



jamf

NATION

User Conference

2017

SPONSOR PROSPECTUS | OCTOBER 24-26, 2017 | HYATT REGENCY | MINNEAPOLIS, MN



# What is JNUC?

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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.

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# Why Sponsor?

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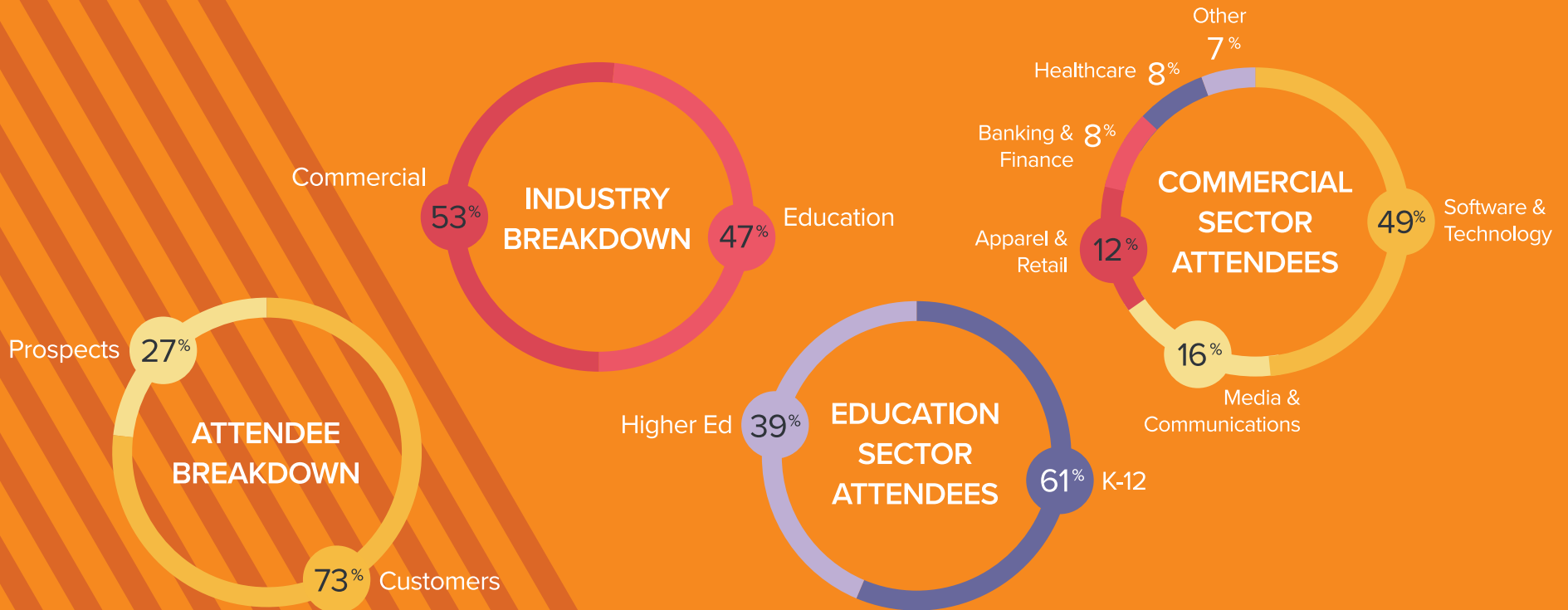
Generate business with our forward-thinking IT professionals and increase exposure for your brand, solutions and services. Don't miss out on the opportunity to be a part of strategic IT discussions that center on innovative technology.

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# 2016 Attendee Profile

Over 1,200 attendees joined us for JNUC 2016, and we're expecting more than 1,500 attendees for this year's event!



