



# SPONSORSHIP OPPORTUNITIES



# Virtual Event At-a-Glance

## Event Dates

June 21-July 1, 2021

## Conference Registration

Associate Members | \$199

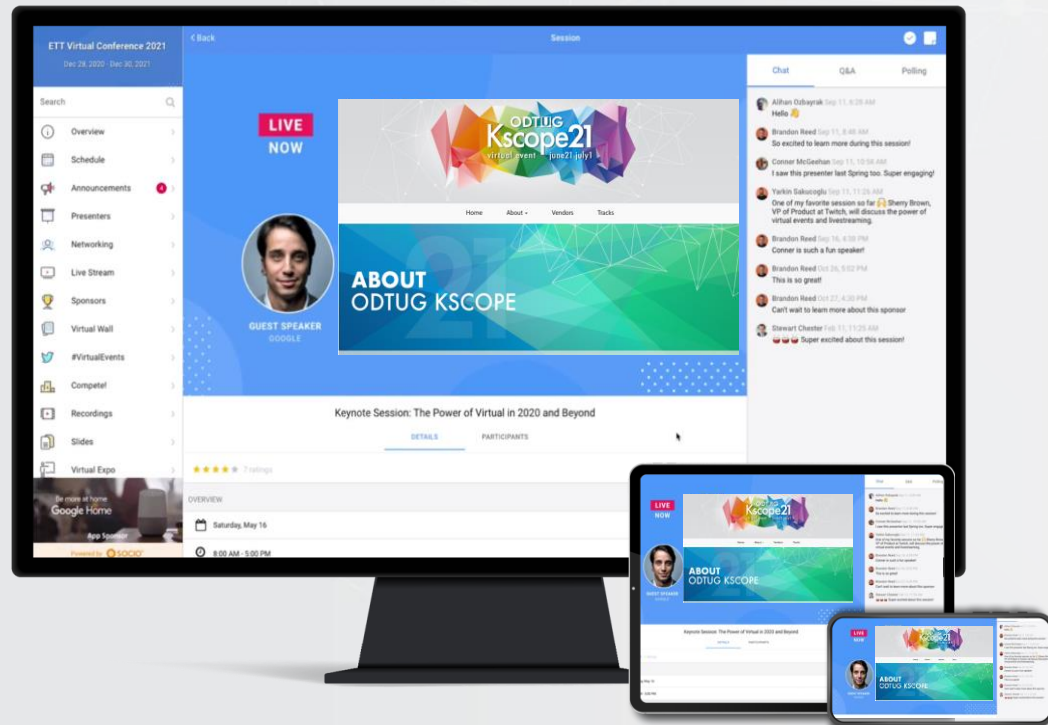
Paid Members | \$179

The **ODTUG Kscope21 Virtual Event** features presentations across a variety of technical content topics, including Oracle Database, Oracle Application Express, Oracle EPM-Hyperion, and Oracle Analytics, just to name a few. The conference offers a multitude of educational benefits for attendees. Among the highlights are:

- Technical sessions with real-world solutions
- Expert panels
- Half-day Oracle Symposiums
- Interactive small group breakouts
- Video chat with experts and peers
- Flexible agenda with half-day sessions and access to session replays
- The opportunity to earn CPE
- Live presentations, Q&A, session chat, and polling give you direct expert advice and feedback from industry leaders
- An easy-to-use, web-based platform with nothing to download or install ahead of time and easy one-click login on show days
- Access to our virtual exhibit hall

Along with educational opportunities, the **ODTUG Kscope21 Virtual Event** offers fun networking activities, including:

- Engaging demos on the hottest tips, tricks, tools, and technologies in the virtual exhibit hall
- Sponsor & exhibitor virtual events—bond with peers and make new connections in an array of virtual settings





# Schedule

## Week 1

June 21	June 22	June 23	June 24	June 25
<b>Oracle Symposium</b>	<b>Regular Session Day</b>	<b>Regular Session Day</b>	<b>Regular Session Day</b>	<b>Regular Session Day</b>
General Session Oracle Symposium	Enterprise Planning Financial Close APEX Analytics Database	Enterprise Planning Financial Close APEX Analytics Modern App Development	EPM Foundation/Reporting Profitability APEX Database Essbase	EPM Foundation/Reporting Strategic EPM Emerging Tech Database Essbase



