

Veritas Vision 2017

ARIA RESORT, LAS VEGAS | SEPTEMBER 18-20, 2017

Sponsorship Prospectus

A MESSAGE FROM OUR CHIEF MARKETING OFFICER



Lynn Lucas
Chief Marketing Officer
Veritas

The powerful conversation at Vision 2016 resonated with all attendees: customers, partners, analysts and media alike. As the lifeblood of our businesses, information is indeed everything. Winning in today's world means having visibility to your data, maintaining compliance to data privacy regulations and then using it to gain competitive advantage and drive more value for your customers.

That exciting exchange of ideas continues now in 2017. We will explore what's new in enterprise data management, and provide you, our sponsors, with opportunities to showcase your solutions and how they address today's trends around hybrid cloud, unified data protection, software defined storage, information governance, and OpenStack and containers.

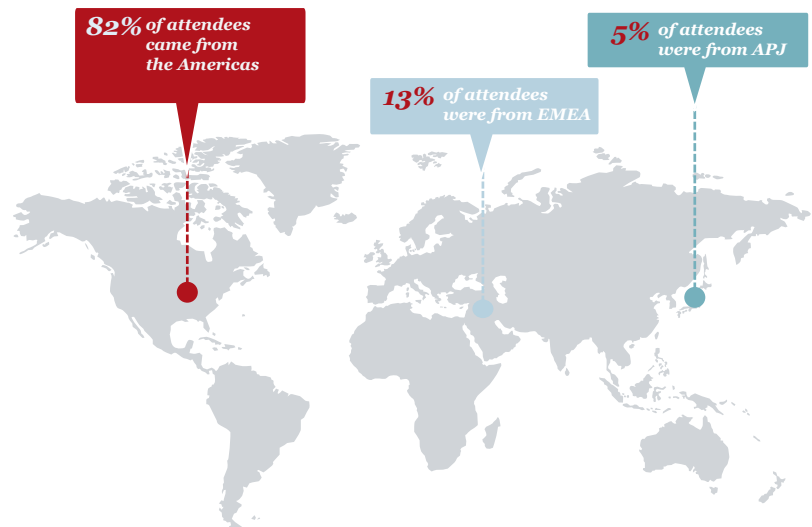
As a sponsor of Vision, you are an integral part of helping our attendees gain that competitive advantage. So please join us for Vision 2017 and help us build upon our momentum!



VISION DEMOGRAPHICS

Vision 2017 will attract over 1800 attendees spanning c-level and strategic audiences with a large presence from functional attendees.

The conference will feature tailored content with multi-tracks, networking opportunities, and learning activities for all attendees.



BUSINESS IMPACT

NETWORKING

Networking with product experts, peers, and partners/sponsors are three of the top six reasons people attend Vision.



VISION = VALUE

Over 84% of all new attendees rated Vision an overall value of very good or excellent.



INCREASED KNOWLEDGE

More than 80% of attendees stated their knowledge of information management trends and technologies increased as a result of attending Vision.



COMPANY SIZE

89% ↑

PLAY A ROLE IN PURCHASING

More specifically, 20% are decision makers and 51% are decision influencers.

64% ↑

PORTFOLIO EXPANSION

As a result of attending Vision, 64% of attendees stated that they planned to expand their current portfolio.

53% ↑

PLAN TO PURCHASE NEW PRODUCTS

A large portion of attendees will have a positive impact on encouraging their companies to evaluate new products they viewed at Vision.



40%

5000+ Employees



30%

501 - 5000 Employees



30%

1 - 500 Employees

VISION 2017 SPONSORSHIP LEVELS AND BENEFITS

Veritas Vision 2017 offers three main sponsorship levels, plus a variety of a la carte Marketing and Promotional Opportunities (MPOs) that you can add to enhance any sponsorship package.