**"JNUC is a must-go event. The information I gain not only helps me become more efficient at my job, but enables me to provide greater value to my organization."**

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**Tracy DiLossi  
Systems Administrator  
Ridley School District**

**"The JNUC helps drive Apple best practices. I credit this opportunity to giving newcomers and Apple IT veterans like us a place to get exposed to what others are doing, so we can continue to make a footprint in enterprises."**

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**Luis Giraldo  
Partner and CEO  
Ook Enterprises**



# 50+ Speakers

Speakers are all notable thought leaders, hailing from diverse recognizable schools and companies. 2016 speakers included the following organizations:

IBM  
Aol  
Lego  
teem

Foursquare  
Shopify  
Salesforce  
True Source

Indiana University  
Shawnee Heights School District  
Ridley School District  
University of California San Diego  
Health

# Trending Topics



MOBILE DEVICE  
MANAGEMENT



SECURITY



USER-CENTRIC IT



APPLE  
ECOSYSTEM



COMPLIANCE &  
REPORTING



APPLE EDUCATION  
TECHNOLOGIES



HEALTHCARE



PARTNER  
INTEGRATIONS



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# 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...**

## **INFLUENCE**

Three full days of networking at the expo, sessions, breaks, mini-events, and Jamf Nation User Conference 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 round table discussions, the opportunities for sponsors to interact with JNUC attendees is growing exponentially in 2017.

## **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

	Terabyte	Gigabyte	Megabyte
<b>Digital Communications</b>			
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	●		
<b>Mobile App Promotions</b>			
Sponsor listing	●	●	●
Featured map pin	●	●	●
Rotating banner ad	●	●	●
Splash page and one push notification	●		
<b>Social Media Promotions</b>			
Twitter post	●	●	●
Co-branded Snapchat filter at venue	●		
Facebook post	●	●	
<b>Physical Signage</b>			
Inclusion on sponsorship thank you signs	●	●	●
One column graphic and one floor promotion graphic	●	●	
Featured placement on additional signage	●		
<b>Digital Signage</b>			
Promotion time on twelve rotating reader boards in event space	<b>30 secs</b>	<b>10 secs</b>	<b>5 secs</b>
<b>Day One Keynote</b>			
Logo on thank you sponsors slide	<b>Primary</b>	<b>Secondary</b>	<b>Tertiary</b>
Verbal "Thank You" to sponsor	●	●	

# Sponsorship Tiers

	Terabyte	Gigabyte	Megabyte
<b>Exhibit Space</b>			
Exhibit real estate	<b>Lounge</b>	<b>Kiosk</b>	<b>Kiosk</b>
Two couches, signage and a coffee table	●	●	
<b>Lead Retrieval Devices</b>			
Number of devices (with custom qualifying questions provided by sponsor)	<b>3</b>	<b>2</b>	<b>1</b>
<b>Conference Passes</b>			
Number of passes (full conference passes, including lunch and breaks)	<b>7</b>	<b>5</b>	<b>3</b>
<b>Speaking Opportunity</b>			
Community session featuring a co-customer* (Immediately following day one keynote)	●		
Fireside chat or participation on a panel (Immediately following day two keynote)		●	
Session recording for use in sponsor blog or YouTube post	●	●	
Recording featured on Jamf's blog and YouTube channel	●	●	
<b>Round Table Host</b>			
Number of lunch table topics (engage with attendees about your product/service)	<b>4</b>	<b>3</b>	<b>2</b>
<b>Attendee List</b>			
Advance access to registrant opt-in list (Seven days prior to event kick off)	●	●	
<b>Exhibit Space</b>			
Welcome reception co-sponsor with co-branded Gobo featured in hotel lobby	●		
Networking/closing happy hour co-sponsors		●	



# Terabyte Sponsorship: \$35,000

## INFLUENCE

<b>Digital Communications</b>	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
<b>Mobile App Promotions</b>	Splash page One push notification Rotating banner ad Sponsor listing Featured map pin
<b>Social Media Promotion</b>	One Co-branded Snapchat geofilter (available Tuesday at venue) Two Twitter One Facebook One LinkedIn
<b>Physical Signage</b>	Branded escalator graphic Two column graphics Branded feature in exposition space Inclusion on sponsorship thank you sign Floor promotion to drive lounge traffic
<b>Digital Signage</b>	Thirty seconds, rotating reader board time