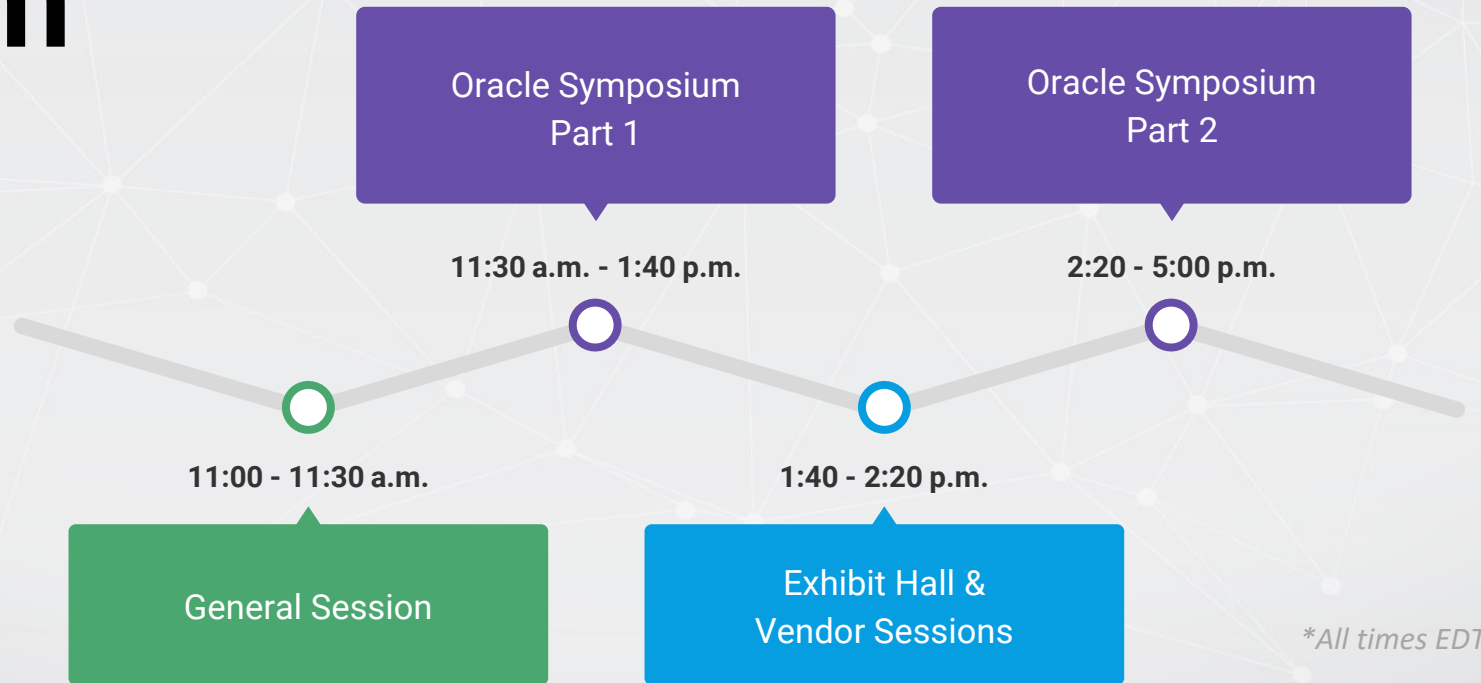
# Schedule

## Week 2

June 28	June 28	June 30	July 1
<b>Regular Session Day</b>	<b>Regular Session Day</b>	<b>Regular Session Day</b>	<b>Regular Session Day</b>
Enterprise Planning Financial Close APEX Analytics	EPM Foundation/Reporting APEX Analytics Modern App Development	EPM Foundation/Reporting Profitability APEX Database	Strategic EPM Emerging Tech Database Essbase



