

virtual



2021

SPONSOR PROSPECTUS

October 19–21, 2021



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.

2020 ATTENDEE PROFILE

Over 17,000 attendees joined us
for Virtual JNUC 2020



Job level

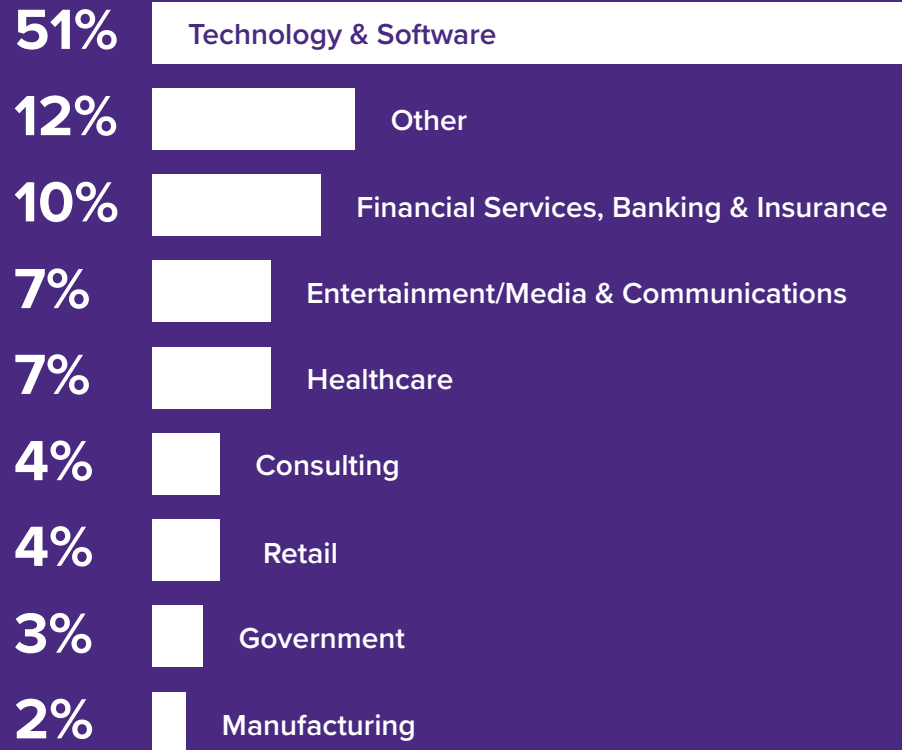


Industry Breakdown



2020 ATTENDEE PROFILE

Commercial Sector Attendees



Education Sector Attendees



“Code42 loves sponsoring JNUC every year! 2020 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,
Director, Demand Generation
Code42

“With everything going virtual in 2020, we didn’t have high expectations for marketing events. However, we were blown away by JNUC! They far surpassed the level of engagement, contact introductions, and sales interest that we got from other virtual events – even those that were more expensive and claimed to have bigger audiences. We can’t wait to sponsor JNUC again next year.”

Heather Robertson,
Vice President, Global Marketing
MacStadium

“We continue to return to the Jamf Nation User Conference because of the incredible ROI in year’s past, we’ve had meaningful conversations with quality leads that yielded over a 700% ROI. We highly recommend being a part of JNUC 2021 and look forward to growing our partnership with Jamf”

Sponsor 2017–2020

“Jamf has a proven track record of successful JNUC events, so BetterCloud was thrilled to sponsor JNUC 2020! The Jamf team was so easy to work in the weeks leading up to the virtual event. We found the event to be a great success and look forward to sponsoring again in 2021.”

Emily Cataldo,
VP of Alliances, BetterCloud

2020 SPONSORS



2020 SPEAKERS

Featured speakers included:

servicenow



okta

CBS



Google

...and a number of Universities



SPONSORSHIP OPPORTUNITIES



Our sponsorship packages are designed to maximize exposure. Each sponsorship tier has been carefully crafted to showcase your solutions and services among forward-thinking IT professionals. As a sponsor of the Jamf Nation User Conference, you'll have the opportunity to...

INFLUENCE

Three full days of networking at the expo, sessions, virtual event. Promote your company and gain awareness among engaged, innovative prospects throughout the virtual experience.

