

**Be digital**

**opentext™  
world<sub>2021</sub>**

**Sponsorship Prospectus**

**November 16-18**

Virtual Event



# What is OpenText World?

OpenText World is a 3-day virtual tech event, packed full of content to help solve today's challenges. Designed around customers, the online tech event explores the latest product innovations and market trends in keynotes, breakout sessions, interactive labs, games and more.

OpenText World brings together the people and technology required to support modern work, engage customers and communities and connect global commerce so organizations can be digital.

## **Network, learn and engage**

Connect with the brightest minds across Information Management.

## **Drive digital transformation**

Dive into the market trends, vision and areas of strategic investment that matter to you.

## **Discover solution advancements**

Explore new products driven by innovation, uncover roadmaps and study new use-cases.

## **Learn experientially**

Demo new products and solutions, evaluate designs and input on roadmaps.

## **Expand networks**

Meet industry leaders and technical experts in an immersive digital experience.



# Event features

OpenText World is an opportunity to reach an audience engaged in digitally transforming to meet today's challenges. The event offers sponsorship levels to align to whatever goals you may have, from general brand awareness to more in-depth opportunities.

Don't miss the chance to get in front of an audience primed for innovation!

## OpenText World 2020 by the numbers

- Viewed across 88 countries
- 10x session views compared to previous in-person event
- More than 33,000 hours spent viewing content
- 90%+ rate sessions met or exceeded expectations

## OpenText World agenda highlights

Keynotes from OpenText CEO & CTO Mark J. Barrenechea and Executive Vice President and Chief Product Officer Muhi S. Majzoub along with other industry visionaries.

Customized Developer, Enfuse and Content Services tracks to offer deep dives into some of today's biggest topics.

Interactive labs to experience OpenText products firsthand, hear and input on future innovations and discover new ways to maximize investments.

Industry Forums to peer into specific industry challenges and how to apply today's tools to overcome them.

*Agenda highlights subject to change.*

# Enfuse at opentext™ world<sup>2021</sup>



With a comprehensive 2-day agenda, Enfuse at OpenText World brings together the people and technology required to achieve cyber resilience and make the world a safer place.

## Enfuse Agenda Highlights

**Dive into security trends, vision and areas of strategic investment that matter with:**

- Dedicated product keynotes covering in-depth product roadmaps
- Information Security, eDiscovery and Digital Investigation focused sessions to offer deep dives into some of today's biggest topics.
- Interactive and technical sessions to experience OpenText™ EnCase™, Carbonite, Webroot and Tableau products and solutions firsthand, hear and input on future innovations and discover new ways to maximize investments.
- Industry Forums to peer into specific industry challenges and how to apply today's tools to overcome them.

# Sponsorship

*Sponsorship tiers are based on total à la carte spend.  
Each sponsor tier includes foundational elements to increase brand awareness, generate leads and highlight partnership expertise.  
Custom build your package from the available options.*

Sponsor tier inclusions		Innovator	Leader	Expert	Specialist
Availability		3	6	10	Unlimited
Pre-event brand awareness	Social promotion of sponsorship	●			
	Pre-event registrant email	●			
	Pre-event company registrant list (4 & 2 weeks prior to event)	●	●		
	Logo on customer email (2)	●	●	●	
	Sponsor awareness package–social and email	●	●	●	
Event brand awareness	Main keynote sponsor acknowledgement	●	●	●	●
	Logo & description on event platform	●	●	●	●
	Event announcements (1 per sponsor)	●			
	Book a meeting (TBC)	●	●		
Post-event brand awareness	Logo on post-event customer email	●	●		

Tier Pricing
<b>Innovator: \$35,000 +</b> <b>Leader: \$20,000–\$34,999</b> <b>Expert: \$10,000–\$19,999</b> <b>Specialist: \$1,000–\$9,999</b>

