



dynatrace perform europe

W Hotel, Barcelona, Spain | May 23–25, 2018

2018 Partner Sponsorship Guide

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Introducing Perform Europe

Perform is Dynatrace's premier multi-track user conference that brings together more thousands of active Dynatrace users, enthusiastic Dynatrace experts, strategic Dynatrace partners and the best and brightest in the industry. After the Las Vegas Edition in January 2018, Perform is landing in Europe, at the W, Barcelona, Spain. The conference will feature topics and content around all aspects of modern monitoring including AI, IoT and Cloud. Perform will be filled with keynotes from Dynatrace leaders, amazing breakout sessions that include successful customer journeys, in-depth product trainings, a newly designed, even-bigger marketplace, a giant celebration, and much more.



| Tuesday May 22nd | Wednesday May 23rd | Thursday May 24th | Friday May 25th |
|------------------|---|---|-----------------------|
| | Marketplace available for sponsors booths | Marketplace available for sponsors booths | Exclusive Partner Day |
| | Hot Day | Keynote | |
| | | Demo Break | |
| | | Breakouts | |
| | Networking Lunch | Networking Lunch | |
| | Keynote | Breakouts | |
| | Coffee | Demo Break | |
| | Breakouts | Keynote | |
| | Demo Break | Closing Cocktail | |
| | Keynote | | |
| Welcome Cocktail | Gala dinner | Exclusive Partner Dinner | |

NOTE: The Marketplace, where sponsors' booths are located, will be opened Wednesday 23rd and Thursday 24rd during the Hot Day and Conference. It will be closed during the Exclusive Partner Day.

Why sponsor?

Take center stage: Perform Europe is the most valuable digital performance management event in 2018. It is where all the hot issues will be dissected and discussed — think IoT, cloud innovation, digital experience, AI, microservices and more.

New business awaits you: Attendees at Perform are the ideal mix of senior leadership and technical experts. People come to Perform ready to explore new ideas, meet their peers and find ways to accelerate their digital transformation strategies. The caliber of leads you get will not disappoint.

Put your brand up in lights: The company you keep at our event will put you alongside the biggest cloud players and most innovative IT companies in the world.

Demo alongside us: Show first-hand how together we are changing the digital world forever.

Network with the brightest minds: Across the two days, there will be huge opportunity to create new business relationships and enhance existing ones with customers, partners and Dynatrace.

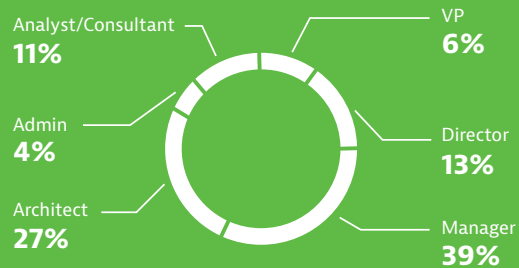
Ready to sponsor?

Contact us at perform.europe@dynatrace.com to request your contract today so you can reserve your sponsorship at Perform Europe.



Perform at a glance (2017 Vegas edition)