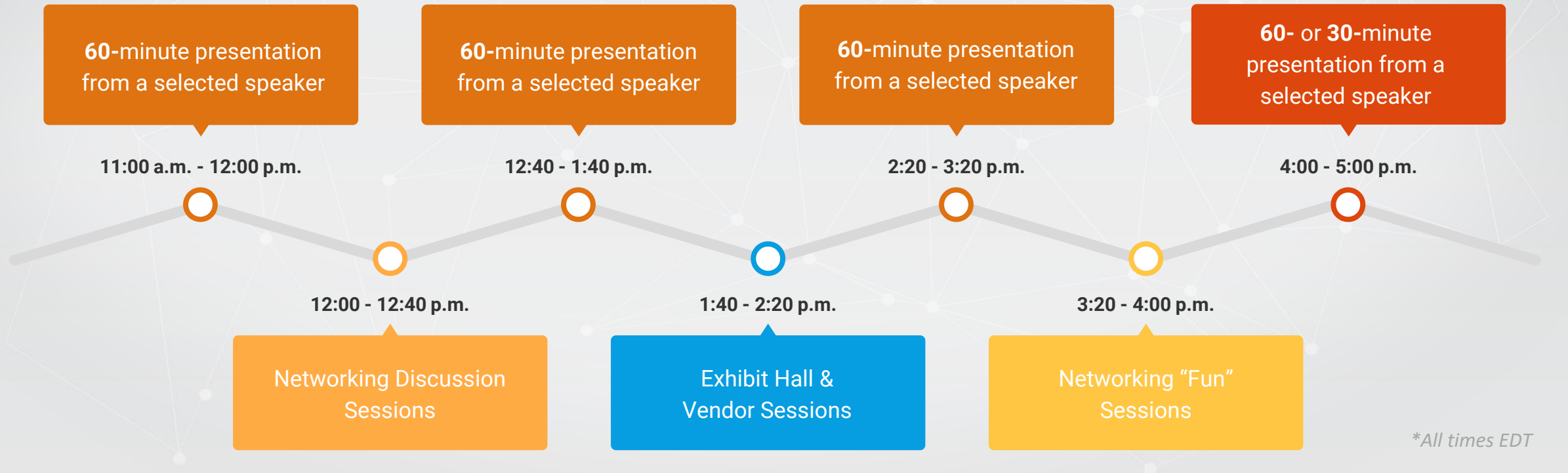
# Oracle Symposium Schedule



*\*All times EDT*

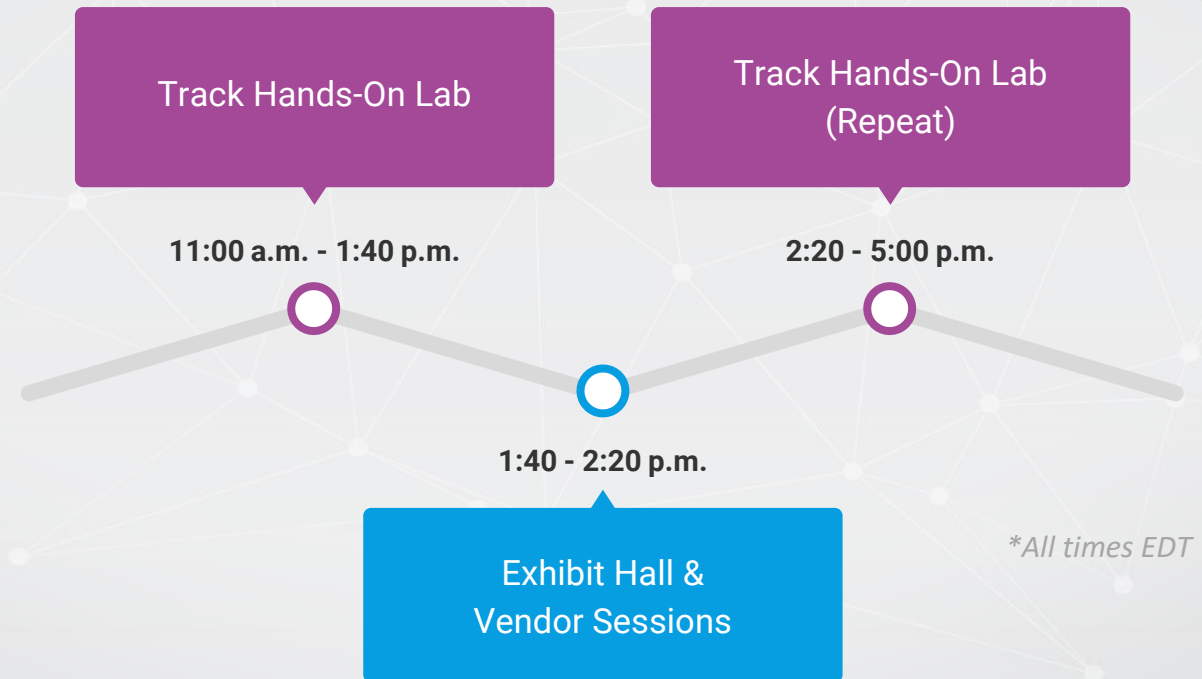


# Regular Session Day Schedule

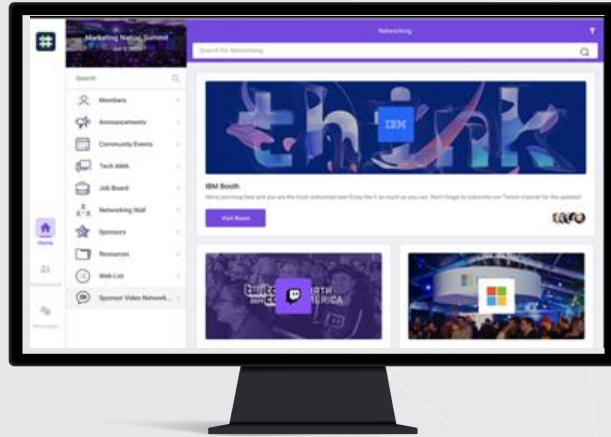


# Hands-On Lab Schedule

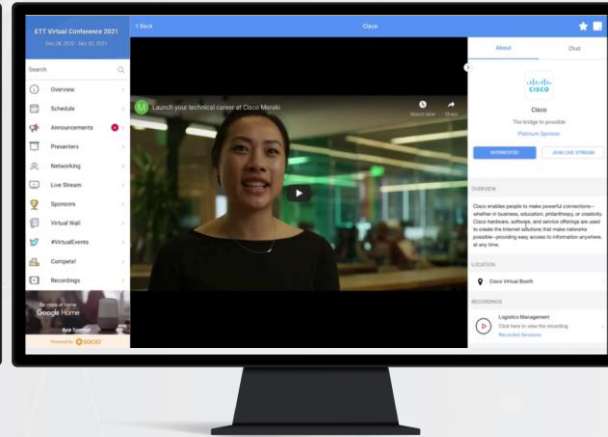
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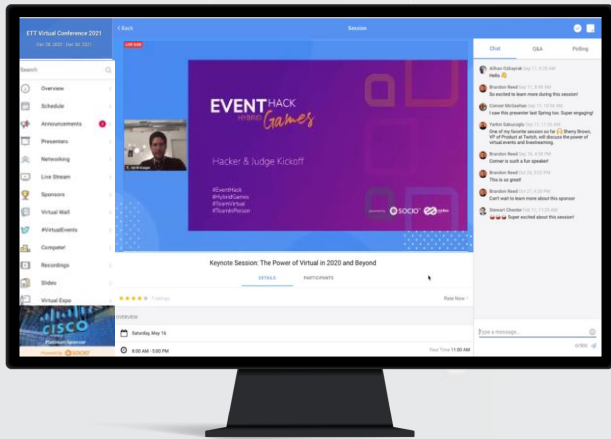
# Platform Features



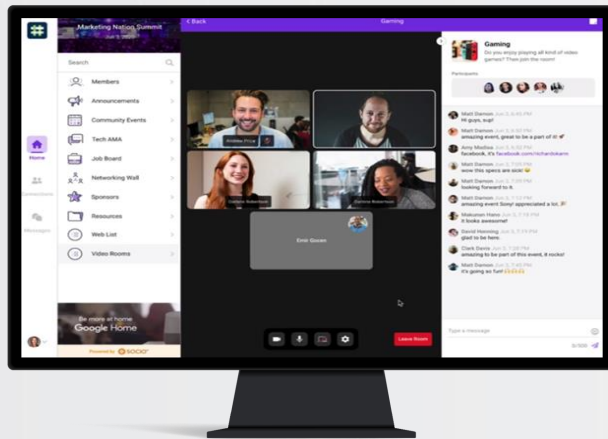
Sponsor & Exhibitor Listing Page  
Large & Medium Listings Shown



Sponsor & Exhibitor Landing Page  
Main Content Feature



Live Stream Session  
Rotating Banner Ad, Bottom Left



Virtual Meeting Room  
Group Video Chat Up to 10,  
1:1 Video Chat

## Sponsor packages will consist of the **following** features:

### Awareness

- Logo inclusion on sponsor recognition page of the website, virtual event lobby, and sponsor & exhibitor listing page
- Logo inclusion in pre- and post-event emails to attendees
- Marketing assets and unique link to sponsor page
- Logo inclusion in pre- and post-event emails to attendees
- Push notifications to drive traffic to sponsor session or page
- Virtual platform rotating banner ads
- Virtual conference bag

