



# SPONSORSHIP PROSPECTUS

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San Diego, CA

**MAY 24 -26, 2022**





# ENGAGE WITH OUR COMMUNITY

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The JFrog annual user conference, swampUP, is your best opportunity to meet with JFrog customers and our community to explore all things DevOps, DevSecOps, and IoT. For the last two years we have held swampUP virtually. We are excited to host our event live once again at the Omni La Costa Resort & Spa in Carlsbad, California, just outside of San Diego.

We expect over 600 attendees who will learn from amazing keynote speakers, hands-on training, and technical breakout sessions about how to build, secure, and release software faster.

## JOIN US!

### Past JFrog Customer Attendees

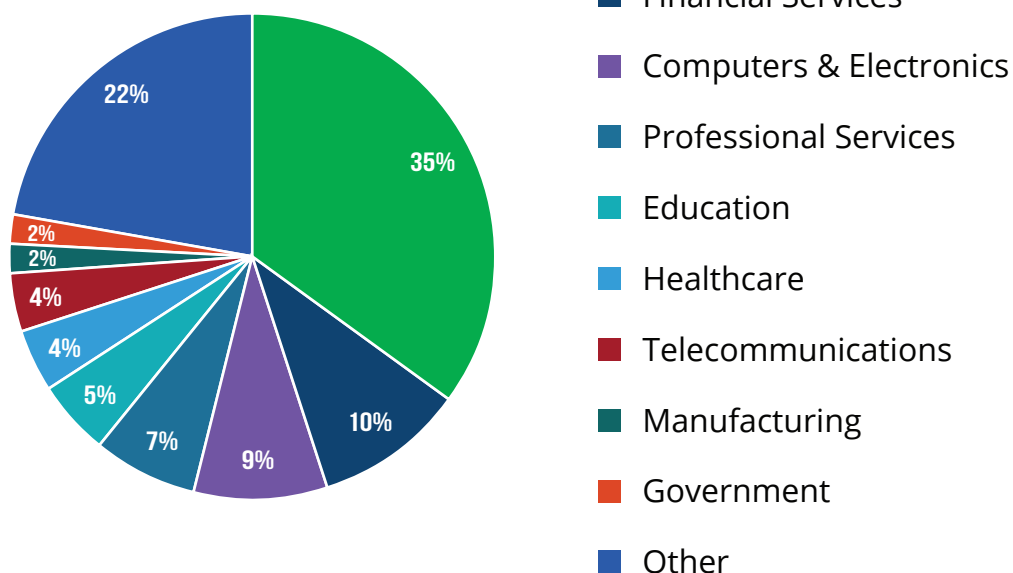


SWAMPUP@JFROG.COM

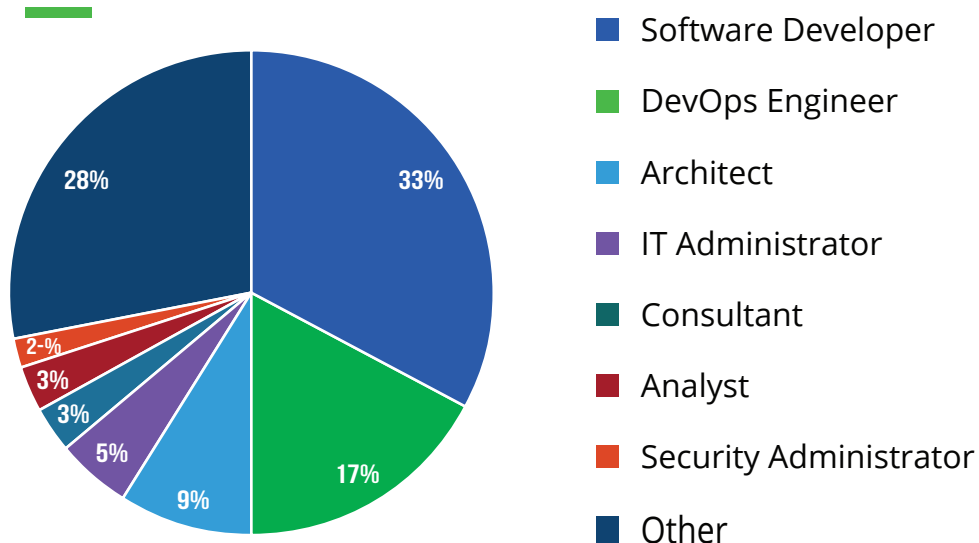
# WHO CAN YOU EXPECT TO MEET AT SWAMPUP?

## swampUp 2021 Demographics

### INDUSTRY



### ROLES



# WHY SPONSOR

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swampUP is a unique conference for its in-depth exploration of DevOps tools, technical implementation, and best practices, which spark lively conversations between sponsors, speakers, and the JFrog community. swampUP 2022 is your best opportunity to engage face-to-face with our community of product end users, who are eager to learn more about your products & technologies.

