



**swampUP**  
2023 CITY TOUR!

# SPONSORSHIP PROSPECTUS

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San Jose, CA, May 11, 2023

London, UK, May 16, 2023

New York, NY - Coming soon



# ENGAGE WITH JFROG CUSTOMERS AND COMMUNITY

Join us as a sponsor of **swampUP 2023 City Tour** — JFrog’s DevOps and DevSecOps user conference. You’ll engage with the brightest minds in software supply chain management across verticals, including attendees and companies focused on cloud-native deployments, security of the DevOps pipeline, binary management, and software distribution.

We’re excited to host three swampUP events in 2023 with the opportunity to sponsor one, two, or all three conferences (multi-city sponsorships are eligible to receive a 10 percent discount on the total sponsorship fee).

Here’s a look at the swampUP 2023 City Tour and expected attendance:

- **San Jose, CA, May 11:** 350 attendees
- **London, UK, May 16:** 250 attendees
- **New York, NY - Coming soon:** 250 attendees

## JOIN US

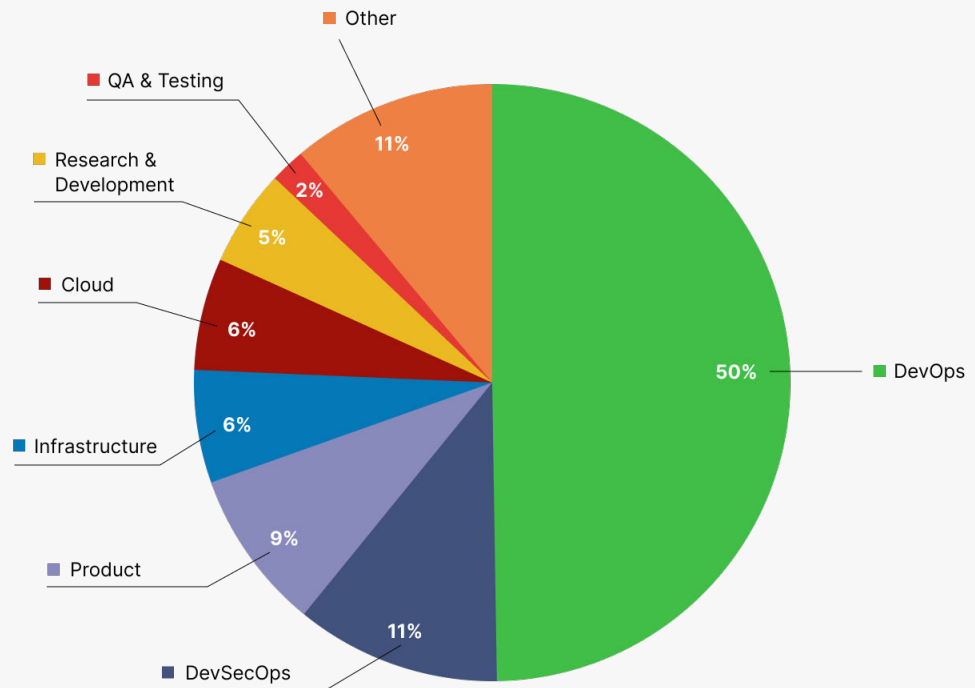
Past JFrog Customer Attendees.



