



2023  
SwampUP

# SPONSORSHIP PROSPECTUS

---

San Jose, CA, September 13, 2023

# ENGAGE WITH JFROG CUSTOMERS AND COMMUNITY

---

Join us as a sponsor of **swampUP 2023** — 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.

## ATTENDANCE

SwampUP is a unique, in-person event where global peers convene to discuss and learn about DevOps best practices. Expected attendance is 350+ with representation across an extensive range of industries and roles such as:

- Developer
- DevOps Engineer
- Security Professional
- IT Leader

## JOIN US

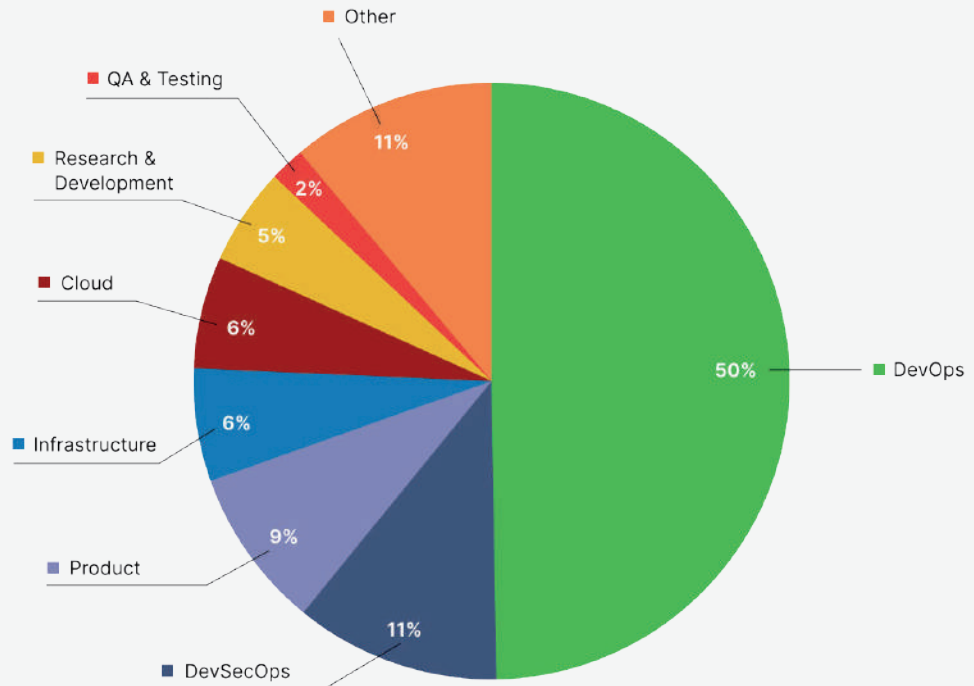
Past JFrog customer attendees include:



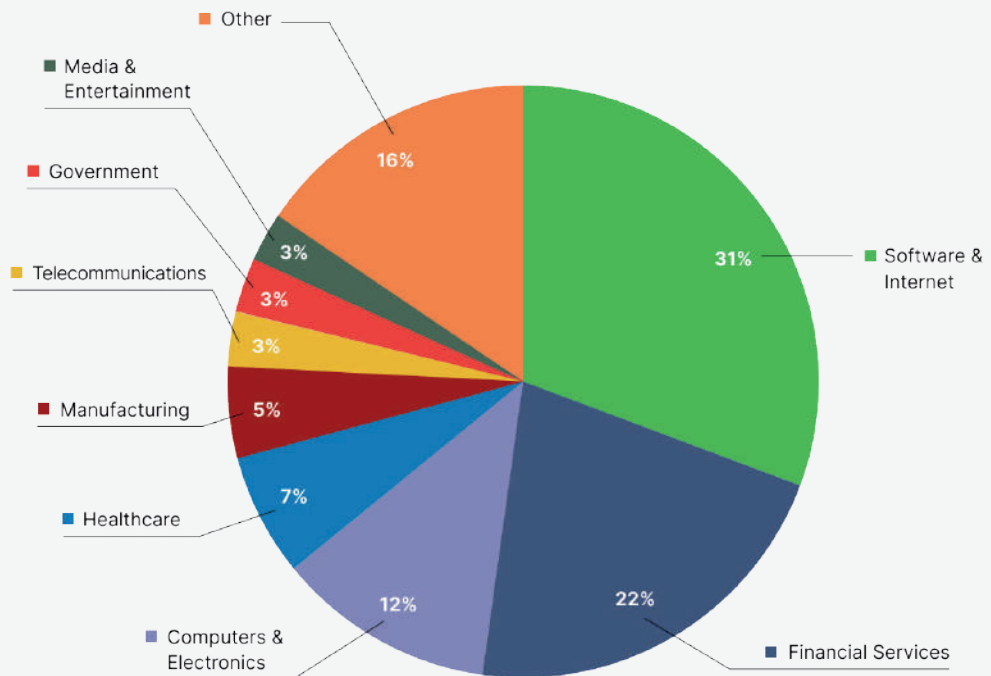
# WHO CAN YOU EXPECT TO MEET AT SWAMPUP 2023?

## SwampUp 2022 Demographics

### Roles



### Industry



# SPONSOR SWAMPUP 2023

---

swampUP 2023 is your chance to talk to JFrog customers and community members.

When you sponsor swampUP 2023, 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, 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

---

You'll also have the opportunity to participate in JFrog's first Partner Day on September 12 at our San Jose 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 event. Conference sponsorships include free passes to swampUP 2023 and Partner Day.

It's a great year to sponsor swampUP 2023 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 SPONSORSHIP OFFERINGS

San Jose, CA - September 13, 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

---

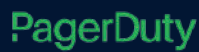
(in addition to sponsorship cost)

<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

# JOIN US IN 2023

swampUP 2022 Sponsors



Interested in sponsoring?

Email Us:

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



# 2023 swampUP