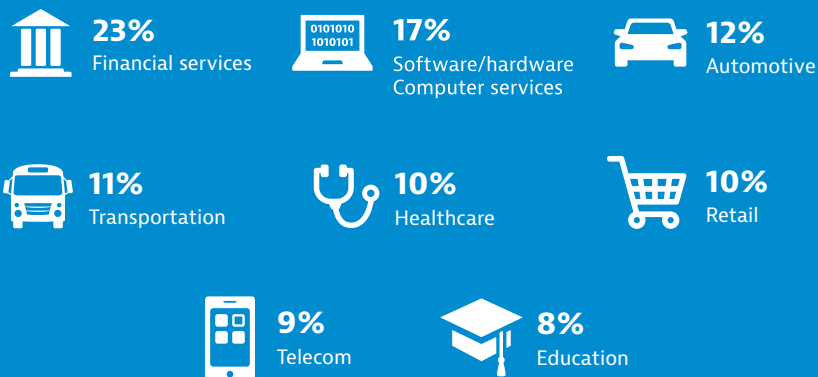
Demographics by title



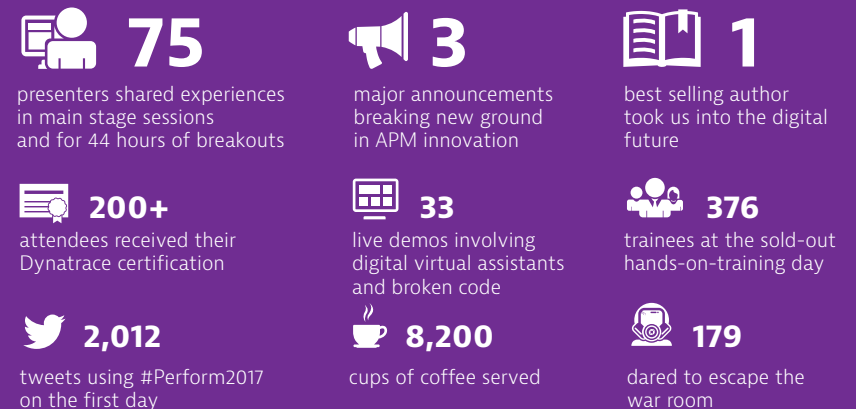
Notable attendees

| | |
|--------|-------------|
| AWS | Marriott |
| COOP | Pivotal |
| Costco | Red Hat |
| Humana | Ulta Beauty |
| KLM | Verizon |

Attendance across industries



Perform Las Vegas quick facts



Partner Sponsorship Packages defined

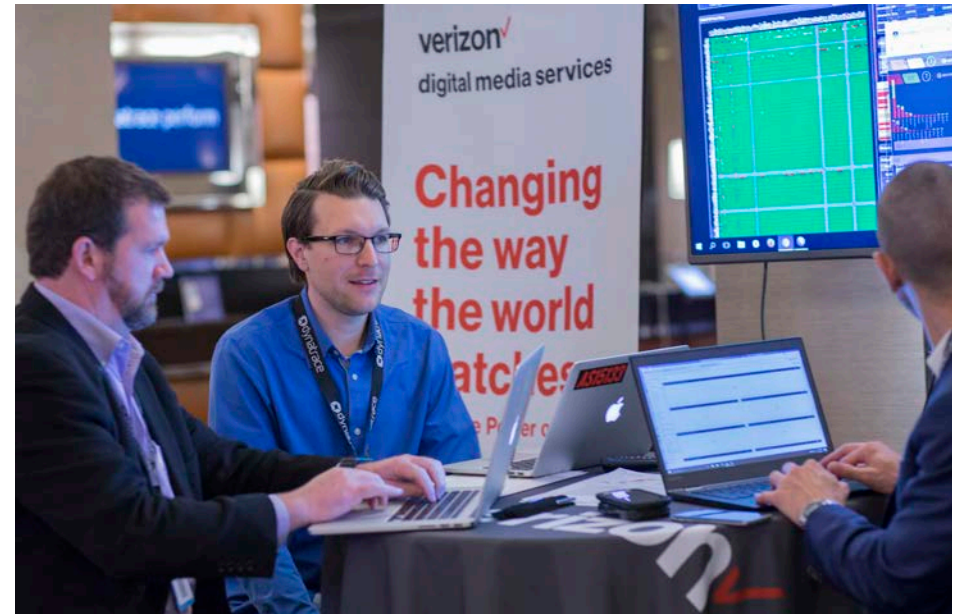
| | Diamond | Platinum | Gold | Silver |
|--|-----------|-----------|----------|----------|
| Investment | €40.000 | €15.000 | €10.000 | €5.000 |
| Availability* | 2 | 2 | 5 | 5 |
| Attendance | | | | |
| Full conference passes | 6 | 5 | 2 | 2 |
| Additional full conference passes | 5 | 3 | 2 | 1 |
| Speaker pass | 1 | 1 | - | - |
| Acknowledgment and Branding | | | | |
| General session acknowledgment (PPT slide) | x | x | x | x |
| Recognized by Dynatrace Exec in general session | x | x | | |
| Logo + URL on Perform website | x | x | x | x |
| Short description on Perform website | 150 words | 100 words | 75 words | 50 words |
| Banner ad on Perform app | x | | | |
| Logo on Perform app | x | x | x | x |
| Promoted post in Perform app | x | x | | |
| Logo included in one pre-event email to registrants | x | x | x | x |
| Social media inclusion in one Dynatrace Perform post | x | x | x | x |
| Logo included on Perform signage in conference area | x | x | x | x |

*Dynatrace reserves the right to modify sponsorship package details including available quantity.

