JFrog swampUP 2026

Sponsorship Prospectus

October 20-22, 2026

Barcelona, Spain

Master The AI Surge With Trusted Intelligence

Join us as a sponsor of swampUP 2026 - JFrog's DevOps, DevSecOps, and MLOps user conference. You'll engage with the brightest minds in software supply chain management across verticals and roles, 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 event where global peers from over 20 countries convene to discuss and learn about the best practices for EveryOps.
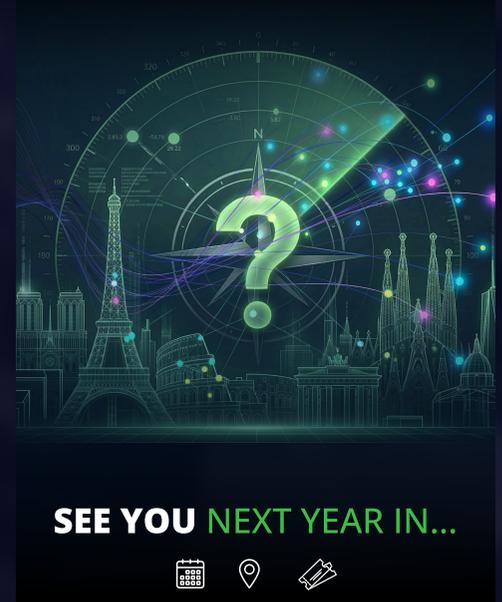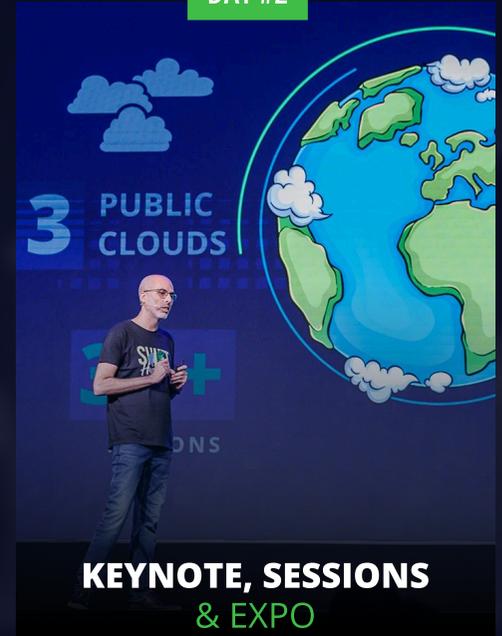
swampupsponsors@jfrog.com

CONFERENCE AT-A-GLANCE

TRAINING DAY

TRAINING & WORKSHOPS

$13.5M

Three-year expe... in software deliver... on time with the JF...

HANDS-ON WORKSHOPS

DevOps   MLOps   DevSecOps

DAY #1

KEYNOTE, SESSIONS & EXPO

GALA DINNER

DAY #2

3 PUBLIC CLOUDS

KEYNOTE, SESSIONS & EXPO

SEE YOU NEXT YEAR IN...

JFrog swampUP 2026

You Can Expect To Meet 300+ Attendees

2025 Attendee Breakdown

TITLE & SENIORITY

Bar chart with y-axis values 0, 50, 100, 150, 200 and x-axis categories DevOps, Security, Cloud.

