



**oktane**18  
Sponsorship Prospectus

May 22-24 | The Aria, Las Vegas



The best and brightest senior IT leaders, developers, and cloud experts from every industry will be attending Oktane18—all of whom are on a journey to build secure connections between people and technology. As Okta customers, they have made it their mission to inspire digital transformation within their organization and redefine the role of IT everywhere.

Oktane18 is the industry's leading identity conference. Oktane attendees will have the chance to take away insight on identity, security and mobility strategies to help them stand out in today's modern world, by experiencing powerful keynotes featuring Okta leaders, product experts and inspiring guests. In addition, they will have the chance to attend hands-on labs, multiple days of pre-conference training and over 40 breakout sessions, featuring Okta experts.

Sponsorship of Oktane18 is your chance to generate sales, accelerate business, increase your brand exposure, demo your solutions and showcase your services with Okta and other industry leading SaaS providers.

We look forward to seeing you there!

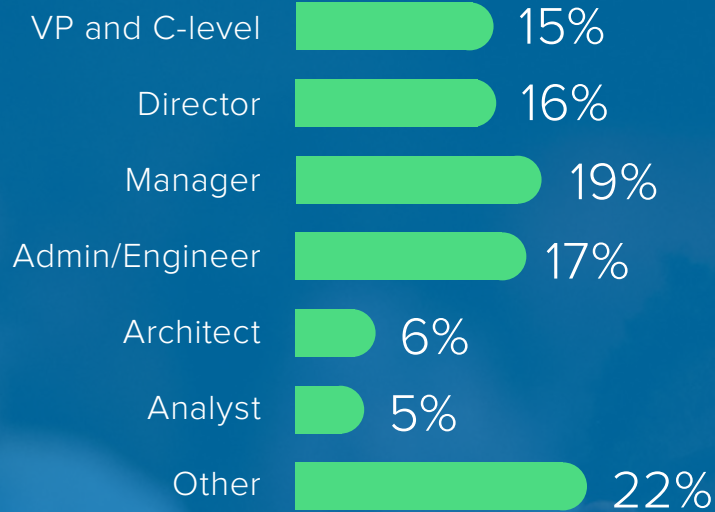
**Charles Race**

**President, Worldwide Field Operations**

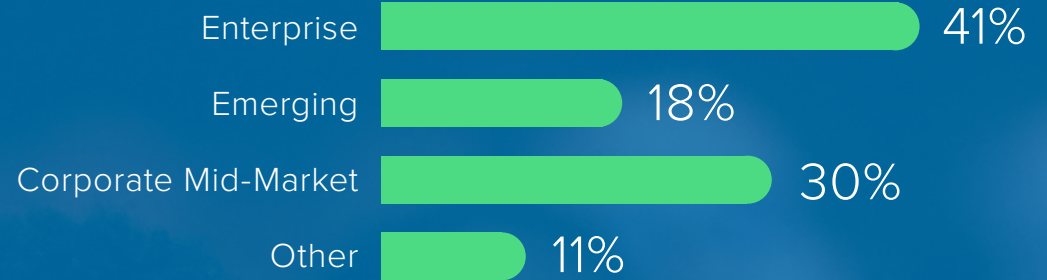
**oktane18**

# Oktane17 Attendee Breakdown

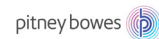
## Attendees by Title



## Attendees by Company Size



## Oktane17 Attendees Included





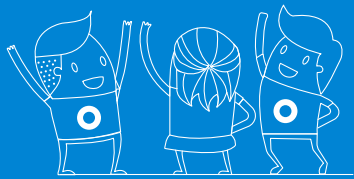
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Oktane17 was a phenomenal experience built by passionate, security conscious people, all working to make identity the core of the new cloud shift.

–Diana Birsan, Shopify

# Oktane17 by the Numbers

IT Leaders +  
Developers  
joined us from



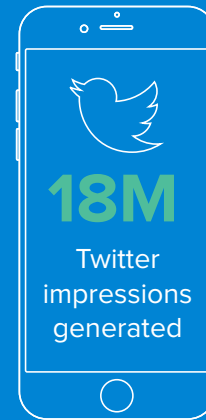
5  
CONTINENTS



17  
COUNTRIES

42  
STATES

328  
CITIES



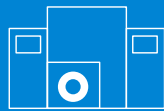
49

Customer  
speakers



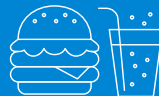
35

Minutes of live  
demos on the  
keynote stage



38

Booths in the  
Expo Hall



174

Women in Tech  
breakfast attendees



800

Legos added to  
Girls Who Code +  
Okta for Good wall

\$33,676



Raised for Hurricane Harvey



789

Pieces of  
Okta swag  
sold



24

90's songs from  
Mark McGrath,  
Pop Rocks and  
The Sugarhill Gang



1763

Custom items  
created



37

Customer award  
winner finalists



1200

Number of bottles  
saved (via the  
water machines)