Partner Sponsorship Packages defined

Continued

| | Diamond | Platinum | Gold | Silver |
|--|---------|----------|-------|--------|
| Networking Opportunities | | | | |
| Turnkey booth in our Perform Marketplace | 6x3m | 4x2.5m | 3x2,5 | 2x2m |
| License to scan for lead retrieval | 3 | 2 | 2 | 1 |
| Speaking Opportunities | | | | |
| 10-minute mainstage slot with customer | x | | | |
| 5-minute mainstage slot | | x | | |



DIAMOND SPONSOR PACKAGE

Investment: €40.000

Availability: 2

Attendance

6 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

5 additional conference passes at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

1 speaker pass — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.europe@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment —

Acknowledgment by MC on PPT slide at opening of conference.

Recognized by Exec in general session — One of the Dynatrace executives will address sponsoring partner's company during his opening keynote address.

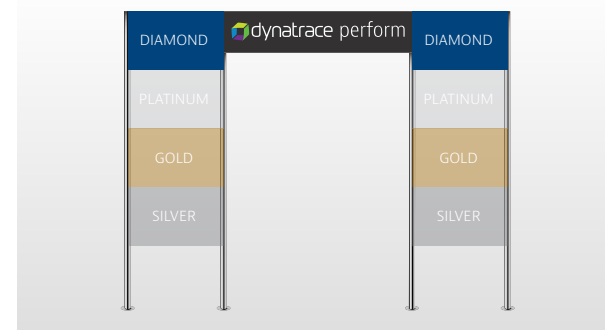
Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com Logo and URL will be on sponsor page of website.

Short description on Perform website —

Sponsor to provide 150 words or less by emailing to perform.europe@dynatrace.com Remarks will go under logo on sponsor page of website.

Banner on Perform app — After logo is provided we will design banner that will show on the top of the home screen of the Perform app visible to all attendees using the Perform conference app.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com. Logo will be on sponsor page of our Perform conference app that will be used by most attendees.



Promoted post in conference app — One message to be pushed as an alert to all attendees using the Perform conference app with direction to your booth in our Performance Marketplace. Messages may be up to 140 characters. Message will be sent during general conference.

Logo included in one pre-event email to registrants — Dynatrace will include partner's logo, provided by sponsor after sponsorship is established, to be featured in one email approximately one month before event.

Social media inclusion in one Dynatrace Perform post — Dynatrace will include partner in social media post prior to event. Please contact perform.europe@dynatrace.com to discuss post.

DIAMOND SPONSOR PACKAGE

Continued

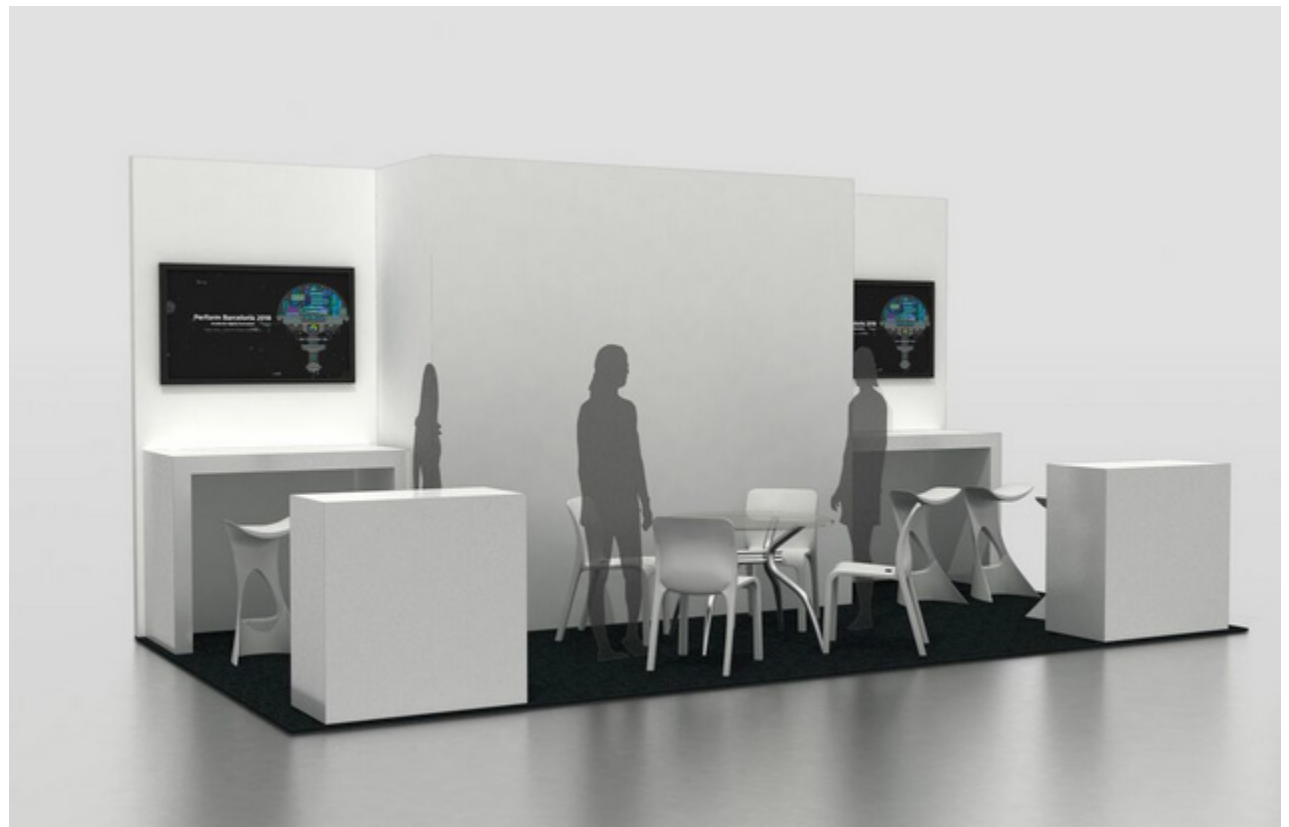
Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.

