JFrog swampUP 2026

Sponsorship Prospectus

September 1-3, 2026

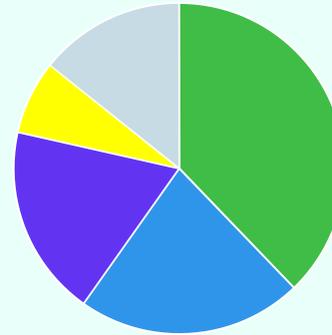New York City

The Glass House

Who You Can Expect To Meet
2025 Attendee Breakdown

450+
Attendees

ROLES

🟩	Engineer	38%
🟦	DevOps	22%
🟪	IT	19%
🟨	Security	7%
⬜	Other	14%

VP/Director	28%
Manager	28%
Practitioner	30%
Other	14%

TITLE & SENIORITY

Categories: AI/ML, DevOps, Engineering, IT, Security, Other

Legend: ■ IC ■ Manager ■ VP/ Director ■ C Level

KEY INDUSTRIES

45%
Technology & Software

27%
Financial Services Industry

6%
Fed | Gov

3%
Manufacturing

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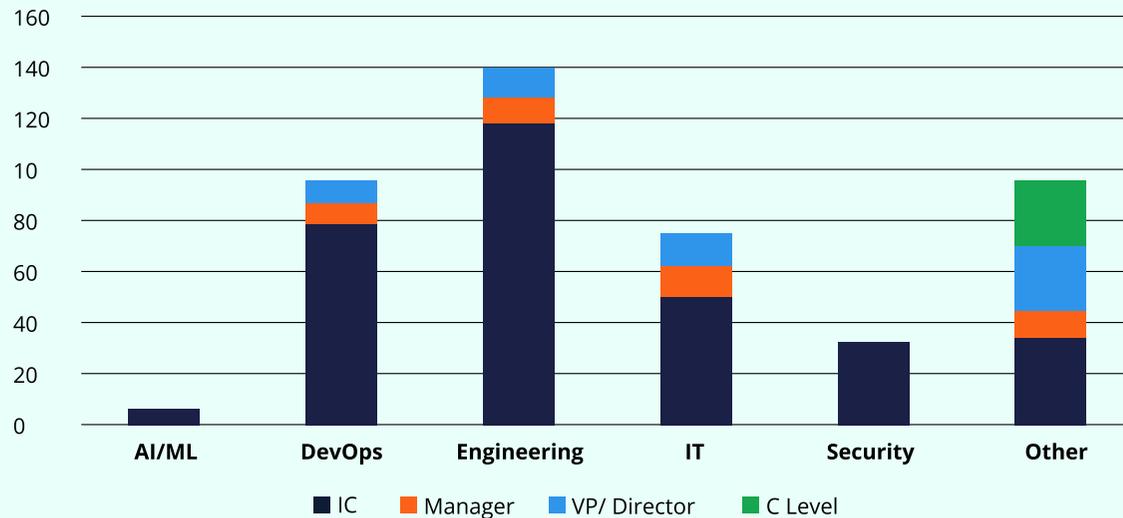
JFrog swampUP 2026

Master the AI Surge With Trusted Intelligence

Join us as a sponsor of **swampUP 2026**.
The industry's leading conference for trusted software, AI-native development, and intelligent release governance.

swampUP brings together forward-thinking technology leaders, security innovators, platform engineers, and AI practitioners who are redefining how modern enterprises build, secure, govern, and deliver software in the AI era.

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CONFERENCE AT-A-GLANCE

TRAINING DAY

DAY #1

DAY #2

DOWNLOAD & WIN
THE JFROG EVENTS APP!

ROL. SHIFT. DELIVER
nd of Your ... re Supply

THE SHIFT IS INEVITABLE

TECH KEYNOTE

KEYNOTE SESSIONS

TAKE THE QUANTUM SHIFT

BEST SPEAKER AWARD

In loving memory of
CARL QUINN

TRAINING WORKSHOPS

DevOps   AI/ML   DevSecOps

GALA DINNER

SPEAKER AWARDS

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Why Sponsor?

This is where partnerships are formed and enterprise decisions are made.

swampUP 2026 brings together the leaders shaping trusted software and AI governance in the enterprise. Sponsoring places your brand at the center of conversations around secure, traceable, and intelligent software delivery, alongside the executives and practitioners driving platform standardization, AI enablement, and software supply chain integrity.

