



oktane19

Sponsorship Prospectus

April 1–4 | Moscone West, San Francisco



Oktane is fueled every year by our partner sponsors—without you it simply would not be possible.

Oktane19 is the world's leading identity conference. The best and brightest senior IT leaders, developers, and cloud experts from every industry will be joining us this year in San Francisco—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 organizations and redefine the role of IT everywhere.

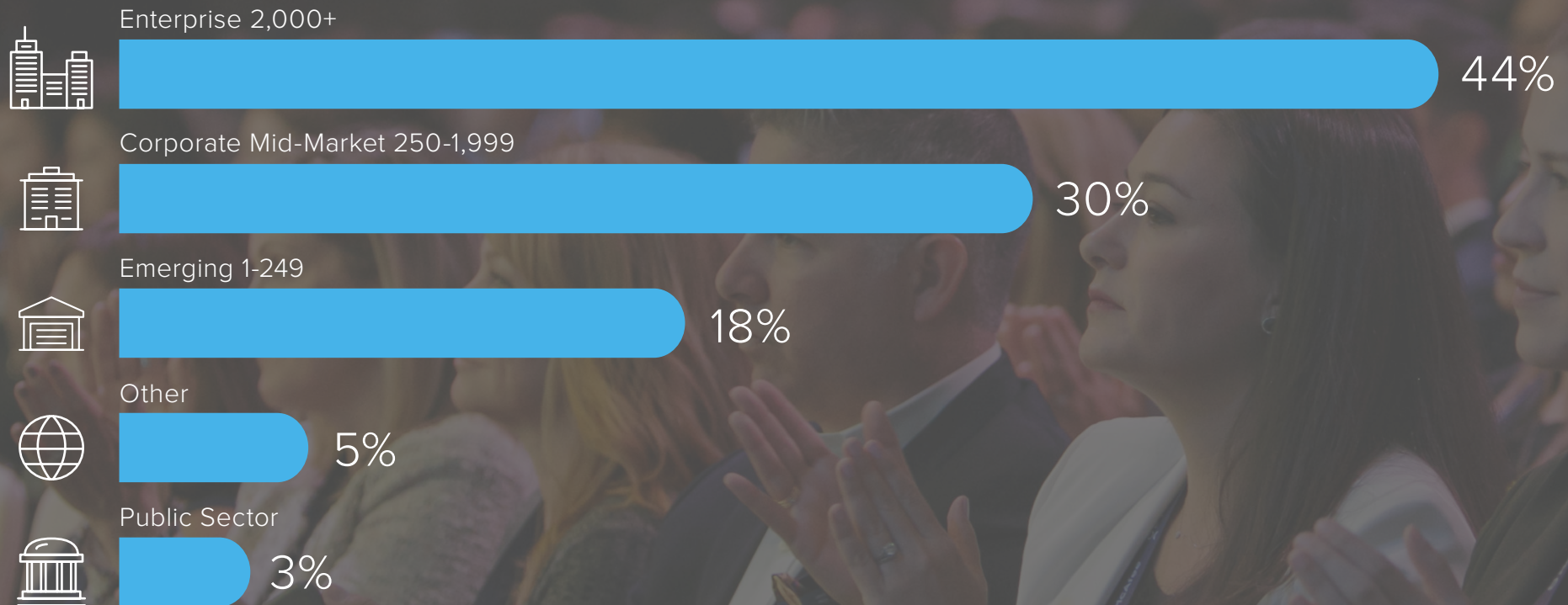
Sponsorship of Oktane19 is your chance to generate sales, accelerate business, increase your brand exposure, demo your solutions, and showcase your services with Okta and other industry leading technology providers. Don't miss out on the opportunity to be a part of strategic IT discussions that center on building new and differentiated experiences in an increasingly mobile and cloud-centric world. We look forward to seeing you there!

