

GrafanaCon LA 2019

February 25-26, 2019 - Los Angeles, CA



PROSPECTUS

GrafanaCon LA 2019 - Los Angeles, CA

Join the Grafana team, along with hundreds of monitoring and data aficionados, and some of the Internet's most well known companies in sunny Los Angeles, California for GrafanaCon LA. This two-day event was created to discuss monitoring, data visualization, and open source software. Torkel Odegaard, creator of Grafana, leads these events and they continue to grow in every way.

Intel	Prometheus	Uber	Amazon	Rackspace
eBay	PayPal	Splunk	Salesforce	Bloomberg
Barclays	SoundCloud	NBCUniversal	HBO	Stack Exchange
Sony	Redhat	EA	Booking.com	Fermlab
NS1	Kentik	InfluxData	Percona	Packet
NetApp	Circonus	CERN	Microsoft	BelugaCDN
Packet	GE	Staples	Capital One	Google

GrafanaCon is structured as a two-day conference focused on metrics and monitoring from speakers who span the Grafana ecosystem. In addition to the hours of valuable content, there will be space for sponsor exhibits to speak directly with attendees, conduct demos and interact with the Grafana community.

Each GrafanaCon has been bigger and better than the previous in every way. Sponsoring GrafanaCon LA offers valuable exposure and a great way to reach the rapidly growing Grafana community.

	GrafanaCon EU	GrafanaCon LA (est)
Attendees	350+	400+
Number of Days	2	2
Hours of Content	14+	30+
Number of Speakers	30+	30+



GrafanaCon LA 2019 - Los Angeles, CA

Sponsorship Packages

Platinum Sponsorship - \$18,000 (Limit 3)

This exclusive sponsorship package gives your company top-billing at GrafanaCon LA. Platinum sponsors will be the most visible and recognized supporters. Platinum sponsors receive the most options to maximize your company's presence at the conference.

All Platinum Sponsors Receive:

- Premier placement on the conference website
- Premier placement on conference videos
- Full-color logo displayed prominently on event banners
- Logo in screen rotation between presentations
- Four (4) free conference passes

*In Addition, Platinum Sponsors can Choose Up to **Three (3)** Extra Benefits Below:*

- Co-Sponsor evening reception - or - Co-Sponsor the official after party
- 1 or 2-color logo on conference lanyards
- Lunch either day, with branded signage
- Refreshments either day, with branded signage
- 5-Minute sponsor talk
- Exhibit space



GrafanaCon LA 2019 - Los Angeles, CA

Sponsorship Packages Continued

Gold Sponsorship - \$10,000 (limit 10)

The Gold Sponsor level is an effective way to reach future customers while distinguishing yourself from your competitors.

All Gold Sponsors Receive:

- Company logo on the conference website
- Full-color logo on event banners
- Logo in screen rotation between presentations
- Three (3) free conference passes

*In Addition, Gold Sponsors can Choose Up to **Two (2)** Extra Benefits Below:*

- Co-Sponsor evening reception - or - Co-Sponsor the official after party
- 1 or 2-color logo on conference lanyards
- Lunch either day, with branded signage
- Refreshments either day, with branded signage
- 5-Minute sponsor talk
- Exhibit space

Silver Sponsorship - \$5,000

A cost-effective way to gain visibility to the Grafana community. The shared sticker table is always popular and sure to get your company noticed.

- Company logo on the conference website
- Full-color logo on event banners
- Logo in screen rotation between presentations
- Space on shared sticker table
- One (1) free conference pass



GrafanaCon LA 2019 - Los Angeles, CA

Other Sponsorship Packages

Ecosystem Partner - \$18,000 (Invite Only)

This is an exclusive partnership that is invite only.

Ecosystem partners get the unique opportunity to own a track of morning talks on the second day of GrafanaCon. Your organization can reach a targeted segment of attendees through multiple presentations to highlight your technology and expertise during a series of morning of talks, deep technical dives, live demos, and focused workshops.

We can customize the room with design/lighting that compliments your brand and have your logo prominently displayed on signage and way finding elements.