Don't miss your chance to educate and share the value your products can bring to our community. You will also hear from JFrog executives and thought leaders in the market on the future of DevOps.



**100% OF PAST SPONSORS MEET THEIR TARGET CUSTOMERS AT SWAMPUP**



**92% EXPERIENCE A MULTITUDE OF BENEFITS FROM SPONSORING SWAMPUP IN ADDITION TO PROSPECT ENGAGEMENT**



**93% OF PAST SPONSORS SAID THEY INTEND TO SPONSOR SWAMPUP AGAIN**

# SWAMPUP 2022 SPONSORSHIP OFFERING

		EMERGING	SILVER	GOLD	PLATINUM
	# of opportunities	8	10	8	4
	Cost	\$10,000	\$12,500	\$25,000	\$45,000
Pre-Event	Logo placement on website	Logo only	Logo only	Logo plus 25 word description	Logo plus 50 word description
	Logo placement on email communications		X	X	X
	Social media promotion		(1) Pre-event group tweet	Exclusive social media shout out pre-event	Exclusive social media shout out pre and during event
	Conference Passes	2	3	5	10
On-Site	Turnkey booth	Highboy table	3' x 3' kiosk	10' x 10' TK Booth	10' x 20' TK Booth
	Lead scanner	X	X	X	X
	"Standard Wireless Internet & Standard Electrical Additional WiFi and electrical is available for purchase"	X	X	X	X
	45 minute breakout session				X
	Mini theater demo session (20 minutes)		Can buy	1	2
	Logo placement on site	Thank you to our sponsor banner	Thank you to our sponsor banner	Thank you to our sponsor banner	Thank you to our sponsor banner, Banner for keynote hall
	Logo called out during keynote			X	X
	Logo on conference T-shirt	X	X	X	X
Post-Event	One time post event email to all opt-in swampUP registrants. Content requires JFrog approval			X	X
	Pre-recorded on-line content with follow-up joint webinar post swampUP				X 4 available
Misc	Full conference passes	2	3	5	10
On-Line Event	Branding on virtual event site	X	X	X	X

# PLATINUM ONLY BRANDING OPPORTUNITIES

1 per sponsor, priority selection based on contract signing date

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## **Sponsored Welcome Reception**

First evening of swampUP Welcome Reception. Entertain attendees with hors d'oeuvres and drinks. No additional cost.

## **Sponsored Happy Hour**

After the first full conference day, sponsor Happy Hour for attendees in the Expo area. Includes branded napkins and gobos. No additional cost.

## **Ice Cream Social during the afternoon break**

Engage with customers while they feast on their ice cream creation. Include branded napkins and signage. No additional cost.

## **Sponsored Lanyard Branding (JFrog logo + Sponsor logo)**

Logo included with JFrog on event lanyards. No additional cost.

# ADDITIONAL CONTENT OPPORTUNITIES

(in addition to sponsorship cost)

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## **GOLD ONLY SPONSORSHIP OPPORTUNITIES**

### **45 Minute Sponsor Session (4 available)**

**\$10,000**

45 minutes speaking slot (content approved by JFrog) listed on the swampUP agenda.

## **PLATINUM AND GOLD SPONSORSHIP OPPORTUNITIES**

### **1 hour, 45 Minute Technical Workshop (4 available)**

**\$15,000**

This workshop is where attendees can get hands-on experience with your technology. The room holds 35 people.

## **SILVER ONLY SPONSORSHIP OPPORTUNITIES**

### **20 Minute Demo Session (4 available)**

**\$5,000**

20 minute session in the Mini Theater where you can showcase your technology.

# ADDITIONAL BRANDING OPPORTUNITIES

(in addition to sponsorship cost)

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## **Sponsored Lounge Area**

**\$10,000**

- Exclusive branding in an intimate lounge space open to all attendees
- Centrally located in expo hall
- Sponsor has option to provide additional giveaways and collateral

## **Sponsored Breakfast**

**\$10,000**

- Exclusive branding during breakfast with logo on tabletops and onsite signage
- Sponsor has option to provide additional branding

## **Sponsored Lunch**

**\$10,000**

- Exclusive branding during lunch with logo on tabletops and onsite signage
- Sponsor has option to provide additional branding

## **Charging Station**

**\$5,000**

- Exclusive branding in dedicated charging station lounge
- Sponsor has option to provide additional giveaways and collateral

## **Photo Booth Studio (1 available)**

**\$10,000**

- Professional photo booth for all swampUP attendees
- Exclusive branding with logo on photos

Interested in a custom sponsorship opportunity?

Email us at [swampup@jfrog.com](mailto:swampup@jfrog.com)

[SWAMPUP@JFROG.COM](mailto:SWAMPUP@JFROG.COM)

# JOIN US IN 2022

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## swampUP 2021 Sponsors



Interested in Sponsoring?

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Email us:

[swampup@jfrog.com](mailto:swampup@jfrog.com)