2025 JFrog swampUP

Sponsorship Prospectus

September 8-10, 2025

Meritage Resort, Napa, California

Premier DevSecOps Event of the Year

Join us as a sponsor of swampUP 2025 - JFrog's DevOps, DevSecOps, and MLOps 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.

swampupsponsors@jfrog.com

JFrog 2025 swampUP

CONFERENCE AT-A-GLANCE

TRAINING DAY

TRAINING WORKSHOPS

DevOps   MLOps   DevSecOps

DAY #1

THANK YOU
To Our Speakers and Partners

aws   GitHub   NVIDIA   Microsoft
Coder   herodevs   ITMethods   NGINX
apiiro   NVS   oxsecurity   Quali

TECH KEYNOTE

GALA DINNER

DAY #2

JPMorganChase
Mastering DevOps at Scale
Gopinath Gopalsamy, Managing Director, JP M

KEYNOTE SESSIONS

BEST SPEAKER AWARD

In loving memory of
CARL QUINN

SPEAKERS AWARDS

swampupsponsors@jfrog.com

JFrog swampUP 2025

Who You Can Expect To Meet
2024 Attendee Breakdown

450+
Attendees

ROLES

🟩	Engineer	38%
🟦	DevOps	22%
🟪	IT	19%
🟨	Security	7%
⬜	Other	14%

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

TITLE & SENIORITY

Categories: AI/ML, DevOps, Engineering, IT, Security, Other
Legend: ■ IC ■ Manager ■ VP/ Director ■ C Level
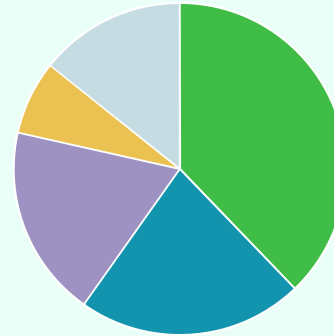
KEY INDUSTRIES

45%
Tech & Software

27%
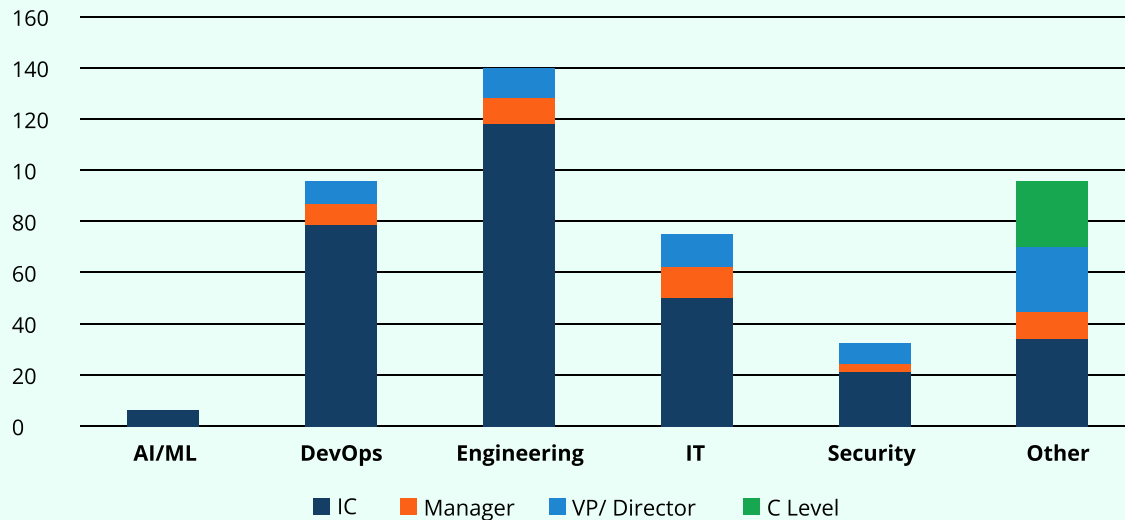Financial Services Industry

6%
Fed | Gov

3%
Manufacturing

JFrog swampUP 2025

Why Sponsor?

When you sponsor swampUP 2025, 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.

At swampUP 2025, Sponsor benefits can:

- **Elevate brand visibility and cultivate positive reputation** within the DevOps, DevSecOps and MLOps communities.

- **Engage with a broad, targeted audience** to build meaningful connections and foster customer relationships.

- **Network with the vibrant JFrog community** showcasing your products and solutions to key decision-makers.

- **Gain exclusive access to DevOps, DevSecOps and MLOps leaders** leveraging JFrog's Software Supply Chain Platform.

swampupsponsors@jfrog.com

2024 Sponsors

GitHub

NVIDIA

Microsoft Azure

Google Cloud

aws

iTMethods.