Patrick McCue

Senior Vice President, Worldwide Partners

OKTANE18 ATTENDEE BREAKDOWN

Attendees by Company Size



Oktane18 Attendees Included





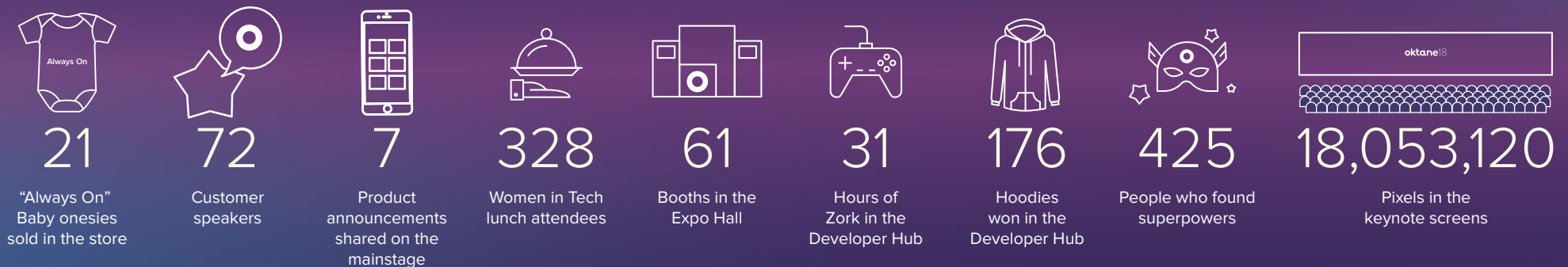
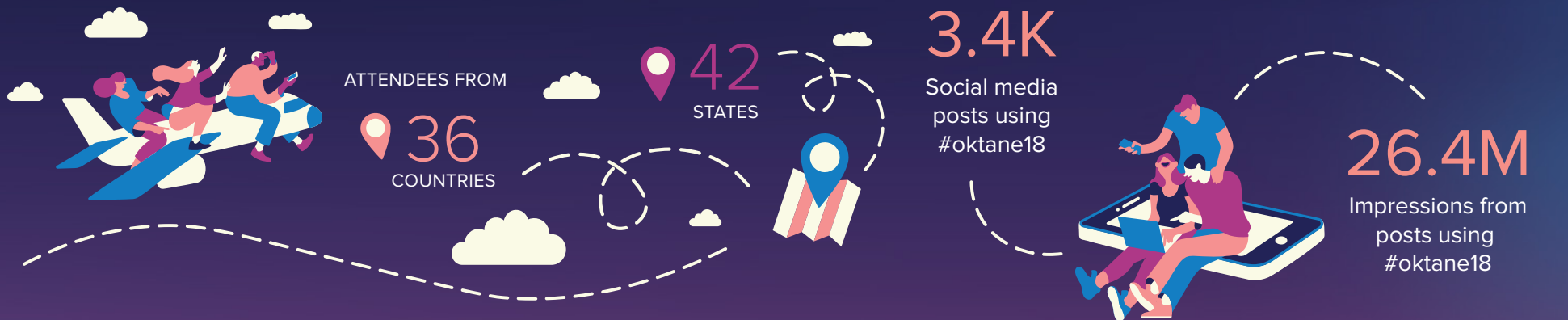
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Oktane was beyond expectation, beyond relationship building, beyond networking.

—Bryce Schroeder, ServiceNow

oktane18

BY THE NUMBERS



OKTANE18 GUEST KEYNOTES



President Barack Obama

44th President of the United States



Aimée Mullins

Athlete, Actress, Fashion Model



Scott Harrison

Founder and CEO of charity: water



Dr. Mae C. Jemison

Physician and Astronaut

OKTANE18 CUSTOMER, PARTNER, AND INDUSTRY SPEAKERS



Alexandra Bernadotte

Founder and CEO, Beyond 12



Jared Chung

Founder and Executive Director,
CareerVillage.org



Rey Faustino

CEO and Founder, One Degree



Melody Hildebrandt

Global Chief Information Security Officer,
21st Century Fox



Tereasa Kastel

Vice President, Technology,
American Express



Declan Morris

Chief Information Officer, Splunk



Patty Morrison

Executive Vice President of Customer
Support Services and Chief Information
Officer, Cardinal Health



Eash Sundaram

Executive Vice President Innovation
& Chief Digital & Technology
Officer, JetBlue

OKTANE19 OVERVIEW

Who

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

Why attend Oktane?

- 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 50+ breakout sessions, featuring Okta experts



WHERE

Moscone West
800 Howard St
San Francisco, CA 94103



IMPORTANT DATES

General Sponsorship Sales Open
September 2018

Booth Selection Opens
January 2019

How do I participate?

Be an Okta Partner

Sponsorship opportunities at Oktane19 are meant for Okta Partners and technology providers who are listed in the [Okta Integration Network](#).