6x3m booth in our Perform Marketplace — Booth rendering found at back of this document. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Tuesday afternoon

3 scanners — We will provide three hand held scanners that allow partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.

Speaking opportunities

10-minute mainstage slot with customer — Sponsoring partner will work with partner manager and Perform planner to decide on topic and find customer with whom they will present. Slides will be produced by sponsoring partner and then reviewed by Dynatrace at least one month prior to the event. Rehearsal for speaking slot will happen at Perform prior to presentation. All presentations should be in 16x9 format. Presentations will occur in general session, time slot chosen by Dynatrace, in front of our entire audience.



PLATINUM SPONSOR PACKAGE

Investment: €15.000

Availability: 2

Attendance

5 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

3 additional conference passes at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

1 speaker pass — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.europe@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment — Acknowledgment by MC on PPT slide at opening of conference.

Recognized by Exec in general session — One of the Dynatrace executives will address sponsoring partner's company during his opening keynote address.

Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com Logo and URL will be on sponsor page of website.

Short description on Perform website — Sponsor to provide 100 words or less by emailing to perform.europe@dynatrace.com Remarks will go under logo on sponsor page of website.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com Logo will be on sponsor page of our Perform conference app that will be used by most attendees.

Promoted post in conference app — One message to be pushed as an alert to all attendees using the Perform conference app with direction to your booth in our Performance Marketplace. Messages may be up to 140 characters. Message will be sent during general conference.



Logo included in one pre-event email to registrants

— Dynatrace will include partner's logo, provided by partner during agreement process, to be featured in one email approximately one month before event.

Social media inclusion in one Dynatrace Perform post — Dynatrace will include partner in social media post prior to event. Please contact perform.europe@dynatrace.com to discuss post.

Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.

PLATINUM SPONSOR PACKAGE

Continued

Networking opportunities

4x2,5m booth in our Perform Marketplace —

Booth rendering found at back of this document. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Tuesday afternoon

2 scanners — We will provide We will provide two hand held scanners that allow partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.



Speaking opportunities

5-minute mainstage slot — Sponsoring partner will work with partner manager and Perform planner to decide on topic. Slides will be produced by sponsoring partner and then reviewed by Dynatrace at least one month prior to the event. Rehearsal for speaking slot will happen at Perform prior to presentation. All presentations should be in 16x9 format. Presentations will occur in general session, time slot chosen by Dynatrace, in front of our entire audience.



GOLD SPONSOR PACKAGE

Investment: €10.000

Availability: 5

Attendance

2 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

2 Additional conference passes at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.europe@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment —

Acknowledgment by MC on PPT slide at opening of conference.

Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com Logo and URL will be on sponsor page of website.

Short description on Perform website —

Sponsor to provide 75 words or less by emailing to perform.europe@dynatrace.com Remarks will go under logo on sponsor page of website.