355

OAuth books  
distributed



51

Companies with  
newly Okta-certified  
individuals



22

Hours of Star Wars  
Battlefront II in the  
Developer Lounge

# Oktane18 Overview

## WHO?

- IT executives
- Application architects
- IT directors & managers
- Admins
- Developers
- Product leaders
- Security professionals
- Industry thought leaders
- Service providers and leading SaaS application providers

## WHY?

- Important product launches and announcements
- Transformational keynotes featuring Okta leaders, product experts and inspiring guests
- Opportunity to network with visionary technology leaders, architects, developers and IT pros
- Hands-on labs, multiple days of pre-conference training and 40+ breakout sessions, featuring Okta experts



## WHERE

Aria Resort and Casino Convention Centre  
3730 S Las Vegas Blvd.  
Las Vegas, NV 89158



## IMPORTANT DATES

General Sponsorship Sales Open  
October 1, 2017

Booth Selection Opens  
March 2018

## HOW DO I PARTICIPATE?

### You Must be an Okta Partner

Sponsor & Exhibitor opportunities at Oktane18 are exclusively reserved for current Okta ISV and Field Alliance Partners. Please note that you can only promote and feature technologies, products, services and solutions which are built using the Okta platform or that extend or enhance Okta products.

### Secure Your Sponsorship and Booth Space

We expect to sell out all sponsorship and exhibitor opportunities for Oktane18. Booth selection will be prioritized according to the date and time stamp of your sponsorship contract.

### Sponsorship & Sponsor Logistics

For information about becoming a Sponsor or Exhibitor, or questions regarding sponsorship instructions, deliverables, deadlines, booth graphics, event regulations, or logistics email us at [welovepartners@okta.com](mailto:welovepartners@okta.com)

# Sponsorship at a Glance

	GLOBAL TITANIUM: By invitation – \$350K	(Limited to 5) \$50K	(Limited to 7) \$35K	(Limited to 1) \$35K	\$28K	\$20K	\$10K	\$5K
		PLATINUM	GOLD	GOLD WELCOME RECEPTION	SILVER PLUS	SILVER	EXHIBITOR	EMERGING EXHIBITORS
Breakout session speaking opportunity	✓	✓	✓					
Exclusive sponsorship of Oktane18 party	✓							
Executive Summit co-sponsorship	✓							
Global sponsorship of 6 2018 Okta Forums	✓							
Co-branding on conference lanyard	✓	✓						
Pre-conference registration list (company name & title)	✓	✓						
Welcome Reception sponsorship				Exclusive Sponsor				
Scanned leads from sponsor speaking opportunity	✓	✓	✓		✓			
Customer Appreciation Party sponsorship	Exclusive Sponsor							
Acknowledgment during keynote	✓	✓	✓	✓				
Meeting space	Dedicated	Dedicated	Shared	Shared				
Chair drop	Keynote	Keynote	Speaking Session					
Branded signage in prominent locations	✓	✓	✓	✓	✓	✓		
Conference bag insert	✓	✓	✓	✓	✓	✓		
Ad in mobile app	Digital Image, Logo & Description	Digital Image, Logo & Description	Logo & Description	Logo & Description	Logo & Description	Logo & Description	Logo & Description	Logo & Description
Participation in expo networking game	✓	✓	✓	✓	✓	✓	✓	✓
Exhibit location in sponsor Expo Hall	✓	✓	✓	✓	✓	✓	✓	✓
Electronic lead scanner for exhibit	2	2	2	2	1	1	1	1
Full conference passes	10	10	8	8	6	6	3	2
50% discount for customers, prospects, and employees	✓	✓	✓	✓	✓	✓	✓	✓
Company logo and description on event website	150 Words	150 Words	100 Words	100 Words	50 Words	50 Words	50 Words	25 Words
Pre-event social media promotions on Twitter	3	3	2	2	1	1		

# Sponsorship Packages

## PLATINUM

### **\$50,000—LIMITED TO 5**

**Platinum sponsorship includes the following networking and marketing opportunities:**

- Premium priority placement in the Oktane Expo, includes turnkey booth with seating, electrical, and wi-fi
- Two (2) electronic lead scanners
- Breakout session speaking opportunity (must include joint customer and be approved by Okta)
- Breakout session recorded & syndicated post-event
- Scanned leads from breakout session
- Pre-conference registration list (company name & title only)
- Dedicated meeting space
- Acknowledgment during Keynote
- Branded signage in prominent locations
- Co-branding of conference lanyard
- Conference bag insert (materials to be provided by sponsor and approved by Okta)
- Keynote chair drop (limited to 8.5" x 11" and materials to be provided by sponsor) (Needs to be approved by Okta)
- Company logo, 150-word description, and link on conference website
- Ten (10) full conference passes and additional full conference passes at 50% off
- 50% discount for customers, prospects, and clients
- Three (3) mentions on Twitter from @Okta

**Details subject to change with sufficient notice**

- **Speaker(s) must adhere to deadlines and guidelines**
- **Ad to be designed by sponsor to Okta specifications, subject to approval**
- **Passes to be used by sponsors' employees and/or customers only**

“

Oktane17 gave us the information, tools, and motivation to continue to drive our company's adoption of automated, scalable practices in regards to identity access management.

