

# Sponsorship Prospectus

12-14 Nov, 2025

JW Marriott Hotel // Berlin, Germany

# JFrog EveryOps User Conference of the year

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

Connect with leading experts in software supply chain management across diverse industries, including cloud-native deployments, DevOps security, binary management, software distribution, AI, and MLOps.

This exclusive in-person event gathers global professionals to exchange insights on EveryOps.

With an expected attendance of over 200, swampUP Europe 2025 offers unparalleled access to an extensive range of industries and functional role experts across Europe.





# CONFERENCE AT-A-GLANCE

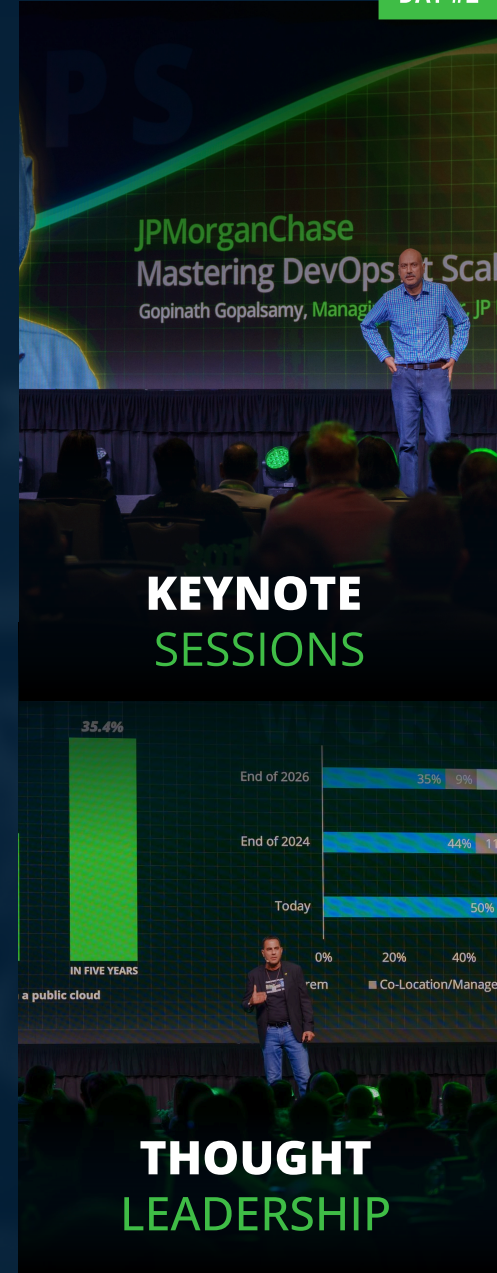
TRAINING DAY



DAY #1



DAY #2



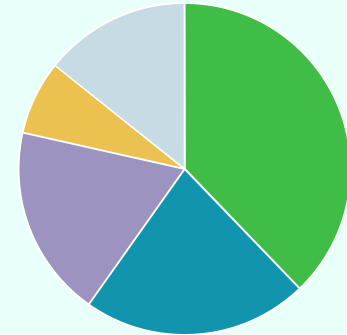
# Who You Can Expect To Meet

**200+**  
Attendees

## ROLES

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

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



## KEY INDUSTRIES

**45%**

Tech & Software

**27%**

Financial Services Industry

**6%**

Public Sector

**3%**

Manufacturing

**19%**

Other

Based on swampUP 2024 attendees



# Why Sponsor?

swampUP Europe 2025 unites the brightest minds in DevOps, DevSecOps, MLOps, and software delivery — from industry pioneers to hands-on practitioners. As a sponsor, you'll not only gain access to cutting-edge knowledge and future-shaping innovations, but also position your brand at the centre of the conversation, and engage end-user audience, decision makers and influencers.