VARNISH SOFTWARE

Coder

Gradle

herodevs

CloudBees.

apiiro

NGINX. Part of F5

oxsecurity

NVS

Quali

swampUP 2025 Sponsorship Offerings

	Platinum - $35,000 Invite Only	Gold - $20,000	Silver - $10,000
Pre-Event			
Complimentary Conference Passes	8	6	3
Discount Customer Code	25%	15%	10%
Conference Website Logo Placement	✓	✓	✓
Event email(s) promotion	✓	✓	✓
Promotional social & digital kit	✓	✓	✓
JFrog Social & Blog Promotion	✓	1 Post	-
Pre-show list of registered companies	✓	✓	-
Pre-show email highlighting platinum sponsor	✓	-	-
On-Site			
Call out in pre-show "curtain raiser" blog on JFrog.com	✓	✓	✓
Turnkey Booth	10'	6'	4'
Lead Retrieval Devices	3	2	1
Logo Placement (Opening Keynote)	✓	✓	✓
Logo on Conference T-Shirt	✓	✓	✓
JFrog Cross-booth Passport Program	✓	✓	✓
Standard wireless internet and standard electrical	✓	✓	✓
Branded Literature or Items in Attendee Bag (Sponsor to purchase & Ship)	✓	✓	✓
Meal Sponsorship & Branding	✓	✓	-
Discounted Training	25%	15%	-
Speaker Session (Breakout) - 40 min	✓	Submission required	-
(2) Arranged introductory meetings with your preferred target customers	✓	-	-
Charging Station Sponsor Branding	✓	-	-
Post-Event			
Sponsor spotlight in follow up email	✓	✓	✓
Mention in recap Blog & Social	✓	✓	✓

swampupsponsors@jfrog.com

JFrog 2025 swampUP

Platinum - $35,000 | Invite Only

Pre-Event

- 8 Complimentary Conference Passes
- 25% Discount Customer Code
- Conference Website Logo Placement
- Event email(s) promotion
- Promotional social & digital kit
- JFrog Social & Blog Promotion
- Pre-show list of registered companies
- Pre-show email highlighting platinum sponsor

On-Site

- Call out in pre-show "curtain raiser" blog on JFrog.com
- 10' Turnkey Booth
- 3 Lead Retrieval Devices
- Logo Placement (Opening Keynote)
- Logo on Conference T-Shirt
- JFrog Cross-booth Passport Program
- Standard wireless internet and standard electrical
- Branded Literature or Items in Attendee Bag (Sponsor to purchase & Ship)
- Meal Sponsorship & Branding
- 25% Discounted Training
- (2) Arranged introductory meetings with your preferred target customers
- Speaker Session (Breakout) - 40 min
- Charging Station Sponsor Branding

Post-Event

- Sponsor spotlight in follow up email
- Mention in recap Blog & Social

JFrog 2025 swampUP

Gold - $20,000

Pre-Event

- 6 Complimentary Conference Passes

- 15% Discount Customer Code

- Conference Website Logo Placement

- Event email(s) promotion

- Promotional social & digital kit

- 1 Post on JFrog Social & Blog Promotion

- Pre-show list of registered companies

On-Site

- Call out in pre-show "curtain raiser" blog on JFrog.com

- 6' Turnkey Booth

- 2 Lead Retrieval Devices

- Logo Placement (Opening Keynote)

- Logo on Conference T-Shirt

- JFrog Cross-booth Passport Program

- Standard wireless internet and standard electrical

- Branded Literature or Items in Attendee Bag (Sponsor to purchase & Ship)

- Meal Sponsorship & Branding

- 15% Discounted Training

- Speaker Session (Breakout) - 40 min Submission and approval required

Post-Event

- Sponsor spotlight in follow up email

- Mention in recap Blog & Social

JFrog 2025 swampUP

Silver - $10,000

Pre-Event

- 3 Complimentary Conference Passes

- 10% Discount Customer Code

- Conference Website Logo Placement

- Event email(s) promotion

- Promotional social & digital kit

On-Site

- Call out in pre-show "curtain raiser" blog on JFrog.com

- 4' Turnkey Booth

- 1 Lead Retrieval Devices

- Logo Placement (Opening Keynote)

- Logo on Conference T-Shirt

- JFrog Cross-booth Passport Program

- Standard wireless internet and standard electrical

- Branded Literature or Items in Attendee Bag
  (Sponsor to purchase & Ship)

Post-Event

- Sponsor spotlight in follow up email

- Mention in recap Blog & Social

JFrog 2025 swampUP

Additional Sponsorship Opportunities

- Break Sponsorship & Branding (2 available)   **$2,500**

- Training Day Sponsor Dinner - Roof Top (1 available)   **$50,000**

- Welcome Reception Sponsor (1 available)   **$50,000**

- Coffee Cart Sponsor (3 available)   **$15,000 Each**

- Room Card Sponsor (1 available)   **$20,000**

- Training Day Sponsor (1 available)   **$12,000**

- Wifi Sponsorship (1 available)   **$5,000**

- Headshot Station (1 available)   **$5,000**

- Candy Station (1 available)   **$10,000**

JFrog swampUP 2025

Join us in Napa

CONTACT US

swampupsponsors@jfrog.com