*All prices shown are in USD.  
Deadline of October 15, 2021.*

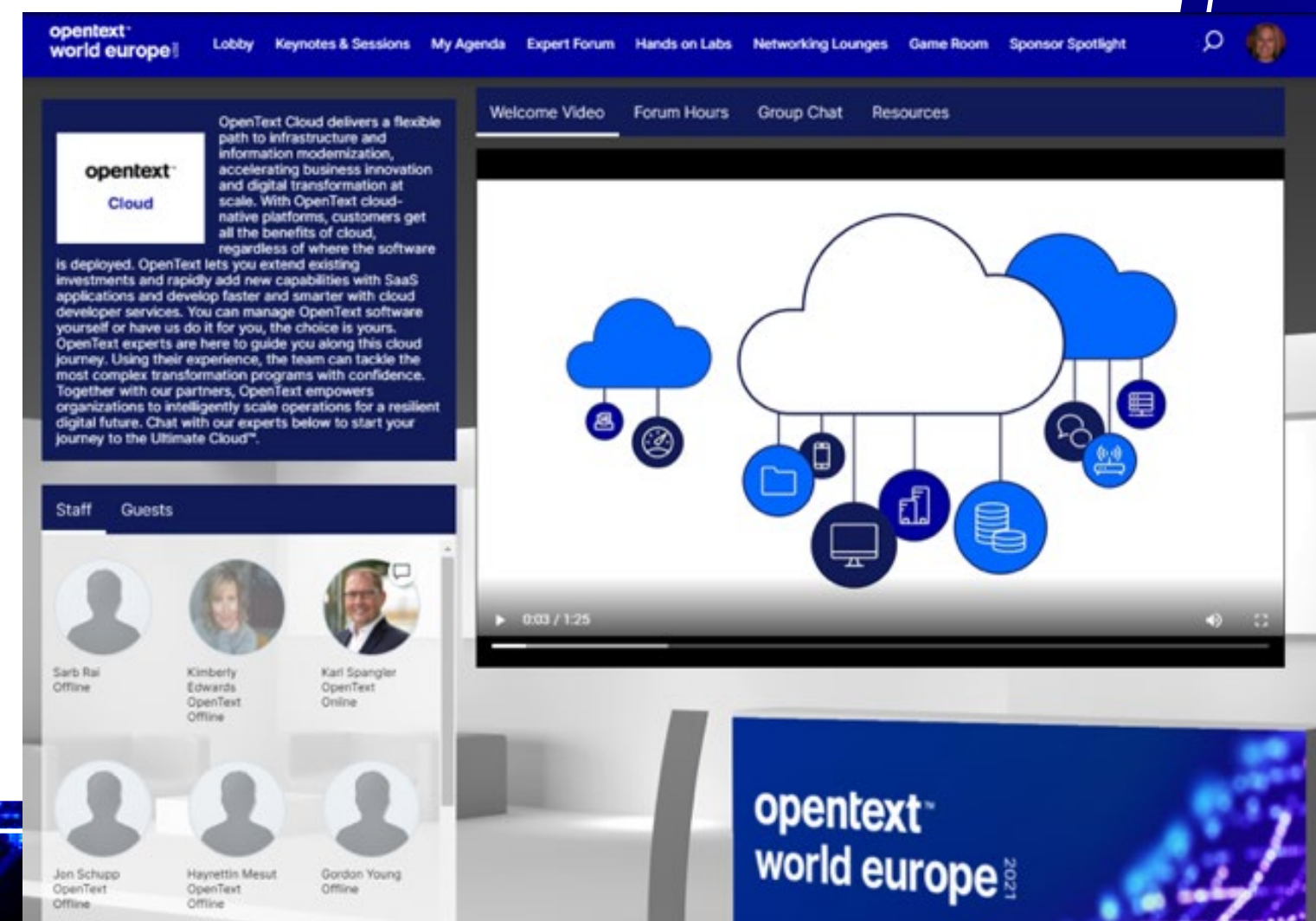
# Sponsorship opportunities

## Sponsor Expert Forums \$15,000 (8 available)

Sponsor dedicated forum available within the event platform.  
Live engagement hours (min. 2 hours per day).

Sponsor Expert Forums include:

- Welcome video
- Branding opportunities within the forum
- Group and 1:1 chat capabilities
- Real-time view of visitors
- Embedded resources, downloads and links
- Contact us form



All prices shown are in USD.



# Additional opportunities

## Partner interview \$10,000 (3 available)

Pre-recorded partner interview with an OpenText expert (max. 5 minutes).

## Breakout session \$7,000

Pre-recorded session (30 minutes) included in the agenda and integrated into OpenText content.

## Turbo session \$4,000

Pre-recorded session (15 minutes) included in the agenda and integrated into OpenText content.

