jamf | NATION
User Conference
2019

SPONSOR
PROSPECTUS

November 12-14, 2019   Hyatt Regency   Minneapolis

WHAT IS JNUC?

As the largest gathering of Apple IT administrators in the world, the Jamf Nation User Conference (JNUC) rallies the brightest minds to discuss new and innovative ways to solve IT problems plaguing organizations.
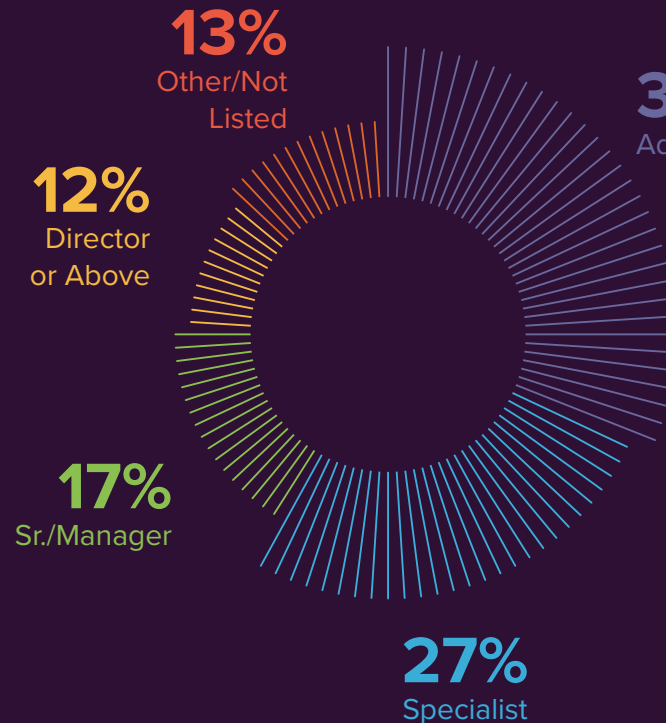
WHY SPONSOR?

Generate business with our forward-thinking IT professionals and increase exposure for your brand, solutions and services. Don't miss out on the opportunity to be a part of strategic IT discussions that center on innovative technology.
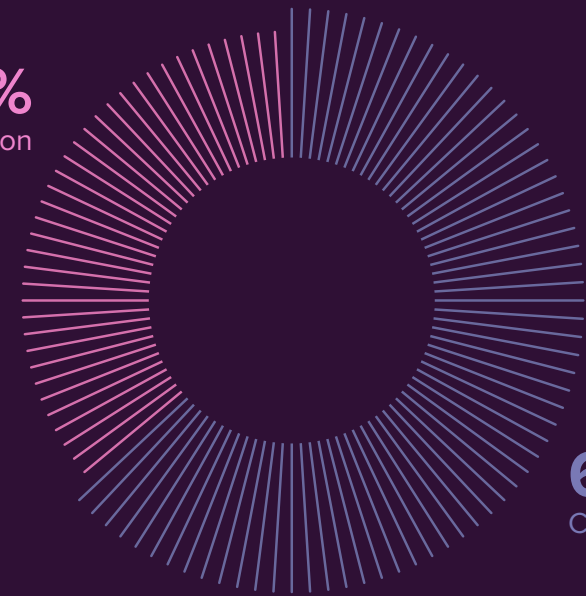
2018 ATTENDEE PROFILE

Over 2,000 IT professionals from all over the world joined us for JNUC 2019 to connect with experts and keep apprised of the technologies available to help solve business challenges. We're expecting record attendance at this year's event!