IMPACT

Make an impact on attendees and drive ROI by positioning your brand front and center at the conference. Virtual JNUC is optimized for analytics.

INTERACT

With space in the JNUC virtual expo, multiple speaking opportunities, and endless ways to engage, the opportunities for sponsors to interact with JNUC attendees is growing exponentially in 2021.

PREMIER \$50K

- **Pre-Event exposure:** 30-second video message in Sponsor Spotlight email to registrants, 1 social post on Jamf channels leading up to event; logo, description and link to company website on Jamf.com
- **Branding opportunities:** Premium logo placement on event site login screen & sponsor directory, top sponsor thanks during Keynote, 2 banners with sponsor logo in event platform, 1 social post during event across: Twitter, Facebook and LinkedIn
- **Audience engagement:** Chat functionality, 1:1 virtual meetings capability
- **Lead data:** Full opt-in registration list, booth traffic analytics, speaking session viewership analytics
- **Booth capabilities:** Ability to upload marketing resources (blog posts, whitepapers, etc.) and promotional videos, links to social pages & company web page, in-booth chat box
- **Speaking session:** 30-Minute recorded session with optional live Q&A, copy of session Q&A analytics provided post-event
- **Post-Event exposure:** Featured in post-event Thank You email to registrants (1 week post-event), On-demand content available

DIAMOND

\$35K

- **Pre-Event exposure:** Logo featured in Sponsor Spotlight email to registrants, logo, description and link to company website on Jamf website
- **Branding opportunities:** Logo featured in sponsor directory, special thanks during Keynote, 1 banner with sponsor logo in event platform, 1 social post promoting all Diamond sponsors during event
- **Audience engagement:** Chat functionality, 1:1 virtual meetings capability (Braindate Platform)
- **Lead data:** Full opt-in registration list, booth traffic analytics, speaking session viewership analytics
- **Booth capabilities:** Ability to upload marketing resources (blog posts, whitepapers, etc.) and promotional videos, links to social pages & company web page, in-booth chat box
- **Speaking session:** 30-Minute recorded session with optional live Q&A, copy of Q&A Analytics provided post-event
- **Post-Event exposure:** On-demand content available

PLATINUM

\$20K

- **Pre-Event exposure:** Logo, description and link to company website on Jamf.com
- **Branding opportunities:** Logo featured in sponsor directory, 1 banner with sponsor logo in event platform, 1 social post promoting all Platinum sponsors during event
- **Audience engagement:** Chat functionality, 1:1 virtual meetings capability (Braindate platform)
- **Lead data:** Booth traffic analytics, speaking session viewership analytics
- **Booth capabilities:** Ability to upload marketing resources (blog posts, whitepapers, etc.) and promotional videos, links to social pages & company web page, in-booth chat box
- **Speaking session:** 20-Minute recorded on-demand session, copy of session recording provided post-event
- **Post-Event exposure:** On-demand content available

SILVER

\$10K

- **Pre-Event exposure:** Logo and link to company website on Jamf.com
- **Branding opportunities:** Logo featured in sponsor directory
- **Audience engagement:** Chat functionality
- **Lead data:** Booth traffic analytics, opt-in lead list
- **Booth capabilities:** Ability to upload marketing resources (blog posts, whitepapers, etc.) and promotional videos, links to social pages & company web page, in-booth chat box
- **Post-Event exposure:** On-demand content available



ATTENDEE ENGAGEMENT AND DEMAND GENERATION

		PREMIER	DIAMOND	PLATINUM	SILVER
SPONSOR BOOTH	BOOTH CAPABILITIES	<ul style="list-style-type: none"> · Ability to upload marketing resources (blog posts, whitepapers, etc.) · Promotional video upload in booth · Links to social pages · Link to sponsor's web page · In-booth chat box 			
SPEAKING SESSIONS	30-MINUTE BREAKOUT SESSION	✓	✓		
	20-MINUTE BREAKOUT SESSION			✓	
ATTENDEE ENGAGEMENT & INSIGHT	BOOTH TRAFFIC ANALYTICS	✓	✓	✓	✓
	AUDIENCE INFORMATION	Full registration list & intent layering	Full registration list	Attendee list only	
	OPPORTUNITY FOR VIRTUAL 1:1 MEETINGS	✓	✓	✓	✓

