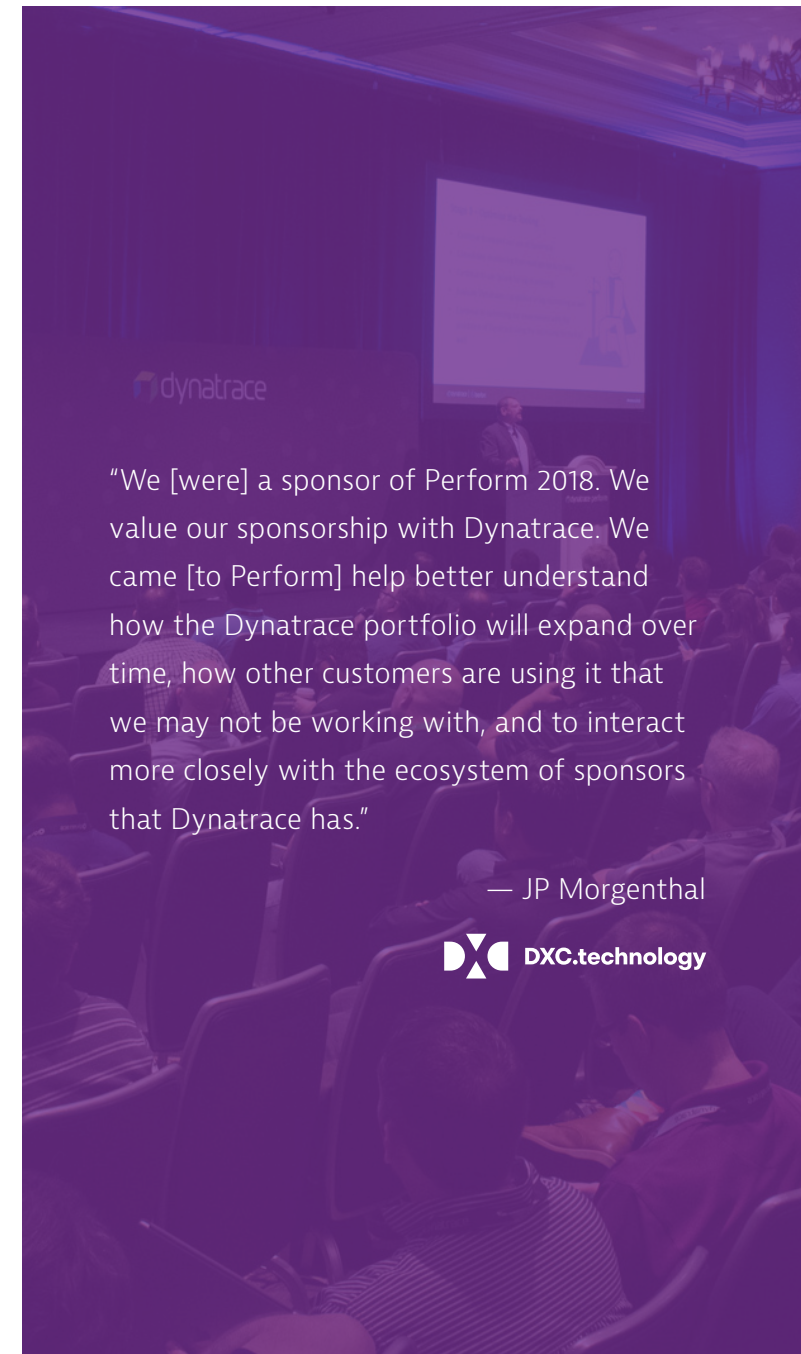
"We [were] a sponsor of Perform 2018. We value our sponsorship with Dynatrace. We came [to Perform] help better understand how the Dynatrace portfolio will expand over time, how other customers are using it that we may not be working with, and to interact more closely with the ecosystem of sponsors that Dynatrace has."
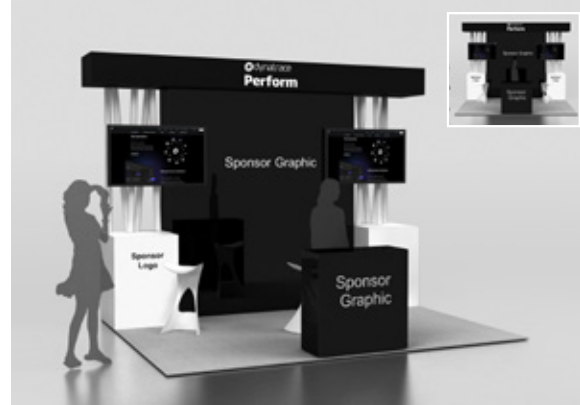
— JP Morgenthal

DXC.technology

Booth Artwork Dimensions and Submission Details
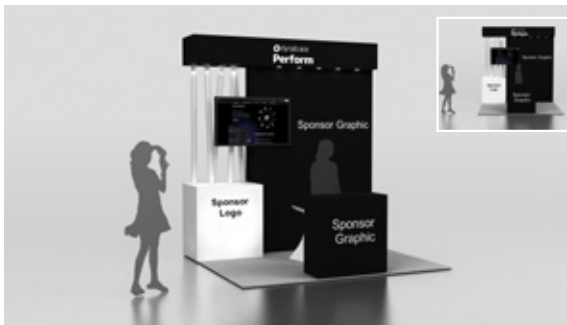
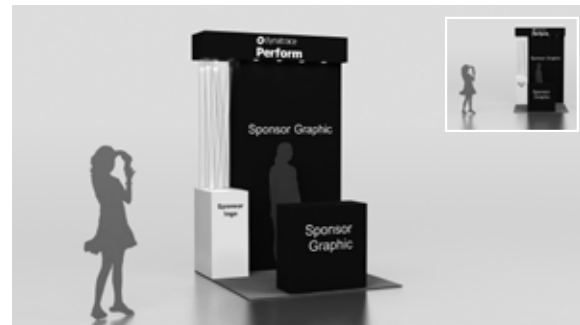## Diamond
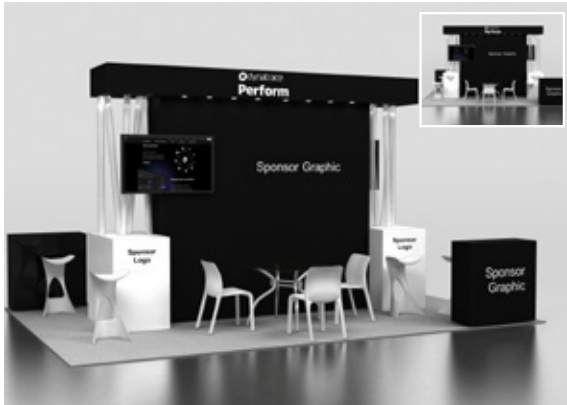
6x4m

Platinum

4x3m

Gold

3x2,5m

Silver

2x2m

The Artwork detailed dimensions and details will be sent once your sponsorship is confirmed.

Please submit by April 15:

Artwork type:	AI, EPS, or PDF
Resolution:	72dpi
Colorspace:	CMYK
Fonts:	Outlined

UPLOAD FILES HERE:

https://ciberevents.com/ciber/ap/events/forms/pap/up/index.php

FOR QUESTIONS CONTACT:
Rosana Debellis
Perform.Dynatrace@papcongresos.es
PAP Congresos
+34 913 675 365

ᐯdynatrace

Perform

Learn more at dynatrace.com/perform-europe/conference

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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