—Derek Martin, Workiva



## GOLD

### **\$35,000—LIMITED TO 7**

**Gold sponsorship includes the following networking and marketing opportunities:**

- Prime placement in the Oktane Expo, includes turnkey booth with seating, electrical, and wi-fi
- Two (2) electronic lead scanners
- Breakout speaking opportunity (must include joint customer and be approved by Okta)
- Breakout session recorded & syndicated post-event
- Scanned leads from breakout session
- Shared meeting space
- Acknowledgment during Keynote
- Branded signage in prominent locations
- Conference bag insert (materials to be provided by sponsor and approved by Okta)
- One (1) chair drop in assigned track in which your company is speaking (materials to be provided by sponsor and approved by Okta)
- Eight (8) full conference passes, and additional full conference passes at 50% off
- 50% discount for customers, prospects, and clients
- Company logo, 100-word description, and link on conference website, and mobile app
- Two (2) mentions on Twitter from @Okta
- **Gold Welcome Reception sponsorship includes exclusive sponsorship of the Oktane18 Welcome Reception and no speaking session**

## SILVER PLUS

### **\$28,000—OPEN ENROLLMENT**

**Silver Plus sponsorship includes the following networking and marketing opportunities:**

- Preferred placement in the Oktane Expo, includes turnkey booth with seating, electrical and wi-fi
- One (1) electronic lead scanner
- Conference bag insert (materials to be provided by sponsor and approved by Okta)
- Six (6) full conference passes, and additional full conference passes at 50% off
- 50% discount for customers, prospects, and clients
- Branded signage in prominent locations
- Scanned leads from 20-minute partner theater speaking session\*\* for Silver Plus Sponsors only
- Company logo, 50-word description and link in mobile app, and conference website
- One (1) mention on Twitter from @Okta

## SILVER

### **\$20,000—OPEN ENROLLMENT**

**Silver sponsorship includes the following networking and marketing opportunities:**

- Preferred placement in the Oktane Expo, includes turnkey booth with seating, electrical and wi-fi
- One (1) electronic lead scanner
- Conference bag insert (materials to be provided by sponsor and approved by Okta)
- Six (6) full conference passes, and additional full conference passes at 50% off
- 50% discount for customers, prospects, and clients
- Branded signage in prominent locations
- Company logo, 50-word description and link in mobile app, and conference website
- One (1) mention on Twitter from @Okta

## EXHIBITOR

### **\$10,000—OPEN ENROLLMENT**

**Exhibitor sponsorship includes the following networking and marketing opportunities:**

- Placement in the Oktane Expo, includes turnkey booth with electrical and wi-fi
- One (1) electronic lead scanner
- Three (3) full conference pass, and additional full conference passes at 50% off
- 50% discount for customers, prospects, and clients
- Company logo, 50-word description, and link in mobile app, and conference website

## EMERGING EXHIBITOR

### **\$5,000—OPEN ENROLLMENT**

**Emerging Exhibitor sponsorship includes the following networking and marketing opportunities:**

- Placement in emerging company section of Oktane Expo, includes cocktail round
- One (1) electronic lead scanner
- Two (2) full conference pass, and additional full conference passes at 50% off
- 50% discount for customers, prospects, and clients
- Company logo, 25-word description, and link in mobile app, and conference website
- **Company size must be 50 employees or less**

# Maximize Your Oktane18 Networking and Marketing Opportunities With Sponsorship Add-Ons

	24' x 24' square wall cling.....	\$700
	Food station at your booth during Welcome Reception (expense for food is not included) .....	\$750
	Digital document in sponsor profile in mobile app.....	\$800
	Pre-session breakout ad on screen (1) .....	\$1,000
	Sponsor DJ during Welcome Reception.....	\$1,500
	Break sponsor (4).....	\$1,500
	Breakfast sponsor (2).....	\$3,000
	Recycling stations.....	\$5,500
	Lab sponsorship.....	\$6,000
	Aria in-room digital kiosk.....	\$6,000

**STARTS AT**











These prices valid through December 15, 2017 with signed contract.