Secure your sponsorship and booth space

We expect to sell out all sponsorship and exhibitor opportunities for Oktane19. Booth selection will be prioritized based on your Okta Partner Connect level and past Oktane investment, as well as the date and time stamp of your sponsorship contract.

Sponsorship + Sponsor Logistics

For information about becoming a Sponsor, or questions regarding sponsorship instructions, deliverables, deadlines, booth graphics, event regulations, or logistics email us at welovepartners@okta.com.

SPONSORSHIP AT A GLANCE

	GLOBAL TITANIUM	PLATINUM SOLD OUT	GOLD SOLD OUT	GOLD WELCOME	SILVER	EXHIBITOR	EMERGING EXHIBITOR
	By invitation	\$70k	\$50k	\$50k	\$35k	\$20k	\$8k
Breakout session speaking opportunity	✓	✓	✓				
Exclusive sponsorship of Oktane19 party	✓						
Executive Summit co-sponsorship	✓						
Keynote headline sponsorship	✓						
Oktane19 Roadshow	✓						
Co-branding conference lanyard	✓	✓					
Pre-conference registration list (company name and title)	✓	✓					
Meal Sponsorships (lunch or breakfast)		✓					
Oktane19 Virtual Conference		✓					
Welcome Reception Sponsorship				Exclusive Sponsor			
Scanned leads from sponsor speaking opportunity	✓	✓	✓				
Break Sponsorship (1)			✓				
Acknowledgment during keynote	✓						
Private Meeting Space	✓	✓					
Shared Networking Space			✓	✓			
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
Participation in expo networking game	✓	✓	✓	✓	✓	✓	✓
Exhibit location in sponsor Expo Hall	✓	✓	✓	✓	✓	✓	✓
Electronic lead scanner for exhibit	2	2	2	2	1	1	1
Full conference passes	10	10	8	8	6	3	2
Exhibitor and keynote only passes	8	5					
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	25 words
Pre-event social media promotions on Twitter	3	3	2	2	1		

SPONSORSHIP PACKAGES

PLATINUM \$70,000 | SOLD OUT

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 sponsor breakout session speaking opportunity
- (1) Meal sponsorship, choice of breakfast or lunch
- Pre-conference registration list (company name & title only)
- Dedicated meeting space
- Oktane19 Virtual Conference booth sponsorship and lead generation opportunity
- 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 and approved by Okta)
- Company logo, 150-word description, and link in mobile app and 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) pre-event mentions on Twitter from @Okta
- Five (5) Keynote + Exhibitor only passes

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**

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I recommend Oktane because of the terrific breakout lab sessions. They offer hands on guidance to both core and advanced principles.

—Melissa Bradley, GM Financial

GOLD \$50,000 | SOLD OUT

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 session speaking opportunity (must include joint customer and be approved by Okta)
 - Breakout session recorded + syndicated post-event
 - Scanned leads from sponsor breakout speaking opportunity
 - One (1) Break sponsorship, choice of day
 - Shared meeting space
 - Acknowledgment during Keynote
 - Branded signage in prominent location
 - Conference bag insert (materials to be provided by sponsor and approved by Okta)
 - One (1) chair drop in assigned breakout 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 in mobile app and on conference website
 - Two (2) pre-event mentions on Twitter from @Okta
- Gold Welcome Reception sponsorship includes exclusive sponsorship of the Oktane19 Welcome Reception and no speaking session.**

SILVER \$35,000 | 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) pre-event mention on Twitter from @Okta

EXHIBITOR \$20,000 | 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 \$8,000 | 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 OKTANE19 NETWORKING AND MARKETING OPPORTUNITIES WITH SPONSORSHIP ADD-ONS AND BRANDING BUNDLES



Headshot Activation sponsorship \$35,000



Networking Lounge sponsorship (2 lead scanners) \$30,000



Massage Lounge \$25,000



Iced Coffee Edible Photobooth \$25,000



Smoothie Bar \$25,000



Women in Tech Luncheon sponsorship \$25,000



Lab Sponsorship (3) by invitation..... \$15,000



Theater Session (or speaking area add on to booth Platinum+) \$7,500












Food Station (cost of food not included) \$750

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Oktane is simply the best chance you have to learn where digital identity and related technologies are going.

