Sponsorship Prospectus



opentext™ world 2024

The Venetian Las Vegas Resort

OpenText Partner Summit: November 18, 2024

OpenText World: November 19–21, 2024

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opentext™ world 2024

Welcome Partners!

After an absolutely incredible journey into *The Future of AI* at OpenText World 2023, I am thrilled to announce our plans for OpenText World 2024, taking place November 18–21 at The Venetian Resort Las Vegas.

Because you are a valued OpenText Partner, I encourage you to join us in Las Vegas as an event sponsor. No matter your specific business objectives, OpenText World 2024 has a sponsorship opportunity to help you achieve them. From increasing your brand exposure to developing strategic relationships to meeting with customers and prospects face-to-face, the possibilities for growth and engagement are endless. You'll also be able to take advantage of the OpenText Partner Summit on November 18, a day specifically designed for you and your peers in our partner ecosystem.

Aligning your organization with OpenText, a leader in AI-led information management, will give you a competitive advantage with the more than 2,000 OpenText World attendees seeking to reimagine information and uncover limitless potential.

I can't wait to see you in Las Vegas!

Sandy Ono

EVP, Chief Marketing Officer



OpenText World 2023 audience demographics

1,300
Customers

52
Customer speakers

75
Sponsoring Partners

66
Expo booths

3,373
Expo booth scans

2,931
Session scans

181,508
Online impressions

Top 10 countries

USA	77%
Canada	9%
Rest of the World	14%



Registrants by area of interest

Analytics & AI	15%
Application Modernization	3%
Business Network	5%
Content	39%
Cybersecurity	10%
DevOps	7%
Digital Experience	8%
IT Operations	12%
Portfolio	2%

Registrants by industry

Professional Services	32%
High Tech	18%
Banking	12%
Insurance	9%
Utilities	7%
Government – Federal	6%
Oil & Gas	6%
Healthcare	5%
Manufacturing	5%

What Partners can expect in 2024

Partners will be deeply integrated into the event program and experience through:

- **EXPANSIVE** exhibitor hall to demonstrate solutions, identify business opportunities, and collect leads.
- **INNOVATIVE** booth designs with Partners at the forefront.
- Partner Summit, training and certifications, keynote content, and breakout sessions to deep dive into product offerings and customer success stories.
- Networking and access to influential cross-industry prospects.
- Access to product experts and leaders from the OpenText team.
- **NEW** High-impact speaker packages for Partners to showcase their thought leadership and industry knowledge.
- **RECOGNITION** of sponsor branding.



Exhibitor packages

Identify new business opportunities by connecting with customers and prospects. Enjoy dedicated Expo time without competing events.

Generate leads and brand awareness

Benefits overview		20'x20' Booth $45,000	10'x10' Booth $16,000	Kiosk $8,500
Availability		3	20	25
Expo space	Turnkey Booth	Monitor Graphic Branding Electrical outlets Demo counter Tables and stools	Monitor Graphic branding Electrical outlets Demo counter Table and stools	Monitor Graphic branding Electrical outlets Demo counter Stool
Generate leads	Lead retrieval licenses	4	2	1
	Lead capture list of contacts	✓	✓	✓
Conference passes and hotel	All-access event pass	6	4	2
	Partner Summit pass	6	4	2
	Access to discounted hotel room block rate (deadline date applies)	✓	✓	✓
	Discount code to invite customers	✓	✓	✓
	Discount on additional sponsor passes	✓	✓	✓
Branding and promotions	Pre-show email highlighting exhibitors	✓	✓	
	Exhibitor mobile app profile page	✓	✓	✓
	Promotional push notification on mobile app	✓		

Showcase your brand

Bamboo Nash Stylus Pen
$3,000



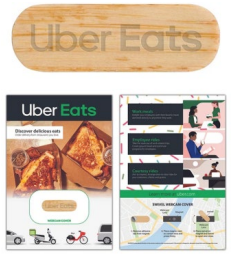
Phone and tablet stand
$4,500



Recycled cotton tote **$5,000**



Swivel wood webcam cover and 2-sided backer card **$5,000**



Luggage tags
$6,000



Belt bag
$10,000

Promotion of sponsor brand by 50 event staff and brand ambassadors wearing the belt bag



Cost is based on a quantity of 1,000

Through a partnership with 1% For The Planet, one percent of sales of all EcoSmart® products are donated to environmental nonprofits. Where possible, we are aiming for eco-friendly options.

Thought leadership packages

Demonstrate thought leadership and expertise with OpenText technologies, identify and generate new business opportunities, and gain access to target audiences within your industry focus.

Benefits overview	Partner-led breakout session $15,000	OpenText-led breakout sponsor $8,000	Turbo Talk Expo theatre on show floor $5,000 – SOLD OUT
Presentation aligned with target audience and industry focus area (Subject to OpenText review and approval.)	Breakout session (45 min.)	Opening video (pre-recorded remarks 2-3 min.) Remarks to align with Business Unit and session content.	Customer success story, solution demo, strategic talk (20 mins.)
Sponsor recognition and branded slide		Displayed during session	
Email promoting sponsored content (sent to all registrants prior to event)	✓	✓	✓
Session title, abstract, speaker information listed in agenda (subject to OpenText approval)	✓	✓	✓
Promotional push notification on mobile app	✓	✓	✓
Session registrant list (post-event opt-in only)	✓	✓	✓
Event and Partner Summit passes	2	1	1
Customer-only passes	2	1	1

Limited slots are available and will be based on a first-come, first-served basis. Please inquire if interested

Sponsorship opportunities à la carte

Digital promotions package $5,000 (3 available) – SOLD OUT

Showcase your brand, services, and solutions in the digital promotions package. Featured advertisement displayed onsite and on social media.