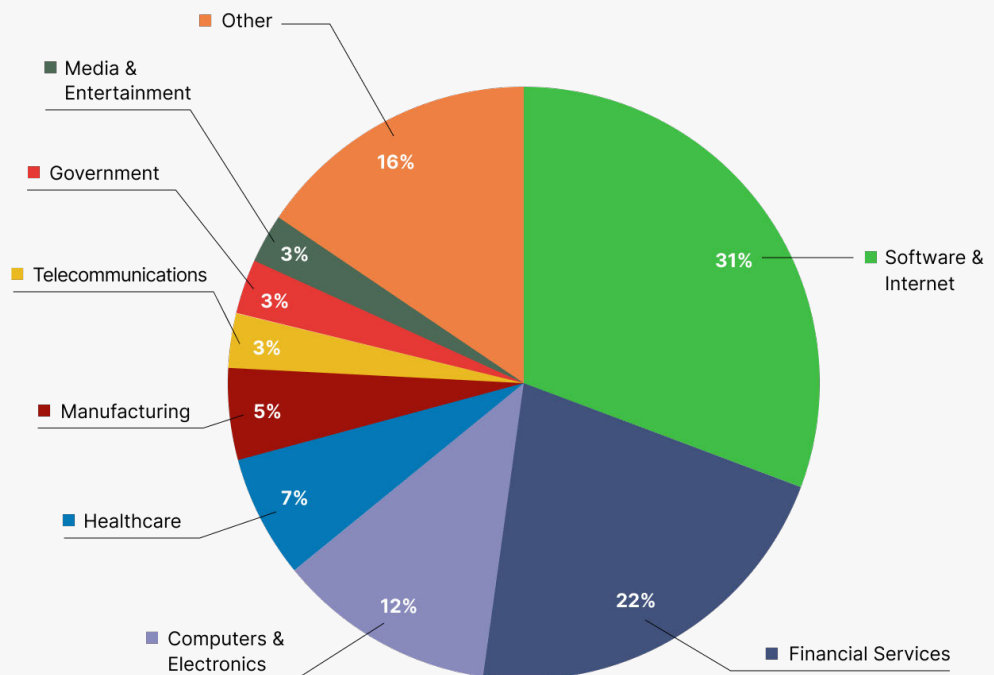
# WHO CAN YOU EXPECT TO MEET AT SWAMPUP 2023 CITY TOUR?

## SwampUp 2022 Demographics

### Roles



### Industry



# SPONSOR SWAMPUP 2023 CITY TOUR

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The swampUP 2023 City Tour is your chance to talk to JFrog customers and community members. When you sponsor swampUP 2023 City Tour, you'll be a part of the vast JFrog ecosystem leading innovation in the software supply chain. Also, you'll get unparalleled access to the people who matter most to your business — the DevOps and DevSecOps community.

At swampUP 2023 City Tour, sponsors have the chance to:

- **Gain exposure** and create positive brand recognition
- **Reach a large audience** and build relationships with potential customers
- **Network with the JFrog community** and raise awareness about your products and solutions
- **Receive direct access** to DevOps and DevSecOps industry leaders using the JFrog Software Supply Chain Platform

## INTRODUCING JFROG'S PARTNER DAY

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You'll also have the opportunity to participate in JFrog's first Partner Day on May 10 at our San Jose, CA, event. Join JFrog for a half day of sales and partnership strategies, as well as participate in a half day of JFrog technical training. Partner Day is free with the purchase of the San Jose swampUP 2023 City Tour event. Conference sponsorships include free passes to swampUP 2023 City Tour and Partner Day.

It's a great year to sponsor swampUP 2023 City Tour and participate in our Partner Day launch. Enjoy increased media exposure and visibility with JFrog's partner ecosystem.

PARTNER DAY  
AT SWAMPUP  
2023 CITY TOUR

# SWAMPUP 2023 CITY TOUR SPONSORSHIP OFFERINGS

## San Jose, CA - May 11, 2023

	Platinum	Gold	Silver
# of opportunities	3	4	8
Cost	\$20,000	\$15,000	\$7,500
<b>Pre-Event</b>			
Complimentary conference passes <sup>1</sup>	10	5	3
10% discount on multi-city sponsorships	x	x	x
25% off customer discount code for swampUP registration (5 total)	x	x	x
Logo placement on conference website	x	x	x
Logo included in sponsor boilerplate for each event promo email	x	x	x
Promotional marketing kits (event logos, email banners with suggested copy, and social post copy with graphics)	x	x	x
Call out in pre-show "curtain raiser" blog on JFrog.com, also promoted on social	x	x	x
Social media promotion	(1) Exclusive post (LinkedIn and Twitter)	Group post (LinkedIn and Twitter)	Group post (LinkedIn and Twitter)
<b>On-Site</b>			
Turnkey booth	10' turnkey booth	6' turnkey booth	4' turnkey booth
Live session (20 minutes)	x		
Logo callout during keynote	x	x	
Logo placement on-site	x	x	x
Lead retrieval(s)	2	2	1
JFrog cross-booth passport program		x	x
Logo on conference T-shirt	x	x	x
Standard wireless internet and standard electrical	x	x	x
<b>Post-Event</b>			
Sponsor solution case study (JFrog aligned) - emailed to swampUP attendees <sup>2</sup>		x	
30 min virtual solution engineering collaboration workshop between JFrog and sponsor <sup>3</sup>		x	
Mention in post-show recap blog on JFrog.com, which will also be promoted on social	x	x	x
<sup>1</sup> Includes booth staff			
<sup>2</sup> Sponsor DevOps/DevSecOps JFrog aligned case study per provided outline, prior approval by JFrog			
<sup>3</sup> Meet with JFrog expert to collaborate on joint customer value proposition and GTM			

