



RedisConf21

Sponsor Prospectus

20-21 April 2021



RedisConf21

We are excited to announce RedisConf 2021 is returning April 20-21, 2021. This two-day virtual event will bring Redis experts, users, developers and partners together to connect and to learn.

As an essential member of our partner ecosystem, we invite you to join us as a sponsor for this year's event. Join us to showcase your latest technology and to build awareness of your innovative solutions with the Redis customer and developer community.

With more than 50+ sessions across multiple tracks, networking opportunities, and a virtual expo hall, you will have access to an anticipated 5,000 attendees and participants.

We look forward to partnering with you to showcase the immense opportunity of Redis.



Why Sponsor?

Make a personal connection in real time with the Redis customer and developer community.

Connect with developers

Meet hundreds of developers in search of new application data solutions to help their business work smarter.

Tell your story

Build awareness by highlighting your innovations with Redis and the business challenges they solve.

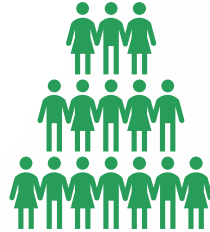
Showcase OSS commitment

Showcase your commitment to open-source to the thriving Redis developer community.

RedisConf21 Tracks and Topic Highlights



ReidsConf20 Highlights



3,352 attendees



103 countries represented



4,349 hours on the platform



13,195 session attendance



3,759 chat messages sent

Virtual Booths in the Solution Center

- Sponsors will be able to have personal conversations with attendees throughout the event via chat, video and/or audio conversations.
- Lead collection at booth, through content downloads, and through viewing of sponsored breakout sessions.
- Virtual meeting rooms for in-depth conversations with attendees available.



RedisConf21 Sponsorship Benefits At-a-Glance

		Platinum* (3) \$50,000	Gold (4) \$20,000	Silver (7) \$7,500
Content	30-minute Video On-Demand (VOD) Breakout Session	2	1	-
	30-minute panel session	1	-	-
	Upload additional demo videos and marketing assets	Up to 7 assets	Up to 4 assets	1 asset
Branding	Logo recognition in keynote	✓	✓	-
	Logo placement on event home page (rotating banner)	✓	✓	-
	Logo inclusion in pre-, during- and post-event email communications	✓	-	-
	Logo sponsorship of one in-event game or chat room included	✓	-	-
	Logo inclusion on social media	✓	✓	-
	Name, logo, description, and hyperlink on sponsor showcase listing	✓	✓	✓
Leads	Virtual booth for 1-on-1 meeting and attendee engagement	✓	✓	✓
	Audience list for 30-minute panel session	✓	-	-
	Attendee list from sponsor breakout session(s)	✓	✓	-
	Unique link to sponsor page to share in your demand generation efforts	✓	✓	✓
	Lead reports of opt-in registrations through sponsor UTM	✓	✓	✓

* Platinum sponsorships are available by invitation only

Interested in sponsoring RedisConf21?

Please email sponsorships@redislabs.com.

You will be contacted within 24 hours to review the contract process.

All packages are sold on a first-come, first-served basis and are subject to Redis Labs approval. A signed contract is required to secure your sponsorship.

Thank You!