Industry breakdown

37%
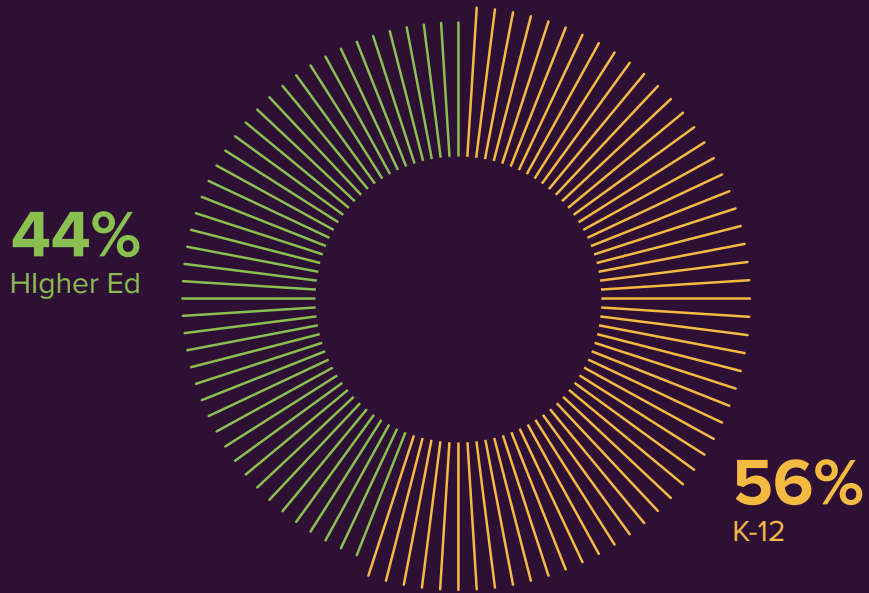Education

63%
Commercial

Primary role

13%
Other/Not Listed

12%
Director or Above

31%
Administrator

17%
Sr./Manager

27%
Specialist

Education Sector Attendees

44%
HIgher Ed

56%
K-12

Commercial Sector Attendees

6%
Government

5%
Retail

7%
Healthcare

36%
Technology

8%
Other

9%
Financial Services
and Insurance

14%
Services

15%
Manufacturing
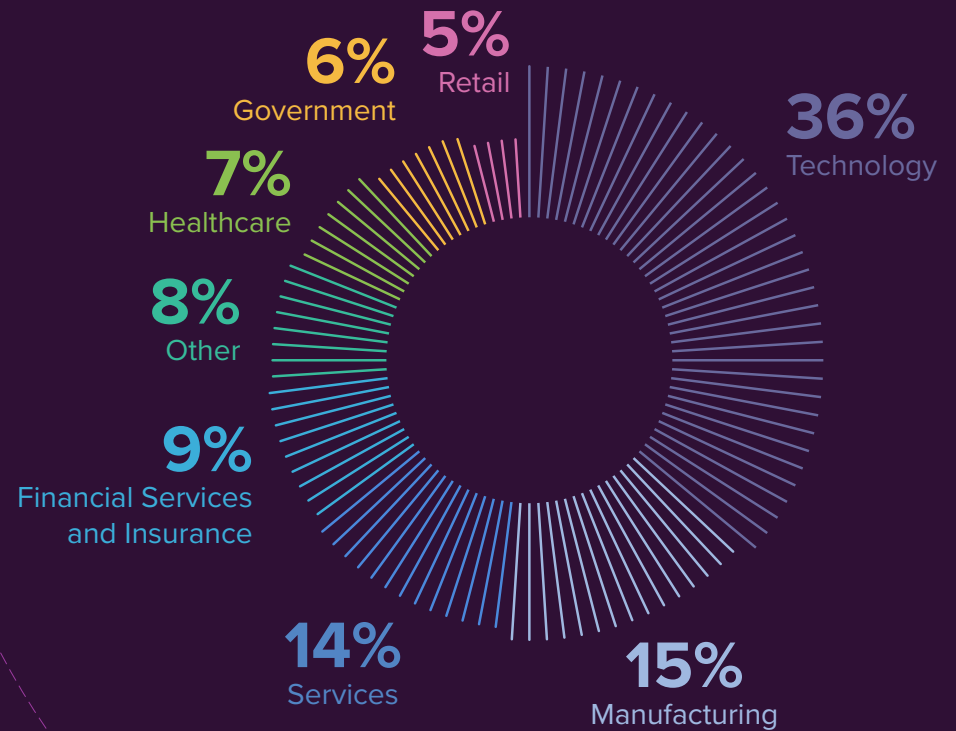
"Code42 loves sponsoring JNUC every year! 2018 was the best one yet with awesome booth traffic and a lot of networking opportunities. We were thrilled with initial results and will be sponsoring again next year."