I loved the chance to meet with so many like-minded IAM professionals in one location. I made a lot of really good contacts, and learned a lot by hearing how others manage identities in their respective companies.

–Tara Wesorick,  
Columbia Sportswear Company

# Continued

	Co-branding of conference bag .....	\$7,000
	Charging lounge station .....	\$8,500
	Room drop to attendees (items to be room dropped not included).....	\$10,000
	Espresso cart.....	\$15,000
	Networking Lounge sponsorship.....	\$15,000
	Post Oktane webinar to targets .....	\$15,000
	Targeted prospect lunch.....	\$20,000
	Hotel room key branding.....	<b>STARTS AT</b> \$20,000
	Executive Summit sponsorship (3) by invitation only .....	\$50,000
	Customer Appreciation Party sponsorship (1) by invitation only .....	\$50,000

These prices valid through December 15, 2017 with signed contract.

# OKTANE17 SPONSORS

## TITANIUM



## PLATINUM



## GOLD



## SILVER



## EXHIBITOR



# Sponsorship Form (1/2)

## Company information

## Billing information

Contact Name	Contact Name
Email	Email
Telephone	Telephone
Fax	Fax
Company Name	Company Name
Address	Address

## Sponsorship

Titanium.....	\$350,000
Platinum.....	\$50,000
Gold.....	\$35,000
Gold Welcome Reception .....	\$35,000
Silver Plus .....	\$28,000
Silver .....	\$20,000
Exhibitor .....	\$10,000
Emerging Exhibitor.....	\$5,000

All speaking opportunities included in sponsorships must include joint customer and be approved by Okta. Listed sponsorship prices are valid until December 15, 2017 and are subject to change January 1, 2018. Titanium sponsorship is by invitation.

## Maximize your Oktane18 marketing opportunities:

24' x 24' square wall cling.....	\$700
Food station at your booth during Welcome Reception (expense for food is not included).....	\$750
Digital document in sponsor profile in mobile app.....	\$800
Pre-session breakout ad on screen.....	\$1,000
Sponsor DJ during Welcome Reception.....	\$1,500
Break sponsor .....	\$1,500
Breakfast sponsor.....	\$3,000
Recycling stations.....	\$5,500
Lab sponsorship.....	\$6,000
Aria in-room digital kiosk.....	<b>STARTS AT</b> \$6,000

# Sponsorship Form (2/2)

Co-branding of conference bag .....	\$7,000
Charging lounge station .....	\$8,500
Room drop to attendees (items to be room dropped not included).....	\$10,000
Espresso cart .....	\$15,000
Networking Lounge sponsorship.....	\$15,000
Post Oktane webinar to targets .....	\$15,000
Targeted prospect lunch.....	\$20,000
Hotel room key branding.....	<b>STARTS AT</b> \$20,000
Executive Summit sponsorship (3) by invitation only.....	\$50,000
Customer Appreciation Party sponsorship (1) by invitation only.....	\$50,000

## Grand Total

\$0.00

Contract Documents: Company's sponsorship of Oktane18 (the "Event") will be subject to this Sponsorship Form and the Terms and Conditions available on Okta's website (<https://www.okta.com/sponsorships/>) which are incorporated herein by reference (collectively the "Contract"). This Contract shall become binding upon acceptance by an authorized Okta representative. Once accepted the Contract is binding and non-refundable unless as otherwise provided in the Terms and Conditions. Okta reserves the right to reject or terminate this Sponsorship Form at its sole discretion.

Payment Terms: Customer will be invoiced for the Total Amount stated above upon acceptance of this Sponsorship Form. Full payment is net thirty (30) from invoice date. Sponsorship is not confirmed until payment is received in full. Okta reserves the right to cancel sponsorship if payment is not received in full sixty (60) days prior to the Event, and cannot guarantee sponsorship deliverables until payment is received in full. Note that Event exhibit space will be assigned based first on Company's sponsorship level and next on the order the signed Contract and applicable payment is received by Okta.

**OKTANE18 SPONSORSHIP PAYMENT: PLEASE OPEN ALL POS AND REMIT PAYMENT FOR SPONSORSHIP TO LAUNCH INC. ON BEHALF OF OKTA, ALL COMPANIES WILL RECEIVE INVOICES DIRECTLY FROM LAUNCH INC. ALL SPONSORSHIP INVOICES MUST BE PAID PRIOR TO EXHIBITING AT OKTANE18.**

\_\_\_\_\_  
Print Name of Company Authorized Individual Signing on Behalf of Company

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ryan Carlson, Okta

\_\_\_\_\_  
Date



“

Oktane is a must-attend event for anyone considering, already using, or partnering with Okta to solve modern-day Identity challenges.

–Pablo Valarezo, Acxiom