# ADDITIONAL BRANDING OPPORTUNITIES

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## San Jose

(in addition to sponsorship cost)

<b>Sponsored Meetup (1 available)</b>	\$5,000
<ul style="list-style-type: none"><li>• Exclusive branding during evening meetup open to all attendees</li><li>• Sponsor branded tabletop signs and beverage cups</li><li>• Sponsor has option to provide additional giveaways and collateral</li></ul>	
<b>Sponsored Breakfast (1 available)</b>	\$3,000
<ul style="list-style-type: none"><li>• Exclusive branding during breakfast open to all attendees</li><li>• Sponsor branded napkins and tabletop signs</li></ul>	
<b>Sponsored Lunch (1 available)</b>	\$3,000
<ul style="list-style-type: none"><li>• Exclusive branding during breakfast open to all attendees</li><li>• Sponsor branded napkins and tabletop signs"</li></ul>	
<b>Sponsored Co-branded Lanyard (1 available)</b>	\$5,000
<ul style="list-style-type: none"><li>• JFrog + sponsor co-branding</li></ul>	

BRANDING  
OPPORTUNITIES

# SWAMPUP 2023 CITY TOUR SPONSORSHIP OFFERINGS

## London - May 16, 2023, New York - Coming soon (each)

	Platinum	Gold
# of opportunities	2	6
Cost	\$15,000	\$8,000
<b>Pre-Event</b>		
Complimentary conference passes <sup>1</sup>	5	3
10% discount on multi-city sponsorships	x	x
25% off customer discount code for swampUP registration (5 total)	x	x
Logo placement on conference website	x	x
Logo included in sponsor boilerplate for each event promo email	x	x
Promotional marketing kits (event logos, email banners with suggested copy, and social post copy with graphics)	x	x
Call out in pre-show "curtain raiser" blog on JFrog.com, also promoted on social	x	x
Social media promotion	(1) Exclusive post (LinkedIn and Twitter)	Group post (LinkedIn and Twitter)
<b>On-site</b>		
Turnkey booth	10' turnkey booth	6' turnkey booth
Live session (20 minutes)	x	
Logo callout during keynote	x	x
Logo placement on-site	x	x
Lead retrieval(s)	2	1
JFrog cross-booth passport program		x
Logo on conference T-shirt	x	x
Standard wireless internet and standard electrical	x	x
<b>Post-Event</b>		
Sponsor solution case study (JFrog aligned) - emailed to swampUP attendees <sup>2</sup>		x
30 min virtual solution engineering collaboration workshop between JFrog and sponsor <sup>3</sup>		x
Mention in post-show recap blog on JFrog.com, which will also be promoted on social	x	x
<sup>1</sup> Includes booth staff		
<sup>2</sup> Sponsor DevOps/DevSecOps JFrog aligned case study per provided outline, prior approval by JFrog		
<sup>3</sup> Meet with JFrog expert to collaborate on joint customer value proposition and GTM		

# ADDITIONAL BRANDING OPPORTUNITIES

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## London, New York

(each city, in addition to sponsorship cost)

<b>Sponsored Breakfast (1 available, each city)</b>	\$2,000
<ul style="list-style-type: none"><li>• Exclusive branding during breakfast open to all attendees</li><li>• Sponsor branded napkins and tabletop signs</li></ul>	
<b>Sponsored Lunch (1 available, each city)</b>	\$2,000
<ul style="list-style-type: none"><li>• Exclusive branding during breakfast open to all attendees</li><li>• Sponsor branded napkins and tabletop signs</li></ul>	
<b>Sponsored Co-branded Lanyard (1 available, each city)</b>	\$3,000
<ul style="list-style-type: none"><li>• JFrog + sponsor co-branding</li></ul>	

BRANDING  
OPPORTUNITIES



# JOIN US IN 2023

swampUP 2022 Sponsors



Interested in sponsoring?

Email Us:

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



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