Legend: ■ Individual contributer ■ Manager ■ C-level / Director

KEY INDUSTRIES

47%
Tech & Software

19%
Financial Services Industry

7%
Transportation

7%
Manufacturing

20%
Other

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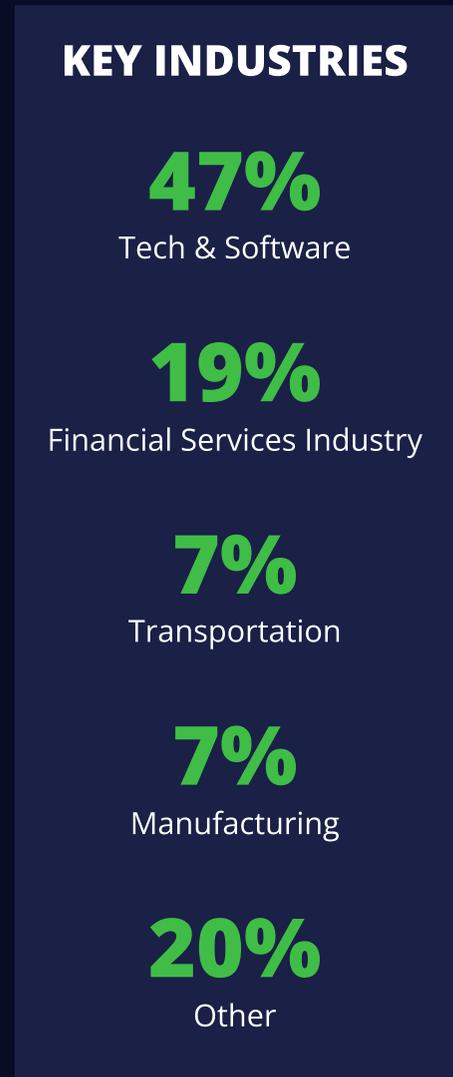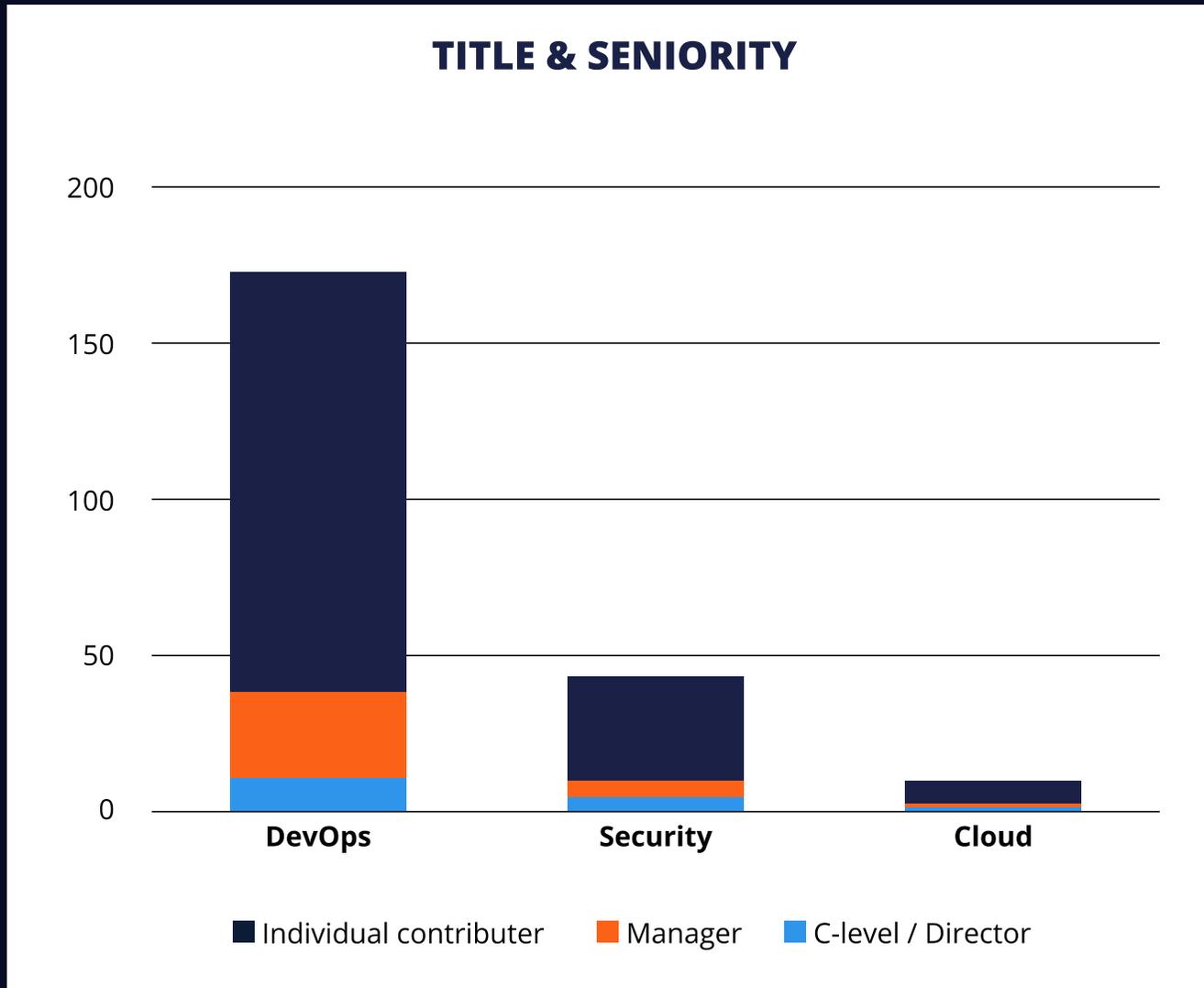
Why Sponsor?

swampUP 2026 sponsorship gives your company a front-row seat to the global EveryOps community powering the next wave of software supply chain innovation. It's a direct line, F2F to the DevOps, DevSecOps, and MLOps professionals who shape technology strategy and buying decisions.