### Content Engagement

- 40-minute vendor presentation
- Virtual booth demos
- Polling features
- Topic discussion moderator for groups up to 10 (video chat networking)
- Participation in the virtual event game to engage with attendees

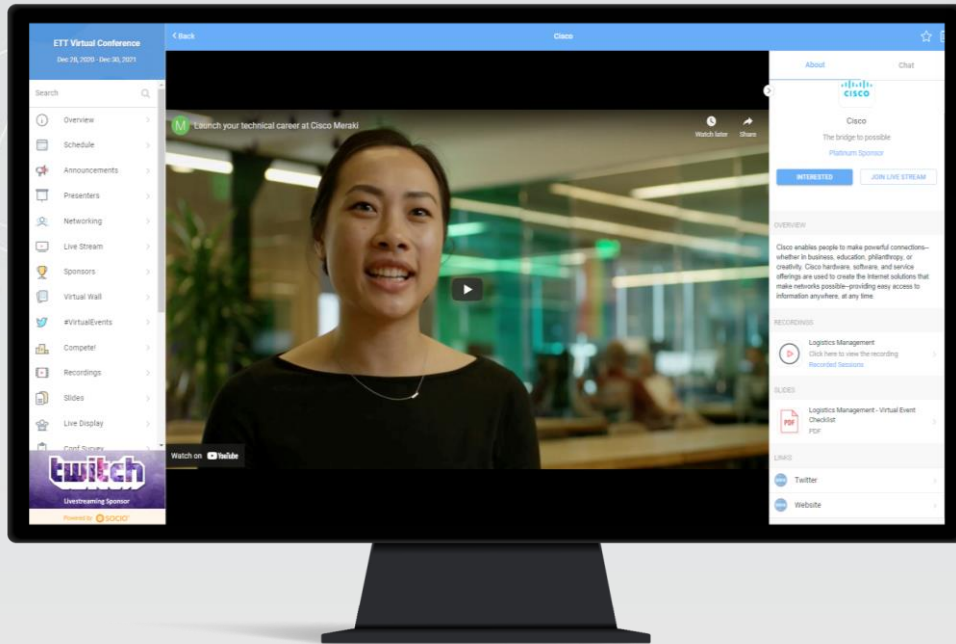
### Lead Generation

- "Add connections" feature, reach out to attendees and connect custom sponsor profile/landing page to host demos, share content (*unlimited links, documents, pdfs, and videos*)
- Call to action buttons
- Dedicated virtual meeting room, messaging, and chat
- Dedicated exhibit hall time built into the conference agenda each day (1:40-2:20 p.m. EDT)
- Facilitated networking opportunities throughout the day
- Access to opt-in attendees and analytics on attendees visits to sponsor/exhibitor page and virtual booth

## Sponsor & Exhibitor Platform Overview







# Sponsor/Exhibitor **Page** and **Virtual Booth** Features (Included in all packages)

- **Fully customizable graphic ad space** visible throughout the platform
- **External or internal links** (e.g., homepage or custom website/sponsor profile or exhibit booth)
- **Sponsor landing page main content feature** (select what you want to showcase: embedded pre-recorded video, website, or pdf)
- **Unlimited links/attachments:** upload an unlimited number of media and marketing materials to your landing page library. Include internal links to your sessions, drive attendees to external webpages, schedule a meeting using a Calendly, share white papers, pdfs, demo videos, launch polls/questionnaire, video call link, etc.
- **Dedicated virtual video chat room:** 1:1 video calls, up to three participants. Feature available during exhibit hall hours or for longer durations if preferred.
- **Landing page includes company logo & sponsorship level**
- **Call to action buttons,** two (2) customizable, one for email, one for any other internal or external link)
- **Overview/description**
- **Direct links to sponsored sessions on the virtual agenda**
- **Direct links to virtual exhibit booth**
- **Exhibit hall:** customized clickable exhibit hall linked with vendor profile page and networking features mentioned above

# Awareness

**Virtual conference bag:** option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to five (5) items including links, pdfs, digital vouchers, etc.

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# Packages Overview

## Content Engagement

40-minute vendor presentation during the virtual event (*Abstracts due by April 30, 2021*)  
and/or

Host a 60-minute ODTUG webinar(s) throughout the year

**Topics discussion moderator:** be the thought leader and network in a small group video chat with up to 9 interested attendees. Lead the discussion on a community-based topic of your choice where you are the subject matter expert. Sponsor may select the topics. Topics can be technical (e.g., “DevOps”) or functional (“Team Organization”).

**Participation in the virtual event game with permission to host event game prizes:** create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). You will need to supply a prize with a value of \$300 or greater. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

Titanium	Platinum	Hands-On Training	Gold	Silver	Bronze	Virtual Booth
\$22,800	\$18,600	16,800	\$13,800	\$10,800	\$8,400	\$3,300
Select up to 5, Maximum of 2 VPs	Select up to 3, Maximum of 2 VPs	Select 1	Select up to 2	Select 1	\$3,000 Pending Availability	\$3,000 Pending Availability
1	1	1	\$2,300 Pending Availability	\$2,300 Pending Availability	\$2,300 Pending Availability	\$2,300 Pending Availability
✓	✓	✓	✓	✓	✓	✓

## Lead Generation/Reporting and Analytics

“Add connections” feature, reach out to attendees and connect

**Analytics** sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth

**Access to opt-in attendee list one week prior** to the event—includes name, company name, job title, and email address

**Access to participant company list one week prior** to the event

**Conference participant opt-in list post event**—includes name, company name, job title, and email address

**Session reports**—includes companies in attendance

**Dedicated exhibit hall time** built into the conference agenda each day (1:40–2:20 p.m. EDT) and **facilitated networking** opportunities throughout the day

✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓			
✓	✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓	✓

# Packages Overview

## Premier Inclusions

Complimentary virtual conference registrations

Complimentary virtual conference registration client passes *(in lieu of using vendor discount codes)*

Booth attendant virtual conference passes (no session access) \*unlimited

Email blasts to the ODTUG member database (33,000+ contacts)

Email blast to ODTUG Kscope attendees

Appoint a member to our vendor steering committee—let your voice be heard to make a better ODTUG Kscope.