—Pablo Valarezo, Acxiom

CONTINUED

	Executive Summit sponsorship (2) by invitation.....	\$50,000
	VIP Executive Outing sponsorship by invitation	\$30,000
	Meeting Room in Expo Hall.....	\$15,000
	Co-branding of conference bag	\$12,000
	Charging Station (includes 2 stations total).....	\$8,500
	Facebook Live branding sponsorship (1 broadcast)	\$3,000
	Okta Help Center branding and banner ads.....	\$2,500
	Sponsor Feature on the Okta blog (subject to approval).....	\$2,000
	Digital Doc in Mobile App.....	\$800

OKTANE18 SPONSORS

TITANIUM



PLATINUM



GOLD



SILVER



EXHIBITOR



SPONSORSHIP FORM (1/2)

Company information

Contact Name
Email
Telephone
Fax
Company Name
Address

Billing information

Contact Name
Email
Telephone
Fax
Company Name
Address

Sponsorship

- ☐ Titanium by invitation for cost
- ☐ Platinum \$70,000
- ☐ Gold \$50,000
- ☐ Gold Welcome Reception..... \$50,000
- ☐ Silver \$35,000
- ☐ Exhibitor \$20,000
- ☐ Emerging Exhibitor \$8,000

All speaking opportunities included in sponsorships must include joint customer and be approved by Okta.

Listed sponsorship prices are subject to change.

Titanium sponsorship is by invitation.

Sponsor shall comply with all data protection, email marketing, and privacy laws and regulations applicable to its use of names and lists captured at the Event or provided by Okta. Sponsor agrees not to use any list provided by Okta to contact any Event attendees prior to the Event date.

Maximize your Oktane19 marketing opportunities:

- ☐ Headshot Activation sponsorship..... \$35,000
- ☐ Networking Lounge sponsorship (2 lead scanners) \$30,000
- ☐ Massage Lounge \$25,000
- ☐ Iced Coffee Edible Photobooth \$25,000
- ☐ Smoothie Bar \$25,000
- ☐ Women in Tech Luncheon sponsorship..... \$25,000
- ☐ Lab Sponsorship (3) by invitation..... \$15,000
- ☐ Theater Session (or speaking area add on to booth Platinum+) \$7,500
- ☐ Food Station (cost of food not included)..... \$750

SPONSORSHIP FORM (2/2)

<input type="checkbox"/> Executive Summit sponsorship (2) by invitation	\$50,000
<input type="checkbox"/> VIP Executive Outing sponsorship by invitation.....	\$30,000
<input type="checkbox"/> Pre-Conference Training Session Dinner sponsorship	\$30,000
<input type="checkbox"/> Meeting Room in Expo Hall.....	\$15,000
<input type="checkbox"/> Co-branding of conference bag.....	\$12,000
<input type="checkbox"/> Charging Station (includes 2 stations total).....	\$8,500
<input type="checkbox"/> Facebook Live branding sponsorship (1 broadcast)	\$3,000
<input type="checkbox"/> Okta Help Center branding and banner ads	\$2,500
<input type="checkbox"/> Sponsor Feature on the Okta blog (subject to approval)	\$2,000
<input type="checkbox"/> Digital Doc in Mobile App.....	\$800

Grand Total

Contract Documents: Company's sponsorship of Oktane19 (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 booth selection will be prioritized based on your Okta Partner Connect level and past Oktane investment, as well as the date and time stamp of your sponsorship contract.

OKTANE19 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 OKTANE19.