Sponsor Benefits Include:

- Direct access to senior software supply chain and platform leaders
- Alignment with the industry's shift toward AI-native, governed software delivery
- High-value pipeline generation in regulated accounts
- Technical credibility through integration and ecosystem storytelling
- Co-selling and strategic account expansion opportunities
- Elevated brand visibility within a trusted innovation community

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2025 Sponsors

Google Cloud

aws

Microsoft

NVIDIA

docker

servicenow

Sonar

Gradle

echo

Chainguard

GUARD

Control Monkey

CODER

CloudBees

swampUP 2026 Sponsorship Offering

	Platinum - $25,000	Gold - $15,000	Silver - $8,000
Pre-Event			
Complimentary Conference Passes	6	4	3
Discounted Customer Conference & Training Tickets	25%	15%	10%
Conference Website Logo Placement	✓	✓	✓
Event Email Promotion	✓	✓	✓
Promotional Digital Kit	✓	✓	✓
Email & Social Spotlight	✓	-	-
On-Site			
Turnkey Booth	200 X 200 cm	120 X 120 cm	-
Standard Wireless Internet And Standard Electrical	✓	✓	-
Lead List (Opt In)	✓	✓	-
Digital / Print Logo Placement (Onsite)	✓	✓	✓
Logo on Conference T-Shirt	✓	✓	✓
Branded Literature In Conference Bag (Sponsor To Purchase & Ship)	✓	✓	-
Breakout Session Thought Leadership (To Be Approved By JFrog)	✓	-	-
Welcome Reception Sponsorship	✓	-	-
Meal or Break Sponsorship (First Come First Served)	✓	✓	-
Post-Event			
Sponsor Spotlight In Follow Up Email	✓	✓	✓
Joint Webinar (Optional)	✓	✓	-
Joint Roundtable (Optional)	✓	✓	-
Digital Logo Placement At Post SwampUP Virtual Broadcast Event	✓	-	-
	Invite Only		

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Platinum | Invite Only
$25,000

Pre-Event

- 6 Complimentary Conference Passes

- 25% Discounted Customer Conference & Training Tickets

- Conference Website Logo Placement

- Event Email Promotion

- Promotional Digital Kit

- Email & Social Spotlight

On-Site

- 200 X 200 cm Turnkey Booth

- Standard Wireless Internet And Standard Electrical

- Lead List (Opt In)

- Digital / Print Logo Placement (Onsite)

- Logo on Conference T-Shirt

- Branded Literature In Conference Bag (Sponsor To Purchase & Ship)

- Breakout Session Thought Leadership (To be Approved by JFrog)

- Welcome Reception Sponsorship

- Meal or Break Sponsorship (First Come First Served)

Post-Event

- Sponsor Spotlight In Follow Up Email

- Joint Webinar (Optional)

- Joint Roundtable (Optional)

- Digital Logo Placement At Post SwampUP Virtual Broadcast Event

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Gold

$15,000

Pre-Event

- 4 Complimentary Conference Passes

- 15% Discounted Customer Conference & Training Tickets

- Conference Website Logo Placement

- Event Email Promotion

- Promotional Digital Kit

On-Site

- 120 X 120 cm Turnkey Booth

- Standard wireless internet and standard electrical

- Lead List (opt in)

- Digital / Print Logo Placement (onsite)

- Logo on Conference T-Shirt

- Branded Literature in conference bag (Sponsor to purchase & Ship)

- Meal or Break sponsorship (first come first served)

Post-Event

- Sponsor Spotlight In Follow Up Email

- Joint Webinar (Optional)

- Joint Roundtable (Optional)

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Silver

$8,000

Pre-Event

- 3 Complimentary Conference Passes

- 10% Discounted Customer Conference & Training Tickets

- Conference Website Logo Placement

- Event Email Promotion

- Promotional Digital Kit

On-Site

- Digital / Print Logo Placement (onsite)

- Logo on Conference T-Shirt

Post-Event

- Sponsor Spotlight In Follow Up Email

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JFrog swampUP 2026

2026
JFrog swampUP

Join Us in Barcelona

CONTACT US

swampupsponsors@jfrog.com

Check out our other events for joint sponsorship opportunity

swampUP US

SEPTEMBER 1-3, 2026 | NEW YORK

Maximize your impact and savings by sponsoring both events!
Contact us for details about swampUP New York.