	Platinum	Gold	Silver
2017 Pricing	\$75,000	\$25,000	\$12,500
Number Available	3	12	25
Thought Leadership - Speaking			
Participation in 20-minute Platinum Keynote Panel to discuss current industry trends <i>(Panel to include other platinum sponsors and a moderator)</i>	(1) Spot based on relevant content		
60 minute Breakout Session <i>(Topic and presentation subject to Veritas review and approval)</i>	2	1	
Breakout Session scanned attendee data <i>(First name, last name, title, company and email for those that have opted-in)</i>	Yes	Yes	
Executive Forum			
Executive Forum co-located cocktail reception hosted by Veritas executives (typically held Monday night). <i>Attendee must meet specific criteria and be approved by Veritas.</i>	Two CXO (Reception only)		
Conference Passes			
Conference passes-complimentary full conference	20	8	4
Optional discounted full conference passes for purchase at early bird price	4	2	1
Full conference pass \$100 discount code to share with customers/prospects. <i>(Available upon request up to July 15th)</i>	Yes	Yes	Yes
Customer Meeting Space			
Executive Hospitality Suite with dedicated boardroom <i>(located in the hotel portions of the Aria)</i>	3 days	Opportunity to book 1 day <i>(location based on availability)</i>	
Pre-Event Marketing			
Sponsor logos included by sponsor level on sponsor ad banner on Veritas HTML email to Vision database <i>(if contracted before July 1, 2017)</i>	2	1	
Opt-in attendee company name, last name, and title provided pre-event <i>(for scheduling meetings)</i>	Yes		
Sponsor can announce a press release with a Vision subject line. Publishing is the responsibility of the sponsor. All releases must be approved by Veritas.	Yes	Yes	Yes
Social Media Mentions			
"Shout outs" on Twitter, LinkedIn, Facebook	2		

VISION 2017 SPONSORSHIP LEVELS AND BENEFITS (Continued)

	Platinum	Gold	Silver
2017 Pricing	\$75,000	\$25,000	\$12,500
Number Available	3	12	25
Website			
Company listing with logo and description on website, hyperlinked to sponsor website*	200 words	150 words	75 words
Featured content page on event website features breakout sessions and content, booth listing, company contact info, links to e-literature downloads* (sponsor must provide content)	Yes	Yes	
Exhibition Stand Package			
Turnkey booth: including demo counters, logoed header, and power drop	20x20 or credit towards an on-floor experience / MPO	10 x 20	10 x 10
One lead retrieval device included before June 30th. Available for purchase after that date.	Yes	Yes	Yes
Booth Signage	Custom panels available for additional charge	Graphic panels as indicated on drawings	Graphic panels as indicated on drawings
Monitor	Yes	Yes	Yes
Electrical	10 amps / 4 power strips	5 amps / 2 power strips	5 amps / 1 power strips
Carpet	Hall is carpeted	Hall is carpeted	Hall is carpeted
Onsite Exposure			
Logistical conference signs cobranded with all platinum sponsor logos	Yes		
Logo included on keynote walk-ins & VisionCity entrance signage	Yes	Yes	Yes
Inclusion in passport program (traffic builder promotion)	Yes		
Sponsorship of coffee break for one location, one day		Yes	
Luggage tag on conference bag co-branded with Veritas (sponsor logo) and additional platinum sponsor logos (if contracted by July 1st)	Yes		
Post Event Marketing			
Session attendance evaluation - number of feedbacks received together with overall session score	Yes	Yes	
Sponsor page stays active 90 days post event	Yes	Yes	Yes
Conference Party			
VIP Area Wristbands	10		
Meet and Greet with Entertainment	2		
Co-marketing Toolkit			
Access to Veritas Vision toolkit: logos, web banners, etc.	Yes	Yes	Yes
Mobile App			
Company listing with logo and description on app	Premium placement	Yes	Yes
Mobile app promoted post or sponsor banner (based on platform used)	Yes		

*All content, advertising, and giveaways must be approved by Veritas

CUSTOMIZE YOUR SPONSORSHIP BENEFITS

Add any of these marketing and promotional opportunities to your base sponsorship to make your experience as a Veritas Vision sponsor even more valuable.

CONFERENCE PARTY SPONSOR

\$75,000

After many hours of intense training, Vision and our exclusive Conference Party Sponsor will host a well-deserved evening of fun. Our soon to be announced entertainment will once again make the Conference Party the place to be seen on Wednesday night. In addition to a preferred seating, sponsors will also receive event signage, acknowledgement in the pocket guide, mobile app, and an opportunity to deliver a brief welcome at the party. Sponsor has the ability to provide pop-up banners for the VIP area and giveaway for the party*.