## Learn About Innovation and News

- Gain early product innovation insights in DevOps, DevSecOps, and MLOps trends
- Learn from real time customer success stories and use cases
- Get discounted tickets to hands-on training and lab sessions for CPE credits

## Discover Top Thought Leadership

- Align with JFrog executives' long-term vision
- Understand how JFrog strategic vendor partnerships create new revenue streams

## Engage Industry Leaders

- Build long-lasting and collaborative partnerships
- Join a dynamic community of users, developers, partners, and industry experts to drive business outcomes
- Build trust beyond transactions through face-to-face engagements
- Capture high-quality leads from a highly engaged and targeted audience

## Accelerate Deals & New Revenue Opp

- Leverage JFrog technical expertise for new logo and upsell strategies
- Adapt JFrog product capabilities to local markets
- Explore JFrog partner programs to accelerate deal closures and market reach

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

## 2024 Sponsors

GitHub



iTMethods.



Quali

# swampUP Europe 2025 Sponsorship Offering

	Platinum - \$20,000	Gold - \$12,000	Silver - \$7,000
<b>Pre-Event</b>			
Complimentary conference passes	7	5	3
Discounted customer conference pass	25%	15%	10%
Discounted partner training pass	25%	15%	-
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	✓	-	-
<b>On-Site</b>			
Sponsor announcement in news and blog updates (Day 1)	✓	✓	✓
Logo placement (opening Keynote)	✓	✓	✓
Branded literature or items in attendee bag (sponsor to purchase & ship)	✓	✓	✓
Lunch sponsorship & branding	✓	✓	-
Break area sponsorship and branding	✓	✓	-
JFrog t-shirt logo sponsorship	✓	✓	-
Participation in "State of Technology" panel (40 min.)	✓	-	-
Participation at partner raffle (to collect leads)	✓	-	-
<b>Post-Event</b>			
Sponsor spotlight in follow up email	✓	✓	✓
Recap blog social promotion	✓	✓	✓
Joint webinar in 2026 (thought leadership/workshop)	✓	✓	-

Invite Only



# Platinum - \$20,000 | Invite Only

## Pre-Event

- 7 Complimentary conference passes
- 25% Discounted customer conference pass
- 25% Discounted partner training pass
- 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

- Sponsor announcement in news and blog updates (Day 1)
- Logo placement (opening Keynote)
- Branded literature or items in attendee bag (sponsor to purchase & ship)
- Lunch sponsorship & branding
- Break area sponsorship and branding
- JFrog t-shirt logo sponsorship
- Participation in "State of Technology" panel (40 min.)
- Participation at partner raffle (to collect leads)

## Post-Event

- Sponsor spotlight in follow up email
- Recap blog social promotion
- Joint webinar in 2026 (thought leadership/workshop)

# Gold - \$12,000

## Pre-Event

- 5 Complimentary conference passes
- 15% Discounted customer conference pass
- 15% Discounted partner training pass
- Conference website logo placement
- Event email(s) promotion
- Promotional social & digital kit
- JFrog social & blog promotion
- Pre-show list of registered companies

## On-Site

- Sponsor announcement in news and blog updates (Day 1)
- Logo placement (opening Keynote)
- Branded literature or items in attendee bag (sponsor to purchase & ship)
- Lunch sponsorship & branding
- Break area sponsorship and branding
- JFrog t-shirt logo sponsorship

## Post-Event

- Sponsor spotlight in follow up email
- Recap blog social promotion
- Joint webinar in 2026 (thought leadership/workshop)



# Silver - \$7,000

## Pre-Event

- 3 Complimentary conference passes
- 10% Discounted customer conference pass
- Conference website logo placement
- Event email(s) promotion
- Promotional social & digital kit

## On-Site

- Sponsors announcement in news & updates blog day 1
- Logo placement (opening Keynote)
- Branded literature or items in attendee bag (sponsor to purchase & ship)

## Post-Event

- Sponsor spotlight in follow up email
- Recap blog social promotion



# Join us in Berlin

CONTACT US

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