Sponsor Benefits Include:

- Direct access to senior software supply chain and platform leaders
- Alignment with the industry's shift toward AI-native, governed software delivery
- High-value pipeline generation in regulated enterprise accounts
- Technical credibility through integration and ecosystem storytelling
- Co-selling and strategic account expansion opportunities
- Elevated brand visibility within a trusted innovation community

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2025 Sponsors

servicenow

NVIDIA

GitHub

aws

Google Cloud

Microsoft

CODER

CloudBees

m- minimus

Gradle

Chainguard

Sonar

GUARD

Control Monkey

Moderne

draftt

TROJAI

NIGHTVISION

iTmethods

swampUP 2026 Sponsorship Offerings

	Platinum - $50,000 Invite Only	Gold - $25,000	Silver - $12,000
Pre-Event			
Complimentary Conference Passes	10	6	3
25% Discount Code	✓	✓	✓
25% Discounted Training Tickets	✓	✓	✓
Conference Website Logo Placement	✓	✓	✓
Event Email(s) & Promotion	✓	✓	✓
Promotional Social & Digital Kit	✓	✓	✓
Dedicated Email & Social Spotlight	✓	-	-
On-Site			
Turnkey Booth	10'	6'	4'
Standard Wireless Internet And Standard Electrical	✓	✓	✓
Gamified Booth Traffic	✓	✓	✓
Lead List (opt In)	✓	✓	✓
Digital / Print Logo Placement (onsite)	✓	✓	✓
Logo on Conference T-Shirt	✓	✓	✓
Branded Literature in Conference Bag (Sponsor To Purchase & Ship)	✓	✓	-
[Option] To Host a Table During The Gala Dinner	✓	-	-
Lightning Talk - 20 Min (3 Available)	-	✓	-
Breakout Session (To be Approved by JFrog)	✓	-	-
Welcome Reception Sponsorship	✓	-	-
Meal or Break Sponsorship (First-Come, First-Served)	-	✓	-
Post-Event			
Sponsor spotlight in follow up email	✓	✓	✓

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Platinum | Invite Only
Before April 30 - $40,000 | After April 30 - $50,000

Pre-Event

- 10 Complimentary Conference Passes
- 25% Discount Code
- 25% Discounted Training Tickets
- Conference Website Logo Placement
- Event Email(s) Promotion
- Dedicated Email & Social Spotlight
- Promotional Social & Digital Kit

On-Site

- 10' Turnkey Booth
- Standard Wireless Internet and Standard Electrical
- Gamified Booth Traffic
- Lead List (Opt-In)
- Digital / Print Logo Placement (Onsite)
- Logo on Conference T-Shirt
- Branded Literature in Conference Bag (Sponsor to Purchase & Ship)
- 'Option' to Host a Table During Gala Dinner
- Breakout Session (To Be Approved by JFrog)
- Welcome Reception Sponsorship

Post-Event

- Sponsor Spotlight in Follow up Email

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Gold

Before April 30 - $20,000 | After April 30 - $25,000

Pre-Event

- 6 Complimentary Conference Passes
- 25% Discount Code
- 25% Discounted Training Tickets
- Conference Website Logo Placement
- Event Email(s) Promotion
- Promotional Social & Digital Kit

On-Site

- ' Turnkey Booth
- Standard Wireless Internet and Standard Electrical
- Gamified Booth Traffic
- Lead List (Opt-In)
- Digital / Print Logo Placement (Onsite) Logo on Conference T-Shirt
- Lightning Talk (3 Available)
- Branded Literature in Conference Bag (Sponsor to Purchase & Ship)
- Meal or Break Sponsorship (first-come, first-served)

Post-Event

- Sponsor Spotlight in Follow up Email

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Silver

Before April 30 - $10,000 | After April 30 - $12,000

Pre-Event

- 3 Complimentary Conference Passes
- 25% Discount Code
- 25% Discounted Training Tickets
- Conference Website Logo Placement
- Event Email(s) Promotion
- Promotional Social & Digital Kit

On-Site

- 4' Turnkey Booth
- Standard Wireless Internet and Standard Electrical
- Gamified Booth Traffic
- Lead List (Opt in)
- Digital / Print Logo Placement (Onsite)
- Logo on Conference T-Shirt

Post-Event

- Sponsor Spotlight in Follow up Email

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JFrog swampUP 2026

2026 JFrog swampUP

Join Us in New York

CONTACT US

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Check out our other events

swampUP Europe

OCTOBER 20-22, 2026 | BARCELONA

Maximize your impact and savings by sponsoring both events!
Contact us for details about swampUP Europe.