Benefits include:

- Featured advertisement displayed onsite for high visibility
- Social media blast
- 1 event and Partner Summit pass



Sponsor(s) joint promotional email $5,000 (4 available)

Joint promotional email featuring up to 4 sponsors to drive awareness and engagement.

- Promotional email sent to event registrants prior to the event (opt-ins only)
- Promote your sponsored activities - booth, session, and company products and solutions
- Sponsor to provide copy, image and links (word count and deadline applies)
- OpenText to approve, build and facilitate email send

Wi-Fi sponsor $15,000

Take advantage of a high visibility branding opportunity! All attendees will be accessing the Wi-Fi connection and land on your sponsor branded splash page featuring your very own curated message. Promoted to all event attendees.

Ask us about more opportunities for high visibility venue branding

Sponsorship opportunities à la carte

Strategically located in the Expo

Digital Caricaturist $7,000 (1 available)

Benefits include:

- 2 full days
- Sponsor Logo featured on caricature and attached to lanyard
- Promotional push notification on mobile app to attract attendees to your booth
- Located in or by your booth to drive traffic and interactions
- Ability to scan attendees (additional fee for lead capture license)

Donut wall $8,000 (3 available)

Benefits include:

- 300 specialty donuts
- Branded napkins and promotional sign
- Ability to scan attendees (additional fee for lead capture license)
- Promotional push notification on mobile app.
- Located in or by your booth to drive traffic and interactions

Ice cream cart service $10,000 (1 available)

Benefits include:

- 500 Haagen-Dazs bars handed out during PM break
- Branded napkins and promotional sign
- Ability to scan attendees (additional fee for lead capture license)
- Promotional push notification on mobile app.
- Located in or by your booth to drive traffic and interactions

Coffee stations $30,000 (2 available)

Benefits include:

- Barista service with branded apron
- Branded sleeves
- Promotional signage
- Promotion on mobile app
- 4-hour service or 2,000 cups

Sponsorship opportunities à la carte

Lounge sponsor from $25,000

Create and brand the perfect lounge experience integrated into the Expo Hall. Exclusive options to choose from:

- Gaming Lounge
- Wellness Massage Lounge
  (2 massage chairs and neck massage administered by a massage therapist)
- Strike a Pose professional headshots Lounge (sponsor branding on custom website landing page where photos will be made available)

Benefits include:

- 2 event and Partner Summit passes
- 2 lead retrieval licenses and list of scanned attendees (opt-ins only)
- Furniture and branded wall

200-400 square-foot spaces available to customize. Prices will vary based on customizations. *(Final design to be approved by OpenText.)*

Women in Tech reception $35,000

Engage and connect with women in the technology community, through a networking reception co-sponsored with OpenText

Benefits include:

- Exclusive Women in Tech reception sponsor and panel discussion in the Stella Studio
- Online branding on event app and website
- Push notification promoting the reception via mobile app
- Promotion of Women in Tech reception “sponsored by” via email, and social media
- Attendee list to be provided post-event (opt-ins only)
- 2 event passes



Complimentary benefits within sponsorship package!

Sponsorship tiers are determined based on total spend.

Each level of sponsorship includes complimentary benefits to enhance your investment and visibility for the event.

Deadline to sponsor is Monday, September 30, 2024 (some packages will require earlier deadlines).

Sponsor tier inclusions	Innovator	Leader	Expert	Specialist
Availability	3	15	30	Unlimited
Tier by total spend	$85,000 +	$40,000-$84,999	$20,000-$39,999	$1,000-$19,999
Premier logo placement on event website home page carousel	✓			
Featured sponsor on mobile app	✓			
Promotional email to opt-in registrants (pre-event)	✓			
List of registered companies (company name, job function, country) 4 and 2 weeks prior to event	✓	✓		
Logo on customer email (pre- and post-event)	✓	✓		
Proud sponsor promotional package (social and email invitation templates)	✓	✓	✓	
Clickable logo on OpenText World sponsorship web page	✓	✓	✓	✓
Social media promotion of sponsors	✓	✓	✓	✓
Event pre-promotional assets kit (social posts and customer email invite templates)	✓	✓	✓	✓
‘Thank you to our Sponsors’ slide (featured on digital screens, pre-keynote, and Partner Summit walk-in slide)	✓	✓	✓	✓
Exhibitor profile page on mobile app (clickable logo, company description, booth # if applicable)	✓	✓	✓	✓
Sponsor discounted pass rate for additional passes: $1,599	✓	✓	✓	✓
Option to purchase customer passes at a sponsor discounted rate ($300 off current pass rate)	✓	✓	✓	✓

Pricing in USD

Become a sponsor!

Contact us to secure your sponsorship package today:

Lina Doss, Partner Program Manager ldoss@opentext.com

For any other inquires:
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