**General session sponsor:** Ability to be part of the general session and a five-minute opportunity to speak during the livestream. Sponsorship listing included on all general session promotion and sponsor branding throughout the general session livestream. Includes banner ad with sponsor logo across the platform promoting the general session.

**Hands-On Training sponsorship: Sponsor entire Hands-On Training track**

- Up to a three-hour Hands-On Training session for attendees
- Mention and logo in all advertising applicable to the Hands-On Training

Titanium	Platinum	Hands-On Training	Gold	Silver	Bronze	Virtual Booth
\$22,800	\$18,600	16,800	\$13,800	\$10,800	\$8,400	\$3,300
7	6	6	4	3	2	1
3	2	1				
✓	✓	✓	✓	✓	✓	✓
3						
	2	1	1			
✓	✓	✓				
✓						
		✓				

# Titanium Sponsorship | \$22,800 (Limit 1)

## Awareness

- Sponsorship level with logo in all ODTUG Kscope21 Virtual Event emails and advertising including:
- Virtual platform launch & email updates
- Company logo, description, and link to company homepage on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG website (6 months)
- Branded bumper video ads for company sessions (pre or post) or networking functions (up to 3)
- Company logo featured in virtual event lobby
- Virtual platform banner ad: inclusion in the rotating ad on the ODTUG Kscope21 Virtual Event platform (duration of the event)
- Inclusion in the virtual platform sponsor & exhibitor listing page: customized branding and description, placement based on sponsorship level (large, top)
- Virtual conference bag: option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to (5) items including links, pdfs, digital vouchers, etc.

## Content Engagement

- 40-minute vendor presentation during the virtual event and/or Host a 60-minute ODTUG webinar(s) throughout the year
  - Select up to five (5)
  - Maximum of two (2) vendor presentations
- Topics discussion moderator: Be the thought leader and network in a small group video chat with up to 9 interested attendees. Lead the discussion on a community-based topic of your choice where you are the subject matter expert.
  - Sponsor may select the topics. Topics can be technical (e.g., "DevOps") or functional ("Team Organization").
  - Includes one (1) moderated session
- Participation in the virtual event game with permission to host event game prizes: Create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). A prize with a value of \$300 or greater is required. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

## Lead Generation/Reporting & Analytics

- "Add connections", virtual platform feature, reach out to attendees and connect
- Analytics sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth
- Access to opt-in attendee list one week prior to the event—includes name, company name, job title, and email address
- Access to participant company list one week prior to the event
- Conference participant opt-in list post event—includes name, company name, job title, and email address
- Session reports—includes companies in attendance
- Dedicated exhibit hall time and facilitated networking opportunities throughout the day

## Premier Inclusions

- Seven (7) complimentary virtual conference registrations
- Three (3) complimentary virtual conference registration client passes (in lieu of using vendor discount codes)
- Unlimited booth attendant virtual conference passes (no session access)
- Three (3) email blasts to the ODTUG member database (33,000+ contacts) and conference attendees
- Appoint a member to our vendor steering committee—let your voice be heard to make a better ODTUG Kscope.
- General session sponsor: Ability to be part of the general session and a five-minute opportunity to speak during the livestream. Sponsorship listing included on all general session promotion and sponsor branding throughout the general session livestream. Includes banner ad with sponsor logo across the platform promoting the general session.

## Sponsor/Exhibitor Landing Page and Virtual Booth

- Inclusions listed on page 9



# Platinum Sponsorship | \$18,600 (Limit 4)

## Awareness

- Sponsorship level with logo in all ODTUG Kscope21 Virtual Event emails and advertising including:
- Virtual platform launch & email updates
- Company logo, description, and link to company homepage on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG website (6 months)
- Branded bumper video ads for company sessions (pre or post) or networking functions (up to 2)
- Company logo featured in virtual event lobby
- Virtual platform banner ad: inclusion in the rotating ad on the ODTUG Kscope21 Virtual Event platform (5 days)
- Inclusion in the virtual platform sponsor & exhibitor listing page: customized branding and description, placement based on sponsorship level (medium)
- Virtual conference bag: option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to (5) items including links, pdfs, digital vouchers, etc.

## Content Engagement

- 40-minute vendor presentation during the virtual event and/or Host a 60-minute ODTUG webinar(s) throughout the year
  - Select up to three (3)
  - Maximum of two (2) vendor presentations
- Topics discussion moderator: Be the thought leader and network in a small group video chat with up to 9 interested attendees. Lead the discussion on a community-based topic of your choice where you are the subject matter expert.
  - Sponsor may select the topics. Topics can be technical (e.g., "DevOps") or functional ("Team Organization").
  - Includes one (1) moderated session
- Participation in the virtual event game with permission to host event game prizes: Create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). A prize with a value of \$300 or greater is required. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

## Lead Generation/Reporting & Analytics

- "Add connections", virtual platform feature, reach out to attendees and connect
- Analytics sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth
- Access to opt-in attendee list one week prior to the event—includes name, company name, job title, and email address
- Access to participant company list one week prior to the event
- Conference participant opt-in list post event—includes name, company name, job title, and email address
- Session reports—includes companies in attendance
- Dedicated exhibit hall time and facilitated networking opportunities throughout the day

