



Sponsorship Prospectus

September 1-3, 2026

New York City

The Glass House



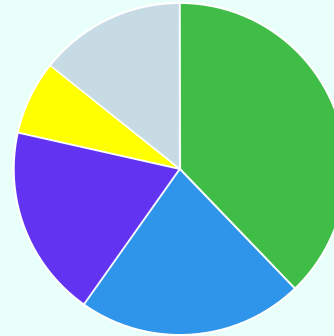
Who You Can Expect To Meet

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%



KEY INDUSTRIES

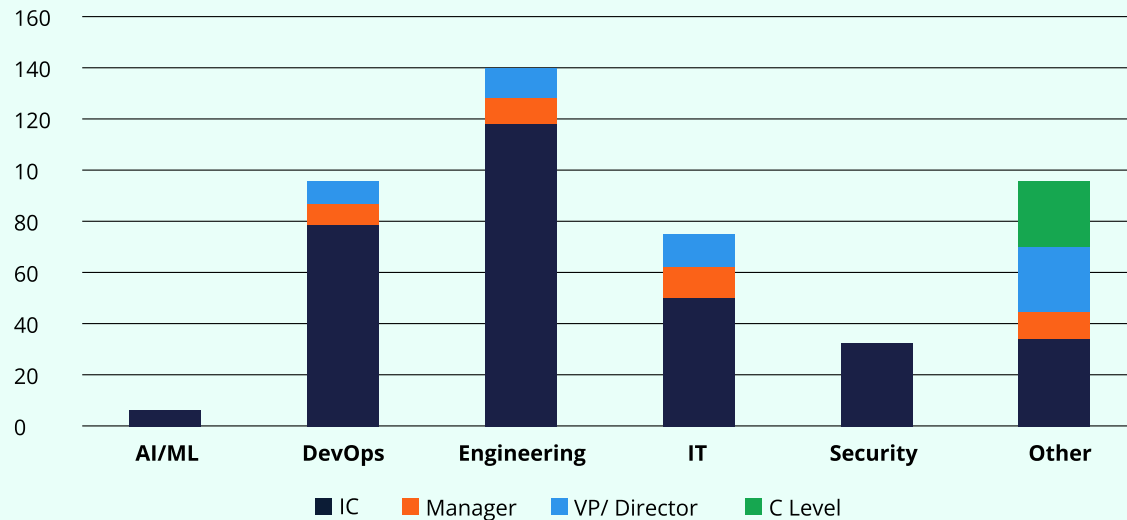
45%
Technology & Software

27%
Financial Services Industry

6%
Fed | Gov

3%
Manufacturing

TITLE & SENIORITY



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.



swampupsponsors@jfrog.com



CONFERENCE AT-A-GLANCE

TRAINING DAY



TRAINING WORKSHOPS

DevOps AI/ML DevSecOps

DAY #1



TECH KEYNOTE



GALA DINNER

DAY #2



KEYNOTE SESSIONS



SPEAKER AWARDS

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

2025 Sponsors

servicenow



Google Cloud



CODER

CloudBees

m- minimus



Chainguard



GUARD



Moderne



TROJ.AI



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	✓	✓	✓

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

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

- 6' 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

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



Join Us in New York

CONTACT US

swampupsponsors@jfrog.com

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.