



2024
swampUP

SPONSORSHIP PROSPECTUS



ENGAGE WITH JFROG CUSTOMERS AND COMMUNITY

Join us as a sponsor of swampUP 2024 - JFrog's DevOps and DevSecOps user conference. You'll engage with the brightest minds in software supply chain management across verticals, including speakers and luminaries focused on cloud-native deployments, security of the DevOps pipeline, binary management, software distribution, AI and MLOps.

SwampUP is a unique, in-person event where global peers convene to discuss and learn about the best practices for EveryOps in a digital organization. Expected attendance is 400+ with representation across an extensive range of industries and roles such as:

- Developer
- DevOps Engineer
- Security Professional
- IT Leader
- ML Engineer

Who was at swampUP 2023?



WHO CAN YOU EXPECT TO MEET AT SWAMPUP 2024?

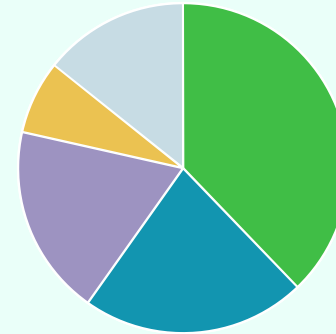


400+
ATTENDEES

ROLES

| | |
|----------|-----|
| Engineer | 38% |
| DevOps | 22% |
| IT | 19% |
| Security | 7% |
| Other | 14% |

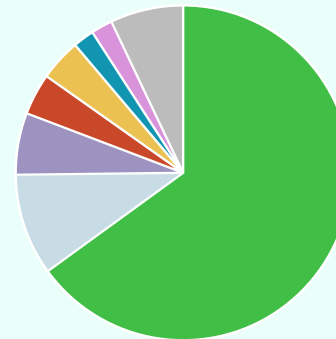
| | |
|--------------|-----|
| VP/Director | 28% |
| Manager | 28% |
| Practitioner | 30% |
| Other | 14% |



69%
**ENTERPRISE
COMPANIES**

INDUSTRIES

| | |
|------------------------|-----|
| Technology | 65% |
| Finance Services | 10% |
| Manufacturing | 6% |
| Computer & Electronics | 4% |
| Healthcare | 4% |
| Government | 2% |
| Telecommunications | 2% |
| Other | 7% |

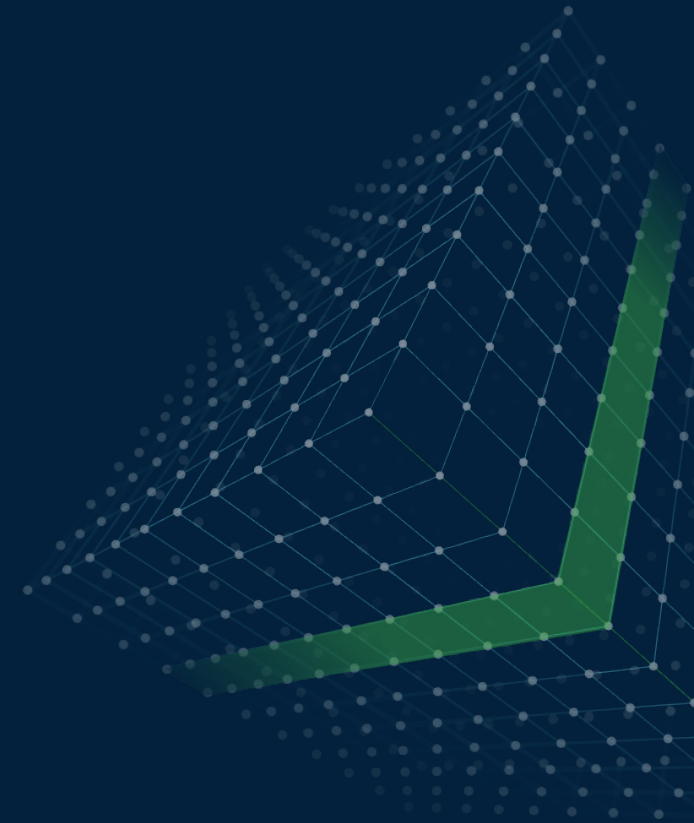


SPONSOR SWAMPUP 2024

swampUP 2024 is your chance to talk to JFrog customers and community members. When you sponsor swampUP 2024, 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, DevSecOps and MLOps pros who influence EveryOps in an organization.

At swampUP 2024, 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



SWAMPUP SPONSORSHIP OFFERINGS

PLATINUM SPONSORSHIP - Invitation Only | \$28,000

Pre-Event

- 8 Complimentary conference passes
- 25% off customer discount code
- Logo & link placement on conference website
- Logo & link included in sponsor boilerplate for each event promo email
- Promotional marketing kits (event logos, email banners with suggested copy, and social post copy with graphics)
- Call out in pre-show “curtain raiser” blog on JFrog.com, also promoted on social
- Social media promotion
- Pre-show list of registered companies
- Pre-show email highlighting platinum sponsor