BRAND EXPOSURE

		PREMIER	DIAMOND	PLATINUM	SILVER
PRE-EVENT EXPOSURE	PROMOTION ON JAMF WEBSITE	Logo, link to sponsor website & company description			Logo, link to sponsor website
	FEATURED IN SPONSOR SPOTLIGHT EMAIL TO REGISTRANTS	30-second video in Sponsor Spotlight email	Logo featured in Sponsor Spotlight email		
	PRE-EVENT SOCIAL POST	1 Social post on Jamf channels leading up to event			
DAY-OF BRANDING & EXPOSURE	LOGO PLACEMENT	Premium logo placement on event site login screen & sponsor directory	Logo featured in sponsor directory	Logo featured in sponsor directory	Logo featured in sponsor directory
	SPECIAL THANKS IN DAY 1 KEYNOTE	✓	✓		
	BANNER ADS IN EVENT PLATFORM	2 Banners with sponsor logo	1 Banner with sponsor logo	1 Banner with sponsor logo	
	SOCIAL POSTS DURING EVENT	1 dedicated social post	1 Social post promoting all Diamond sponsors	1 Social post promoting all Platinum sponsors	
POST-EVENT EXPOSURE	FEATURED IN POST-EVENT THANK YOU EMAIL TO REGISTRANTS	Links back to session			
	ON-DEMAND CONTENT AVAILABLE	✓	✓	✓	✓

ATTENDEE ENGAGEMENT & DEMAND GEN AMPLIFIERS

Connect with attendees through speaking sessions

30-Minute Breakout Session

(INCLUDED IN PREMIER AND DIAMOND)

Share your industry knowledge with attendees and speak to how your product or service can crack the code on complicated issues.

- 30-minute session with live Q&A
- Will receive viewership analytics post-event
- On-demand access of speaking session
- Copy of session recording provided post-event
- Session included as part of agenda

20-Minute On-demand Session

(INCLUDED IN PLATINUM)

Quick and to the point — that's what attendees want! Share how your tech can solve key challenges

- 20-minute on-demand session
- Will receive viewership analytics post-event
- On-demand access of speaking session
- Copy of session recording provided post-event
- Session included as part of agenda

CREATIVE CUSTOMIZATIONS

Get talking & kick up your brand presence at JNUC

Virtual Mixology Masterclass

Cap off the first day of our virtual event with a mixology class that's sure to make a lasting impression on attendees.

- 15-minute mixology lesson serving up your companies favorite cocktail
- Downloadable recipe available prior to event
- Sponsored message prior to virtual lesson
- Sponsor will receive list of all opt-in attendees

Email JNUCsponsorship@jamf.com for pricing.



CREATIVE CUSTOMIZATIONS

Get attendees talking & kick up your brand presence at JNUC

Stretching & Wellness Break

Take a break! Sponsor a 15-minute mindfulness session to help attendees recharge.

- Session delivered by a mindfulness expert
- 15-minute mindfulness sessions
- Sponsor message to play prior to session
- Sponsor will receive list of all opt-in attendees

Cooking Class

It's safe to say that most of us are cooking more now than ever before — and it's time to step up our game! Help attendees level-up in the kitchen by sponsoring this creative session.

- 15-minute cooking class
- Sponsored message prior to virtual lesson
- Sponsor will receive list of all opt-in attendees

Please email JNUCsponsorship@jamf.com

CREATIVE CUSTOMIZATIONS

Coffee Break

Our attendees love coffee! Sponsor a quick break to help attendees unwind with a coffee pour-over session:

- 15-minute coffee pour-over lesson
- Sponsor message to play prior to session
- Sponsor will receive list of all opt-in attendees

Email JNUCsponsorship@jamf.com for pricing.



MARKET YOUR VIRTUAL BOOTH

Get attendees talking & kick up your brand presence at JNUC 2021!

Let's market your virtual booth!

- All sponsors can take advantage of a 30 min. brainstorm with the Jamf events team
- The team will share what has worked/what has not worked
- Help you get the most out of your virtual experience!



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 2021 here.