ATLASSIAN

SUMMIT 2019

April 9-11 · Las Vegas

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What is Summit?

The world's next best innovations will be built by teams like yours. Summit celebrates the ingenuity and creativity of teams of all sizes around he world from every industry.
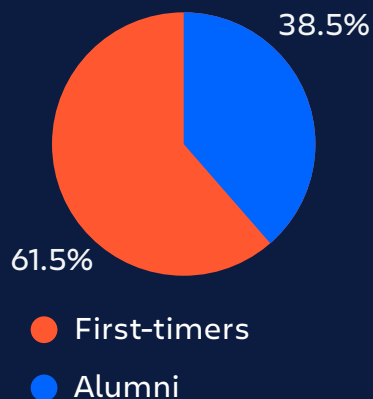
Join us along with thousands of users for the only Summit to take place in 2019. Be inspired, hear expert advice, network with industry leaders, get product updates, and learn about the future of Atlassian.

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2017 attendees, by the numbers

3,800+ attendees from our last U.S. Summit in San Jose, California.

Team types

39% 38%
23%

- 🟡 IT teams
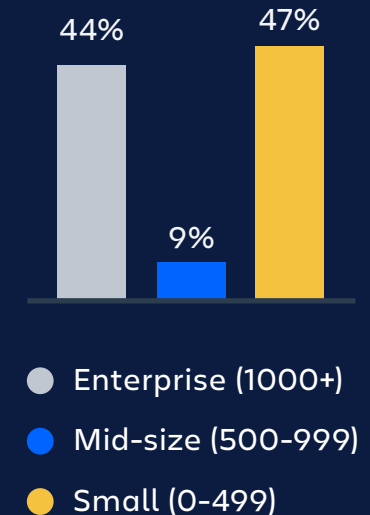- 🔵 Software teams
- 🔴 Business teams

Company size

44% 47%
9%

- ⚪ Enterprise (1000+)
- 🔵 Mid-size (500-999)
- 🟡 Small (0-499)

First-timers vs. alumni

38.5%
61.5%

- 🔴 First-timers
- 🔵 Alumni

Top 6 countries represented
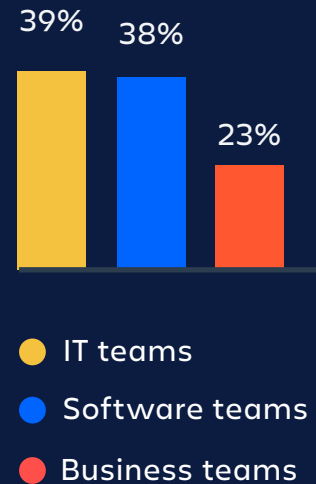
Product usage

Product	% of total attendees
Confluence	85%
Jira Software	82%
Jira Core	49%
Jira Service Desk	47%
Portfolio for Jira	29%
Team Calendars	25%
Bamboo	25%
Crowd	20%
Trello	22%
Fisheye	19%

Top roles

Developer
Project Manager
IT & System Admin
Product Manager
Executive

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Diamond

QUANTITY: 4

PRICE: $135,000

Expo Hall experience includes

Turnkey booth (structure, A/V, electrical, graphics, and wifi)

Lead retrieval solution

Meeting room

Two (2) 15-minute Expo Theater sessions

Five (5) reserved seats at the main Keynote **NEW FOR 2019**

Marketing & Branding

Company logo featured in the opening keynote

Company description, logo, and URL on Summit website

On-site signage

Two (2) downloadable whitepapers on Summit website (location determined by Atlassian)

Bag insert in attendee bag (pre-approved by Atlassian)

Atlassian-branded promotion kit

Logo included in one pre-event email determined by Atlassian

Social media shout-out **NEW FOR 2019**

Mobile app shout-out **NEW FOR 2019**

Company logo on attendee bag (logo placement determined by Atlassian)

Conference passes

Ten (10) Summit full conference passes

Six (6) Expo only passes (does not include access to sessions, swag, or Bash)

Two (2) passes to Bash **NEW FOR 2019**

Two (2) customer full conference passes **NEW FOR 2019**

Platinum

QUANTITY: 10

PRICE: $82,000

Expo Hall experience includes

Turnkey booth (structure, A/V, electrical, graphics, and wifi)

Lead retrieval solution

Meeting room (for one day only)

One (1) 15-minute Expo Theater session

Marketing & Branding

Company logo featured in the opening keynote

Company description, logo, and URL on Summit website

On-site signage

One (1) downloadable whitepaper on Summit website (location determined by Atlassian)

Bag insert in attendee bag (pre-approved by Atlassian)

Atlassian-branded promotion kit

Logo included in one pre-event email determined by Atlassian

Social media shout-out **NEW FOR 2019**

Conference passes

Eight (8) Summit full conference passes

Five (5) Expo only passes (does not include access to sessions, swag, or Bash)