VISIONCITY ATTRACTION SPONSOR

\$25,000

VisionCity is just the place for a change of pace from a content-heavy day. Area specifics to be determined, but may consist of soft seating, tables, power, monitors, and promotion in the mobile app.

WIFI SPONSOR

\$10,000

Go ahead and take the credit for giving all conference attendees access to the internet with the WIFI Sponsorship. Your company name and logo will be displayed on signs throughout the Expo, as well as on the WIFI splash page. Plus, the WIFI Sponsor will also be recognized in the pocket guide and mobile app.

WATER BOTTLE & HYDRATION STATIONS CO-SPONSORSHIP

\$10,000

Help attendees keep hydrated with an opportunity to co-sponsor with Veritas on each custom refillable water bottle. Each full-conference attendee receives this giveaway upon registering. In addition, your company will be recognized with branded hydration station (water bottle covered/logoed), featuring spring water coolers. The sponsor will also be recognized in the pocket guide and mobile app.

HANDS-ON LAB SPONSOR

\$10,000

Our Hands-On Labs are the among some of the most popular sessions and the ones to fill up first. As the Hands-On Lab Sponsor, your logo will be displayed as the screensaver, as well as on the presentation screen upon entering one of the six hands-on lab rooms. The logo of your company will also appear in the Vision Mobile App as the Lab Sponsor. Sponsor has the ability to provide a giveaway for all lab attendees*.

CERTIFICATION EXAM SPONSOR

\$5,000

What better way to associate your company with technical achievement than by sponsoring our Vision Certification Exams? Your logo will be displayed as the screensaver, as well as on the presentation screen upon entering the exam room. The logo of your company will also appear in the Vision Mobile App as the Exam Sponsor. Sponsor has the ability to provide a giveaway for all certification attendees*.

PASSPORT PROGRAM

\$3,000

Your company logo and booth number will be featured within our traffic-driving mobile app and is required for drawing entry. Attendees are encouraged to visit all participating companies to receive a "scan" indicating they have visited your booth. Sponsor logos to be included on all Passport Program promotional materials, the mobile app, and signage, as well as the Passport Program ad in conference guide and event website.

EVENT NOTEPAD OR PEN SPONSOR

\$2,500 per + cost of items

Put your company's brand into the hands of attendees by sponsoring the official event notepads. These will be provided to conference attendees at registration and will be used to record their notes throughout the show. Sponsor to provide items; design to be approved by Veritas.

BADGE LANYARD SPONSOR

\$10,000

Opportunity to have your company represented by having your one-color corporate logo included on all Vision attendee lanyards. Will be co-branded with the Veritas Vision logo.

TABLE TOP CO-SPONSOR

\$2,500

The conference center at the Aria is scattered with seating areas and powered table tops where you'll find attendees gathered throughout the day. As a Table Top Co-sponsor, your brand will show up on a minimum of 10 table tops throughout the space.

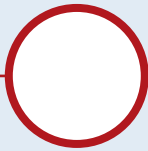
Take the Next Step

As you begin to consider your sponsorship options and plan for Veritas Vision 2017, here are a few milestone dates to keep in mind:



February

Veritas Vision 2017
Sponsorship Prospectus
Released



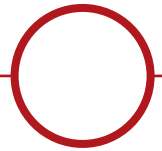
May

Exhibit Resource Center
(ERC) goes live



June-August

Free lead retrieval promotion
ends June 30th
Booth assignments made
Sponsor promotions finalized
Sponsorship invoices due
Sponsor deliverables due
Sponsorship sales close



September

Veritas Vision 2017!

Contact Information

If you have questions or would like to explore other options for sponsoring Veritas Vision 2017, please contact:

Vision Sponsorship Management

Event Marketing Partners

Phone: 732.927.2450

sponsorshipsales@eventmarketingpartners.com

© 2017 Veritas Technologies LLC. All rights reserved. Veritas and the Veritas Logo are trademarks or registered trademarks of Veritas Technologies or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.