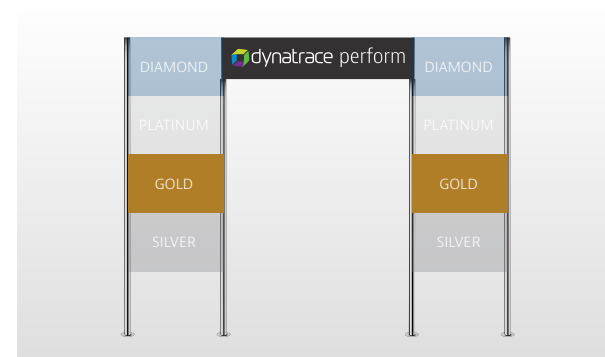
Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com Logo will be on sponsor page of our Perform conference app that will be used by most attendees.



Social media inclusion in one Dynatrace Perform post —

Dynatrace will include partner in social media post prior to event. Please contact perform.europe@dynatrace.com to discuss post.

Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.



GOLD SPONSOR PACKAGE

Continued

Networking opportunities

3x2,5m booth in our Perform Marketplace —

Booth rendering found at back of this document. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Tuesday afternoon

2 scanners — We will provide two hand held scanners that allow partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.



SILVER SPONSOR PACKAGE

Investment: €5.000

Availability: 5

Attendance

2 full conference passes — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

1 Additional conference pass at a discounted rate* — includes access to all Perform keynotes, breakout sessions and social events (does not include HOT day).

DIRECTIONS:

To obtain passes please email the full names and email addresses of those who intend to use the passes. Send emails to perform.europe@dynatrace.com Each individual must register by themselves (no group registering).

***Follow the directions above and we will email you a code for 50 percent off a general conference pass.**

Acknowledgment and Branding

General session acknowledgment —

Acknowledgment by MC on PPT slide at opening of conference.

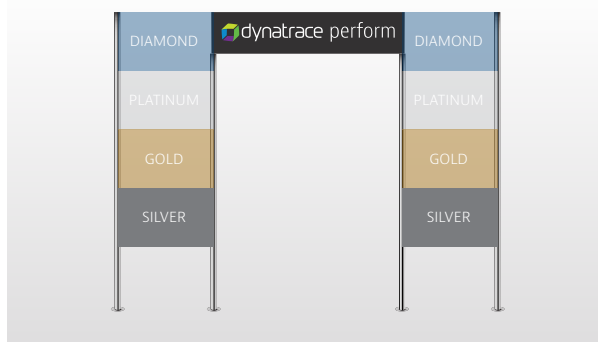
Logo and URL on Perform website — Logo and URL provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com Logo and URL will be on sponsor page of website.

Short description on Perform website —

Sponsor to provide 50 words or less by emailing to perform.europe@dynatrace.com Remarks will go under logo on sponsor page of website.

Logo on Perform app — Logo provided by sponsor after sponsorship is established. Logo must be color and hi-resolution. Please email logo to perform.europe@dynatrace.com Logo will be on sponsor page of app.

Logo included on Perform signage in conference area — Partnering sponsors logo will be included on signs around the Perform conference area during general conference.



Networking opportunities

2x2m booth in our Perform Marketplace — Booth rendering found at back of this document with all measurements. We will design and provide entire booth with sponsoring partner's direction. Booth setup and take down are our responsibility. Booth will be setup on Tuesday afternoon

1 scanner — We will provide one hand held scanner that allows partners to scan attendees badges and retrieve name, email, company name, phone and address. All retrieved information will be given to partners at the end of the conference.



Booth artwork dimensions and submission details

Diamond



6x3m

Platinum



4x2,5m

Gold



3x2,5m

Silver



2x2m

The Artwork detailed dimensions and details will be sent once your sponsorship is confirmed.

Please submit by April 15th:

Artwork type: AI, EPS, or PDF
Resolution: 150dpi
Colorspace: CMYK
Fonts: Outlined

UPLOAD THE FILE HERE:

<https://ciberevents.com/ciber/ap/events/forms/pap/up/index.php>

FOR QUESTIONS CONTACT:

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Learn more at dynatrace.com/perform

Dynatrace has redefined how you monitor today's digital ecosystems. AI-powered, full stack and completely automated, it's the only solution that provides answers, not just data, based on deep insight into every user, every transaction, across every application. The world's leading brands, including, 72 of the Fortune 100, trust Dynatrace to optimize customer experiences, innovate faster and modernize IT operations with absolute confidence.

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