Two (2) passes to Bash **NEW FOR 2019**

One (1) customer full conference pass **NEW FOR 2019**

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Gold

QUANTITY: 26

PRICE: $42,000

Expo Hall experience includes

Turnkey booth (structure, A/V, electrical, graphics, and wifi)

Lead retrieval solution

Marketing & Branding

Company logo featured in the opening keynote

Company description, logo, and URL on Summit website

On-site signage

Atlassian-branded promotion kit

Conference passes

Six (6) Summit full conference passes

Four (4) Expo only passes (does not include access to sessions, swag, or Bash)

Two (2) passes to Bash **NEW FOR 2019**

Silver

QUANTITY: 36

PRICE: $22,000

Turnkey booth (structure, A/V, electrical, graphics, and wifi)

Lead retrieval solution

Company logo featured in the opening keynote

Company description, logo, and URL on Summit website

On-site signage

Atlassian-branded promotion kit

Four (4) Summit full conference passes

Three (3) Expo only passes (does not include access to sessions, swag, or Bash)

One (1) pass to Bash **NEW FOR 2019**

Bronze

QUANTITY: 32

PRICE: $13,000

Turnkey booth (structure, electrical, graphics, and wifi). A/V available for purchase.

Lead retrieval solution

Company logo featured in the opening keynote

Company description, logo, and URL on Summit website

On-site signage

Atlassian-branded promotion kit

Two (2) Summit full conference passes

Two (2) Expo only passes (does not include access to sessions, swag, or Bash)

One (1) pass to Bash **NEW FOR 2019**

Innovator

QUANTITY: 30

PRICE: $4,000

Turnkey booth (structure, electrical, graphics, and wifi). A/V available for purchase.

Lead retrieval solution

Company name and URL on Summit website

Atlassian-branded promotion kit

One (1) Summit full conference passes

One (1) Expo only passes (does not include access to sessions, swag, or Bash)

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Level	Diamond	Platinum	Gold	Silver	Bronze	Innovator
Quantity	4	10	26	36	32	30
Price	$135,000	$82,000	$42,000	$22,000	$13,000	$4,000
Expo Hall						
Turnkey exhibit booth	Structure, A/V, electrical, graphics, and wifi	Structure, A/V, electrical, graphics, and wifi	Structure, A/V, electrical, graphics, and wifi	Structure, A/V, electrical, graphics, and wifi	Structure, electrical, graphics, and wifi. A/V for purchase.	Structure, electrical, graphics, and wifi. A/V for purchase.
Lead retrieval solution	✓	✓	✓	✓	✓	✓
Meeting room	✓	For one day only	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE
Expo Theater session	(2) 15-minute sessions	(1) 15-minute sessions	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE
Conference passes						
Full conference passes	10	8	6	4	2	1
Expo only passes	6	5	4	3	2	1
Customer Full conference passes	2	1				
Passes to Bash	2	2	2	1	1	
Option to purchase additional passes (limited quantity)	✓	✓	✓	✓	✓	✓

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Level	Diamond	Platinum	Gold	Silver	Bronze	Innovator
Quantity	4	10	26	36	32	30
Marketing & Branding						
Company logo featured in opening keynote	✓	✓	✓	✓	✓	
Presence on Summit website	Company description, logo, and URL	Company description, logo, and URL	Company description, logo, and URL	Company description, logo, and URL	Company description, logo, and URL	Company name and URL
On-site signage	✓	✓	✓	✓	✓	
Company whitepaper on Summit website	2	1	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE
Bag insert included in attendee bag	✓	✓	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE	AVAILABLE FOR PURCHASE
Logo included in one pre-event email	✓	✓				
Social media shout-out	✓	✓				
Mobile app shout-out	✓					

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Don't see a package that fits your needs or want details on more branding opportunities at Mandalay Bay? Reach out to the Atlassian sponsorship team to create a custom additional marketing opportunties.

AMO	Description	Benefits
Candy Station PRICE: $50,000 AVAILABLE: 1	Satisfy everyone's sweet tooth with this brand new AMO for 2019.	· Co-branded candy station in the Expo Hall for one day to be determined by Atlassian
Green Sponsor PRICE: $50,000 AVAILABLE: 1	Make a lasting impact at Summit and for the environment with the exclusive sustainability sponsorship.	· Co-branded water bottles · Co-branded bubblers
Welcome Reception PRICE: $25,000 AVAILABLE: 1	Give a warm welcome to every attendee. Kick off Summit with a welcome reception sponsorship and Expo Theater session.	· Co-branded signage and barware at Welcome Reception · One (1) 15-minute theater session during the Welcome Reception · Welcome Reception sponsor mentioned in Summit agenda · Mobile app promotion · DJ shout-out during the Welcome Reception · Option for venue staff to wear company shirt during the Welcome Reception
Recharge Station PRICE: $25,000 AVAILABLE: 1	Provide a relaxing escape complete with charging stations and massage chairs.	· Massage chair station · Includes co-branded charging stations · Co-branded signage on-site · Opportunity to provide a giveaway at recharge station (socks, sleeping masks, etc.) · Cost of additional items to be covered by sponsor
Lounge Sponsor PRICE: $25,000 AVAILABLE: 6	Stand out in the Expo Hall with a sponsored lounge area. Demo your solutions while attendees relax and network.	· Lounge space in Expo Hall with one monitor, signage, and comfortable seating · Two (2) full conference passes included · Max one (1) per company · This sponsorship does not include website presence, keynote mentions or on-site signage (outside of your lounge)