## Premier Inclusions

- Six (6) complimentary virtual conference registrations
- Two (2) complimentary virtual conference registration client pass (in lieu of using vendor discount codes)
- Unlimited booth attendant virtual conference passes (no session access)
- Appoint a member to our vendor steering committee—let your voice be heard to make a better ODTUG Kscope.
- Two (2) email blasts to ODTUG Kscope21 Virtual Event attendees

## Sponsor/Exhibitor Landing Page and Virtual Booth

- Inclusions listed on page 9

# Hands-On Training Sponsorship | \$16,800 (Limit 1)

## Awareness

- Sponsorship level with logo in all ODTUG Kscope21 Virtual Event emails and advertising including:
- Virtual platform launch & email updates
- Company logo, description, and link to company homepage on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG website (3 months)
- Branded bumper video ads for company sessions (pre or post) or networking functions (up to 2)
- Company logo featured in virtual event lobby
- Virtual platform banner ad: inclusion in the rotating ad on the ODTUG Kscope21 Virtual Event platform (4 days)
- Inclusion in the virtual platform sponsor & exhibitor listing page: customized branding and description, placement based on sponsorship level (medium)
- Virtual Conference Bag: option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to five (5) items including links, pdfs, digital vouchers, etc.

## Content Engagement

- 40-minute vendor presentation during the virtual event and/or Host a 60-minute ODTUG webinar(s) throughout the year
  - Select one (1)
- Topics discussion moderator: Be the thought leader and network in a small group video chat with up to 9 interested attendees. Lead the discussion on a community-based topic of your choice where you are the subject matter expert.
  - Sponsor may select the topics. Topics can be technical (e.g., "DevOps") or functional ("Team Organization").
  - Includes one (1) moderated session
- Participation in the virtual event game with permission to host event game prizes: Create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). A prize with a value of \$300 or greater is required. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

## Lead Generation/Reporting & Analytics

- "Add connections", virtual platform feature, reach out to attendees and connect
- Analytics sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth
- Access to opt-in attendee list one week prior to the event—includes name, company name, job title, and email address
- Access to participant company list one week prior to the event
- Conference participant opt-in list post event—includes name, company name, job title, and email address
- Session reports—includes companies in attendance
- Dedicated exhibit hall time and facilitated networking opportunities throughout the day

## Premier Inclusions

- Six (6) complimentary virtual conference registrations
- One (1) complimentary virtual conference registration client pass (in lieu of using vendor discount codes)
- Unlimited booth attendant virtual conference passes (no session access)
- One (1) email blast to ODTUG Kscope21 Virtual Event attendees
- Appoint a member to our vendor steering committee—let your voice be heard to make a better ODTUG Kscope.
- Hands-On Training sponsorship: Sponsor entire Hands-On Training track
  - Up to a three-hour Hands-On Training session for attendees
  - Mention and logo in all advertising and applicable to the Hands-On Training

## Sponsor/Exhibitor Landing Page and Virtual Booth

- Inclusions listed on page 9

# Gold Sponsorship | \$13,800 (Limit 6)

## Awareness

- Sponsorship level with logo in all ODTUG Kscope21 Virtual Event emails and advertising including:
- Virtual platform launch & email updates
- Company logo, description, and link to company homepage on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG Virtual Event website (3 months)
- Company logo featured in virtual event lobby
- Virtual platform banner ad: inclusion in the rotating ad on the ODTUG Kscope21 Virtual Event platform (3 days)
- Inclusion in the virtual platform sponsor & exhibitor listing page: customized branding and description, placement based on sponsorship level (medium)
- Virtual conference bag: option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to five (5) items including links, pdfs, digital vouchers, etc.

## Content Engagement

- 40-minute vendor presentation during the virtual event and/or Host a 60-minute ODTUG Webinar(s) throughout the year
  - Select two (2)
  - Maximum of two (2) vendor presentations
- Participation in the virtual event game with permission to host event game prizes: Create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). A prize with a value of \$300 or greater is required. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

## Lead Generation/Reporting & Analytics

- "Add connections", virtual platform feature, reach out to attendees and connect
- Analytics sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth
- Access to opt-in attendee list one week prior to the event—includes name, company name, job title, and email address
- Access to participant company list one week prior to the event
- Conference participant opt-in list post event—includes name, company name, job title, and email address
- Session reports—includes companies in attendance
- Dedicated exhibit hall time and facilitated networking opportunities throughout the day

## Premier Inclusions

- Four (4) complimentary virtual conference registrations
- Unlimited booth attendant virtual conference passes (no session access)
- One (1) email blast to ODTUG Kscope21 Virtual Event attendees

## Sponsor/Exhibitor Landing Page and Virtual Booth

- Inclusions listed on page 9

# Silver Sponsorship | \$10,800 (Limit 8)

## Awareness

- Sponsorship level with logo in all ODTUG Kscope21 Virtual Event emails and advertising including:
- Virtual platform launch & email updates
- Company logo, description, and link to company homepage on the ODTUG Kscope21 Virtual Event website
- Rotating banner ad on the ODTUG Virtual Event website (2 months)
- Company logo featured in virtual event lobby
- Virtual platform banner ad: inclusion in the rotating ad on the ODTUG Kscope21 Virtual Event platform (2 days)
- Inclusion in the virtual platform sponsor & exhibitor listing page: customized branding and description, placement based on sponsorship level (medium)
- Virtual conference bag: option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to five (5) items including links, pdfs, digital vouchers, etc.