**Meghan Marostica
Manager, Marketing Events
Code42**

2018 SPONSORS

wipro

DIAMOND *ASSETS*

Insight

CODE42

CDW

shi

Microsoft

SecondLifeMac

samanage

SentinelOne

BACKBLAZE

CROWDSTRIKE

druva

CISCO

OrgWiki

ENDPOINT PROTECTOR by CoSoSys

BRETFORD

carousel
DIGITAL SIGNAGE

locknCharge

FLEDGING

eSpark
LEARNING

Techcycle
Solutions.

Brenthaven

tryten

IBM

SPONSORSHIP
OPPORTUNITIES

Our sponsorship packages are designed to maximize exposure with IT professionals who are building, deploying and scaling today's technology.

INFLUENCE

Three full days of networking at the expo, sessions, breaks, mini-events and Jamf Nation Party. Promote your company and gain awareness among engaged, innovative prospects through physical signage and digital advertising on the show floor and in the event app.

INTERACT

With space in the JNUC expo, multiple speaking opportunities, and endless ways to engage, the opportunities for sponsors to interact with JNUC attendees is growing exponentially in 2019.

IMPACT

Make an impact on attendees and drive ROI by positioning your brand front and center at conference receptions and throughout the venue.

SPONSORSHIP
TIERS

	Petabyte	Terabyte	Gigabyte	Megabyte
Digital Communications				
Logo on conference microsite	●	●	●	●
Author Jamf guest blog post with link to website, blog or asset	●	●	●	
Logo on pre and post-show emails to registrants	●	●		
Mobile App Promotions				
Sponsor listing	●	●	●	●
Rotating banner ad	●	●	●	
Splash page	●			
Push notification	1			
Social Media Promotions				
Twitter post	●	●	●	●
Co-branded Snapchat filter at venue	Tuesday	Wednesday		
Physical Signage				
Inclusion on sponsorship thank you signs	●	●	●	●
Column graphics	●	●	●	
Featured placement on additional signage	●	●		
Digital Signage				
Promotion time on twelve rotating reader boards in event space	●	●	●	●
Day One Keynote				
Logo on thank you sponsors slide	Premier	Featured	Tertiary	Quaternary
Verbal "Thank You" mention of sponsor by CEO	●	●		

SPONSORSHIP
TIERS

	Petabyte	Terabyte	Gigabyte	Megabyte
Exhibit Space				
Exhibit real estate	20x20 Space	15x15 Lounge	10x10 Booth	Turn-Key Kiosk
Lounge furniture based on exhibit space	●	●		
Conference Passes				
Number of passes (full conference passes, including lunch and breaks)	10	7	5	3
Speaking Opportunity				
Session featuring a co-customer*	●	●		
Participation on a panel			●	
Jamf website coverage of session	●	●		
Recording featured on Jamf's blog and YouTube channel	●	●	●	
Attendee List				
Advance access to registrant opt-in list	21 days	14 days	7 days*	
Features				
Branded Gobo Featured in Hotel Lobby	●	●		

* No access to email address or phone number

PETABYTE
SPONSORSHIP
$50k

INFLUENCE

Digital Communications

- Logo on JNUC microsite
- Logo on all JNUC emails to event registrants
- Opportunity to author a guest blog post for Jamf blog — with link to website, blog or downloadable asset

Mobile App Promotions

- Splash page
- One push notification
- Rotating banner ad
- Sponsor listing

Social Media Promotion

- Custom Snapchat filter available Tuesday at venue
- Two Tweets

Physical Signage

- Premier promotion across all physical signage
- Three column graphics
- Branded feature in exposition space
- Inclusion on sponsorship thank you signs
- Fourth floor promotion to extend reach