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Don't see a package that fits your needs or want details on more branding opportunities at Mandalay Bay? Reach out to the Atlassian sponsorship team to create a custom additional marketing opportunties.

AMO	Description	Benefits
Oxygen Bar PRICE: $20,000 AVAILABLE: 1	Give attendees a breath of fresh air with this exclusive sponsorship.	· Co-branded Oxygen Bar · Co-branded signage at Oxygen Bar · Opportunity for Oxygen Bar staff to wear sponsor provided shirts while staffing the Oxygen Bar · Opportunity to provide handout or giveaway for all attendees · Cost of additional items to be covered by sponsor
Charging Stations PRICE: $15,000 AVAILABLE: 1	Power attendees' devices with the sponsorship of charging stations throughout the event space.	· Co-branded charging station in the conference space · Placement of charging stations will be driven by show management · Atlassian will utilize approved company logo only
Theater Session (15-minutes) PRICE: $10,000 AVAILABLE: 5	Share your story and solutions in the Expo Hall theater.	· One (1) 15-minute presentation in expo theater · One (1) 30-60 second promotional video to be played on a loop during off-hours · Promotion in mobile app · All content is subject to Atlassian approval. Deck and video must be reviewed before presenting.
Meeting Room PRICE: $10,000 AVAILABLE: 6	Reserve a private meeting room for client meetings, or as a gathering spot for staff during Summit. Meeting rooms are for one (1) day only in the Expo Hall.	· Private meeting room for one (1) day of Summit · On-site signage with company logo · Meeting room add-ons (F&B, electrical, A/V) available for additional cost
Swag Store bag co-sponsor PRICE: $8,500 AVAILABLE: 1	Co-brand the official swag store bag.	· Co-branded bag distributed at the Swag Store · Atlassian will utilize approved company logo only

Don't see a package that fits your needs or want details on more branding opportunities at Mandalay Bay? Reach out to the Atlassian sponsorship team to create a custom additional marketing opportunties.

AMO	Description	Benefits
Conference Bag Insert PRICE: $6,000 AVAILABLE: 5	Reach all attendees by providing a giveaway in the official conference bag.	· One (1) pre-approved item supplied by the sponsor will be placed inside conference bag
Closing Session Seat Drop PRICE: $6,000 AVAILABLE: 1	End Summit 2019 with a bang and hand out your swag at the closing session.	· One (1) Pre-approved promotional item, supplied by sponsor, placed on chairs during the closing session · All costs for production and shipping of item provided by sponsor
VIP Cabana at Bash PRICE: $5,000 AVAILABLE: 5	Stand out at Bash with your own VIP cabana.	· One (1) cabana at Bash. Location to be determined by Atlassian · Package options for food and beverage will be provided by Atlassian. All cost of food and beverage purchase will be provided by sponsor.
Breakout Session Giveaway PRICE: $4,000 AVAILABLE: 5	Have your giveaway item available in a breakout session of your choice.	· One (1) pre-approved piece of literature or small giveaway, supplied by sponsor, distributed during one breakout session · All costs for production and shipping of item provided by sponsor
Mobile App Post PRICE: $3,000 AVAILABLE: 10	Create a compelling ad for our mobile app for all attendees to see! Direct them to your booth, offer a coupon for your product/service or just spread your brand.	· One (1) promoted post in the official Summit mobile app during conference hours · Ad to be created by the sponsor based on specs provided by Atlassian · Content and schedule of the post is approved by Atlassian
White paper on the Summit website PRICE: $400 AVAILABLE: 15	Display your company whitepaper on the official Summit website.	· One (1) pre-approved company whitepaper listed in your logo pop up on the Summit U.S. sponsor page · Performance data on whitepaper will not be provided

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Developer Day

MONDAY, APRIL 8TH `NEW FOR 2019`

QUANTITY: 20

RATE: $1,000

One (1) highboy table, stool, and power drop during Developer Day

Wifi access

Company logo on easel back signage

On-site signage

Company logo in Developer Day Keynote presentation

One (1) pass to Developer Day

Partner Day

TUESDAY, APRIL 9TH

QUANTITY: 20

RATE: $1,000

One (1) highboy table, stool, and power drop during Partner Day

Wifi access

Company logo on easel back signage

On-site signage

Company logo in Partner Day Keynote presentation

One (1) pass to Partner Day