On-site

- 10' Turnkey Booth
- (3) Lead retrieval devices
- Logo callout during keynote
- Logo placement on-site
- Logo on conference T-shirt
- JFrog cross-booth passport program
- Standard wireless internet and standard electrical
- Option to include literature or approved branded item in attendee bags (sponsor purchases and sends items)
- (2) Arranged introductory meetings with your preferred target customers
- Speaking session:
 - Topic and details to be agreed upon between JFrog and Sponsor
- Welcome reception sponsorship:
 - Exclusive branding during welcome reception open to all attendees. Sponsor branded napkins and tabletop signs

Post-Event

- Logo & Link in post-event email
- Mention in post-show recap blog on JFrog.com, which will also be promoted on social

SWAMPUP SPONSORSHIP OFFERINGS

GOLD SPONSORSHIP - 4 Available | \$16,500

Pre-Event

- 6 Complimentary conference passes
- 25% off customer discount code
- Logo & link placement on conference website
- Logo & link included in sponsor boilerplate for each event promo email
- Promotional marketing kits (event logos, email banners with suggested copy, and social post copy with graphics)
- Call out in pre-show "curtain raiser" blog on JFrog.com, also promoted on social
- Social media promotion - Gold Sponsor Group post (LinkedIn and Twitter)
- Pre-show list of registered companies

On-Site

- 6' Turnkey Booth
- (2) Lead retrieval devices
- Logo callout during keynote
- Logo placement on-site
- Logo on conference T-shirt
- JFrog cross-booth passport program
- Standard wireless internet and standard electrical
- Option to include literature or approved branded item in attendee bags (sponsor purchases and sends items)
- (1) Arranged introductory meeting with your preferred target customer
- Reserved VIP breakfast table for customers and prospects on designated morning
- Logo on co-branded lanyard, attendee bag, notebook, or water bottle (first come first served). JFrog + Sponsor logo
- Breakfast or Lunch Sponsorship (first come first served).
 - Exclusive branding during meal open to all attendees, Sponsor branded napkins and tabletop signs

Post-Event

- Logo & Link in post-event email
- Mention in post-show recap blog on JFrog.com, which will also be promoted on social

SWAMPUP SPONSORSHIP OFFERINGS

SILVER SPONSORSHIP - 10 Available | \$10,000

Pre-Event

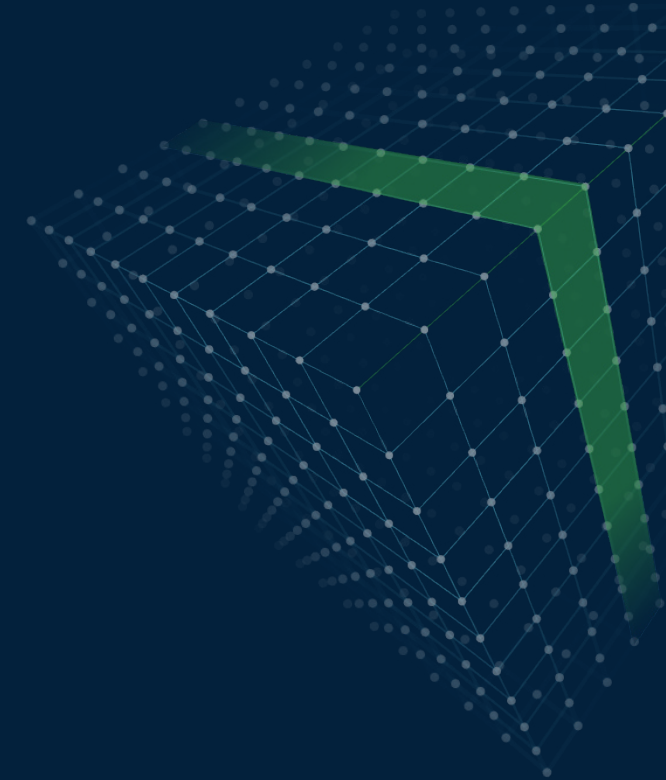
- 3 Complimentary conference passes
- 25% off customer discount code
- Logo & link placement on conference website
- Logo & link included in sponsor boilerplate for each event promo email
- Promotional marketing kits (event logos, email banners with suggested copy, and social post copy with graphics)
- Call out in pre-show "curtain raiser" blog on JFrog.com, also promoted on social
- Social media promotion - Silver Sponsor Group post (LinkedIn and Twitter)
- Pre-show list of registered companies

On-site

- 4' Turnkey Booth
- (1) Lead retrieval device
- Logo placement on-site
- Logo on conference T-shirt
- JFrog cross-booth passport program
- Standard wireless internet and standard electrical
- Option to include literature or approved branded item in attendee bags (sponsor purchases and sends items)
- Break sponsorship
- Branding during break open to all attendees

Post-Event

- Logo & Link in post-event email
- Mention in post-show recap blog on JFrog.com, which will also be promoted on social



ADDITIONAL BRANDING OPPORTUNITIES

Wifi Sponsorship

\$5,000

- Signage for WiFi connection info
- Name included in connection SSID and/or password

Headshot Station

\$5,000

- Branding on station where attendees can have professional headshots taken

Happy Hour Sponsorship

\$5,000

- Exclusive branding during happy hour

JOIN US IN 2024

swampUP 2023 Sponsors



Interested in sponsoring?

Email Us:

swampupsponsors@jfrog.com



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