## Content Engagement

- 40-minute vendor presentation during the virtual event or Host a 60-minute ODTUG Webinar(s) throughout the year
  - Select one (1)
- Participation in the virtual event game with permission to host event game prizes: Create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). A prize with a value of \$300 or greater is required. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

## Lead Generation/Reporting & Analytics

- "Add connections", virtual platform feature, reach out to attendees and connect
- Analytics sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth
- Access to participant company list one week prior to the event
- Conference participant opt-in list post event—includes name, company name, job title, and email address
- Session reports—includes companies in attendance
- Dedicated exhibit hall time and facilitated networking opportunities throughout the day

## Premier Inclusions

- Three (3) complimentary virtual conference registrations
- Unlimited booth attendant virtual conference passes (no session access)

## Sponsor/Exhibitor Landing Page and Virtual Booth

- Inclusions listed on page 9

# Bronze Sponsorship | \$8,400 (Limited availability)

## Awareness

- **Sponsorship level with logo in all ODTUG Kscope21 Virtual Event emails and advertising including:**
- **Virtual platform launch & email updates**
- **Company logo, description, and link to company homepage on the ODTUG Kscope21 Virtual Event website**
- **Company logo featured in virtual event lobby**
- **Virtual platform banner ad: inclusion in the rotating ad on the ODTUG Kscope21 Virtual Event platform (1 day)**
- **Inclusion in the virtual platform sponsor & exhibitor listing page:** customized branding and description, placement based on sponsorship level (*medium*)
- **Virtual conference bag:** option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to five (5) items including links, pdfs, digital vouchers, etc.

## Content Engagement

- **Participation in the virtual event game with permission to host event game prizes:** Create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). A prize with a value of \$300 or greater is required. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

## Lead Generation/Reporting & Analytics

- **"Add connections"**, virtual platform feature, reach out to attendees and connect
- **Analytics** sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth
- **Access to participant company list one week prior to the event**
- **Conference participant opt-in list post event**—includes name, company name, job title, and email address
- **Session reports**—includes companies in attendance
- **Dedicated exhibit hall time** and facilitated networking opportunities throughout the day

## Premier Inclusions

- **Two (2) complimentary virtual conference registrations**
- **Unlimited booth attendant virtual conference passes** (no session access)

## Sponsor/Exhibitor Landing Page and Virtual Booth

- *Inclusions listed on page 9*



# Virtual Exhibit Booth | \$3,300

## Awareness

- **Sponsorship level with logo in all ODTUG Kscope21 Virtual Event emails and advertising including:**
- **Virtual platform launch & email updates**
- **Company logo, description, and link to company homepage on the ODTUG Kscope21 Virtual Event website**
- **Company logo featured in virtual event lobby**
- **Inclusion in the virtual platform sponsor & exhibitor listing page:** customized branding and description, placement based on sponsorship level (*medium*)
- **Virtual conference bag:** option to provide branded digital collateral in the virtual conference bag (max of 5 items per sponsor). Branded bag with up to five (5) items including links, pdf's, digital vouchers, etc.

## Content Engagement

- **Participation in the virtual event game with permission to host event game prizes:** Create your own challenges! Attendees will be required to complete your challenge to receive your custom code and points. By collecting all of the points for your challenge, attendees will be entered into the event game drawing to win prizes! Participation in the virtual event game includes four (4) custom challenges (2 per week). A prize with a value of \$300 or greater is required. Sponsors are responsible for the distribution of the prizes. Winners will be announced on the last day of the virtual conference.

## Lead Generation/Reporting & Analytics

- **"Add connections"**, virtual platform feature, reach out to attendees and connect
- **Leads of opt-in attendees** sent post event, metrics on attendees who visit your exhibitor landing page & virtual exhibit booth
- **Conference participant opt-in list post event**—includes name, company name, job title, and email address
- **Dedicated exhibit hall time** and facilitated networking opportunities throughout the day

## Premier Inclusions

- **One (1) complimentary virtual conference registration**
- **Unlimited booth attendant virtual conference passes** (no session access)

## Sponsor/Exhibitor Landing Page and Virtual Booth

- *Inclusions listed on page 9*

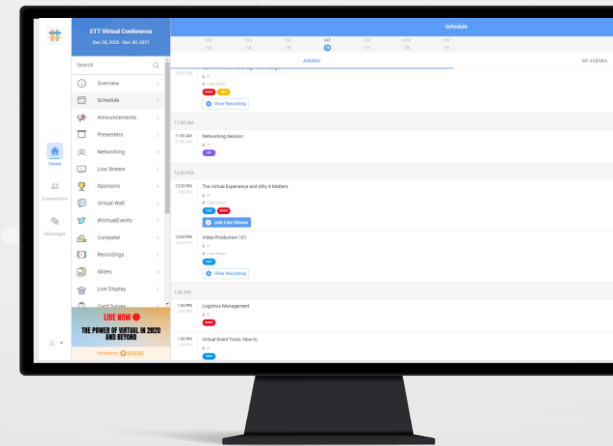
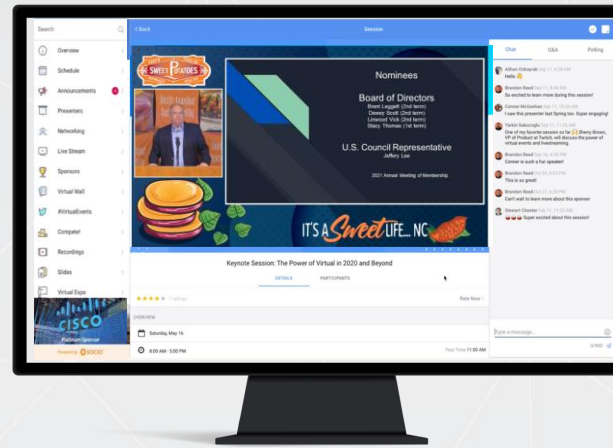


# Exhibitor Upgrades

Pricing reflects items as add-ons to an existing package. All are subject to availability and will be distributed on a first-come, first-served basis.