Digital Signage

- Premier placement on all twelve reader board promotions

INTERACT

Day One Keynote

- Top logo placement on sponsorship "thank you" slide
- Verbal "Thank You" from CEO

Exhibit Space

- Primary Lounge space
- 20' branded surround

Conference Passes

- Ten full conference passes* (including full access to all food and beverage breaks)

Speaking Opportunity

- Session, immediately following Keynote Day 1 ‡
- Jamf Blog coverage of session, with an immediate recap posted day-of session
- Video recording of community session to be featured on Jamf blog and YouTube Channel

Attendee List

- Advance access to registrant opt-in list (21 days prior to JNUC)

For sponsor staff only

‡ Must feature a co-customer, if no co-customer — thought leadership presentation, or panel participation can be substituted

IMPACT

- Branded Gobo Featured in venue lobby of JNUC
- Opportunity to co-host a webinar with Jamf following JNUC
- Opportunity to present to Jamf sales team about product or service prior to JNUC

TERABYTE
SPONSORSHIP
$35k

INFLUENCE

Digital Communications

- Logo on JNUC microsite
- Logo on all JNUC emails to event registrants
- Opportunity to author a guest blog post for Jamf blog — with link to website, blog or downloadable asset

Mobile App Promotions

- Rotating banner ad
- Sponsor listing

Social Media Promotion

- Custom Snapchat filter available Wednesday at venue
- Two Tweets

Physical Signage

- Branded escalator graphic
- Two column graphics
- Branded feature in exposition space
- Inclusion on sponsorship thank you signs

Digital Signage

- Featured placement on all twelve reader board promotions

INTERACT

Day One Keynote

- Featured logo placement on sponsorship "thank you" slide
- Verbal "Thank You" from CEO

Exhibit Space

- Lounge space
- Branded meter board

Conference Passes

- Seven full conference passes* (including full access to all food and beverage breaks)

Speaking Opportunity

- Session‡ immediately following Keynote Day 2
- Jamf Blog coverage of session, with an immediate recap posted day-of session Video recording of community session to be feature
- Video recording of community session to be featured on Jamf blog and YouTube Channel

Attendee List

- Advance access to registrant opt-in list (14 days prior to JNUC)

IMPACT

- Branded Gobo featured in venue lobby day two of JNUC
- Opportunity to co-host a webinar with Jamf following JNUC

* For sponsor staff only

‡ Must feature a co-customer, if no co-customer — thought leadership presentation, or panel participation can be substituted

GIGABYTE
SPONSORSHIP
$20k

INFLUENCE

Digital Communications

- Logo on JNUC microsite
- Opportunity to author a guest blog post for Jamf blog — with link to website, blog or downloadable asset