Ryan Carlson, Okta

Date

Signature

Date

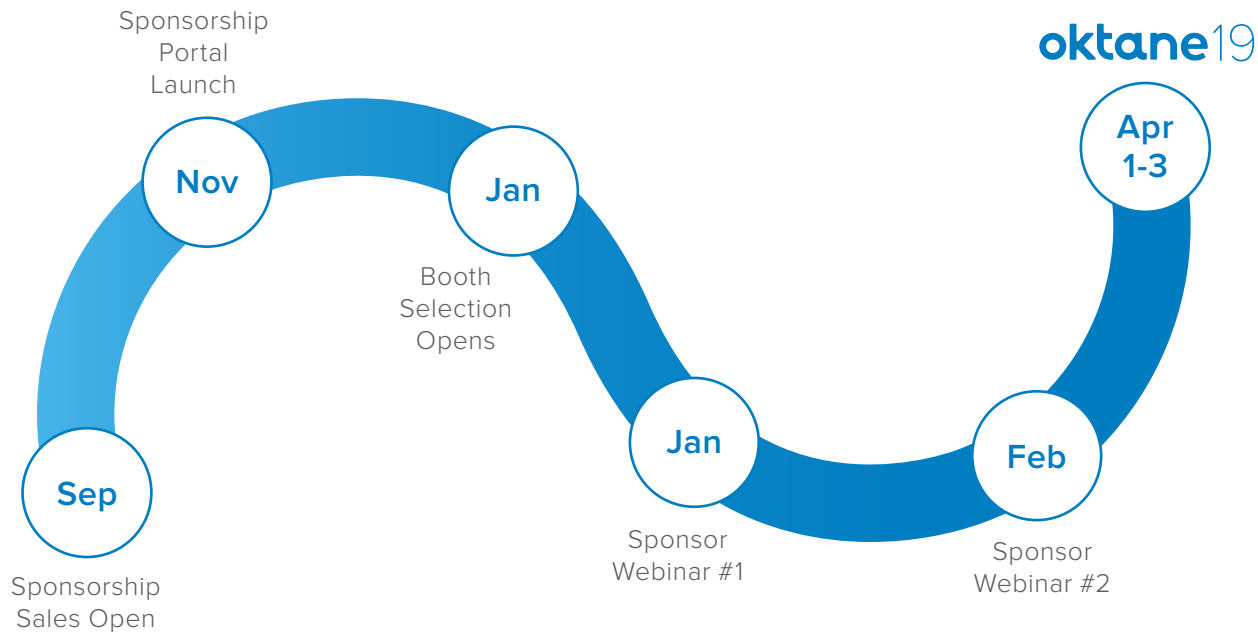
WE'RE HERE TO HELP YOU MAKE THE MOST OF OKTANE19!

Submit your Contract

Email your completed contract to welovepartners@okta.com. Our event partners, and the Launch team, will be in touch regarding Sponsor Portal, logistics, and registration codes and will help guide you through preparations.

Get in Touch

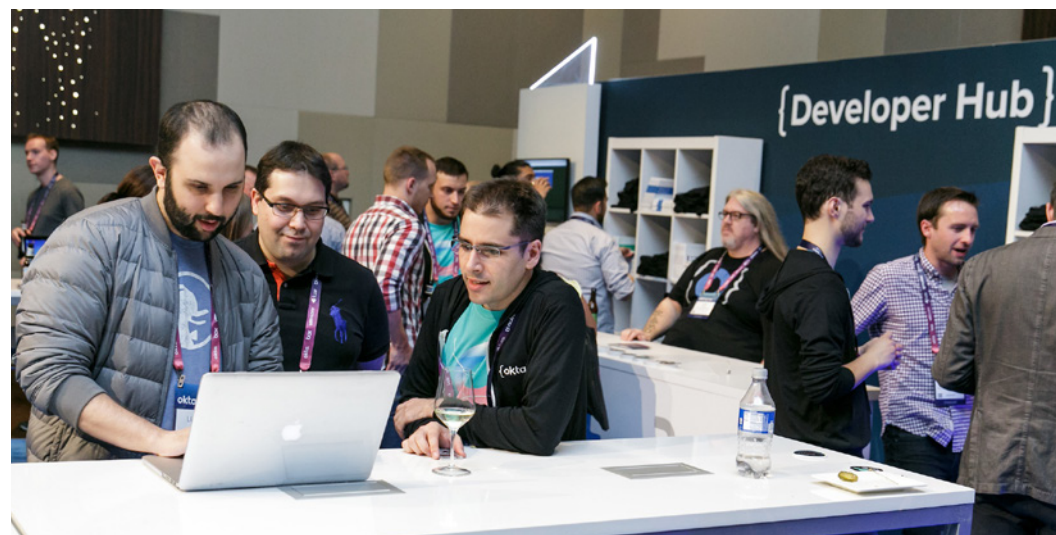
Email welovepartners@okta.com to get in touch with the sponsorship team.



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Oktane18 was a great event of great people sharing knowledge and experiences, inspiring everyone to go BEYOND now.

—Avelyn Torre,
Children's Hospital Los Angeles



oktane19

Okta

301 Brannan Street

San Francisco, CA 94107, USA

Sponsorship Contact: welovepartners@okta.com

www.okta.com / www.oktane19.com

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