



opentext™

Enfuse 2019

**November 11–14
The Venetian Resort
Las Vegas**

Exhibitor Prospectus

Exhibiting sponsorships

The number of the following opportunities may vary closer to the event. All prices in USD.

# of opportunities		1	2	4	12
Sponsorship Level		Innovator	Leader	Expert	Specialist
Partner		\$30,000	\$22,500	\$15,000	\$10,000
Non-partner		\$37,500	\$28,125	\$18,750	\$12,500
Pre- and post-event marketing	Pre-conference email promotion	1	1		
	Pre-conference social promotion	1	1		
	Post-conference email promotion	1	1		
	Company logo on pre-conference promotional emails	✓	✓	✓	✓
On-site marketing/ brand exposure	Exhibit Hall booth space	20' x 20' or 10' x 20'	10' x 20' or 10' x 10'	10' x 10'	10' x 10'
	Event sponsor	Welcome reception	Lunch		
	Placement in on-site digital media	✓			
	Custom push notifications to attendees via the official conference mobile app	✓	✓		
	Sponsor logo within Expo Hall	✓	✓	✓	✓
	Company logo on official conference mobile app	✓	✓	✓	✓
Message delivery and attendee engagement	Mainstage recognition	✓			
	Track sponsor	✓			
	Breakout sponsor	3	2	1	
	Expo Theater sessions	3	2	1	
Conference access	On-site meeting room (location TBD)	✓			
	Full conference registrations	12	8	4	2

Need additional conference passes for your sponsorship package? Contact partnermarketing@opentext.com for customized package pricing.

Exhibiting sponsorships

Pre- and post-event marketing	Pre-conference email promotion	Email sent to registered attendees leading up to the event date. Partner responsible for email content, which must be approved by OpenText.
	Pre-conference social promotion	Social post promoting your sponsorship leading up to the event date.
	Post-conference email promotion	Email sent to registered attendees following the event. Partner responsible for email content, which must be approved by OpenText.
	Company logo on pre-conference promotional emails	Logo included in pre-event email(s) to registered attendees.
On-site marketing/brand exposure	Exhibit Hall booth space	Exhibit Hall booth space (determined by sponsorship level). Each booth includes an 8' high drape backwall and 3' high drape side rails, 6' draped table, two chairs, wastebasket and 7" x 44" ID sign.
	Event sponsor	Sponsor of event reception or conference lunch (determined by sponsorship level).
	Placement in on-site digital media	Logo included on screens throughout the conference.
	Custom push notifications to attendees via the official mobile app	Sponsored notification sent via conference mobile app to all attendees. Must be approved by OpenText.
	Sponsor logo within Expo Hall	Logo included on signage within the Expo Hall.
	Company logo on official conference mobile app	Logo included on conference mobile app.
Message delivery and attendee engagement	Mainstage recognition	Mainstage recognition as a sponsor at your sponsorship level.
	Track sponsor	Logo included in designated track room, mainstage recognition during track kickoff, speaking opportunity during track kickoff. (Presentation must be received by OpenText by September 30.)
	Breakout sponsor	60-minute partner-led breakout presentation. (Must be received by OpenText by September 30.)
	Expo Theater sessions	15-minute partner-led theater presentation. (Must be received by OpenText by September 30.)
Conference access	On-site meeting room (location TBD)	Dedicated boardroom style sponsor meeting room. Additional AV is the sponsor's responsibility.
	Full conference registrations	Access to keynotes, breakouts, Expo Hall, conference receptions and conference food and beverages. Can be applied to customer or sponsor registrations.

Promotional opportunities

Each of the following opportunities will include Enfuse 2019 promotional branding. All prices in USD.
One opportunity available unless stated otherwise. One conference pass included with each opportunity.

		Partner	Non-partner
Hotel key	Logo branded alongside OpenText logo on conference hotel key cards.	\$10,000	\$12,500
Charging stations	Logo branded on charging stations throughout the Expo Hall.	\$9,000	\$11,250
Conference notepad	Logo branded notepad included in attendee bags.	\$8,000	\$10,000
Coffee break sponsor	Logo branded on coffee station and 2,000 coffee cup sleeves.	\$7,500	\$9,375
Wi-Fi sponsor	Splash page with co-branding and signage.	\$7,500	\$9,375
Conference pen	Logo branded on all conference pens included in attendee bags.	\$6,500	\$8,125
Webcam cover	Logo branded webcam cover included in attendee bags.	\$5,000	\$6,250
Mobile app banner ad	Banner ad within mobile app. Four opportunities available.	\$2,500	\$3,125
Host a dinner or reception	Invite customers, OpenText representatives and fellow partners to an exclusive sponsored cocktail reception or dinner.	Please email partnermarketing@opentext.com for pricing and more information.	
Sponsorship opportunity not listed?	If there was a promotional opportunity that you previously sponsored and it isn't listed in this prospectus, please contact partnermarketing@opentext.com to discuss the potential of a customized offering.		

PLEASE NOTE: Promotional sponsorship deadline is September 30.

Secure your sponsorship today!

Please email partnermarketing@opentext.com to secure your sponsorship and for all of your sponsor-related inquiries.

PLEASE NOTE: As all opportunities are limited and sold on a "first-come, first-served" basis, we cannot guarantee your requested opportunity will be available. Sponsorship deadline is September 30.



Contact information

General conference inquiries (e.g., registration, hotel, travel questions):

enfuse@opentext.com

Program/speaker inquiries:

enfuse@opentext.com

Sponsorship/exhibitor opportunities:

partnermarketing@opentext.com

For any other inquiries:

partnermarketing@opentext.com

If you're an OpenText partner or customer, visit [online.opentext.com](https://www.opentext.com) for more information about OpenText solutions.

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OpenText is a publicly traded company on both NASDAQ (OTEX) and the TSX (OTEX)