## INTERACT

<b>Day One Keynote</b>	Primary logo placement on sponsorship “thank you” slide Verbal “Thank You” from CEO
<b>Exhibit Space</b>	Lounge space Branded meter board
<b>Lead Retrieval Devices</b>	Three lead retrieval devices (with custom qualifying questions)
<b>Conference Passes</b>	Seven full conference passes* (including full access to all food and beverage breaks) *For sponsor staff only
<b>Speaking Opportunity</b>	Community session*, immediately following Keynote Day 1 *must feature a co-customer, if no co-customer — thought leadership presentation, fireside chat, or panel participation can be substituted  Video recording of community session to be featured on Jamf blog and YouTube Channel
<b>Round Table Host</b>	Select four lunch table topics: engage and interact with event attendees on a topic relevant to your product or service
<b>Attendee List</b>	Advance access to registrant opt-in list (14 days prior to JNUC)

## IMPACT

Welcome reception co-sponsor, featuring co-branded gobo featured in event venue lobby  
Opportunity to co-host a webinar with Jamf following JNUC

# Gigabyte Sponsorship: \$20,000

## INFLUENCE

<b>Digital Communications</b>	Logo on JNUC microsite Opportunity to author a guest blog post for Jamf blog — with link to website, blog or downloadable asset
<b>Mobile App Promotions</b>	Rotating banner ad Sponsor listing Featured map pin
<b>Social Media Promotion</b>	One Twitter One Facebook
<b>Physical Signage</b>	One column graphic Floor graphic Inclusion on sponsorship thank you sign
<b>Digital Signage</b>	Ten seconds, rotating reader board time

## IMPACT

Closing reception co-sponsor, featuring co-branded gobo featured in event venue lobby

## INTERACT

<b>Day One Keynote</b>	Secondary logos on sponsorship “thank you” slide Verbal “Thank You” from CEO
<b>Exhibit Space</b>	Turn-key kiosk
<b>Lead Retrieval Devices</b>	Two lead retrieval devices (with custom qualifying questions)
<b>Conference Passes</b>	Five full conference passes* (including full access to all food and beverage breaks) *For sponsor staff only
<b>Speaking Opportunity</b>	Fireside chat or participation on a panel Video recording of fireside chat or panel to be featured on Jamf blog and YouTube Channel
<b>Round Table Host</b>	Select three lunch table topics: engage and interact with event attendees on a topic relevant to your product or service
<b>Attendee List</b>	Advance access to registrant opt-in list (Seven days prior to JNUC)

# Megabyte Sponsorship: \$10,000

## INFLUENCE

<b>Digital Communications</b>	Logo on JNUC microsite
<b>Mobile App Promotions</b>	Rotating banner ad Sponsor listing Featured map pin
<b>Social Media Promotion</b>	One Twitter
<b>Physical Signage</b>	Inclusion on sponsorship thank you sign
<b>Digital Signage</b>	Five seconds, rotating reader board time

## INTERACT

<b>Day One Keynote</b>	Tertiary logos on sponsorship “thank you” slide
<b>Exhibit Space</b>	Turn-key kiosk
<b>Lead Retrieval Devices</b>	One lead retrieval devices (with custom qualifying questions)
<b>Conference Passes</b>	Three full conference passes* (including full access to all food and beverage breaks) *For sponsor staff only
<b>Round Table Host</b>	Select two lunch table topics: engage and interact with event attendees on a topic relevant to your product or service



**Looking to customize  
your package or for ideas  
on how to maximize  
your exposure at JNUC?**

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We have an evolving list of a la carte options available.  
Contact us to learn more.

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**SOME A LA CART OPTIONS INCLUDE:**

Charging station

Wifi sponsorship: including branded splash page

Food sponsorship opportunities

Additional signage

Additional lead retrieval devices

Coat check

Chair massages

Jamf Nation Party

Yard games

Arcade games



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# Become a Sponsor

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

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To secure your sponsorship now, contact our Sponsorship team at [JNUCsponsorship@jamf.com](mailto:JNUCsponsorship@jamf.com).

General Event Questions: [JNUChelp@jamf.com](mailto:JNUChelp@jamf.com)

Learn more about [JNUC 2017](#) here