This partnership will give you unprecedented access to GrafanaCon attendees and provides the highest amount of visibility we can offer at the event. **Set the pace of GrafanaCon LA day 2.**

Ecosystem Partners Receive:

- Premier placement on the conference website
- Premier placement on conference videos
- Full-color logo displayed prominently on event banners
- Logo in screen rotation between presentations
- Five (5) free conference passes



GrafanaCon LA 2019 - Los Angeles, CA

Device Charging Lounge - \$10,000 (Limit 1)

Make your presence at GrafanaCon more... powerful. The charging station lounge will provide attendees with the chance to charge their phones, tablets and laptops while still being able to sit comfortably and watch the talks. You'll be a hero!

Tech Sponsor - \$10,000 (Limit 1)

Provide the lifeblood of any tech conference - the WiFi. Your sponsorship will ensure everyone has access to high-speed WiFi even when they should be watching the talks. You can customize the hot-spot name and password with your company or message.

Special Swag - \$5,000 (Limit 1)

We have some of the best conference swag out there! Our custom designed data-viz scarves are always a hit, but hardly appropriate for sunny Los Angeles. We're working through concepts now, and can include your company logo or mark on this stylish and collectible reminder of the event.

Contact Us

For more information about these packages, crafting a **custom package** or any other questions you may have, please contact: hello@grafana.com



GrafanaCon LA 2019 - Los Angeles, CA

Your Company Contact Information (Please complete form below)

Contact Name _____ Company Name _____

Address _____

City, State _____ Zip _____

Phone _____ FAX _____

E-Mail _____ Website Address _____

Representative Names for Badges

Attendee Name _____ E-mail _____

Attendee Name _____ E-mail _____

Attendee Name _____ E-mail _____

Attendee Name _____ E-mail _____

Additional Benefits (Platinum sponsors may choose **up to three**, Gold sponsors may choose **up to two** additional benefits. Some standard and additional benefits may be unavailable as they are handed out on a first come, first served basis.)

- | | |
|---|--|
| <input type="checkbox"/> Co-Sponsor after-conference dinner/reception (Limit 2) SOLD OUT | <input type="checkbox"/> Co-Sponsor official after party (Limit 2) SOLD OUT |
| <input type="checkbox"/> Your branding on the conference lanyards (Limit 1) SOLD OUT | <input type="checkbox"/> Morning refreshments, day 2, with branded signage |
| <input type="checkbox"/> Morning refreshments, day 1, with branded signage | <input type="checkbox"/> Lunch, day 2, with branded signage SOLD OUT |
| <input type="checkbox"/> Lunch, day 1, with branded signage | <input type="checkbox"/> Mid-day refreshments, day 2, with branded signage |
| <input type="checkbox"/> Mid-day refreshments, day 1, with branded signage | <input type="checkbox"/> Afternoon refreshments, day 2, with branded signage |
| <input type="checkbox"/> Afternoon refreshments, day 1, with branded signage | |
| <input type="checkbox"/> 5-Minute Sponsor talk SOLD OUT | |
| <input type="checkbox"/> Exhibit space | |



GrafanaCon LA 2019 - Los Angeles, CA

Payment Information

Sponsorship Level

- ☐ Platinum: \$18,000 ☐ Gold: \$10,000 ☐ Silver: \$5,000 ☐ Custom:
- ☐ Ecosystem Partner: \$18,000 ☐ Tech Sponsor: \$10,000 ☐ Device Charging Lounge: \$10,000
- ☐ Special Swag: \$5,000

Payment Options

- ☐ Check Enclosed \$ _____
- ☐ Wire Transfer
- ☐ Credit Card (Name) _____

Number _____

Expiration _____ CID# _____

Signature _____

TOTAL AMOUNT

Completed forms can be emailed to:

Trent White

Conference Organizer

trent@grafana.com

(660) 441.3029



GrafanaCon LA 2019 - Los Angeles, CA

GrafanaCon Code of Conduct

All delegates, speakers, sponsors and volunteers at any GrafanaCon event are required to agree with the following code of conduct. Organizers will enforce this code throughout the event.

The Quick Version

GrafanaCon is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of the conference organizers.

The Less Quick Version

Harassment includes offensive verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors are also subject to the anti-harassment policy. In particular, sponsors should not use sexualized images, activities, or other material. Be careful in the words that you choose. Remember that sexist, racist, and other exclusionary jokes can be offensive to those around you. Excessive swearing and offensive jokes are not appropriate for GrafanaCon. If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund.



GrafanaCon LA 2019 - Los Angeles, CA

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately. Conference staff will be visible by their special badges and clothing.

Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

We expect participants to follow these rules at all conference venues and conference-related social events.