## Track Sponsor \$5,750 (Limit 1 per track)

- Sponsor an entire track at the ODTUG Kscope21 Virtual Event
- Mention and logo in all track-specific advertising
- Livestream branding with track sponsor logo throughout the session duration
- Choose from: EPM, Analytics, APEX, and Database



## WIT Sponsor \$5,000 (Limit 1)

- Sole sponsor of the Women in Technology (WIT) at the ODTUG Kscope21 Virtual Event
- Branding within livestream and option to utilize small group discussion feature
- Recognition as event sponsor in all conference promotions
- Sponsor may provide ODTUG with virtual handout promotional materials to be distributed to WIT participants
- Sponsor provides the speakers and content, and ODTUG will run the event through the virtual platform and promote it.
- Includes custom banner ad across the platform promoting the event linkable to your vendor profile or any other internal or external link of your choice.
- Inclusion in the ODTUG Kscope21 Virtual Event agenda with event access link and sponsor branding.

## Help Center/Technical Sponsor \$5,000 (Limit 1)

- Banner ad on the ODTUG Kscope21 Virtual Event platform support center page (limit 1)
- Company logo in pre-event access email to attendees
- Company logo or "sponsored by" on all support access information and marketing

## One-Day Sponsor Lab\* \$3,000 (Limit 1)

- For one day during the event, sponsor-created/presented content will be presented through your own platform
- One targeted email to conference attendees
- Listing on the events page on the ODTUG Kscope21 Virtual Event website
- Direct link to access the sponsor lab included in virtual platform agenda

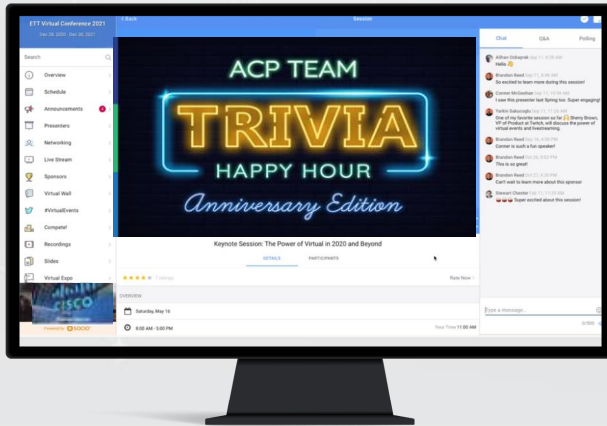
*\*Limited to complementary Oracle product vendors*

# Host an Official Event \$3,000

Interested in hosting your own networking event such as a virtual happy hour? Let ODTUG amplify your event and attract a greater audience. Becoming an official event sponsor at the ODTUG Kscope21 Virtual Event includes digital promotion and awareness designed to drive traffic to your event.

- Includes custom banner ad across the platform promoting the event. The banner is linkable to your sponsor/exhibitor page or any other internal or external link of your choice.
- Included in the ODTUG Kscope21 Virtual Event platform agenda with event access link and sponsor branding.

**Note:** Official events are subject to approval, maximum one per sponsor. Event must be held outside of the virtual event hours: Before 11 a.m. or after 5 p.m. EDT. Limit of one event per day—availability based on a first-come, first-served basis.



# Accessibility Sponsor \$2,500 (Limit 1)

ODTUG is committed to providing a platform that is accessible to the widest possible audience, regardless of circumstance and ability. Our virtual platform has accessibility tools that adhere as strictly as possible to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.1 (WCAG 2.1) at the AA level. These guidelines explain how to make web content accessible to people with a wide array of disabilities. Complying with those guidelines helps us ensure that the website is accessible to all: people with motor or visual impairment, cognitive disabilities, and more. This user feature, along with the sponsor, will be on both the ODTUG Kscope21 Virtual Event website and on the virtual event platform as well as in all of the ODTUG Kscope21 Virtual Event platform feature emails.

# Banner Ad, Virtual Platform \$2,500

(Limit 9)

One-day rotating banner ad on the ODTUG Kscope21 Virtual Event platform

- Fully customizable graphic ad space
- Visible throughout the platform
- Linkable to your homepage or custom website
- Choice of conference day based on availability



# Topics Discussion Moderator

**\$2,300** (Limited availability)

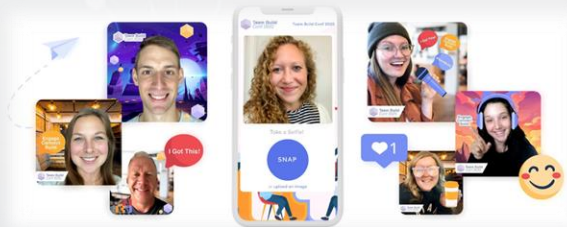
Be the thought leader and network in a small group video chat with up to 9 interested attendees. Lead the discussion on a community-based topic of your choice where you are the subject matter expert.

- Sponsor may select the topics.
- Topics can be technical (e.g., “DevOps”) or functional (“Team Organization”).
- Includes (1) moderated session

# Virtual Photo Booth Sponsor

**\$1,750** (Limit 6)

What’s a conference without a photo op? Give attendees another reason to SMILE while increasing your company awareness! Fully customizable virtual booth including colors, logo, backgrounds, frame, stickers and more! Attendees can SNAP and SHARE!



# Push Notifications \$1,000

(3 notifications available per day; 1 notification per vendor, per day)

Promote any important information to all ODTUG Kscope21 Virtual Event attendees at one specific time via the virtual platform.

- Limit of 1,024 characters
- Linkable to sessions or events within the virtual platform or an external website

# Sponsored Tweets & Social Media Posts \$800

(2 posts available per day; 1 notification per vendor, per day)

Send your message out to the ODTUG community via sponsored posts on Twitter, Facebook, and LinkedIn.