## Live Turbo talk \$6,500 (6 available)

Live 15-minute partner led session with chat, including pre-event promotion of the session to event registrants. Partner proposed session topics are subject to OpenText review and approval.

All prices shown are in USD.



# Additional opportunities

## Hackathon exclusive \$10,000 (1 available-TBC)

Sponsor name added to the event name e.g., “OpenText Hackathon sponsored by ABC Company” or “OpenText Hackathon brought to you by ABC Company”

Sponsor logo included on all promotional emails and social

Sponsor logo included on the landing page of each challenge

List of participants (opt-in required)



## Post Event opportunity #1

### Post Event Registrant email (opt-in only)

Sponsor email to event registrants in the week/s following the event. Sponsor responsible for email content, OpenText to review, approve and facilitate send - **\$7,500 (2 available)**

## Post Event opportunity #2

### Event Registration list (opt-in only)

Full event registration list provided for those who have opted-in to share information with sponsors. Provided in the week following the event conclusion - **\$10,000**

# Brand awareness

## Logo sponsorship \$1,250

Logo on the virtual event platform that links to the sponsor's page of choice.

## Breakout sponsor \$4,000

Sponsor slide included in the OpenText led breakout of choice. Opt-in registrant information provided (breakout specific only) at the conclusion of the event.

## Hub sponsor \$10,000 (limited number available)

Sponsor named on the Hub landing page, branding opportunity before track keynote, 5 minute presentation at the conclusion of the track keynote, a conference announcement highlighting the Hub Sponsor during the live event and opt-in registration list of all Hub session attendees (Hubs available on first-come, first-served basis).

## Video ad/commercial \$2,500 (4 available)

20-30 second partner-provided commercial to be played during the broadcast stream. OpenText approval required.



# Entertainment

*3 opportunities available on first-come, first-served basis  
(1 break per day)*

## Entertainment break #1—Samoan Fire Knife Performance

Conference announcement promotion through event platform, sponsor provided 30 second intro to be played prior to the entertainment break.

**Description—9 minutes, pre-recorded, \$4,000 (1 available)**

Siva afi, or fire knife dancing is a tradition rooted in Samoan culture that incorporates the Samoan weapon nifo oti, or war knife. Our tribal performers twirl the weapon and showcase other acrobatic tricks that will have you on the edge of your seat as they literally set the stage on fire.



## Entertainment break #2—Camera Tricks: A Virtual Magic Experience with Ben Seidman

Conference announcement promotion through event platform, sponsor provided 30 second intro to play prior to the entertainment break.

**Description—15 minutes, pre-recorded, \$7,000 (1 available)**

Magician Ben Seidman has been featured on Netflix, Travel Channel and the CW Network—but today, he's performing in your living room. Seidman's virtual show CAMERA TRICKS is an engaging and interactive magical experience, packed with mind-blowing sleight of hand and hilarious audience exchanges. Every magical moment will make your jaw drop, but there's a catch... one single moment in the show uses a camera trick.

**LIVE INTERACTIVE VIRTUAL MAGIC**

**BEN SEIDMAN**

CAMERA  TRICKS

PREPARE TO BE **AMAZED**  
AND **ENTERTAINED!**



*Audience reactions*

*All prices shown are in USD.*

# Entertainment

*3 opportunities available on first-come, first-served basis  
(1 break per day)*

## Entertainment break #3—Wellness 101: Healthy Habits Workshop

Conference announcement promotion through event platform, sponsor to provide 30 second intro prior to entertainment break.

**Description—15 minutes, pre-recorded, \$5,000 (1 available)**

Join Holistic Practitioner to relax, reset & rejuvenate your body, mind and soul. Learn about the body, mind and spirit connection and how it all plays an essential role in our overall health and wellbeing. Takeaway simple, effective and practical applications to bring a little more wellness into your everyday routine.

*All prices shown are in USD.*



# Secure your sponsorship today!

## Contact information

Sponsorship/exhibitor opportunities:  
[partnermarketing@opentext.com](mailto:partnermarketing@opentext.com)

For any other inquiries:  
[partnermarketing@opentext.com](mailto:partnermarketing@opentext.com)

If you are an OpenText partner or customer, visit [opentext.com](http://opentext.com) for more information about OpenText Solutions.

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