Mobile App Promotions

- Inclusion on co-branded Gigabyte sponsor banner ad
- Sponsor listing

Social Media Promotion

- One Tweet

Physical Signage

- One column graphic
- Inclusion on sponsorship thank you signs

Digital Signage

- Prominent placement on all twelve reader board promotions

IMPACT

- Access to purchase exclusive sponsor-only promotion opportunities

INTERACT

Day One Keynote

- Secondary logos on sponsorship "thank you" slide

Exhibit Space

- Turn-key 10x10 booth

Conference Passes

- Five full conference passes* (including full access to all food and beverage breaks) *For sponsor staff only
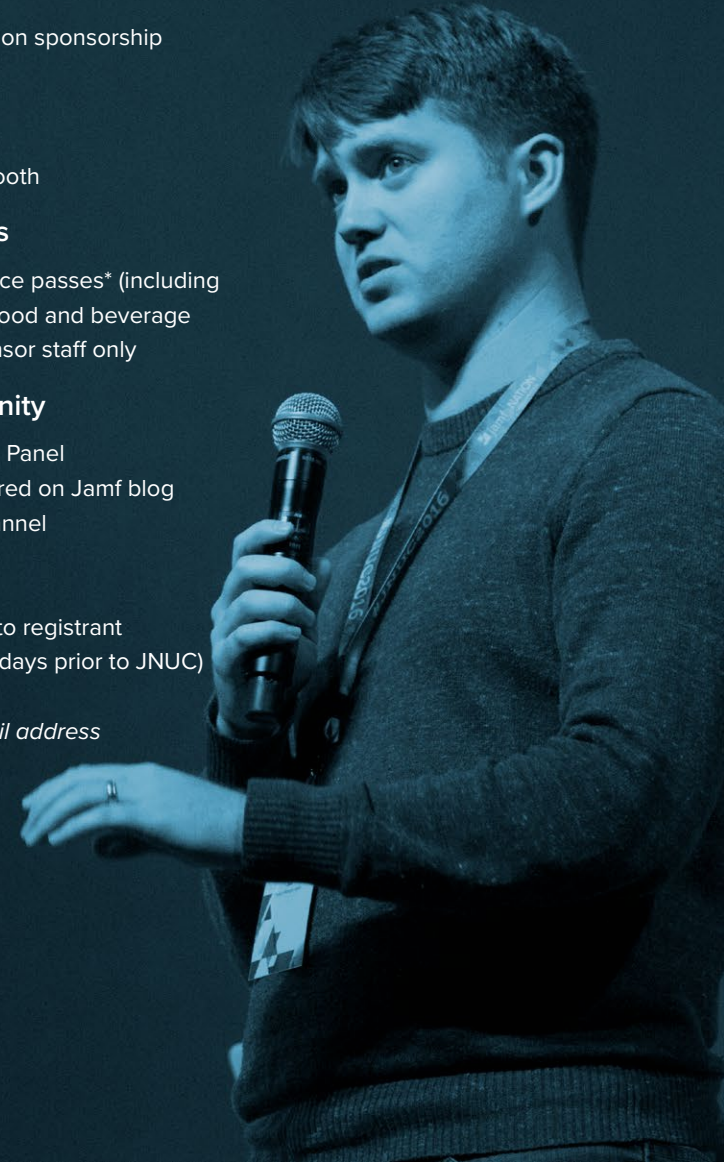
Speaking Opportunity

- Participation on a Panel
- Panel to be featured on Jamf blog and YouTube Channel

Attendee List*

- Advance access to registrant opt-in list (Seven days prior to JNUC)

No access to email address or phone number

MEGABYTE
SPONSORSHIP
$10k

INFLUENCE

Digital Communications

- Logo on JNUC microsite

Mobile App Promotions

- Sponsor listing

Social Media Promotion

- One Tweet

Physical Signage

- One column graphic
- Inclusion on sponsorship thank you signs

Digital Signage

- Placement on all twelve reader board promotions

INTERACT

Day One Keynote

- Tertiary logos on sponsorship "thank you" slide

Exhibit Space

- Turn-key kiosk

Conference Passes

- Three full conference passes* (including full access to all food and beverage breaks)

* For sponsor staff only

A LA CARTE
OPTIONS

Looking to customize your package or for ideas on how to maximize your exposure at JNUC? Contact us.

Jamf Nation Party
Coat check
Food Stations
Custom branded drink

Arcade Games

Yard Games

Chair massages

Custom Snapchat Geofilters

Social media promotions

Mobile app features, including push notifications

Attendee gift

Digital signage

Physical signage

Lunch Sponsor

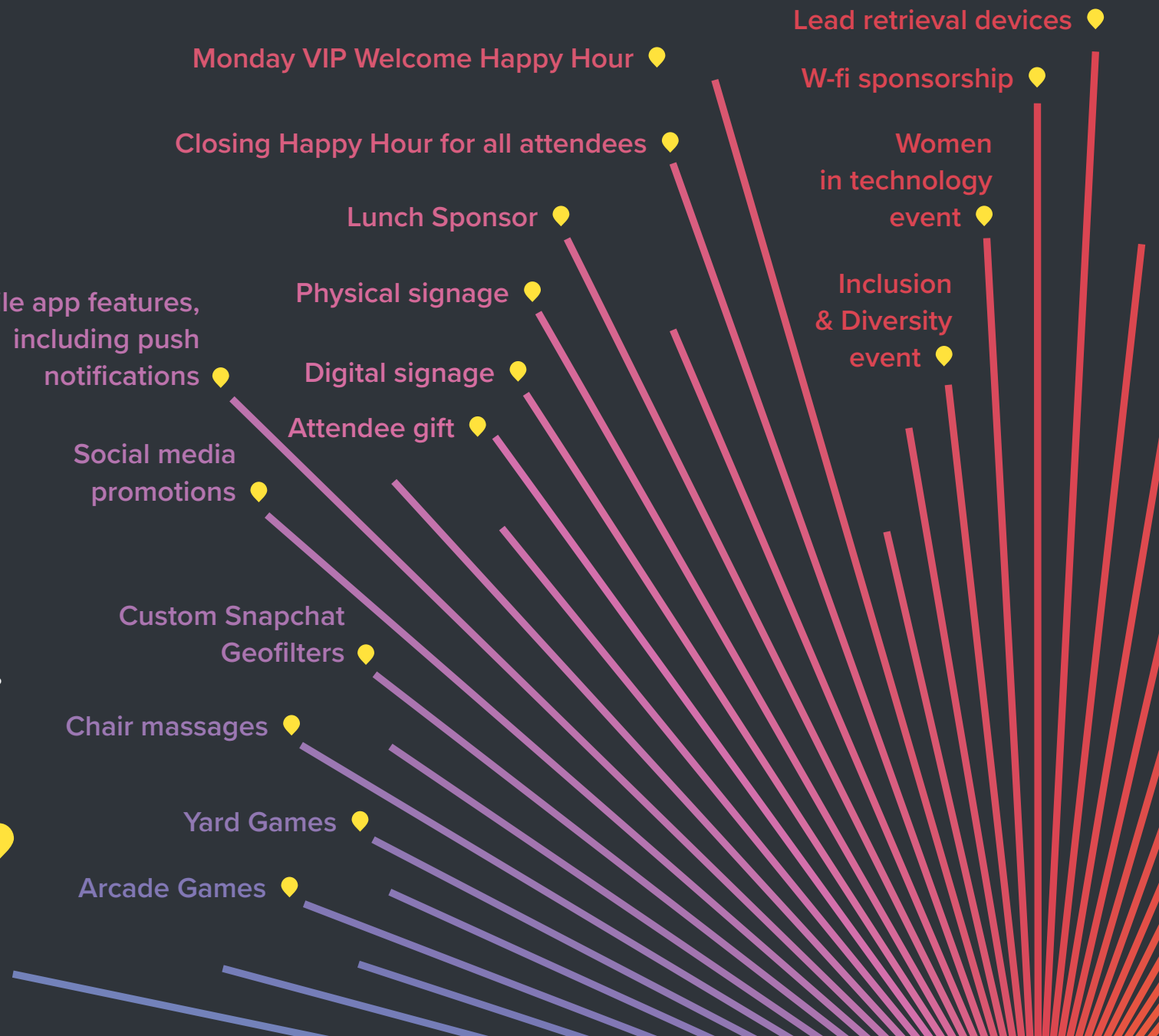Closing Happy Hour for all attendees

Monday VIP Welcome Happy Hour

Lead retrieval devices

W-fi sponsorship

Women in technology event

Inclusion & Diversity event

BECOME A
SPONSOR

Space is limited.
Don't miss your chance to position your company
at the center of this action-packed event.

To secure your sponsorship now, contact our
Sponsorship team at JNUCsponsorship@jamf.com.

General Event Questions: JNUChelp@jamf.com
Learn more about JNUC 2019 here.